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USING CONSUMER PERSONALITY TO DIRECT THE CREATION OF MORE EFFECTIVE ADVERTISEMENTS

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USING CONSUMER PERSONALITY TO DIRECT THE CREATION OF
MORE EFFECTIVE ADVERTISEMENTS

by

Connor Keith

Submitted to the School of Honors Committee

in partial fulfillment

of the requirements for University Honors Scholars

Southeastern University

2019

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2019

Dedication

I would like to dedicate this thesis to my mother, who still wants me to become a doctor.
May these fifty-two pages convince her otherwise.

Acknowledgements

Thank you to my thesis advisor Dr. Dave Royer for your guidance and encouragement throughout this process, and for allowing me to use your classes for my research study.

Thank you to Dr. Beth Leslie for trusting me enough to let me use all of your Myers-Briggs books. They were a great help in this study.

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Abstract

Advertising is one of the most pervasive forces in business and culture today. All advertisers are seeking ways to be more effective in order to reach consumers better. One of the ways they can do this is by targeting certain personality types in their advertisements. This thesis seeks to find the differences in responses to advertisements from consumers with different personality types. A survey is used in conjunction with a personality test to study if consumers are most influenced by advertisements targeted toward their personalities. Suggestions are given for how to create and distribute advertisements to be most effective for those with different personalities.

KEY WORDS: advertising, marketing, market segmentation, personality theory

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Introduction

Marketing is a crucial component to the success of any business, no matter how large or small. Marketers devote much of their activity to research, trying to find their target markets. They try to find out as much as they can about these target markets, from their age and income to their culture and buying behavior. Much emphasis is placed on collecting and interpreting psychographic information. This includes attitudes, interests, beliefs, and personality, which provide a more complete view of market segments than demographics alone (Endler & Rosenstein, 1997).

However, many marketers are missing a great opportunity when it comes to using personality. The thesis of this study is that there are differences in responses to different types of advertisements from consumers of different Myers-Briggs personality types, and one of the objectives is to analyze how advertisers can use these differences to market their businesses more effectively.

This study is important for all types of businesses. Some may benefit from the use of personality-targeted advertisements because people of a certain type make up most of their customer base. This could include those who sell to customers in a certain industry or that have similar interests. It could also be helpful to those who just want to create advertisements that reach every personality more effectively.

The Myers-Briggs Type Indicator (MBTI) based on Carl Jung's theory of personality offers an easy way to classify personality types and can be used as a valuable tool for marketers. The sixteen Myers-Briggs types are based on four dichotomies: Extraversion-Introversion, Sensing-Intuition, Thinking-Feeling, and Judging-Perceiving. For each dichotomy, everyone is thought to have a preference toward one or the other. The combination of preferences then

provides each person's framework for how they interact with and perceive the world. These types can also be subdivided into Keirsey's four temperaments. Each of these temperaments provides more information on MBTI types and their core values and needs. Because there are behavioral and preferential similarities across MBTI types and, in turn, Keirsey temperaments, these can become a basis for evaluating psychographic information and predicting consumer behavior (Baron, 1998).

Consumers' Myers-Briggs types can provide marketers with a wealth of information that they can then use to create more personal advertisements that are even more effective (Myers, Sen, & Alexandrov, 2010). Finding consumer MBTI types has never been easier, but it does require inferring the personalities of target market segments. Studies suggest utilizing data-tracking software to track individuals' online behavior. One can then make conjectures about their personalities based on the data (Barkhi & Wallace, 2007). Using this information, marketers can determine the most common MBTI types in a market segment, or the types of individual consumers. Then they can design their marketing activities to reach specific personality types (LaBarbera, Weingard, & Yorkston, 1998).

Because the meaning of an advertisement is created in each individual who receives it and is in turn influenced by their personality types, marketers should do all that they can to ensure the message conveys the right meaning (Myers et al., 2010). Research on this topic has provided suggestions of how to personalize advertisements to better connect with audiences of specific MBTI types (LaBarbera et al., 1998). The effectiveness of the imagery used in advertisements, including graphics or color, can be influenced by the personality of the one receiving the advertisement. Marketers must also tailor the verbal messages included in their ads to market to personality types.

This thesis will answer a few research questions, including:

1. What are the differences in how individuals with different personality types (based on Myers-Briggs Type Indicator personality types separated into Keirsey temperaments) respond to advertisements?
2. How should advertisers use these responses to create more effective advertisements?

To answer these questions, this study uses a personality test in conjunction with a test of advertisement responses to examine the relationship between personality and response. A variation of the Myers-Briggs test has been used because of its simple administration, its credibility, and its place at the foundation of this study.

To begin, this study will present a review of the current literature available on the topic of the use of personality in marketing. The aim of this study is to emphasize and support the importance of the use of personality in marketing activities to maximize effectiveness and connect businesses with consumers on a new level.

Review of Literature

All businesses strive to achieve the most effective marketing. While demographics are widely used in market activities, there is one aspect of the consumer market that has been underutilized. Consumer personality is easily measurable and is a valid foundation of market segmentation, but marketers are not taking advantage of it. This literature review discusses the importance of using personality as a marketing tool and how to collect consumer personality information, the interaction of brand personality and consumer personality, and a brief summary of the top personality theories currently in use.

Market Segmentation

In any market, there will be a wide array of customer types. These types can vary by demographic information like age, race, gender, and income, or they can differ by psychographics. Psychographics can be more difficult to define than demographics. The phrase was first used around the time of World War I to describe how people looked, but has evolved since then (Demby, 1994). Today it can include consumer lifestyles, product attitudes, personality traits, and more. Psychographics should be able to be measured quantitatively instead of qualitatively, making them appropriate for application to large groups of people (Wells, 1975).

Because both psychographics and demographics can differ so widely within a market, it is necessary for marketers to find a way to group them into smaller, more focused subsets. This process is called “market segmentation.” Weinstein defines market segmentation as, “the process of partitioning markets into groups of potential customers with similar needs and/or characteristics who are likely to exhibit similar purchase behavior” (2004).

When businesses can segment their markets, advertisers can infer how consumers within those segments will act or interact with their company. Based on this information, businesses can

offer products that meet the needs of that specific segment instead of simply hoping that customers will purchase from them. They can also market their products more effectively if they know what their customers are like. Therefore, it is beneficial for any business to utilize market segmentation techniques, especially those that are most precise and offer the fullest view of the target consumers.

Personality in Marketing

Since the early 20th century, psychologists have been researching personality, trying to understand what it is and how it influences our actions and attitudes. The main focus was originally on performance prediction, and personality tests were often administered along with intelligence tests (Endler & Rosenstein, 1997). It did not take long before researchers began to apply theories of personality to broader aspects of life, such as business. In the business industry, marketing professionals quickly learned the importance of personality to their trade.

Personality has been used in addition to demographics to predict consumer behavior and has been found to be a better predictor of behavior than demographics alone (Endler & Rosenstein, 1997). Marketers have tried to segment markets based on personality (Shank & Langmeyer, 1994). To segment markets based on personality, marketers assume that consumers with similar personalities must also have similar characteristics and product needs. According to Bickert (1997), it is important that marketers realize that their markets are not homogeneous, and they should try to find out as much as possible about individual consumers to personalize marketing efforts. This personalized marketing is known as “one-to-one marketing.”

One-to-one marketing is a relatively new approach that offers greater opportunities to reach consumers directly. By knowing their markets on an individual basis, companies can focus their advertising in a way that is more likely to attract customers. One factor that advertisers

should explore when deciding how to individualize advertising is consumer personality. With new media forms and ways of collecting consumer information, personality can be a useful basis for marketing focus (LaBarbera, Weingard, & Yorkston, 1998).

Marketers are concerned with influencing the preferences of their consumers. If businesses want to reach consumers most effectively, they should start by looking at consumers' personalities in order to understand why they behave certain ways or prefer certain products. Barkhi and Wallace (2007) stated that consumer attitudes influence their shopping decisions. Consumer attitudes are largely impacted by individual personalities.

Orth (2005) found that personality also influences the desired benefits from a product or brand. In his research he studied the effect of consumer susceptibility to interpersonal influence, product category involvement, and situational disposition—all viewed as aspects of consumer personality—on brand choice. He found that personality features do have an impact on which brands customers choose for certain situations.

In a study done with Anheuser-Busch, Ackoff and Churchman's personality types were developed to measure sensitivity to and effect on the environment and were then applied to reasons beer consumers chose beer brands (Ackoff & Emshoff, 1975). Knowing which personality types made people more apt to drink a certain beer helped Anheuser-Busch choose target market segments and the messages used in their advertisements. The study also found that personality types have an impact on other aspects of marketing, such as likelihood of trying a new brand first.

