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Catering to the Quiet and the Sociable

A Proposal of Introversion and Extraversion as Emerging Market Segments

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Abstract:

Purpose:

Target marketing leverages a number of human characteristics to best persuade a specific consumer group. These characteristics may include demographic, geographic, psychographic and lifestyle traits. The psychographic factors considered in target marketing most commonly include an understanding of consumer values and behavior, not personality type. Few studies have analyzed how personality type, more specifically introversion and extraversion, might shape the outcome of a campaign. Introversion and extraversion have proven to have a pivotal role in other areas of business, such as the workplace, sales forces, and customer engagement.

Design/methodology/approach:

Drawing on that connection, this research hypothesized that these personality types might also impact consumer responses to a marketing campaign, particularly the promotional element. To answer these queries, multiple theories of personality were analyzed, including Jung's Theory of Personality, and applied to previous research in relation to introversion and extraversion in target marketing.

Findings:

Results reflected that there is considerable merit behind the pursuit of tailored advertisement campaigns that target introverts and extraverts respectively. Such strategies might produce increased metrics and create a more predictable and direct campaign. Subsequent research is suggested to further corroborate this conclusion.

Originality:

To test the proposed marketing campaigns developed through this research and solve the aforementioned hypotheses, an initial survey that could be implemented was created to determine if introverts and extraverts perceive the advertisements differently. A/B preference testing of the advertisement depicted in Figure 8 compared to the advertisement seen in Figure 9 should be conducted. The survey would first determine a participant's personality type before asking which advertisement they best responded to, as well as other factors such as how likely they are to purchase the product.

Keywords: Consumer Behavior, Introvert, Extrovert, Marketing, Personality Testing

Article Classification: Regular Paper

Catering to the Quiet and the Sociable: A Proposal of Introversion and Extraversion as Emerging Market Segments

Consumer behavior and marketing are inherently linked. Marketing is considered to be the research and execution of information that revolves around the ability to satisfy the needs and wants of a consumer (*American Marketing Association*, n.d.). As such, marketers have learned to develop highly specific target marketing strategies to reap the highest reward from a campaign. Market segmentation is a process that “involves breaking down large broader markets into more manageable submarkets or customer segments” (O’Guinn et al., 2020, 128). Marketers in this process seek to finetune a marketing strategy toward a consumer group that best fits the use of a product according to demographic, geographic, psychographic, and lifestyle characteristics (Kumar et al., 2023). Once segmented, marketers can target the optimal consumer segments of a specific product to market to consumers that are most likely to purchase. In this research, psychographic market segmentation with a concentration on introversion and extraversion was the topic of focus.

Kourdi asserts that psychographic profiling is a key factor in enabling companies to compete in a mutually beneficial manner for the business itself and its customers (Kourdi, 2009). A company that is able to profile an ideal consumer base to target is able to more efficiently reach its sales goals while also more effectively communicating a product that benefits customers. For the purpose of this study, the scale of introversion/extraversion was chosen as a significant factor of personality to be the focal point of psychographic profiling. This research sought to determine if, and to what degree the study and execution of an introvert/extravert-specific marketing campaign could increase a company’s success.

Theories

Theories of Personality

Often in the study of introversion and extraversion, researchers choose a specific personality theory through which to base their research. The research was linked to Carl Jung’s theory of personality Eysenck’s theory of personality.

Jung’s Theory of Personality

Renowned psychologist Carl Jung first coined the terms “introvert” and “extravert” in his 1923 book *Psychological Types*. In its most primitive definition, introversion is described as an inwards expression of the libido, whereas extraversion is an outward expression of the libido (Jung, 1923, 542-567). In a moment of interest, Jung perceives extraverts to typically direct their interest towards the object in question while introverts tend to restrain that interest to themselves (Jung, 1923, 542-567). Jung then subdivides these constructs into four different “function-types”: thinking, feeling, sensation, and intuition (Jung, 1923, 89). This creates 8 personality types

according to Jung’s archetype model. It is important to note that Jung supports the concept of expressing multiple archetypes (Jung, 1923). However, he asserts that one typically takes precedent over others (Jung, 1923). These concepts later formed the basis for the Myers-Briggs Type Indicator (MBTI)¹. The 8 personality types according to Jung can be seen in Table 1.

Table 1
Jung’s Theory of Personality

Function-Types	Introversion	Extraversion
Thinking	(1) Introverted thinking	(5) Extraverted thinking
Feeling	(2) Introverted feeling	(6) Extraverted feeling
Sensation	(3) Introverted sensation	(7) Extraverted sensation
Intuition	(4) Introverted intuition	(8) Extraverted intuition

Note. Information referenced in the creation of Table 1 was taken from Jung, C. G. (1923). *Psychological Types or The Psychology of Individuation* (1st ed., Vol. 6). Hancourt, Brace, & Company, Inc.

Current Research on the Effect of Introversion/Extraversion in Customer Engagement Effects on Customer Engagement

Other research has concluded that introversion and extraversion also correlate to a customer’s perceptions and responses, particularly when it comes to word of mouth (WOM) behavior. Extraversion is highly considered to be more positively related to a customer’s interaction with employees (Itani et al., 2020). Extraverts are largely considered as more willing and accepting of social endeavors and as such, are more inclined to extend that willingness to a consumer setting. According to Lau, introverts are less likely to post reviews of a product when compared to extraverts (2020). In addition, introverts and extraverts perceive a product’s value on different scales of positivity, with extraverts feeling more positive and posting more positive reviews (Lau, 2020, Chang, 2001). More specifically, extraverted subjects appear to leave the most positive reviews on a product or brand that they consider to be in alignment with their personal understanding of “real or ideal self-concepts” (Chang, 2001, 26).

