

**A STUDY ON CONSUMER'S EXTRAVERSION PERSONALITY IN
NEUROMARKETING TOWARDS PURCHASE OF FMCG**

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ABSTRACT

The study analysis details recent and emerging concepts of FMCG consumers' Personalities in Neuromarketing. The study distributed 600 questionnaires to Telangana districts like Hyderabad, Rangareddy, Sangareddy and Karim Nagar's potential respondents in person. The samples were usually distributed and collected from respondents irrespective of demographic variables. The methodology adopted here is a descriptive research design and is based on a preliminary discussion and pilot survey of the Telangana state respondents. Furthermore, the study chooses the Convenience sampling method, which is based on the non-probability sampling technique. The recommendations, suggestions and managerial implications are made: the marketing authorities must confirm and conceptualise the concept of Neuromarketing and FMCG consumers' Personality in Neuromarketing.

Keywords: Extraversion Personality, Neuromarketing

Introduction:

Personality dimensions are related to customer behaviour, favouring decision-oriented information processing theories. However, all marketers strive to have a more profound knowledge of their clients and purchase choices. Nevertheless, when pressed directly, the majority of individuals are unable or unable to justify their choices fully. They must be aware of the psychological processes behind their actions and decisions because practically all of our choices are unintentional. How the brain chooses and initiates the feeling of wants is one of the most fascinating areas in neuroscience, psychology, and business today. Understanding how advertising and marketing influence the brain physiologically is a growing subject of research in the consumer neuroscience in their research area, which combines psychology and neuroscience.

Review of Related Literature:

Thangaraja's (2015) study focused on the prompt and dynamic scenario of the Indian corporation; many organizations always need to understand the customer's perception towards their products.

The researcher initiates this study since Neuromarketing focuses on the relationship between the consumer's subconscious mind and behaviour. Those are the factors that decide the brand preference. The FMCG sector in India is highly brand-oriented, so applying Neuromarketing in the FMCG sector would help marketing experts make better use of their brand decisions. Neuromarketing is a new branch of marketing based on the techniques resulting from neurosciences for better identification and understanding of the cerebral mechanisms that fundament the consumer's behaviour, in the perspective of increasing the efficiency of the commercial actions of companies. Since the beginning of the 1990s, there has been tremendous progress, as attested by the contribution of the two doctors – the American Paul Lauterbur and the British Peter Mansfield - through their imagery technique of magnetic resonance. Here, the researcher indicates the two dimensions of mind: i.e. conscious and sub-conscious. Those are the deciding factors in the brand preference of a customer, so by understanding the conscious and subconscious mind, the marketer may learn about the factors that decide a customer's preference for a brand Nisha Saha (2018).

The human brain is the most complex structure/system known to humanity. Understanding and explaining its functioning in dynamic modern life represents a formidable challenge. Every day, however, the researchers learn more about the mysteries of the mind. So, applying Neuromarketing in the field of FMCG may trigger the marketers in this field to grab the consumers' minds and make them loyal customers to a particular brand. **Kalaivanan (2020)** investigated the impact of perceived quality, brand extension incongruity, involvement and perceived risk on consumer attitude towards brand extension across three product types: FMCG, durable goods and service (FDS) sectors.

Research Design and Sample

This study is concerned with specific prediction, the narration of facts and opinions of youth consumers. The study also focuses on Neuromarketing Tactics on the Buying Behaviour of FMCG Products during Covid-19. In this scenario, the study checks the importance and relevance of present conditions that can be described by descriptive research. This study describes the current scenario of Neuromarketing Tactics on the Buying Behaviour of FMCG Products. Hence, a descriptive research method is appropriate, which is the objective of this research. Consequently, the study selects the 600 samples derived from the Multi-Stage Random sampling method on four Telangana states' Districts. The samples were usually distributed and collected from concerned districts like four areas: Hyderabad, Rangareddy, Sangareddy, and Karim Nagar; in each district, 150 samples were collected, and a total of 600 samples were enrolled on the study.

Analysis and Interpretation

The study takes Consumer's Extraversion Personality variables namely 'I see myself as someone who is outgoing' (EXT- 1), 'I see myself as someone who is full of energy' (EXT- 2), 'I see myself as someone who generates a lot of enthusiasm' (EXT- 3), 'I see myself as someone

who tends to be loud'(EXT- 4), 'I see myself as someone who has an assertive personality' (EXT- 5), 'I see myself as someone who can be warm and friendly' (EXT- 6), 'I see myself as someone who likes to reflect and ponder different ideas' (EXT- 7), 'I see myself as someone who is outgoing and sociable' (EXT- 8) and 'I see myself as someone who is talkative' (EXT- 9).