Targeting personality types can make advertisements more efficient and effective, and can even make personal advertising possible (Myers, Sen, & Alexandrov, 2010). Because the meaning of an advertisement is created in each individual audience member, it stands to reason

that personality could influence the interpretation of an ad. LaBarbera et al. (1998) also found that the most effective ads are those that use language and provide information that matches up with the personality types of the audience. Thus, understanding consumer personality is instrumental in creating powerful advertisements and marketing effectively.

Brand Personality and Consumer Personality

One of the most important parts of marketing a brand is the brand personality. Brand personality is the association of human personality traits with a brand and its products. Cultivating a strong brand personality is key when it comes to attracting customers and keeping them (Long-Yi, 2010). Brand personality is usually measured using Aaker's brand personality scale. This scale includes five dimensions: sincerity, excitement, competence, sophistication, and ruggedness. These traits are created through branding, including, for example, the messages used in advertisements (Mathews, 2015).

Much like the way in which consumers interpret advertisements for themselves, individual consumers also interpret brand personality differently. Their interpretation will likely be influenced by their own personalities as well (Mathews, 2015). Therefore, when creating a brand personality, marketers should know the personalities of their consumers so that they can predict how the brand's personality will be perceived.

Consumers are also more likely to purchase a brand with a personality similar to their own, cementing the importance of knowing your consumers and marketing towards them (Long-Yi, 2010). Brand personality attracts customers with similar personality traits because they identify with the brand (Myers et al., 2010). This is called self-congruence, which is how a consumer's concept of his or herself matches the personality of a user of a particular brand (Lee,

2009). Self-congruence leads to people using brands to express themselves and the different traits they have.

A study by Mulyanegara, Tsarenko, and Anderson (2009) confirmed that there are connections between some consumer personality traits and brand personality traits. These are the traits consumers attempt to express through brand choice. Furthermore, this study found that males and females express their traits through different brand personality traits. This study confirmed that consumer personality impacts which brand personalities consumers prefer.

In addition to brand personality, corporate personality also matters. There has to be consistency between corporate personality, brand personality, and consumer personality to reach maximum effectiveness (Banerjee, 2016). Consumers seek self-congruence in corporate personalities as well, and all three personality types interact with each other. The different personalities of a brand can also predict what consumers will prefer from the brand. All aspects of a company's personality must be evaluated when branding and marketing.

Collecting Personality Data

Once marketers decide to examine personality type in order to strengthen their marketing, reliable method of collecting consumers' personalities must be found. Distributing a personality questionnaire to every single individual consumer in a market would be expensive and time-consuming, making it nearly impossible. Several alternative methods have already been used or suggested by researchers.

The use of data-tracking software is suggested by Myers et al. (2010). This software can be used to track what consumers do when online, and marketers can use this information to infer consumers' personality types (LaBarbera et al., 1998). By knowing how people with certain personalities typically behave online, marketers can match these behavioral trends with

individual consumers' behaviors. Then they can deduce the personality types of their consumers based on these connections. Marketers can also use web mining, click stream analysis, or customer relationship management (CRM) systems to track consumer behavior and profile their customers (Barkhi & Wallace, 2007).

A less exact but still effective method of deciphering consumer personality is using data on the most common personality types in a market segment (LaBarbera, Weingard, & Yorkston, 1998). There tend to be similar personalities across demographic segments, so marketers can analyze their demographics to estimate the most common personalities of the consumers being targeted. There are also typically similar personality types in people that are in a particular occupation (Reagan, Capella, & Miles, 1995). If marketers are targeting people of a certain industry or know that most in a particular market segment share the same occupation, they can infer that these people would have similar personality types.

Reagan et al. (1995) also provide recommendations for how to interpret consumer personality types when dealing with them on a personal, face to face basis. Their research explored this concept through the lens of personal selling to service business customers. They found that it is helpful to know what personality types are most common in people working in each professional sector. For example, lawyers may be more likely to be introverted than extraverted. One can also observe their behaviors in personal encounters, such as amount of small talk or timeliness, to infer individual customers' personalities. With this information, personal sellers—and ultimately, marketers—can alter their methods to more effectively attract and sell to customers. It also shows how small businesses that deal with customers more personally can also use type theory to effectively reach their customers.

Personality Theories

Myers-Briggs Type Indicator.

One of the most widely accepted and used personality assessments is the Myers-Briggs Type Indicator (MBTI). This personality inventory based on Carl Jung's personality theory was created by Isabel Briggs Myers and Katharine Briggs. Jung's theory assumed that people are born with preferences for different functions, and that these preferences interact with environmental factors (LaBarbera et al., 1998). The MBTI classifies personality type into sixteen different types based on these preferences. There are four preference dichotomies found in the MBTI, and each person prefers one of the two in each category.

The dichotomies are Extraversion-Introversion, Sensing-Intuition, Thinking-Feeling, and Judging-Perceiving, most often given in terms of their first letters—with N standing for Intuition (Carlyn, 1977). Extraversion-Introversion (E-I) measures if one tends to focus on and derive energy from the outer world or the inner world. Sensing-Intuition (S-N) measures how one perceives the world, either in concrete and practical terms or in abstract and theoretical terms. Thinking-Feeling (T-F) measures how one makes decisions, favoring either logic or emotion. Finally, Judging-Perceiving (J-P) measures how one interacts with the world, either in an organized and orderly way, or in a spontaneous and easygoing manner. One of each dichotomy is naturally preferred, so three of the possible sixteen MBTI types could be INFP, ESFJ, or ENTJ.

The MBTI has been used in many studies of personality, probably because of its ease of use and its strong reliability. Carlyn (1977) researched the MBTI to assess its reliability and validity. Her study found that E-I, S-N, and T-F were found to be independent of each other, though J-P was found to have a link to at least one of the other dichotomies. It also found that the MBTI is internally consistent, stable over time, and valid in all scoring methods. In addition to

its reliability, the MBTI combines information on cognitive styles with that on information processing and social interaction styles, making it more complete than other models of personality.

Big Five model.

Another of the most widely used personality assessment tools is the five-factor model, typically referred to as the Big Five model. This model is based on trait theory, which assumes that people have different personalities because they have certain amounts of different personality traits (Myers et al., 2010). Traits are characteristics that act as a basis for behavioral tendencies over extended periods of time (Endler & Rosenstein, 1997).

The five traits in the Big Five are extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience. Extraversion is how much one likes to be around others and is open and social. Agreeableness measures how much one strives for unity with others and how friendly they are. Conscientiousness is how disciplined one is and how thorough and reliable they are. Neuroticism is a measure of how emotionally stable one is, with higher scores reflecting higher instability. Openness to experience is one's creativity and willingness to try new things. These five traits combine to form the basis of an individual's personality in this model.

The Big Five model has been modified over time to continue to most accurately test the trait theory. Although it is so commonly used in personality assessment and as a research tool, no research was found specifically testing the reliability and validity of it. Thus, the MBTI will be used in further research of personality type in this study because its reliability, stability, and validity have been verified through research.

Keirsey temperaments.

Of course, the Myers-Briggs personality types and Big Five characteristics are not the only ways personality has been classified. Philosophers and psychologists alike have been attempting to categorize personality for centuries. Even in Ancient Greece, Hippocrates classified peoples' personalities, formulating what he called temperaments. He had four of these temperaments: choleric, sanguine, melancholic, and phlegmatic (Taylor, 2015). These were based on observed behavioral patterns, and everyone was thought to have a mix of these temperaments. Use of these temperaments in personality classification is still seen today, if not taken as much at face value.

Since Hippocrates, many others have introduced their own personality categories and temperaments, including Briggs and Myers. Another of the most notable classifications was developed in 1978 by David Keirsey, a clinical psychologist ("Keirsey Temperament Assessment," n.d.). Building upon the temperament theories of others before him, Keirsey introduced four temperaments, calling them the Guardian, the Artisan, the Rational, and the Idealist (Baron, 1998, p. 52). The Keirsey Group that maintains David Keirsey's temperaments and tests describes a Keirsey temperament as "a configuration of observable personality traits, such as habits of communication, patterns of action, and sets of characteristic attitudes, values, and talents" ("Keirsey Temperament Assessment," n.d., para. 1).

The four Keirsey temperaments find their foundation in Myers-Briggs type theory (Baron, 1998, p. 51). The Guardian temperament includes the four MBTI types that apply to both Sensors and Judgers. These types--ESFJ, ESTJ, ISFJ, and ISTJ--are known as SJs. The next temperament, the Artisans, are the SPs, those that prefer Sensing and Perceiving. These four types are ESFP, ESTP, ISFP, and ISTP. Next are the Rationals, NTs that prefer iNtuition and

Thinking—ENTP, ENTJ, INTP, and INTJ. Finally, Keirsey identified the Idealist temperament to be NFs that are inclined toward iNtuition and Feeling, including ENFP, ENFJ, INFP, and INFJ.