There is also reason to believe that personality correlates to brand loyalty and preference² (Meyer, 2007, 73). More specifically, introverts have showed a greater capacity for loyalty when it comes to consumer behavior³ (Ahmad Al-Hawari, 2014). This introvert-oriented penchant for loyalty extends to the effort behind a customer’s purchase intention (Narang, 2011). Introverts

¹ The MBTI is personality test relied on by 88% of Fortune 500 companies (*Myers-Briggs Type Indicator® (MBTI®)*, n.d.). Refer to **Appendix A** for an outline.

² Personality according to this study follows the MBTI model.

³ This study was conducted in reference to the online banking industry.

are not only considered to be the more loyal personality, but also are recognized as extending more effort to see those loyalties through (Narang, 2011). These conclusions lead to the understanding that while extraverts are more likely to express positivity towards a certain company or product, introverts are harder clients to please, yet more loyal once brand loyalty is established (Lau, 2020, Chang, 2001, Narang, 2011). This proposed relationship can be understood in Table 2 as the following:

Table 2
Introvert/ Extravert Customer Engagement

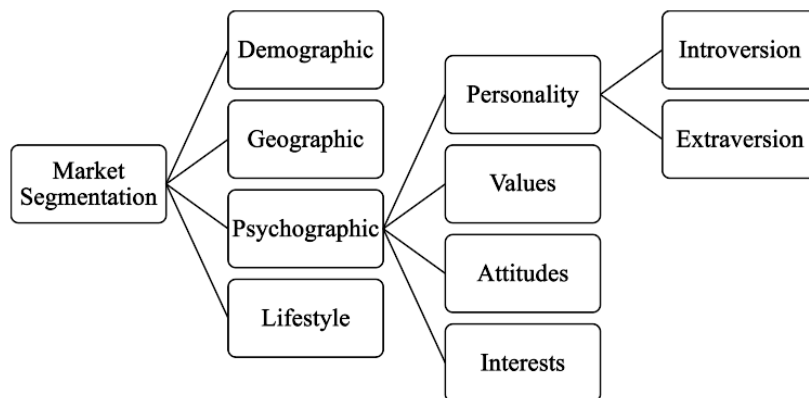
	Introvert	Extravert
Satisfaction/ WOM	< extravert	> introvert
Loyalty	> extravert	< introvert

Introversion and Extraversion Specific to Marketing

As previously discussed, market segmentation is an aspect of marketing in which a target market is identified and divided (O'Guinn et al., 2020). Demographic, geographic, psychographic, and lifestyle characteristics are analyzed in this process to guide researchers toward a more focused market (Kumar et al., 2023). Psychographic profiling specifically relates to the “personality, values, attitudes, [and] interests” of a certain market (Meiselman et al., 2021, 2). Psychographic profiling not only gives important insights to a consumer, but is equally actionable (Tuten, 2020). In other words, this form of profiling can identify an area to target and act as a catalyst to an adaptation of a marketing campaign’s product, promotion, price, or place to better suit the profile. This aspect of personality includes concepts of introversion and extraversion. The relevant relationship between these factors can be shown in Figure 1.

Figure 1

The Relationship Between Market Segmentation and Psychographic Profiling⁴



⁴This is a generalized model of this relationship, variations may exist.

This process is described as “the intentional pursuit of exchange with a specific group through advertising or other marketing activities. Targeted marketing activities are designed and executed to be more appealing to the target market than to people in other segments” (Ringold, 1995, 580). These topics relate in that segmentation categorizes consumers into market groups, targeting defines which group would be optimal to market to, and psychographic profiling further pinpoints this market in terms of personality characteristics (Green & Keegan, 2017). Segmentation acts as a preliminary step of target profiling for both business to consumer and business to business endeavors (Tuten, 2020). From these efforts, a buyer persona can be formed.

A buyer persona is considered a “semi-fictional” representation of marketing research that reflects an ideal customer for a business, product, or service (Akre et al., 2019, 120). These personas give insight into “pain trustpoints” and “trust touchpoints” to focus marketing content towards (Heinze et al., 2020, XXIV). Given this, this thesis seeks to respond to the gaps in research involving introversion and extraversion as an influential factor of buyer persona.

Related Research

Given research on the effects of introversion and extraversion on marketing, this paper references one critical study on which to base future research. A study conducted in a joint effort between researchers at the University of Cambridge, Visual DNA, and the Psychometrics Center sought to determine whether personalizing an advertisement campaign towards introverted and extraverted markets would reap a higher return on investment (ROI) (Matz et al., 2017). Researchers hypothesized that presenting more specific advertisements to target customers based on these personality traits would make for a more successful campaign (Matz et al., 2017). They distributed two advertisements for a UK beauty retailer on Facebook, depending on a user’s predicted personality type⁵. These advertisements are depicted in Figure 2.

Figure 2

Matz Advertisement Design



Note. Image sourced from Matz, S. C., Kosinski, M., Nave, G., & Stillwell, D. J. (2017, October 17). Psychological targeting as an effective approach to digital mass persuasion. *PNAS Early Education*, 1-6. 10.1073.

⁵ Personality type can be predicted by online website usage, blog activity, as well as social media accounts (Marcus et al., 2006, Yarkoni, 2010, Golbeck et al., 2011, Kosinski et al., 2013, Segalin et al., 2017).

This study reflected positive results on ROI and most other analytic metrics when advertisements were targeted towards introverts and extraverts (Matz et al., 2017). The results of this study were as seen in Table 3.

