

Analisis perilaku konsumen dengan menggunakan personality theory kasus Nike = Analyzing consumer behavior and marketing strategic with personality theory a case of Nike

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Abstrak

[ABSTRAK
 Laporan ini bertujuan untuk menjabarkan tipe-tipe konsumen berdasarkan teori-teori mengenai kepribadian manusia. Teori kepribadian menerangkan adanya pengaturan yang dinamis dalam sistem psikofisik individu yang menentukan karakteristik perilaku dan pemikiran mereka (Allport, 1961). Melalui wawancara terhadap dua konsumen, laporan ini berusaha untuk menunjukkan bahwa kepribadian konsumen menjadi lebih rumit ketika mereka memilih sebuah produk. Seperti diketahui, saat ini terdapat begitu banyak pilihan merek maupun produk yang ditawarkan. Kepribadian adalah sesuatu yang unik yang dimiliki seseorang yang mencerminkan perpaduan antara perilaku dan karakteristik orang tersebut, dan karenanya diikuti oleh kemampuannya untuk merespon hal-hal yang terjadi di sekitarnya. Berdasarkan kenyataan ini, kepribadian konsumen dianalisa dengan tujuan untuk memperoleh strategi marketing yang cocok bagi pangsa pasar ini. Keunikan dalam kepribadian konsumen merupakan sebuah tantangan bagi bisnis untuk bisa memahaminya, sebab terdapat begitu banyak pasar yang perlu dianalisa, terlebih juga karena saat ini selera pasar begitu beragam. Tidaklah heran bahwa analisa kepribadian tidak dapat menjamin keberhasilan sebuah strategi marketing; walaupun hal tersebut membantu bisnis menemukan startegi marketing yang tepat dan juga, namun tak terbatas pada, produk yang tepat. <hr>

ABSTRACT

;The purpose of this report is to describe the type of consumer based on personality theories. Personality theory explains about the dynamic organization within the individual of those psychophysical systems that determine the characteristics behavior and thoughts (Allport, 1961). Using interview to two consumers this report identifies that the personality of a consumer are getting more complex in purchasing a product. There are more option in products and brands that the consumers can choose. Personality is a unique particular characteristic that everybody has that reflects their blend of behavior and characteristics, and therefore followed by the ability in responding surrounding events. Therefore, the personality of the consumer shall be analyzed to be able to fit in the right marketing strategy to them and harness it. The unique aspect of the personalities in each person is really a challenge for a business to understand, as there are numerous markets that should be studied, especially that tastes are also varied among people nowadays. It?s a no wonder that personality analysis could not assure the success of a marketing strategy; though it will help the business to make a right marketing strategy and also, but not limited to, product;The purpose of this report is to describe the type of consumer based on personality theories. Personality theory explains about the dynamic organization within the individual of those psychophysical systems that determine the characteristics behavior and thoughts (Allport, 1961). Using interview to two consumers this report identifies that the personality of a consumer are getting more complex in purchasing a product. There are more option in products and brands that the consumers can choose. Personality is a unique particular characteristic that everybody has that reflects their blend of behavior and characteristics, and therefore followed by the ability in responding surrounding events. Therefore, the personality of the consumer shall be analyzed to be able to

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