

# Issues in Consumer Behavior



ISBN: 978-1-943295-08-1

**RRK Sharma**  
*Indian Institute of Technology*

*In this paper we argue that personality attributes such as Agreeable-ness, Judge mental / Perceptive, and Openness to Experience are influenced by core value system of a person and score will be depend on the context.*

**Keywords:** Entity and Incremental theory; Implicit theory of Consumer Behaviour

## 1. Introduction

In the field of consumer behavior, two theories are popular: (a) entity theory and (b) incremental theory ([1]). The 'Entity Theory' argues that a consumer cannot change his personality as it is rigid (and it is NOT malleable), and as a result consumer is low on 'openness to experience', and he is predominantly 'Judgemental'. The 'Incremental Theory' argues that a consumer can change his personality as it is 'malleable', and as a result consumer is high on 'openness to experience', and he is predominantly 'Perceptive' (refer to Myers and Briggs Personality Test Indicator).

We argue that 'Entity Theory' is implicitly referring to 'core values of human beings'; and if the context is relatable to these core values ([2]), then consumer will behave as claimed: Low on Openness to Experience & is predominantly Judge mental. Whereas 'Incremental Theory' is implicitly referring to values and attitudes on the periphery of value system structure; and hence claim that consumer is: High on Openness to Experience & is predominantly Perceptive. ([1]).

It seems that theories of personality (Big – 5 factor [3] and MBTI [4]) probably assume that the traits like (c) 'openness to experience', 'Perceptive/Judge mental' and even 'agreeable' are independent (or related to GENETIC predisposition). Where as we argue that these dimensions as in (c) are probably relatable to structure of value/beliefs and attitudes of a person; and are not independent.

## 2. References

1. Dweck, Carol S. *Advances in Consumer Research*. 2007, Vol. 34, p275-275. 2/3p.
2. [https://en.wikipedia.org/wiki/Value\\_\(ethics\)](https://en.wikipedia.org/wiki/Value_(ethics)).
3. [https://en.wikipedia.org/wiki/Big\\_Five\\_personality\\_traits](https://en.wikipedia.org/wiki/Big_Five_personality_traits).
4. [https://en.wikipedia.org/wiki/Myers% E2% 80% 93Briggs\\_Type\\_Indicator](https://en.wikipedia.org/wiki/Myers%E2%80%93Briggs_Type_Indicator).