Table 3
Matz Results

Condition	Reach	Clicks	CTR ⁶	CNV ⁷	CVR ⁸	CPC ⁹	ROI
Targeted Introverted Ads	762,197	2,637	0.35%	121	0.016%	£7.80	409%
Untargeted Introverted Ads	791,270	2,426	0.31%	90	0.011%	£10.41	300%
Targeted Extravert Ads	814,308	2,573	0.32%	117	0.014%	£8.32	410%
Untargeted Extravert Ads	762,218	2,710	0.36%	62	0.008%	£15.93	219%
Total	3,129,993	10,346	0.33% avg.	390	0.012% avg.	£9.85 avg.	334% avg.

From Matz, S. C., Kosinski, M., Nave, G., & Stillwell, D. J. (2017, October 17). Psychological targeting as an effective approach to digital mass persuasion. *PNAS Early Education*, 1-6. 10.1073

Results for Targeted Introverted Ads showed a lesser reach, but more effective campaign overall. These ads merited fewer views as the audience for them was narrowed by personality type. However, in doing so, clicks, CTR, CNV, and CVR increased. Additionally, the cost per click decreased while ROI increased by 109% (Matz et al., 2017).

In the case of Extravert Targeted Ads, results reflected a greater overall reach, yet there were inconsistencies in the areas of clicks and CTR. As with the Targeted Introvert Ads, CNV and CVR reflected an increase while CPC was significantly cheaper. These Extravert Targeted Ads resulted in a ROI increase of 191% (Matz et al., 2017). This study, and its findings, served

⁶ Click Through Rate (CTR)

⁷ Conversion (CNV)

⁸ Conversion Rate (CVR)

⁹ Cost Per Conversion (CPC)

to prove that there is merit behind the hypothesis that introversion and extraversion might affect a consumer's reception to a marketing campaign.

Methods

After examining Matz's studies, a number of edits were suggested as potential points of alteration to this research. While there are some aspects that remain similar to Matz's, certain improvements were suggested.

The four main hypotheses of this research can be summarized in Table 4 and detailed in the **Results** section of this thesis.

Table 4

Hypothesis Summary

Hypothesis 1	As with Matz's research, the continued target marketing of ads towards introverts v. extraverts will merit analytic metric benefits
Hypothesis 2	Some products will experience more reactivity to introversion and extraversion target marketing
Hypothesis 3	Some industries are naturally more introvert- or extravert- driven
Hypothesis 4	The alcohol industry is an example of a more polarizing industry in terms of introversion and extraversion.

Using library research, this information was evaluated in-depth to determine the validity of these hypotheses. From this information, a marketing campaign with two distinct advertisements was created- one to suit introversion and another to suit extraversion. Suggestions for subsequent research and the gathering of primary data was discussed in the **Future Recommendations** section of this thesis.

Library Research

Criticism of Matz's Research

While Matz's study acted as a catalyst for future research, it is not to be imitated entirely. Upon inspection, there are a couple aspects that may benefit from substitution.

Hypothesis one acknowledged agreement with Matz's research, in that there is proven merit behind targeting ads by personality-type. However, hypotheses 2 and 3 expanded on Matz's study by questioning whether (1) some industries are more suited to this distinction, and (2) if some industries are more introvert- or extravert-driven.

Matz's research tested the beauty industry in relation to these targeted ads, a topic of focus not typically recognized as being skewed by introversion or extraversion. As an alternative, Hypothesis 4 suggests the alcohol industry as being more polarizing in terms of personality type. Were this hypothesis proven true, results would be able to reflect whether certain markets would benefit from these targeting methods. A business might not only be able to gear separate ads towards introverts and extraverts, but also gain the opportunity to determine which personality drives its market, and gear campaigns towards that agenda. In this instance, this research operated under the prediction that the alcohol industry would prove to be (1) more

polarizing when it came to introversion and extraversion and (2) more extravert-skewed, which would allow for the expansion of Matz's initial research.

A second modification was also made in terms of the dispersion of these advertisements. Matz's initial study utilized Facebook ads. However, for the alcohol industry a relatively younger target market of consumers should be chosen as a target audience, according to the data shown in Table 5¹⁰.

Table 5
Alcohol Industry Target Age

Age	Consume (%)	Abstain (%)
18-29	60	40
21-29	71	29
30-49	70	30
50-64	64	35
65+	54	46

From Saad, L. (2022, December 29). What Percentage of Americans Drink Alcohol?. *Gallup News*, (Table 4).

As seen in Table 5, the most promising age group to target when it comes to U.S. alcohol consumption would be 21-29, with 30-49 following closely behind (Saad, 2022). As such, Instagram would be a more pertinent form of media on which to share these advertisements. Instagram tends to appeal more to adults under 30 in the U.S. whereas Facebook has witnessed a recent trend in aging consumers (Auxier & Anderson, 2021). To meet the ideal target age of the alcohol industry, Instagram would likely be more advantageous.

Similarities to Matz's Research

In terms of similarities, this research emulated Matz's in the use of digital marketing in general. Digital marketing, in comparison to alternative forms such as print, has a much higher capacity for targeting based on personality type. In fact, research shows that social media can be a valid indicator of personality type, specifically introversion/extraversion (Gosling et al., 2007). According to Bachrach, extraverts tend to interact, share, respond, and engage with social media content (Bachrach et al., 2012). Additionally, there is generally a positive correlation between extraversion and the number of followers (Bachrach et al., 2012).

This research also suggested the utilization of Matz's measurements of success so as to compare the results of each divergence. Not only was this research meant to validate Matz's initial findings, but also to expand on whether industries can be more suited to personality-type differentiation as well as if industries might be more skewed in terms of introversion and extraversion. The campaign created through this research will ideally come to fruition in order

¹⁰ Within legal age restrictions of 21+

to test factors of reach, clicks, CTR, CNV, CVR, CPC, and ROI for targeted and untargeted introvert- and extravert-geared advertisements.