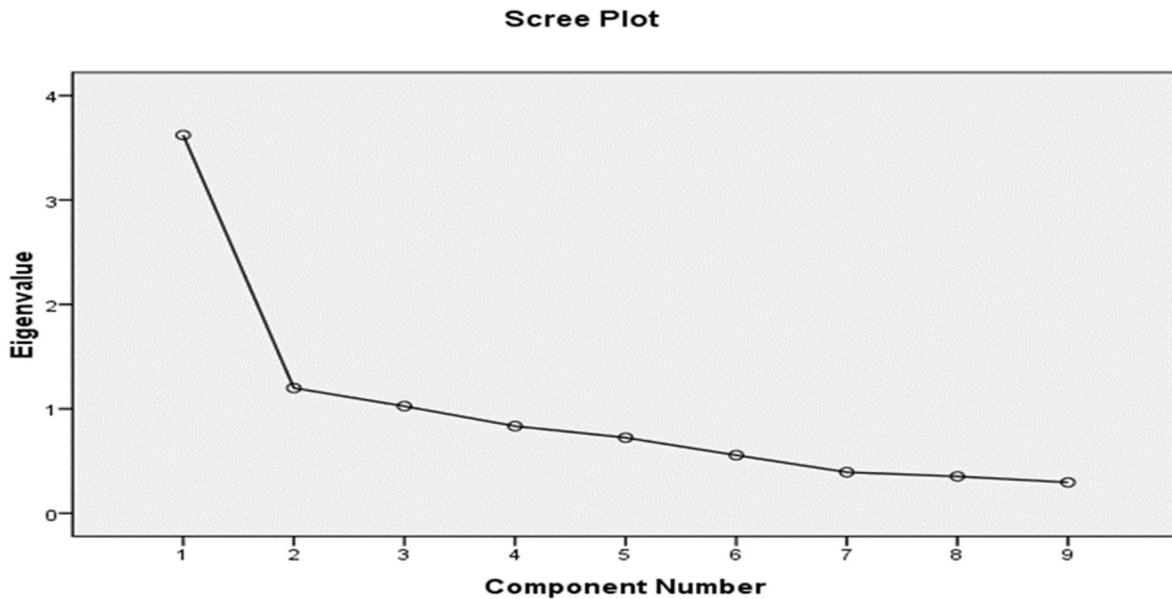
Table-1: Abbreviation of Questionnaire

Abbreviation	Consumer's Extraversion Personality (EXT)
EXT- 1	I see myself as someone who is outgoing
EXT - 2	I see myself as someone who is full of energy
EXT - 3	I see myself as someone who generates a lot of enthusiasm
EXT - 4	I see myself as someone who tends to be loud
EXT - 5	I see myself as someone who has an assertive personality
EXT - 6	I see myself as someone who can be warm and friendly
EXT - 7	I see myself as someone who likes to reflect and ponder different ideas
EXT - 8	I see myself as someone who is outgoing and sociable
EXT - 9	I see myself as someone who is talkative

Table-2: KMO and Bartlett's Test of Consumer's Extraversion Personality

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.806
Bartlett's Test of Sphericity Approx. Chi-Square	1.6643
Df	36
Sig.	0.000

Kaiser-Meyer-Olkin Measure is an index which defines of sampling adequacy. The KMO test value is 0.806 which is more than 0.5, can be considered acceptable and valid to conduct data reduction technique. The Bartlett's test of Sphericity helps to the research to decide, whether the result of factor analysis is worth considering and whether the study continue analysing the research work. Bartlett's test of Sphericity significant to a level of significance is < 0.001 , which shows that there is a high level of correlation between variables, which make it adequate to apply factor analysis through the extraction, Principal Component Analysis and Varimax rotation are used which are the standard rotation methods (Kaiser, 1958).



The Scree plot shows the components as the X axis and corresponding Eigen value as the Y axis. First two components are 3.621, 1.199 and 1.025 Hence 3.621 is the maximum Eigen value hence this factor is most significant followed by other factors. Since the three factors are having Eigen sharing maximum variance hence, they are essential in the present study.

