

Paper –CONSUMER BEHAVIOUR

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Topic- Case Study on “Personality Drives Purchase”-says VALS Model

Personality, instead of social values, is the basis for segmentation in the current VALS system and this will give greater value to advertisers and marketers. The VALS (Value And Use Styles) segmentation introduced by the US-based SRI Consultants, and it was originally based on consumers' social values and lifestyles. Consumers were grouped accordingly into groups of Actualizers, Fullers, Achievers, Experiencers, Believers, Strivers, Makers, and Strugglers.

In a revised VALS model which is developed as applicable in the Indian context, SRI uses personality as an important factor in consumer behaviour studies. Personality research provides the theoretical basis and psychometrics (the measurement of individual differences) provides the measurement approach.

According to the new VALS model, the consumer's personality dictates his purchase. An innovator will be a very active consumer and his purchase will reflect cultivated taste. A Thinker will look for durability and value while buying.

The key benefit of VALS is to help marketers go beyond demographics to understand the motivation driving consumer behaviour and decision-making so that they can match the right products and messages with the right people. People with the same demographics (age, sex, education, financial resources) can have different motivations. By extension, VALS as a general segmentation, helps marketers analyse important behaviour patterns (product purchase, usage patterns, trial, early adoption, etc) in a broader, interpretive context. This includes motivations, decision-making style, communication style, media and channel use, and consumption-based lifestyle among other attributes.

Many market segmentations are not reliable over time. Some kinds of cluster analysis segmentations provide a current static picture that becomes irrelevant across time, that is why VALS model is becoming popular for practical applications across a wide range of industries to study consumer behaviour and segment the market. The key concept in VALS model is that by appropriately measuring personality components with attitude scales and appropriately weighting these scales, segments of consumers sharing similar attitudes and behaviour can be reliably defined.

India VALS will provide a more complete picture of an Indian consumer to the marketers; it will also provide linkages to the existing databases available with the marketer. Immediate application will be for automobiles, consumer durables, FMCG, media, airlines and finance sectors.