According to Baron (1998), each of the sixteen MBTI types has different values and behaviors that are common to those with that type. Keirsey found that the four types within each temperament follow patterns of communication and behavior and have characteristics that are unique from those of the other temperaments. By clustering the types together into these temperaments, analyzing their response to events and experiences can be simplified. Conclusions about the temperaments' behaviors and attitudes are generalized, and not every aspect of Keirsey's theory will be true for every person with that temperament. These generalizations should be viewed as such, as they apply to the wider population within the temperament rather than each individual.

The Guardian (SJ) temperament values stability, security, and safety (Baron, 1998). Guardians do not appreciate unanticipated events and generally try to plan for every future possibility. They are motivated by responsibility to the groups they are a part of. Guardians tend to be traditional people, appreciating long-held customs of the past. They feel this keeps them secure, but it can also lead to fear of trying new things or pessimism toward unfamiliar experiences. SJs are very realistic, focusing on the past and present more than on the future. They are loyal to their families, and this will often be what they value the most.

The Artisan (SP) temperament seeks freedom and new experiences (Baron, 1998). They are active and dislike routine. Often, these SPs will act without much planning. Unlike the Guardians, Artisans are very likely to take risks do what they have never done before. Stability is not more important to them than their freedom. Because of this, SPs can sometimes come across

as superficial and inconsistent. As their name suggests, Artisans tend to be artistically inclined. Many like to work with their hands to create tangible items, as abstract ideas are not as meaningful to them. Above all, Artisans value their freedom to take practical action in their lives.

The Rational (NT) temperament values independence and knowledge (Baron, 1998). NTs love to be challenged and mentally stimulated, often prioritizing learning above action. Their need for independence is similar to that of the Artisan, but Rationals tend to seek independence of thought over autonomy of action. Unlike Guardians who value rules and traditions, Rationals are very averse to being told what to do or think as they dislike being limited. This can lead to others seeing them as contradictory, arrogant, or critical. They are also very self-critical, unrelentingly holding themselves to a high standard because of their Thinking preference. Rationals enjoy picking apart abstract ideas and are constantly asking questions in the pursuit of gaining knowledge, but not necessarily in order to take action.

The Idealist (NF) temperament seeks harmony and individuality (Baron, 1998). They strive for understanding both within themselves and between others. NFs like independence, and they tend to be philosophical. The name “Idealist” shows how much this temperament wants to reach their ideal world—one of peace, without conflict. Unlike Rationals, who tend to follow logical principles, Idealists are more likely to rely on their personal beliefs of right and wrong. Idealists are also less likely to stick to societal norms than Guardians, much like Artisans are. These tendencies can lead them to be dismissed by those who operate more objectively. Idealists dislike being stifled creatively or emotionally. NFs seek to use their compassion to help others, and often act selflessly for others.

Conclusion

The research on the use of personality type in marketing shows that it is very important that marketers begin taking advantage of such information. It is easily accessed through either software or research and offers a great wealth of knowledge about consumer preferences and behavior. Knowing consumer personalities also makes one-to-one marketing and brand personality creation more effective.

Considering the research into its reliability, The Myers-Briggs Type Indicator is the best tool that marketers should use for their research in order to use personality to improve their marketing activities. Because the Keirsey temperaments can fit so easily with the Myers-Briggs personality types, the two theories are often used together. The Keirsey temperament theory can be used to simplify the sixteen MBTI types into just four groups. Therefore, it is a useful tool for marketers as well. Marketers should try to understand the differences between types and the temperaments and personalities of their target markets.

Methodology

This study used a Myers-Briggs personality test in conjunction with a survey to test advertisement responses. All parts of the study were approved by the Institutional Review Board on December 18, 2018 (see Appendix A). The specific aim of this study was to find if participants claim to be influenced most strongly by an advertisement that targets their personality type determined by the personality test. The hypothesis was that subjects with the same personality temperament would be more likely to choose the advertisements targeted toward their temperament than those of a different temperament.

For example, if a subject took the personality test and their results showed that she was an ESFJ, part of the Guardian temperament, it was expected that she would choose an advertisement that pinpointed some of the traits typical of the Guardians. Conversely, it was expected that if another subject was found to be an INFP, one of the Idealists, he would not choose the advertisement that targeted Guardians, but instead the one that targeted his own temperament.

The subjects of this study were undergraduate college students in marketing courses at a private faith-based university. The sample included students, both male and female, ranging in age from 19 to 47. No subjects under the age of eighteen were invited to participate in the study. These subjects were administered both a survey of their responses to different advertisements and an online test that measured their Myers-Briggs personality types. These were administered and collected during their marketing classes.

Each subject was given a form on which to record their results (see Appendix B). Their results were kept anonymous, and subject names were not collected. No personal identifiers were requested. Each subject's form was labeled with a number to be used in the data analysis in lieu

of names in order to keep the study results anonymous. The only personal information requested were the subjects' ages and genders. These were used for comparison in the analysis of data.

The first stage of the study was the survey designed to test which advertisements subjects would be most drawn to. Different print and Internet advertisements were shown on a screen and subjects were asked to record which of them they felt impacted them the most to buy the advertised product or learn more about the brand.

Three brands' advertisements were used in this study: car manufacturer Toyota, home furnishings supplier IKEA, and music streaming service Spotify. These brands were chosen because students in the study would likely be aware of them already, making it easier for them to understand and connect with the advertisements.

Four advertisements for each brand were selected, and each one targeted a certain Keirsey personality temperament (see Appendix C). Those that were chosen to target the Guardian temperament emphasized safety, reliability, and family. The Artisan-targeted advertisements highlighted freedom and sensory pleasure. The advertisements that targeted Rationals emphasized intellect, logic, and mental stimulation. Advertisements chosen to target Idealists placed an emphasis on individuality, understanding, and imagination.

All four advertisements for each brand were randomly numbered and shown together on a screen for subjects to see. The subjects were given one minute to look at and read all the advertisements in order to decide which of them influenced them the most to buy from or learn more about the brand. They then recorded the number of their selection on their form. This was repeated for each brand.

The Open Extended Jungian Type Scales (OEJTS) were used to measure subjects' personality for this study. This online test was chosen because of its open source nature that

made it available for all subjects to take, and because it has been shown to more accurately differentiate between users' personality types than some of the other popular online free Myers-Briggs-based tests ("A statistical comparison of the OEJTS with other on-line tests," n.d.). It can be found online at <https://openpsychometrics.org/tests/OEJTS/>.

Subjects took the OEJTS on their laptops or other Internet-enabled devices. This test consists of two sections containing a total of sixty items. The first section provided a five-point scale with two contrasting descriptions. Users were asked to rate themselves on the scale based on which description they believe most accurately described them. For example, one of the items scaled between "makes lists" and "relies on memory." If subjects rated themselves closer to the "makes lists" end of the scale, it means they are more likely to do this than rely on their memory. If the subjects rated themselves in the middle, it means they are equally likely to do both, or that both descriptions fit them well.

In the second section, the OEJTS gave a first-person descriptive sentence such as "I prefer to just let things happen." The subjects then used a five-point Likert scale to rate how accurately that sentence fits them. The Likert scale ranged from Disagree to Agree, with a Neutral option in the middle. If a subject found that he does prefer to just let things happen, he might have rated himself on the scale as Agree. If he was equally likely to prefer the opposite, he might have rated himself as Neutral.

Once the subjects had completed the OEJTS, their results were given with scales between the four Myers-Briggs dichotomies, Extraversion-Introversion, Sensing-iNtuition, Feeling-Thinking, and Judging-Perceiving. These scales show how far one is on the spectrum between each preference. For the purpose of this study, the position on the scale was not necessary, only

the preferences. Once the subjects had taken the OEJTS and received their Myers-Briggs personality results, they recorded their types on their form.

When all survey responses were collected, they were divided into four temperament groups based on the MBTI type of the respondent reported in the second stage of the study. This was done to make data analysis more simplified and provide broader conclusions that could be generalized to the four Keirsey temperaments instead of overly specific information about all sixteen Myers-Briggs types.

Advertisement Selections

As briefly mentioned above, each advertisement was chosen because it represented some of the qualities and values specific to one of the Keirsey temperaments. There were differences in each advertisement, with some including humor, some being more current, and some relying more on images than copy. Despite the differences, they were all found to be effective advertisements that all had an equal likelihood of being chosen by the respondents. Only one advertisement contained a price that was in another country's currency, so none of the choices were based on one advertisement just having a better priced item.

Brand 1 was Toyota, and this was the first group of advertisements shown to participants. The NF targeted ad invites consumers, "Find who you have not yet become" ("New Marketing Campaign for Toyota Camry and Corolla," n.d.). This speaks to the self-discovery that NF Idealists value so much (see Appendix C Figure 1).

