Product Personality Assignment versus Jung and Briggs Myers Personality Types of the Raters

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Research Question
Is the rater’s favourite product (from one set of similar products) reflective, complementing or opposite to his or her own personality?

Procedure
A panel of 20 students individually qualified 4 clothes steam irons and two sets of 4 coffee machines (Cunha e Silva & Coelho, 2011) using 5 point Likert scales based on Jordan’s (1997, 2002) 17 Product Personality Dimensions (PPDs). Only 11 raters (1 female, 10 males) identified favourites (a total of 31).

Personality of the Raters
Carl Jung’s 3 criteria typology (Extraversion – Introversion; Sensing – Intuition; Thinking – Feeling) plus Isabel Briggs Myers’ 4th criterion (Judging – Perceiving) were obtained online from HumanMetrics for all raters. Among 11 raters (6E-S; 5S-6N; 5F-6T; 7J-4P) included in this study, there were 9 of the 16 possible combinations of the 4 criteria.

Joint Analysis (n=31)
Considering favourite choices within the 3 product sets, yielded 7 statistically significant associations of raters’ personality criteria with product personality dimensions:

<table>
<thead>
<tr>
<th>Association</th>
<th>Sensing</th>
<th>Intuition</th>
</tr>
</thead>
<tbody>
<tr>
<td>moderate</td>
<td></td>
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Principal Components Analysis covered 75% of the variance in the data yielding 5 factors strongly correlating with all PPDs (except naive-cynical). No mutually exclusive associations were found between the components and PPDs.

Steam Iron Set Exclusive Associations (n=11)
E I: (strong) kind-unkind; (strong) flexible-inflexible. Within most favourite (n=6) iron (B) only, E I variance is strongly associated to PPD flexible – inflexible variance.

J P: (strong) humble-narcissistic; (strong) naive - cynical

Coffee Machine Exclusive Association (n=20)
E I: (strong) extrovert-introvert

Consistency in PPD ratings of own favourites
Smallest average of within-subject standard deviation for violent-gentle at 0.6 points in scale; greatest for flexible-inflexible at 1.5; consistency deemed good (5 point scale).

Rater’s Self-Awareness
After rating all products and choosing the favourite product in each set, raters were asked to identify among the favourites, which ones reflected, complemented or stood opposite to their own personality. Results are structured according to the personality criterion most associated to PPDs (E I):

<table>
<thead>
<tr>
<th>Favourites Qualification / Type</th>
<th>Extravert</th>
<th>Introvert</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflective and Complementing</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Opposite and Complementing</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Reflective and Opposite</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Conclusion
RQ answer: mostly reflective, especially along E I types criterion. S N, T F and J P criteria concern how a person perceives, processes and implements information. E I concerns the source and direction of a person’s energy expression. Given moderate association between E I and extravert-introvert, rater’s self-awareness only somewhat present. Good consistency: raters perceive favourite products similarly in term of PPD ratings (meaning they are looking for the same thing in favourites?). Limitation: The small sample was mostly composed of young men (who might associate usage to women) eroding the E I associative strength with PPD extravert – introvert (iron not for them).

References