Table-3.: Total Variance of Consumer’s Extraversion Personality

Component	Initial Eigen Value			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	3.621	40.237	40.237	3.621	40.237	40.237	2.579	28.650	28.650
2	1.199	13.326	53.563	1.199	13.326	53.563	2.021	22.456	51.106
3	1.025	11.390	64.952	1.025	11.390	64.952	1.246	13.846	64.952
4	0.834	9.267	74.220						
5	0.723	8.037	82.257						
6	0.556	6.179	88.436						
7	0.393	4.364	92.799						
8	0.353	3.920	96.719						

9	0.295	3.281	100.00 0					
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Extraction Method: Principal Component Analysis

Table-4: Communalities and Rotated Component Matrix for Consumer’s Extraversion Personality

Extraversion	Communalities		Rotated Component Matrix		
	Initial	Extraction	1	2	3
EXT- 1	1.000	0.676			0.799
EXT - 2	1.000	0.500			0.667
EXT - 3	1.000	0.648			
EXT - 4	1.000	0.651	0.758		
EXT - 5	1.000	0.635	0.772		
EXT - 6	1.000	0.671			
EXT - 7	1.000	0.783		0.850	
EXT - 8	1.000	0.797		0.870	
EXT - 9	1.000	0.484			

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 4 iterations

Every variable in the communality initially is expected to share 100% variance. Hence initially every item is having value 1.00 which mean 100% variance share by each item. The extraction value is ranging 0.484 to 0.797. Further, the above table interprets factor loading for them, from all Consumer’s Extraversion Personality variable ‘I see myself as someone who is talkative’ (EXT- 9) variable has comparatively low turn of 48.4% of the total variance, at the same time the following variables like ‘I see myself as someone who likes to reflect and ponder different ideas’ (EXT- 7), ‘I see myself as someone who is outgoing and sociable’ (EXT- 8) has comparatively high to the turn of 78.3% and 79.7% of the total variance respectively.

Factor-1, Factor-2 and Factor-3 has two significant loading respectively. The first extracted factors ‘I see myself as someone who tends to be loud’ (EXT- 4), and ‘I see myself as someone who has an assertive personality’ (EXT- 5) is accounted for 40.24% of the variance. The second extracted factor is ‘I see myself as someone who likes to reflect and ponder different ideas’ (EXT- 7), ‘I see myself as someone who is outgoing and sociable’ (EXT- 8) is accounted for 12.1% of the variance. The third extracted factor is ‘I see myself as someone who is outgoing’ (EXT- 1), ‘I see myself as someone who is full of energy’ (EXT- 2), is accounted for 10.6 % of the variance of Consumer’s Extraversion Personality.

Variance Explained

The Eigen value and variance explained by each factor given in the following table.

Table- 5.: Variance Explained by Consumer's Extraversion Personality

Factor	Components	Item Description	Rotated Loading	% of Variance	Eigen Value
Factor-I	<i>I am Self-Confident Personality</i>	EXT - 4	0.758	40.24%	3.621
		EXT - 5	0.772		
Factor-II	<i>I am Ponder Different Ideas and Sociable</i>	EXT - 7	0.850	13.33%	1.199
		EXT - 8	0.870		
Factor-III	<i>I am Full of Energy and Outgoing</i>	EXT- 1	0.799	11.39%	1.025
		EXT - 2	0.667		

FINDINGS

Factor-1, Factor-2, and Factor-3 have two significant loadings, respectively. The first extracted factors, 'I see myself as someone who tends to be loud' (EXT- 4), and 'I see myself as someone who has an assertive personality' (EXT- 5) is accounted for 40.24% of the variance. The second extracted factor is 'I see myself as someone who likes to reflect and ponder different ideas' (EXT- 7), 'I see myself as someone who is outgoing and sociable' (EXT- 8) is accounted for 12.1% of the variance. The third extracted factor is 'I see myself as someone who is outgoing' (EXT- 1), 'I see myself as someone who is full of energy' (EXT- 2), is accounted for 10.6 % of the variance of Consumer's Extraversion Personality.

SUGGESTIONS:

Extraversion is a broad personality trait encompassing several more specific characteristics such as sociability, assertiveness, high activity level, positive emotions, and impulsivity. The nature of the trait and its defining characteristics has changed considerably over time, and several different mechanisms have been proposed to underlie the trait. The FMCG marketers should keep in mind that consumers tend to be loud' and they as someone who have assertive personality'; in addition, they someone who likes to reflect and ponder different ideas' and 'they as someone who is outgoing and sociable based on the personality the marketers should be promoting their product and focused to particular personality consumers.

CONCLUSION:

The result of factor analysis comprises three factors from the nine components; the first prime factor in Consumer's Extraversion Personality is 'I am Self-Confident Personality' it has 40.24 per cent of the total variance, which is significant in 'They as someone who tends to be loud' and they as someone who has an assertive personality'. The second factor is 'I am Ponder Different Ideas and Sociable'. It has a 13.33 per cent total variance, which is significant in 'They as someone who likes to reflect and ponder different ideas' and 'They as someone outgoing and sociable'. The third factor, 'I am Full of Energy and Outgoing' has 11.39 per cent of the total variance, which is significant in 'They as someone who is outgoing' and 'They as someone who is full of energy'.

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