The NT targeted advertisement for Brand 1 relies more on showing the features of the car than appealing to emotion. It claims that the car is "thoughtfully advanced," which appeals to the rational and logical mind of NTs ("The Works," 2013). The ad also claims that the car is smart, and NTs often strive for knowledge and intelligence (see Appendix C Figure 2).

SJ Guardians typically value family, society norms, and tradition. Thus, the Toyota advertisement chosen to target them shows that the car's features give it a "protective instinct" ("Protective Instinct," 2017). Safety and security in society are very important to SJs, so this advertisement was meant to draw them in as they strive for safety for all (see Appendix C Figure 3).

The final Toyota ad targeted SPs. These Artisans usually value their freedom and are more adventurous than the other temperaments. Their advertisement shows a man kayaking out of the trunk of a Toyota vehicle, showing that viewers can do anything they want with this car ("Toyota Print Advert by Saatchi & Saatchi," 2017). This was the most humorous or unexpected advertisement of the four Brand 1 ads. Independent SPs were thought to be more likely to choose this advertisement than the other temperaments (see Appendix C Figure 4).

Brand 2 was IKEA, the Swedish furniture manufacturer. The NF advertisement shows clothes piled up into the shape of a monster, with an IKEA shelving unit propped up to trap it and organize the clothes ("IKEA Outdoor Advert By DDB," 2009). The ad relies on this image to spark the imagination of viewers to get them interested. Since NFs are very imaginative and creative, this advertisement was expected to catch their attention most (see Appendix C Figure 5).

NTs are also creative, and very logical in their views of the world. The IKEA ad chosen to target this temperament showed a shelf that was actually designed to be an impossible visual brain twister (Shi Min, 2013). This was a fun approach to a logical problem, so it was thought that NTs would appreciate it and be attracted to the IKEA brand because of it (see Appendix C Figure 6).

The SJ targeted advertisement portrayed images of family to appeal to the important family values of the Guardians. It does this by showing a family tree, including the pieces of IKEA furniture that were important to the building of the family (Beltrone, 2014). This was the most humorous Brand 2 advertisement and it carried something of a shock factor, but it was the traditional family foundation of the ad that would appeal to SJs (see Appendix C Figure 7).

Because SPs like new sensory experiences and dislike being restricted, the IKEA advertisement chosen for them targeted these traits. The ad is covered in dark skies with a small window of sunny weather inviting customers to enjoy the good weather with IKEA's outdoor furniture before the rain comes in again (DDB Brussels, n.d.). The advertisement was chosen because SPs would not like the thought of being restricted by the rain and would like to take advantage of the pleasant weather (see Appendix C Figure 8).

Brand 3 was Spotify, and the NF advertisement used a quote about one of Spotify's streaming features. The ad presents a quote from a business journalism website article about how their weekly curated personal playlists seemed to know exactly who they were (Shores, 2017). NFs, who love self-discovery and being understood, would be targeted by this personal advertisement (see Appendix C Figure 9).

NTs would be the most likely of the temperaments to appreciate data analysis, so a Spotify advertisement featuring the results of data mining in a fun, humorous way was expected to be chosen by many NTs. This ad thanks the exact number of male users that listened to a "Girls' Night" playlist on Spotify in the year it was run ("Spotify Outdoor Advert: Girls' Night," n.d.). NTs were expected to appreciate that the Spotify advertisers had to have run data analytics to find this number, and that the advertisers presented their findings creatively. The NTs also

may have liked that the ad featured users going against the norm, which NTs are likely to do themselves (see Appendix C Figure 10).

Family-oriented SJs would likely appreciate an advertisement showing that a brand is making their product more accessible to families. The Spotify ad geared towards them shows that Spotify offers a deal on their premium service for families, making the consumer part of the Spotify family as well (Green, 2017). This simple advertisement speaks to SJs' love of family and community (see Appendix C Figure 11).

Like the other SP advertisements, the Brand 3 ad targeted toward them also offered a way to break free from limitations. It was made to show that Spotify was lifting the limits on listening time for users, a new benefit that SPs would especially be drawn to (Kerr, 2014). It also shows concert-goers enjoying a live performance, an event that SPs would likely enjoy (see Appendix C Figure 12).

Analysis of Data

Upon collection of the 53 surveys, it was found that five surveys had response errors, so 48 were usable in the study. Of these respondents, 24 were male and 24 were female. Thus, 50% of the sample was male and 50% was female. The age of respondents ranged from 19 to 47, with the average age being 21.3 years old.

All Myers-Briggs personality types were represented in the sample except for INTP and ENTP. The most common MBTI type was ISTJ with 19% of the total responses. This was closely followed by INTJ and ISFJ, both of which captured 17% of the total responses (see Figure 1). Besides the two types not represented in the study, four MBTI types only made up 2% of the total each (ENFP, INFP, ESTP, and ISTP).

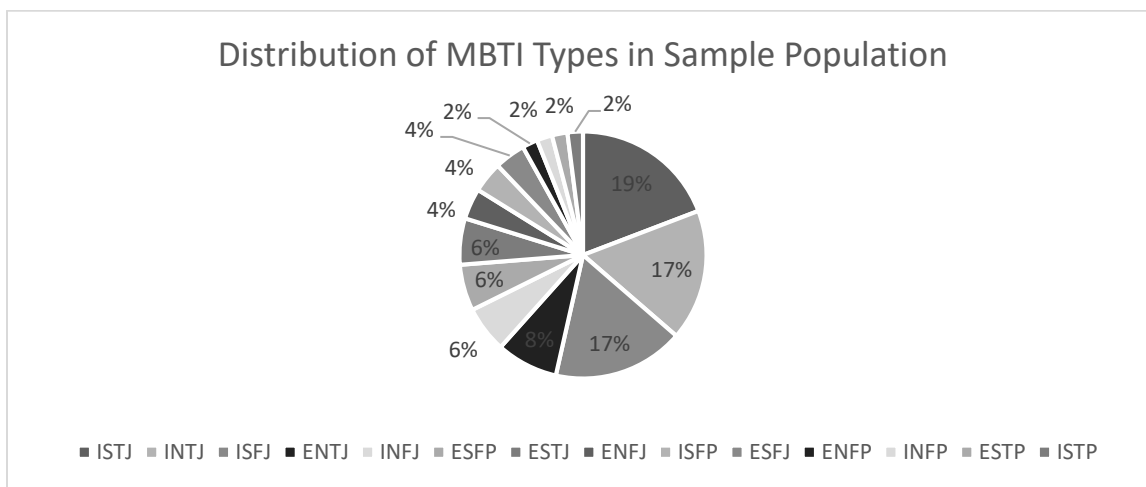


Figure 1. Distribution of MBTI Types in Sample Population.

Because it would be difficult to draw conclusions based on each individual type, the sixteen Myers-Briggs types were divided into the four Keirsey temperaments for analysis. Of the 48 respondents in the sample, 15% were Idealists (NF), 25% were Rationals (NT), 46% were Guardians (SJ), and 15% were Artisans (SP) (see Figure 2).

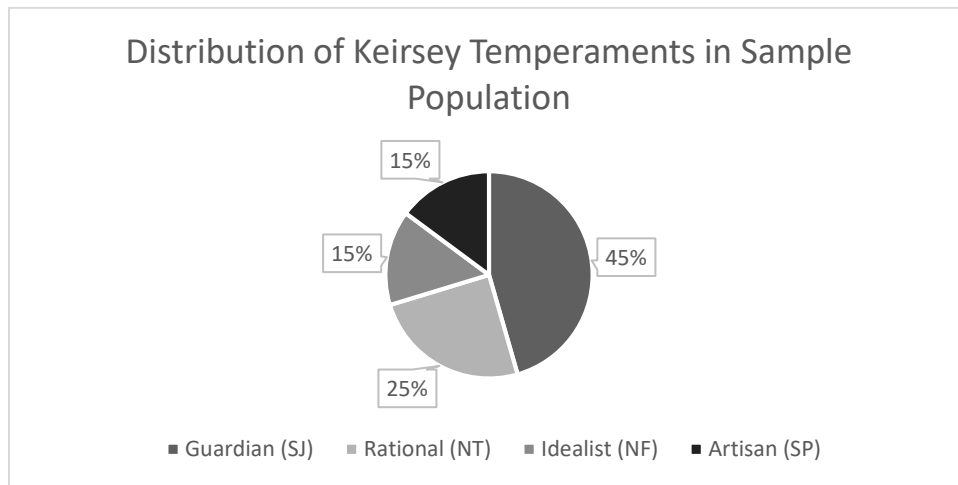


Figure 2. Distribution of Keirsey Temperaments in Sample Population.

There are some similarities and discrepancies between these results and United States averages. The most common types in the United States are ESFJ and ESTJ, with each making up between 11 and 12% of the population. ISFJ and ISTJ are close behind with 9 to 10% (Martin, 1997). However, in this study, the most common type was ISTJ with 19%. Only about 2 to 3% of the U.S. has the INTJ personality type, but in this study there were 17%. While ESTJ and ESFJ are the most popular types in the U.S., together these types only made up 10% of this study.

