

The effect of MBTI type to consumer behavior

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Over the last half of the century the MBTI has grown to be the worlds most well-known and wide-spread personality typology.

The MBTI helps us to understand people by identifying their psychological preferences. The MBTI sorts our psychological preference differences into four opposite pairs, or dichotomies describing:

- Energizing - how a person is energized
- Perceiving - what a person pays attention to
- Deciding / Judging - how a person decides
- Living - the “lifestyle” a person adopts

In my paper (and lecture) I (would) identify the profound effect of our belonging to one certain personality types - out of 16 possibilities - on our consumer behavior. I showcase how differently extroverts and introverts buy, I pinpoint shopping differences and buying motive differences between the so-called sensing and intuitive types and highlight that what sells to a so-called „T” personality type, would never be successful with an „F”.

My paper is not only descriptive, but readers from marketing will be able to apply the recommendations put forward in their daily practice.

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