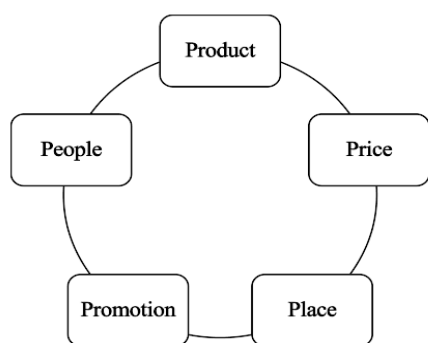
The Marketing Campaign

Fundamental Components

At its core, the framework of a marketing campaign most often follows a producer-oriented model¹¹. This model, coined in 1960 by marketer Edmond Jerome McCarthy, was consisted of four essential components: “product”, “price”, “place”, and “promotion” (McCarthy & Perreault, 1990, 170, Lahtinen et al., 2020, 357). These components, or the “4 P’s, are the foundational factors in the creation of a marketing campaign (McCarthy & Perreault, 1990, 170). More modern adaptations include an additional factor: “people”¹² (Andraski & Novack, 1996, 23). A representation of this model can be seen in Figure 3.

Figure 3

Producer-Oriented Model



Andraski, J.C. & Novack, R.A. (1996). *Marketing Logistics Value: Managing the 5 P’s*. Journal of Business Logistics.

The following research efforts utilized these 5P’s as a foundational model for the creation of an alternate marketing campaign to that of Matz. For a further understanding of the 5 P’s, refer to **Appendix B**. Special emphasis was placed on both the “promotion” and “people” components as they directly relate to the marketing impact of introversion and extraversion. Keeping in mind the traits of introverts and extraverts, two distinct ads were created to display to participants that match the target audience. This allows for future research to determine whether advertising according to personality type alone has a significant enough impact on sales.

Product

Conceptualized. The marketing endeavors of any retailer are first and foremost based off

¹¹ AKA “marketing mix”

¹² The marketing mix includes many numerical variations. Most common curriculums and practices follow the 5P’s Model.

of the product itself (McCarthy & Perreault, 1990). “Product” can be defined as the goods or services a company decides to sell. Marketing decisions that fall under this category might include factors of “function, packaging, appearance, warranty, [and] quality” (*Corporate Finance Institute*, 2020, para. 2). Products are typically designed for a specific target market in mind. However, this research only utilized a pre-existing product, beer, in an attempt to better promote it towards distinct personality types.

In Campaign. Matz’s initial study was conducted using two different advertisements for a UK beauty retailer. However, there are specific industries that might reap more fruitful rewards in comparison to Matz’s chosen field of study. When thinking of introversion and extraversion, the beauty industry does not reveal itself as being particularly polarizing. As such, this research aimed to determine and focus on an industry that might profit from target marketing according to introversion and extraversion.

The alcohol industry appears much more promising when considering personality type influence according to advertisement. Alcohol advertisements have proven to be associated with increased alcohol use (Unger et al., 2003). Furthermore, extraverts have been reported as being more likely to willingly enter situations of alcohol consumption than introverts (Smith & Brown, 1998). In fact, extraversion has been identified as the “single best predictor variable” when it comes to a person’s alcohol consumption and personality (Martsh & Miller, 1997, 153). Correspondingly, those with less alcohol consumption generally exhibit less extraversion (Rodgers et al., 2002). This research proves a correlation between alcohol use and both alcohol advertisements and extraversion, respectively.

However, further research also shows that alcohol advertisements may have varying levels of interest according to personality type. In a study conducted by St. Bonaventure University, participants’ levels of introversion/extraversion were tested¹³ (Donlin, 2004). They were then presented with a Likert-scale survey to analyze their influence towards a series of alcoholic advertisements (Donlin, 2004). After analyzing the collected data, Donlin determined that alcohol advertisements held greater influence over extraverts than introverts (2004).

The results of Donlin’s study acted as a catalyst for further questioning. Are these results caused by the fact that extraverts are more prone to alcohol-present situations? Or is it because the alcohol advertisements themselves are more geared towards extraverts given the ‘Extravert Ideal’? If so, could a company, specifically in the alcohol industry, reap more rewards by creating two advertisements, appealing to both personality types?

To answer these questions, this study used a fictional beer brand, “Draft A” as the product to be studied. Not only have alcohol advertisements proven more polarizing when it comes to influence over introverts/extraverts but also because “beer advertisements are more pervasive than advertisements for other kinds of alcohol” (Collins et al., 2003, 1298). This established product acted as the first independent variable in this experiment.

Price

Conceptualized. Conceptually speaking, “price” refers to the cost a certain product is being sold at, whether it be business to business or business to consumer sales (Schwartz, 2000). Decisions regarding price might include factors of “discounts, payment arrangements, credit terms, and any price-matching services offered” (*Corporate Finance Institute*, 2020, para. 4). In this research, price remained a controlled variable, as it has no relevance towards the study at hand.

¹³ Using Eysenck personality test

In Campaign. The goal of this research was to solely focus on the effects of two different advertisements: one geared towards introverts and one geared towards extraverts to determine effectiveness. As such, the prices must remain controlled to allow for the study of these dependent variables. The price for this particular marketing campaign was set as undefined, as it is not significant to the research itself and is not necessary for the composition of the advertisement.