Four advertisements for each of the three brands were shown to respondents. The percentage of respondents that chose each advertisement was calculated (see Figure 3). These percentages did not match the proportions of respondents' Keirsey types. For example, there was a majority of SJ respondents in the sample. For Brand 2, the SJ advertisement was the most chosen advertisement of all respondents. However, for both Brand 1 and Brand 3, the SJ targeted advertisement was the least chosen. No targeted temperament was the most popular for all three brands.

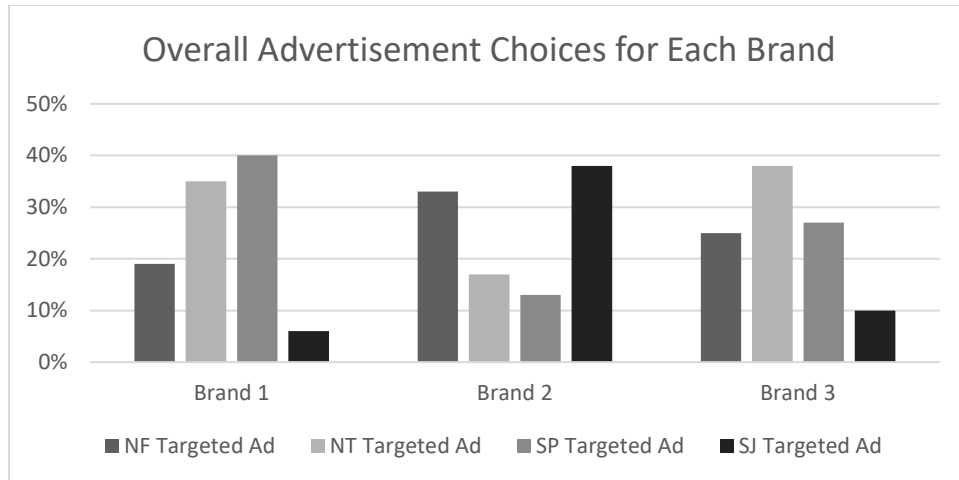


Figure 3. Overall Advertisement Choices for Each Brand

There were a total of 144 brand choices made by respondents. This includes each advertisement they chose for each brand. Respondents chose the advertisement that targeted their personality only 31 times, comprising only 22% of the total responses.

Seven respondents in the sample were NFs, accounting for 15% of the sample. For Brand 1, only 29% of respondents with the NF temperament chose the NF targeted advertisement. This was equal to the proportion that chose the NT and SP targeted advertisements. For Brand 2, the response was the same, with 29% choosing the NF advertisement. The SJ targeted advertisement was the most popular among NFs, chosen by 43%. For Brand 3, only one of the seven NFs in the sample chose the NF advertisement (14%). Percentages of advertisements chosen by NFs are shown below in Figure 4.

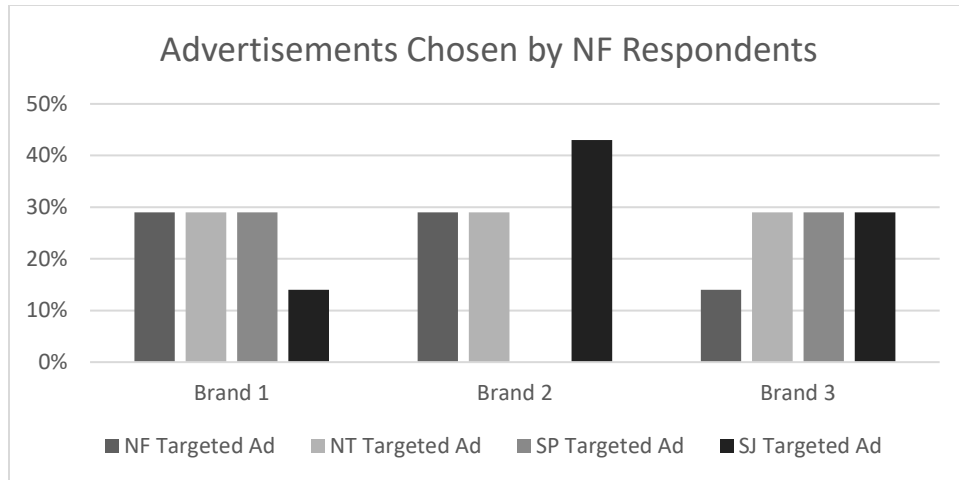


Figure 4. Advertisements Chosen by NF Respondents.

Twelve of the respondents in the survey had the NT temperament, comprising 25% of the sample. For Brand 1, 42% of NTs chose the NT advertisement. 50% of the NTs chose the SP targeted advertisement, and none of them chose the SJ ad. For Brand 2, one NT respondent chose the NT ad, only accounting for 8% of the NTs. The NF and SJ advertisements were equally popular among NTs for Brand 2. For Brand 3, 25% of NTs chose the NT advertisement. The SP ad was the most popular for Brand 3, chosen by 42% of NTs. Percentages of advertisements chosen by NTs are shown below in Figure 5.

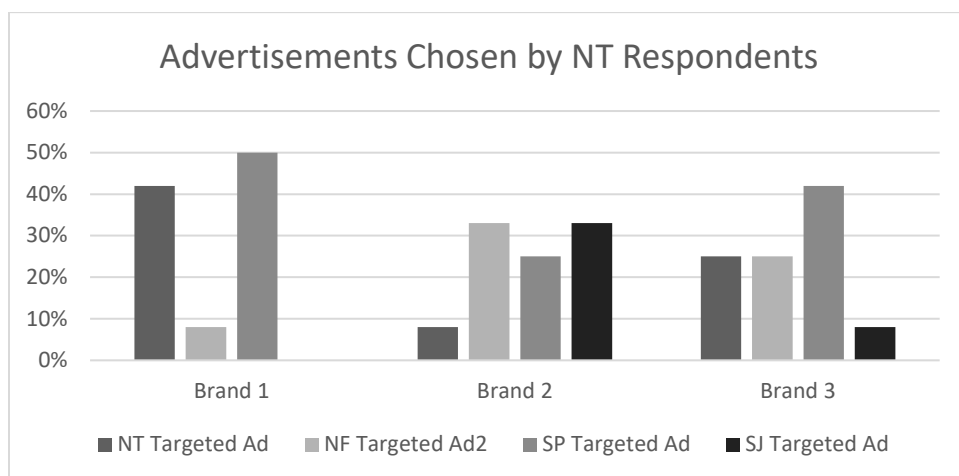


Figure 5. Advertisements Chosen by NT Respondents.

There were seven SPs present in the sample, equal to the 15% NFs represented. For Brand 1, 43% of the SP respondents chose the SP targeted advertisement. This was the highest percentage of respondents of one temperament that chose the advertisement targeted toward their temperament. However, it is also worth noting that for Brand 1, the same percentage of SP respondents chose the NT targeted advertisement. For Brand 2, none of the SPs in the sample chose the SP advertisement. Rather, an equal number chose the SJ and NF advertisements to make them the most popular Brand 2 ads. For Brand 3, 29% of SPs chose the SP ad, and the NT advertisement was the most popular, capturing 43% of the SP choices. None of the SP respondents chose the SJ advertisement. Percentages of advertisements chosen by SPs are shown below in Figure 6.

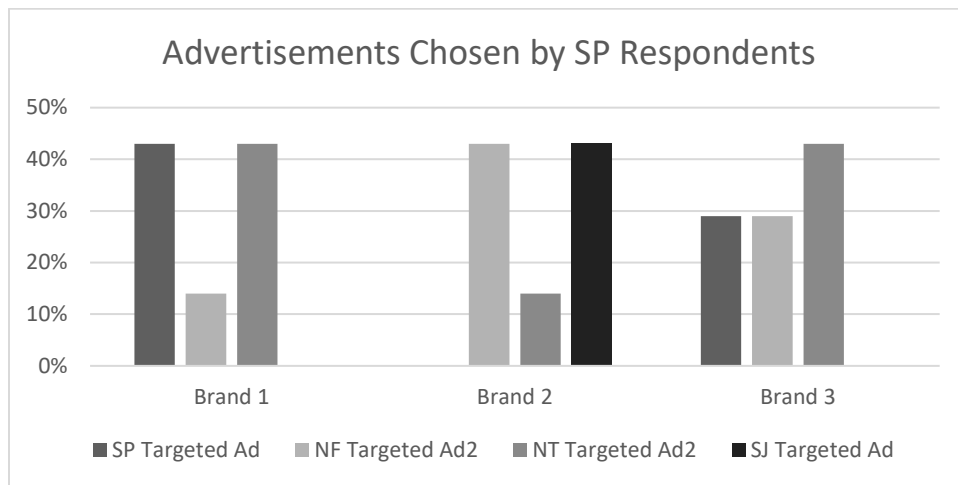


Figure 6. Advertisements Chosen by SP Respondents.

The highest represented temperament in the sample at 46% of total respondents was SJ. There were 22 respondents with this temperament. For Brand 1, only 9% of SJs chose the SJ targeted advertisement. The most popular ad was the SP advertisement, with 36% of SJs choosing this ad. For Brand 2, 36% of SJs chose the SJ ad, making it the most popular among the

SJs. For Brand 3, again only 9% of SJ respondents chose the SJ advertisement. 45% of SJs chose the NT targeted advertisement. Percentages of advertisements chosen by SJs are shown below in Figure 7.

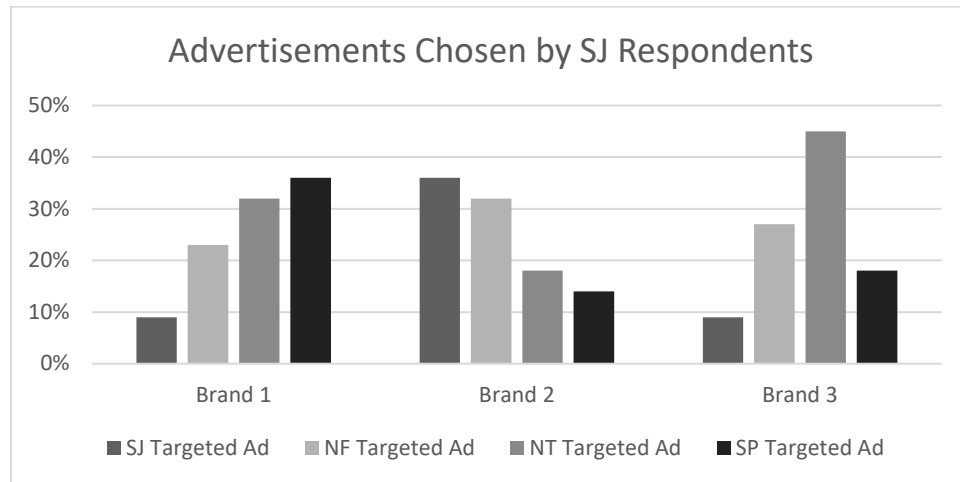


Figure 7. Advertisements Chosen by SJ Respondents.

It appears that respondents of the same personality temperaments did not consistently claim that the advertisement geared toward their temperament most impacted them to buy from that brand or learn more about it. However, there were still some trends found in the responses the temperaments gave.

First, it seemed that advertisements with humorous or surprising elements were more consistently popular with respondents with the NF, SP, and SJ temperaments. Within each brand's collection of advertisements, there was one advertisement that contained more of these humorous elements than the other advertisements for the same brand. These were chosen as the most popular advertisement overall for each brand. For NFs, SPs, and SJs, these advertisements were always either the most chosen or tied for the most popular advertisement in the group, even if the ad did not target their specific temperaments.

NFs and SPs are very imaginative and adventurous, so it would be likely that they would choose advertisements that appeal to this side of their personalities. While the SJ temperament is not described as being overly daring or inventive, it is clear that SJs do still value humor and surprise in advertisements. This may be because it is a quick reprieve from their own more traditional ways, or because Guardians see what they want to be in the ads.

The NT respondents chose the humorous advertisements for both Brand 1 and Brand 2. However, they chose the ad targeted towards the SP temperament for Brand 3. While NTs are known to be creative and enjoy humor as well, with Brand 3, the most popular advertisement chosen offered freedom from limitations. This was surprising, as the humorous advertisement actually targeted NTs.

The advertisement the NTs chose for Brand 3 was meant to target the SPs because this temperament values freedom and independence the most out of the four temperaments. As is the case with SJs choosing imaginative ads as a way to present how they would like to be, this may be a way for NTs to project their hopes for more freedom in their lives. Because Rationals value intellectual freedom most, they could also be seeking an outlet for this kind of independence as well.

It is interesting to note that for every temperament, the advertisement targeted toward their type was least popular for at least one brand. NFs did not choose the Brand 3 Idealist targeted ad. Instead, an equal number of respondents chose each of the other advertisements. Although the NF advertisement appealed to the ideals of self-understanding and individuality, the respondents seemed to be more influenced by the other advertisements. This could have been because the NF respondents valued humor, analytical logic, family, or freedom—ideals which the other advertisements featured.

NTs did not choose their own targeted advertisement for Brand 2. Instead they chose the NF and SJ advertisements, maybe because these ads were both more humorous or imaginative in nature. While the SP targeted ad was not thought to strike NTs as much as SPs, it seems that NTs may have appreciated the thought of not being limited or restrained as well. The choices on this brand were surprising, as the NT targeted advertisement itself featured logic and humor, two things that NTs typically seek.

While NTs chose the SP advertisement for Brand 2 more than their own, no SPs chose the Brand 2 SP ad. The most popular were the NF and SJ advertisements, as was the case with NT results. The SPs may have been seeking humor as well, and a surprisingly humorous or creative advertisement may have spoken to the SP desire to shirk tradition. This is likely, as the Artisans also chose the most humorous advertisements for Brand 1 and Brand 3.

SJs were the only temperament to choose their own temperament's advertisement least for two brands. For Brand 1, they chose the surprising SP advertisement. As discussed previously, the Guardians may have chosen this advertisement because it demonstrates the lifestyle they internally would like to lead, one that is more adventurous and risk-taking. For Brand 3, the SJ respondents chose the humorous NT advertisement over the family-oriented SJ advertisement. While SJs are likely to hold the idea of family in high regard, in this case they were more likely to be influenced by humorous advertisements instead.

Conclusion

Upon analysis of the data, the results of the study were unexpected. The hypothesis was that participants in the study would choose advertisements that were targeted toward the qualities of their own personality temperaments. However, this only occurred in 22% of the responses. Thus, the hypothesis was not supported.

It was expected that respondents would choose advertisements that portrayed qualities similar to their own based on their personality types, or values that people with their temperaments typically hold. Instead, respondents often chose advertisements that were very different from their own personalities. There were some advertisements that were not chosen at all by the respondents targeted by it, while there were some overwhelmingly popular with respondents with seemingly opposite personality traits.

It is necessary to look beyond just the choices made and find a reason behind why they were made. Because respondents so often chose advertisements that did not target their temperament, it is obvious that something more than one's own personality traits impacts the choices made. Ultimately, it will also influence which advertisements catch the attention of consumers.

It is possible that respondents chose advertisements that represented traits and values that they desired to have rather than ones they currently had. Traditional SJs were likely to choose advertisements that were humorous, adventurous, or surprising. Analytical NTs often chose the humorous or imaginative advertisements, or those that offered freedom. Even though the advertisements may not have targeted their own personalities, this could have been one of the main reasons the respondents chose them.

Consumers often buy products because they are looking to improve life through them. Shoppers may seek physical or tangible improvements, such as the ability to complete a task that would not be possible without the product. They may also seek social improvements, such as acceptance or higher social standing that comes from owning or using the product.

Respondents may have desired that the brands would transform how they are perceived by others. If they admired the qualities of another temperament, respondents may have chosen the advertisement that showed those qualities. This could give them any desired social improvement.

For example, the most popular advertisement for respondents with the NT temperament for Brand 1, Toyota, was the SP targeted ad. This ad showed a kayaker spilling out of the trunk of a Toyota vehicle saying that with that vehicle you could do whatever you wanted, wherever you wanted, whenever you wanted (“Toyota Print Advert by Saatchi & Saatchi,” 2017). The Brand 3 (Spotify) advertisement chosen most by NTs was also targeted towards SPs, and offered customers “no more limits” on their music (Kerr, 2014).

NTs are also called Rationals and are known to be very logical and analytical. These advertisements showed adventure and freedom, two values not typically held by NTs. However, this is very telling of what the NT respondents were seeking from advertisements. The NTs in this study were not looking for advertisements based on logic and reasoning, but instead those based on riskiness and surprise. This could mean that the respondents wanted to be more adventurous themselves. So, these NTs are influenced by advertisements that represent what they want to become more than they are influenced by those that represent what they already are.

It was also common for respondents to choose humorous or imaginative advertisements more than those that targeted their personalities. For all three brands, the most popular

advertisement overall with every temperament was the most humorous or surprising of the four ads shown. Any time respondents chose their own targeted advertisement the most, it was also the most humorous ad of the group. This happened with SPs for Brand 1 and SJs for Brand 2.

Before this study, it could have been assumed that most consumers would prefer advertisements with humor or a shocking element more than those heavy with logic or facts. The results of this study suggest that consumers also prefer humorous and surprising ads over advertisements that are tailored to their own personalities. Marketers should consider this when attempting to create more effective advertising.