Place

Conceptualized. “Place” is where a business chooses to sell or distribute its products (Schwartz, 2000). Businesses that target certain geographic areas might utilize place more heavily than other retailers. Place might take into account factors of “distribution channels,” “logistics,” “service levels,” “location,” and “market coverage” (*Corporate Finance Institute*, 2020, paras. 8-9).

In Campaign. As with price, for the sake of this research, place was established as a controlled, unspecified variable in this marketing campaign as geographic retailing has no relevance to the study at hand. However, since this is a United States-based study, participants should be selected in-nation.

People

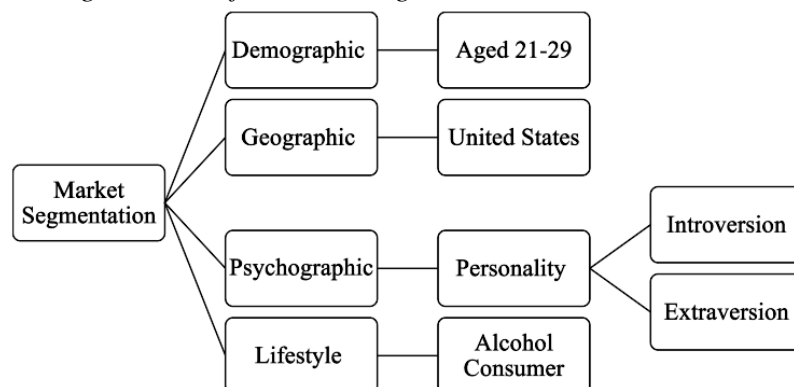
Conceptualized. The people aspect is the most recent addition to the 5P’s (Andraski & Novack, 1996, 23). It can refer to all members involved in the marketing process, from the inception of the product to the sale. This can include both consumers and staff. Some factors to consider in relation to “people” may be “service provided,” “attitude,” “customer service,” “appearance,” and “employee portrayal” (*Corporate Finance Institute*, 2020, paras. 8-9). The “people” aspect of the marketing mix is directly related to the concept of “buyer persona” (as mentioned in pages 17-18).

In Campaign. The specific use of “people” in relation to this research is largely dependent on the consumer-side of the spectrum. As previously mentioned, market segmentation, target marketing, psychographic profiling is an entwined system that can be outlined in Figure 3 (reference page 16) (O’Guinn et al., 2020, Meiselman et al., 2021, 2).

Given the information gathered this far, the revised rendition of this figure, Figure 6, is representative of the ideal target market for this research. The ideal targeted consumer is aged 21-29, located in the United States, confirmed alcohol consumers (of legal age), with identified traits of either introversion or extraversion.

Figure 4

Market Segmentation for Marketing Mix



Not only does the “people” aspect of this marketing mix pertain to an ideal consumer base, but also to how those consumers will respond to promotional efforts. Participant response to advertisement in this instance serves as the dependent variable.

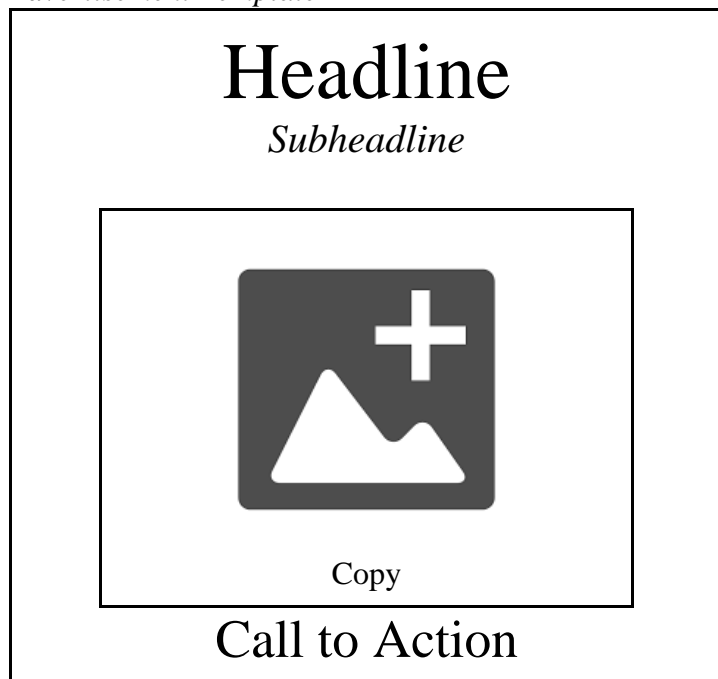
Promotion

Conceptualized. The promotional aspect of the 5P model is the advertising and public relation efforts related to the marketing of a certain good or service (Schwartz, 2000). Promotion might include “sponsorships,” “advertising,” “public relations activities,” “message,” and “media” (*Corporate Finance Institute*, 2020, paras. 6-7). Promotion was perhaps one of the most important aspects of this research.

There are many components to consider when it comes to the construction of a successful advertisement, whether it be print or digital. While the ideal anatomy of these advertisements may vary, most researchers can agree on five core components: headline, subheadline, copy, image, and call-to-action (*What Is an Advertising Message: Guide*, 2023). The headline, subheadline, copy, and call-to-action make up the written portion of an advertisement while the image provides a visual cue to consumers. A foundational template for this model can be seen in Figure 5¹⁴

Figure 5

Advertisement Template



In Campaign. In order to create individual advertisements specific to introverts and extraverts respectively, it is important to recognize the key characteristics and values of each. These distinctions will act as foundational guidelines for the creation of these advertisements.

Spielman, Jung, and more modern understandings of personality indicate the information in Table 7 as being some commonly expressed traits of introversion and extraversion (Spielman

¹⁴ This is just one of many format variations of this advertisement content.

et al., 2020)¹⁵. Given this information, this study highlighted suggested tactics to gear an advertisement (headline, subheadline, copy, image, and call-to-action) towards a specific personality type¹⁶.