Of course, there are a few weaknesses of this study, and most of them are based on the sample used in the experiment. Participants in the study were college students drawn from only one university. This was a private faith-based university in the southeast United States, which could influence participants' perceptions of advertisements and, ultimately, the choices they made in the study. This makes it difficult to draw conclusions about how participants from other institutions would respond in the study.

Using college students also likely narrows down the age range of participants. The ages of respondents in this study ranged from 19 to 47 years old, with the average age being 21.3 years old. There were only two respondents over the age of 23 years old. This could have influenced the responses. Young adults may be influenced by advertisements differently than older adults are. With the vast majority of respondents being within two years of the average age, it is difficult to apply the results of the study to those that are older or younger than college-age students.

Another limitation is that only business students in marketing classes were asked to participate in the study. It has been shown that people who choose different college majors also

tend to have different personality traits (Smith, 2011). Because only business students, with an emphasis on marketing majors, were chosen, this could have impacted the range of personalities found in the respondents. If the respondents would have had different personalities, they may have chosen different advertisements in the experiment, and the results may have changed.

Additionally, it would have been helpful if there had been at least one respondent of every Myers-Briggs personality type present in the study. Fourteen of the sixteen types were represented, including all of them but INTP and ENTP. The fact that these both come from the same temperament, NT, could have made the responses too narrow from that temperament. A more complete picture of the temperaments' choices would have been available if every type were used in the study.

There was also a difference in the percentages of the respondents of each present type. The largest percentage was the ISTJs with 19% of the total respondents. The least (excluding those not represented at all) was 2% for several of the MBTI types that were only represented by one respondent. This is a big difference in representation, and it makes it hard to compare the responses of one type to another if there is only one respondent on which to base the comparison.

In future studies, it is recommended that wider samples are used. It would be interesting to see how students at another, very different college from the one used would respond. Even further, participants that are not in college could be used as well. These could include people of college age that do not attend, or those that have already graduated. There could be great differences in how college-educated and non-college-educated respondents react to the advertisements, so more inclusive samples could be enlightening.

Participants should also be drawn from more age ranges. There could be much difference in responses to the advertisements based on what people of different ages value and seek from

brands. For example, young adults may not be as sure of themselves as middle-aged adults or seniors, so they may be looking for transformation from advertisements more than older people are.

Having a wider population to draw a sample from might also lead to all Myers-Briggs personality types being represented in the study. It would be helpful to have each type represented so that all the types could all be compared to each other and give more clarity to the differences between advertisement choices of the different temperaments. It could also be interesting to have an equal number of respondents with each type or temperament to see if this makes comparing the results more equal.

The final recommendation for future studies would be to collect qualitative data about the ad choices made instead of just quantitative. In this study only impersonal responses were collected. Asking respondents why they chose a particular advertisement would have given some more information behind their choices beyond just inferring based upon their personality temperaments.

There could be a space on the response form for respondents to use to describe why they chose one advertisement rather than the others. Interviews could also be conducted with a few respondents to figure out the personal motives behind their selections. They could have chosen the same advertisements based on many different factors, so more information could be very telling in future studies.

Although the results of the study did not support the hypothesis, there are still some interesting insights into how advertisers should use personality. The results suggest that personality should be considered both in how advertisers create ads and in how these ads are distributed in order to make them as effective as possible. Each personality temperament

responded to advertisements differently, so each temperament must be advertised to in their own way.

First, it was shown that all consumer personality types preferred humorous and surprising advertisements over other less interesting ads. Thus, advertisers should try to incorporate humor and unexpected elements to advertisements that could benefit from it. These elements should not be used at the expense of giving the necessary information in an advertisement, but instead should be used to get the attention of viewers. Then viewers should be able to find the information they need from the advertisement.

Those with the NF temperament were not more likely to choose advertisements targeted toward them. Instead, these respondents chose ads targeted toward all three other temperaments just as often. NFs are likely to be influenced by a variety of different advertisements. This could be because their temperament is very open to experience, or because they like to jump from idea to idea. It could also be because Idealists prefer to see the whole picture when looking at a concept. Thus, NFs may like many types of advertisements because together, they can get the entire idea.

To advertise most effectively to consumers with the NF personality type, advertisers should release many exciting, humorous advertisements to constantly catch the eyes of NFs. These ads could be related to each other through a story or some connecting theme so that when an audience member sees multiple ads, he or she will start to understand more of the story. Because NFs also prefer advertisements that give the logical reasoning behind buying a product, ads targeted toward them should not just stop at attention-grabbing humor, but should also provide relevant product or company information to keep them truly interested.

According to the study results, NT consumers are more likely to choose exciting, adventurous advertisements that emphasize being unlimited and free. NTs, who are very rational and analytical, are apparently looking for freedom through products and advertisements. Rationals want to feel like explorers and risk-takers, which they may not necessarily be in their everyday lives.

To reach more NT consumers, advertisers should feature images and designs that evoke an adventurous feeling in the viewer, while including elements of humor to pique their interests intellectually. The adventure could include physical freedom, such as enjoying the outdoors or getting away for a weekend. It could also take the form of intellectual or personal freedom, such as having one's own values or independence. The form of freedom shown in an advertisement would change based upon the brand image and product. The point is that to market more effectively to NTs, advertisers must speak not to who they are, but to who they desire to be.

SP consumers are also likely to choose adventurous advertisements that are targeted toward their love of experiencing new things. However, in this study Artisans were just as likely to be influenced by advertisements that showed logic and reasoning. Though logic and rationale are not things that SPs are known to value, it appears that, like NTs, they may also be seeking something different from advertisements. It could also be that SPs are seeking tangible reasoning behind why they should choose a product.

Advertisers seeking to influence SP audience members should combine logic with adventure. SPs are likely to live creative lives and prefer the tangible over the abstract. The facts given to them should be clear and concise so that they will be more inclined to listen to them. If they must understand some vague concept, SPs may be turned off to the advertisement. Ads

targeted toward them should appeal to their love of taking risks but should also offer the rationale behind those risks in order to fully impact them.

Finally, according to this study, SJ consumers are most likely to be influenced by brands that use humor and surprise in advertisements. The usually traditional and conservative SJs are highly likely to be drawn to unconventional advertisements. This is another temperament seeking a change from everyday life in ads.

To advertise most effectively to SJ consumers, advertisements should lean in to more unexpected themes and designs. These seem to catch the attention of most SJs that may typically focus on the ordinary day-to-day things. Guardians are most influenced when caught off-guard by advertisements, so ads targeting SJs should be placed in unexpected places to break the mold of other advertisements. These ads should feature surprising images or copy that most audience members do not see regularly. This will capture their attention and make the advertisement more memorable for SJs.

Knowing how consumers with different personalities will react to advertisements is not much use to advertisers if they do not know what to do with the information. Advertisers can either use these conclusions to create many different types of ads that appeal to all the types, or they can deduce which personality types most of their target market has and create advertisements toward them.

In the review of literature, several methods for finding consumer personality were discussed. For large companies with millions of customers, it is advised that advertisers use data mining, click stream analysis, and customer relationship management software to track customer behaviors that correlate to personality types. Then the advertisers can infer which customers have specific personality types and segment the market based on those types found. If the company

markets toward people of one specific demographic, such as those within the same occupation, they may find similarities in personality types across their customers. Then they can focus their advertisements to target those types. If a small business is trying to use personality-targeted advertisements, they may be able to infer the personalities of customers when meeting face to face and use personalized advertisements and marketing materials that target those personality types.

Personalized direct marketing is one of the most effective ways to reach consumers in a world saturated with advertisements, and personality will just make it even more effective. If using data-tracking software to infer specific customers' personalities, advertisers can create individual ads to send to all those in a segment based on personality. Because humorous and surprising advertisements appeal to all personalities, advertisers should ensure that widely received advertisements, such as billboards and radio ads, feature these elements.

If most people interested in a particular hobby have similar personalities, advertisers should create ads targeted toward their types and place them in magazines or on websites that cater to their hobby. If a television or radio show attracts similar audience members, advertisements run during those shows should be targeted toward the audience's personality. These are just a few ways to make the most of consumer personalities.

Of course, not every viewer or reader will have the expected personality type that an advertisement is targeted toward. However, if advertisers are creating advertisements that are effective regardless of consumer personality, the advertisements will draw in more than just those targeted by personality type. When the right message is in the right place at the right time, all it takes is for the right person to come along and become a new customer of that company, all because of a well-crafted advertisement.

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APPENDIX A

Institutional Review Board Approval



Institutional Review Board, Email <irb@seu.edu>

Dec 18, 2018, 7:57 PM

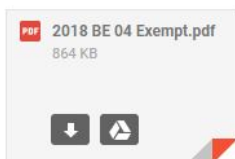
to me, John ▾

Good evening,

Your application has been reviewed and deemed exempt. Please see attached.

Contact IRB@seu.edu if you have any questions!

Institutional Review Board
Southeastern University
1000 Longfellow Blvd
Lakeland FL, 33809



APPENDIX B**Research Survey Form**

Number_____

Age_____ Gender: M or F

Brand 1 Selection:_____

Brand 2 Selection:_____

Brand 3 Selection:_____

Post-Test Result:_____

APPENDIX C

Advertisements and the Temperaments Targeted

Toyota

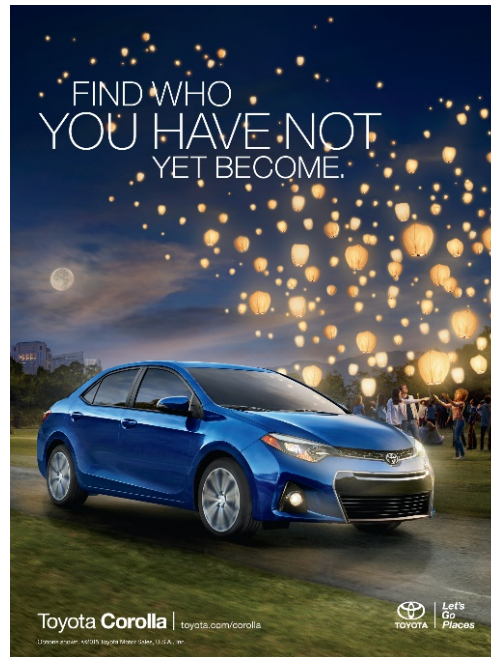


Figure 1. Toyota NF Targeted Advertisement (“New Marketing Campaign for Toyota Camry and Corolla,” n.d.).



Figure 2. Toyota NT Targeted Advertisement (“The Works,” 2013).



Figure 3. Toyota SJ Targeted Advertisement (“Protective Instinct,” 2017).



Figure 4. Toyota SP Targeted Advertisement (“Toyota Print Advert by Saatchi & Saatchi,” 2017).

IKEA



Figure 5. IKEA NF Targeted Advertisement (“IKEA Outdoor Advert By DDB,” 2009).



Figure 6. IKEA NT Targeted Advertisement (Shi Min, 2013).

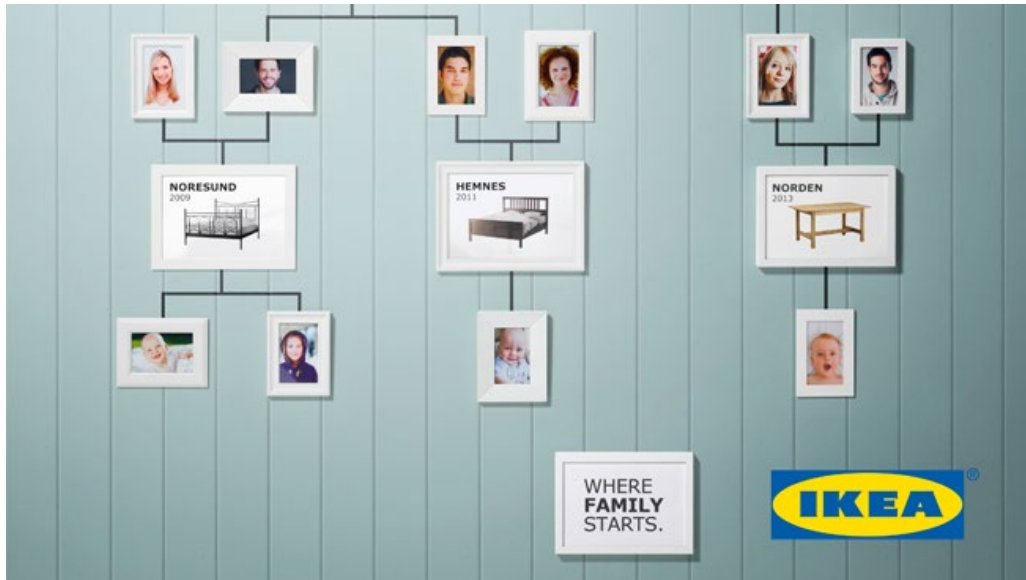


Figure 7. IKEA SJ Targeted Advertisement (Beltrone, 2014).

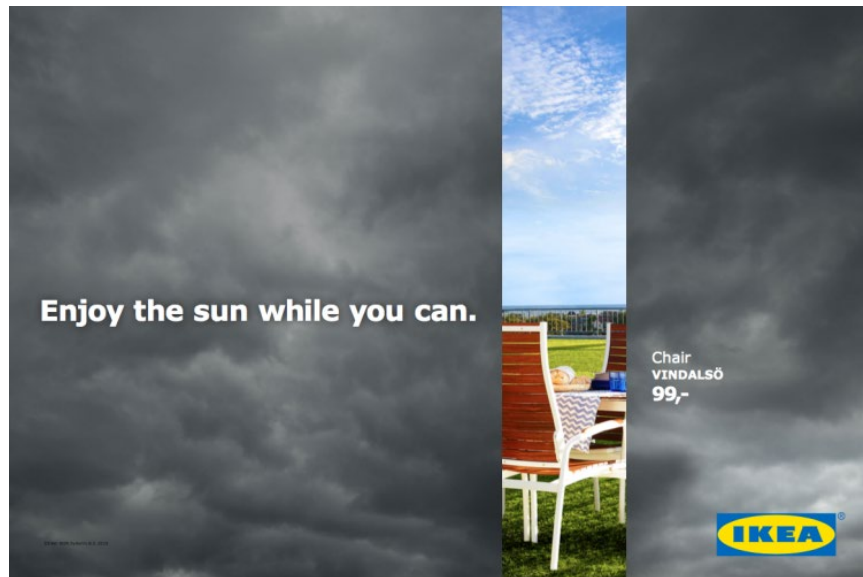


Figure 8. IKEA SP Targeted Advertisement (DDB Brussels, n.d.).

Spotify



Figure 9. Spotify NF Targeted Advertisement (Shores, 2017).



Figure 10. Spotify NT Targeted Advertisement ("Spotify Outdoor Advert: Girls' Night," n.d.).

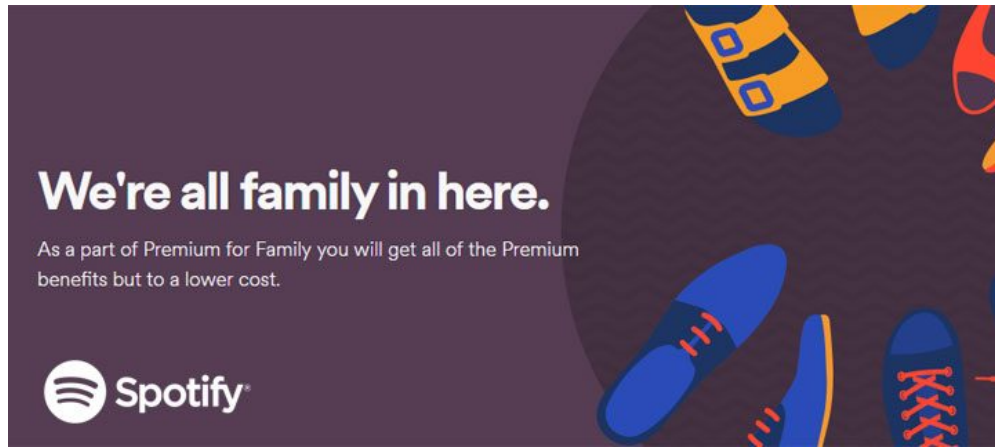


Figure 11. Spotify SJ Targeted Advertisement (Green, 2017).

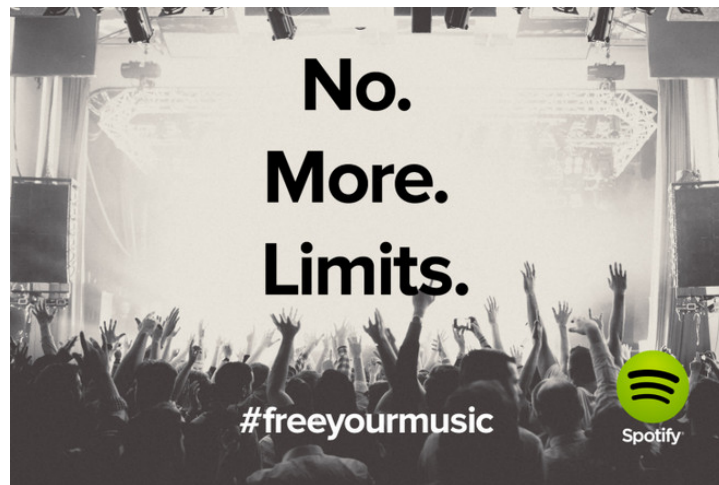


Figure 12. Spotify SP Targeted Advertisement (Kerr, 2014).