Table 7

Introvert	Extravert
Energized by being alone	Energized by being with others
Avoids attention	Seeks attention
Speaks slowly and softly	Speaks quickly and loudly
Thinks before speaking	Thinks out loud
Stays on one topic	Jumps from topic to topic
Prefers written communication	Prefers verbal communication
Pays attention easily	Distractible
Cautious	Acts first, thinks later

From Spielman et al., 2020. *Psychology 2e*. OpenStax (Table 11.3).

Headline. In addition to these factors, introverts are also said to have a positive correlation with passive behavior (Merburg, 2010). Given the understanding that introverts tend towards more passivity whereas extraverts adopt more involved, active tendencies, a headline should reflect this. The headline for an extravert should reflect more boldness while the advertisement for an introvert might adopt a softer tone (Spielman et al., 2020).

Subheadline. Similar to the headline, a subtitle for an introvert should likely be less overt than that for an extravert. Additionally, an introverted subheadline can be more detailed in comparison to an extravert's, as introverts are commonly more detail oriented and able to focus

¹⁵ These traits are a generalized understanding of introversion and extraversion, diverging traits may occur.

¹⁶ These suggestions are assumptions that will be based solely on the research conducted in this presentation and are not yet proven.

on a topic (Spielman et al., 2020). Extraverts, although less interested in written communication, are reported as responding to words that are more expressive of a positive emotion and social processes (Pennebacker & King, 1999, Mairesse et al., 2007). Similarly, Park asserts that those exhibiting high levels of extraversion favor language geared towards “positive emotion (e.g., love), enthusiasm (e.g., best, stoked, pumped), and sociability (e.g., party, hanging, dinner with)” (2014, 9). Alternatively, those more on the introversion end of the spectrum favored “a more inward focus (e.g., I’ve, I don’t, I should)” as well as a greater interest in things rather than people “(e.g., computer, book, chemistry) and tentativeness (e.g., probably, suppose, apparently)” (Park et al., 2014, 9).

Copy. During the buying experience, an introvert tends to pay attention to more factual understandings of a product, and less on the personal sales experience (Hannabus, 2021). In contrast, extraverts might more closely value an element of personal connection in the buying experience (Hannabus, 2021). Additionally, an introverted consumer more often values brands that reflect aspects of their approach to life, such as thoughtfulness and refinement (Hannabus, 2021). In this instance, seeing as introverts respond more positively to written communication and extraverts tend to be easily distractible, a copy might only be advised for the introvert advertisement.

Image. Extraverts tend to be more attention-seeking by nature whereas introverts tend to appreciate the minimal (Spielman et al., 2020). As such, it would be reasonable to assume that an extravert might be more drawn to a vivacious, attention-grabbing ad than an introvert.

In terms of the image itself, extraverts acquire energy in external, social situations, whereas introverts gain energy from within (Spielman et al., 2020). As such, a photo depicting a social situation might be more apt for an extravert whereas a more solitary photo advertisement for beer might be more attractive to an introvert.

Additionally, Birren claims that introverts prefer cooler tones, such as blue or green, whereas extraverts prefer warmer tones like yellow or red (Birren, 1956, 1961). Each of these factors was accounted for when choosing an image for these ads to be associated with.

Call to Action. Considering the returning theme of passive v. active when it comes to introversion and extraversion, an extravert would likely respond better to a call to action in comparison to an introvert. Extraverts are more susceptible to peer pressure and are more willing to follow than an introvert might be (Tuovinen et al., 2020). Since extraverts tend to act first, think later a call-to-action may hold more influence (Spielman et al., 2020). Introverts, who tend to take more time to process information and respond less strongly to peer pressure, may not require a call to action to respond positively to an advertisement.

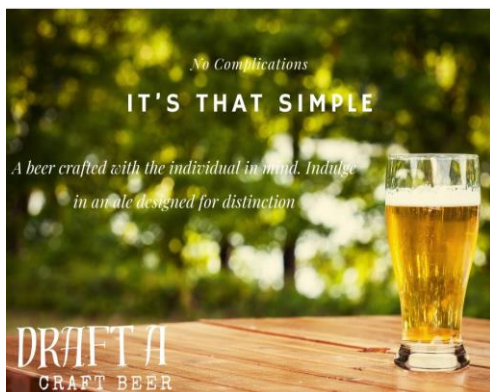
Introvert and Extravert-Skewed Advertisement. Given the aforementioned details, Figures 8 and 9 depict advertisements that were created to fit the values of each personality type. These advertisements were designed with future research in mind. Enlarged depictions of these advertisements can be seen in **Appendix C**.

Figure 6

Introvert-Skewed Advertisement

Figure 7

Extravert-Skewed Advertisement



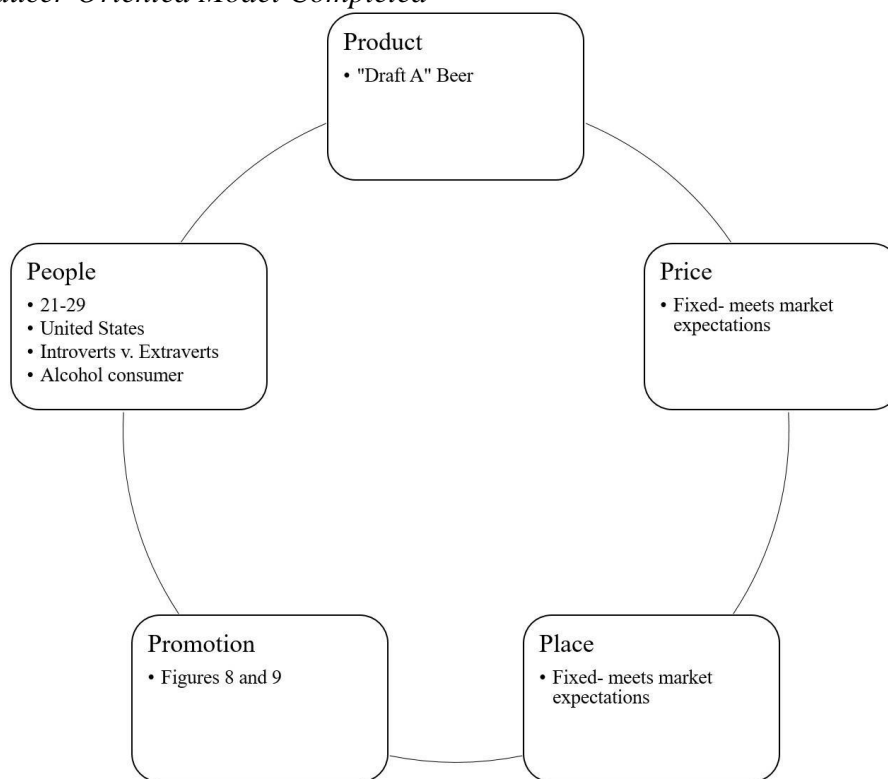
The Marketing Campaign Summary

The summary of this marketing campaign is outlined in Table 8 and Figure 10.

Table 8
In Campaign Summary

Element of Marketing Mix	In Campaign
Product	"Draft A" Beer
Price	Undefined
Place	Unspecified
People	Aged 21-29 United States Legal Alcohol Consumer Identified Introversion/extraversion
Promotion	Figures 8 & 9

Figure 8
Producer-Oriented Model Completed



A Summary of Findings

The findings in this research do indicate that there is merit to the further research of introversion and extraversion as segments of psychographic traits in a target market. Results reflect that tailoring these advertisements may merit greater performance analytics on social media advertisements. Using the beer industry as a tester, a campaign was created that directly applies to the individual needs of introvert and extravert consumers. Utilizing such strategies may lead to improved performance metrics on social media campaigns. Further research can be used to corroborate these findings. This research is outlined in the **Future Recommendations** section of this thesis.

Future Recommendations

Future recommendations largely encourage the transition of this study from library research to empirical research. Ideally, this would be two-fold in the form of a preliminary survey and subsequent field testing.

Survey

To test the proposed marketing campaigns developed through this research and solve the aforementioned hypotheses, an initial survey should be released to a wide group of participants. This survey should aim to determine if introverts and extraverts perceive the advertisements differently. A/B preference testing of the advertisement depicted in Figure 8 compared to the advertisement seen in Figure 9 should be conducted. Participants would be excluded by (1) not being of a legal drinking age, (2) not consuming alcohol, and (3) not having an identified personality type. The survey would first determine a participant's personality type before asking which advertisement they best responded to, as well as other factors such as how likely they are to purchase the product. This would allow for Hypotheses 2, 3, and 4 (as mentioned in Table 6) to be tested later in a more controlled environment. An example of this survey template can be found in **Appendix D**.

Field Testing

If the survey reflects a positive correlation between targeted advertisements and a more positive perception of that advertisement, subsequent research should be conducted to determine whether that positive correlation would reflect well on purchase decisions. Researchers can partner with a local brewery to launch an online Instagram advertisement campaign to real consumers. This will allow performance metrics to be collected and reported, so as to compare to Matz's research. A comparison between Matz's findings and this research could determine whether Hypothesis 1 is proven to yield similar results. Conversely, these metrics can also determine if Hypotheses 2, 3, and 4 show improved results with a change in industry.

Marketing Implications

Generally speaking, introverts make up 50.7% of the United States population (Myers et al., 1998). While this figure may be subjective, or change according to year, it does indicate that a significant enough portion of the population is considered introverted. This holds major implications when looking at business through a targeted marketing lens. If there is a significant enough population of introverts in a consumer base, and target marketing according to introversion and extraversion holds weight, then businesses can adjust their marketing plans for further profitability. For example, beer companies looking to market their beverages towards both introverts and extraverts can create two separate advertisements to better target a message. If a beer business were to determine that its beverage received greater consumer response from introverts over extraverts, future advertisements could continue a trend towards introversion. Alternatively, if marketers determined, for example, that beer were more suited to extraverts whereas wine was more suited to introverts, this could create a more specific baseline for

industries to found their advertisement campaigns on. Further defining an ideal target market allows a business to lean down its marketing process, cut costs and bring in increased revenue. While this research may not be applicable to all industries, it has the capacity to make a significant difference to some.

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Appendix A

MBTI Type Indicator Test Explanation (MBTI®), n.d.)

Each personality type is a combination of 4 characteristics:

4 Characteristics

Symbol	E or I	S or N	T or F	J or P
Meaning	Introversion or Extraversion	Sensing or Intuition	Thinking or Feeling	Judging or Perceiving

A combination of four can result in any of these personality types:

ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFP	ENTP

Appendix B

The 5 P's Extended Definition (Corporate Finance Institute, 2020)

Product	Price	Place	Promotion	People
Functionality	Selling Price	Sponsorships	Distribution Channels	Service Provided
Appearance	Discount	Advertising Headline Subheadline Copy Image Call to action	Logistics	Attitude
Warranty	Payment Arrangements	Public Relations Activities	Service Levels	Customer Service
Quality	Price Matching Services	Message	Location	Appearance
Packaging	Credit Terms	Media	Market Coverage	Employee Portrayal

Appendix C

Enlarged Depictions of Figures 8 and 9





Appendix D

Introversion & Extraversion in Target Marketing

Start of Block: Recruiting Message

Recruitment Message This is a survey designed to analyze how your personality type may or may not influence how you perceive a brand's advertisement. Please complete the following survey, which should take no longer than 5 minutes. It is imperative to answer each question honestly; all submissions are anonymous and confidential. Results will be used to further research in this area. Participation is optional, you may opt out at any point. Thank you for your participation! All questions for researchers may be directed to _____.

Page Break

Screening Q1 Do you know your Myers-Briggs Personality Type Indicator (MBTI)?

- No (1)
- Yes (2)

Skip To: End of Survey If Do you know your Myers-Briggs Personality Type Indicator (MBTI)? = No

Screening Q2 Are you over the age of 21?

- Yes (1)
- No (2)

Skip To: End of Survey If Are you over the age of 21? = No

Screening Q3 Have you purchased beer within the last month?

- Yes (1)
- No (2)

Skip To: End of Survey If Have you purchased beer within the last month? = No

Context Q1 How much do you spend on beer a month?

0 15 30 45 60 75 90 105 120 135 150



Context Q2 What factors do you consider most when purchasing beer? (Rank from most to least important).

- _____ Price (1)
- _____ Packaging (2)
- _____ Location (3)
- _____ Flavor (4)
- _____ Marketing/Branding (5)
- _____ Other (6)

Page Break _____

Ad Preference Assume that price and location are irrelevant. Which advertisement do you prefer (based on personal preference alone)?

Advertisement A (1)



Advertisement B (2)



Page Break

Page Break

Recall Information For the following questions, please recall:

Advertisement A:

Advertisement B:



Display This Question:

If Assume that price and location are irrelevant. Which advertisement do you prefer (based on person... = Advertisement A

Preference Q1.1 How much do you prefer Advertisement A to Advertisement B?

- None at all (1)
 - A little (2)
 - A moderate amount (3)
 - A lot (4)
 - A great deal (5)
-

Display This Question:

If Assume that price and location are irrelevant. Which advertisement do you prefer (based on person... = Advertisement B

Preference Q1.2 How much do you prefer Advertisement B to Advertisement A?

- None at all (1)
- A little (2)
- A moderate amount (3)
- A lot (4)
- A great deal (5)
-

Display This Question:

If Assume that price and location are irrelevant. Which advertisement do you prefer (based on person... = Advertisement A

Preference Q2.1 Why do you prefer Advertisement A? (Rank the following elements by most preferred).

- _____ color (1)
- _____ headline (2)
- _____ message (3)
- _____ image (4)
- _____ other (5)
-

Display This Question:

If Assume that price and location are irrelevant. Which advertisement do you prefer (based on person... = Advertisement B

Preference Q2.2 Why do you prefer Advertisement B? (Rank the following elements by most preferred).

- _____ color (1)
- _____ headline (2)
- _____ message (3)
- _____ image (4)
- _____ other (5)
-

Display This Question:

If Assume that price and location are irrelevant. Which advertisement do you prefer (based on person... = Advertisement A

Preference Q3.1 How likely are you to purchase Product A over Product B?

- Very Likely (1)
 - Likely (2)
 - Neither Likely nor Unlikely (3)
 - Unlikely (4)
 - Very Unlikely (5)
-

Display This Question:

If Assume that price and location are irrelevant. Which advertisement do you prefer (based on person... = Advertisement B

Preference Q3.2 How likely are you to purchase Product B over Product A?

- Very Likely (1)
 - Likely (2)
 - Neither Likely nor Unlikely (3)
 - Unlikely (4)
 - Very Unlikely (5)
-

Page Break

MBTI Specifier Q1 According to your Myers-Briggs Personality Type, are you an introvert or an extravert?

- Introvert (1)
- Extravert (2)
-

MBTI Specifier Q2 According to your Myers-Briggs Personality Type, do you rely more on sensing or intuition?

- Sensing (1)
- Intuition (2)
-

MBTI Specifier Q3 According to your Myers-Briggs Personality Type, are you more of a thinker or feeler?

- Thinker (1)
- Feeler (2)
-

MBTI Specifier Q4 According to your Myers-Briggs Personality Type, are you more of a judge or perceiver?

- Judge (1)
- Perciever (2)
-

MBTI Overall What is your full Myers-Briggs Personality Type?

- ISTJ (1)
- ISFJ (2)
- INFJ (3)
- INTJ (4)
- ISTP (5)
- ISFP (6)
- INFP (7)
- INTP (8)
- ESTP (9)
- ESFP (10)
- ENFP (11)
- ENTP (12)
- ESTJ (13)
- ESFJ (14)
- ENFJ (15)
- ENTJ (16)

Page Break

Demographic Q1 What gender are you?

- Male (1)
 - Female (2)
 - Non-binary / third gender (3)
 - Prefer not to say (4)
-

Demographic Q2 How old are you?

- 21-35 (1)
 - 36-50 (2)
 - 51-65 (3)
 - 65+ (4)
-

Demographic Q3 What is your annual household income?

- Less than \$25,000 (1)
 - \$25,000-\$50,000 (2)
 - \$50,001-\$75,000 (3)
 - \$75,001-\$100,000 (4)
 - More than \$100,000 (5)
-

Demographic Q3 What type of social media do you use? (Select all that apply).

Instagram (1)

Twitter (2)

Facebook (3)

Youtube (4)

TikTok (5)

Snapchat (6)

None (7)

Other (8) _____

Page Break _____

End of Block: Recruiting Message
