



Catering to the Quiet and the Sociable
A Proposal of Introversion and Extraversion as Emerging Market Segments
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ARTICLE INFO		ABSTRACT
Article History:		Target marketing leverages many human characteristics to persuade a specific consumer group best. 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. 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 to introversion and extraversion in target marketing. Results reflected that there is considerable merit behind the pursuit of tailored advertisement campaigns that target introverts and extroverts respectively. Such strategies might increase metrics and create a more predictable and direct campaign. Subsequent research is suggested to further corroborate this conclusion. Keywords: Consumer Behavior, Introvert, Extrovert, Marketing, Personality Testing.
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Introduction

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 can profile an ideal consumer base to target can more efficiently reach its sales goals while also more effectively

communicating a product that benefits customers. For 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/extrovert-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 on which to base their research. The research was linked to Carl Jung’s theory of personality and 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, Jung (1923) described introversion as an inwards expression of the libido, whereas extraversion is an outward expression of the libido. In a moment of interest, Jung perceives extroverts to typically direct their interest toward the object in question while introverts tend to restrain that interest to themselves. Jung then subdivides these constructs into four different “function types”: thinking, feeling, sensation, and intuition. 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 precedence 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 on 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 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 shown 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 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:

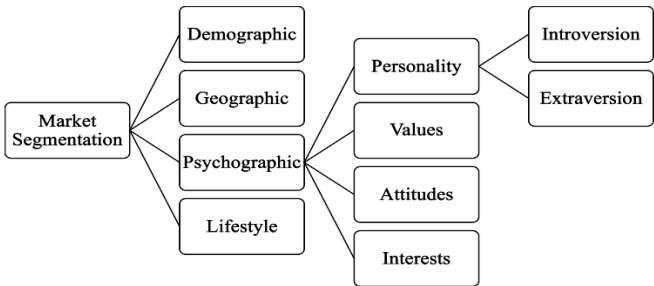
Table 2: Introvert/ Extravert Customer Engagement

	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



¹ The MBTI is a 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. <https://ijbssrnet.com/index.php/ijbssr>
³ This study was conducted about the online banking industry.
⁴ This 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 trust points” 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.

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

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).
⁶ Click Through Rate (CTR)
⁷ Conversion (CNV)
⁸ Conversion Rate (CVR)
⁹ Cost Per Conversion (CPC)



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 clicks 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 an ROI increase of 191% (Matz et al., 2017). This study, and its findings, served 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, many edits were suggested as potential points of alteration to this research. While some aspects remain similar to Matz's, certain improvements were suggested.

The main hypothesis of this research is that target marketing of advertisements towards introverts versus extroverts

would merit analytic metric benefits, which could be tested by implementing the survey in Appendix D.

Using library research, this information was evaluated in-depth to determine the validity of this hypothesis. 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 were 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.

First, this research is unique in the regard that it considered whether (1) some industries are more suited to this distinction, and (2) if some industries are more introvert- or extravert-driven.

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 4.¹⁰

Table 4: 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 4, 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. 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 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 to test factors of reach, clicks, CTR, CNV, CVR, CPC, and ROI for targeted and untargeted introvert- and extrovert-gearred advertisements.

The Marketing Campaign

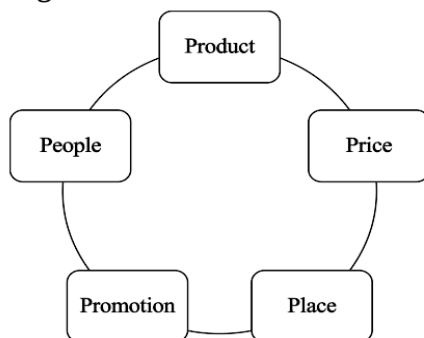
Fundamental Components

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, 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.

¹⁰ Within legal age restrictions of 21+
¹¹ AKA "marketing mix"
<https://ijbssrnet.com/index.php/ijbssr>

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

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 on 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 with 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 advertisements. Alcohol advertisements have proven to be associated with increased alcohol use (Unger et al., 2003). Furthermore, extroverts have been reported as being more likely to willingly enter situations of alcohol consumption than introverts (Smith & Brown, 1998). 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 extroverts than introverts (2004).

The results of Donlin's study acted as a catalyst for further questioning. Are these results caused by the fact that extroverts are more prone to alcohol-present situations? Or is it because the alcohol advertisements themselves are more geared towards extroverts 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/extroverts 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). Price decisions 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 to the study at hand.

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 extroverts 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

¹³ Using Eysenck personality test
<https://ijbssrnet.com/index.php/ijbssr>

target certain geographic areas might utilize place more heavily than other retailers. The 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

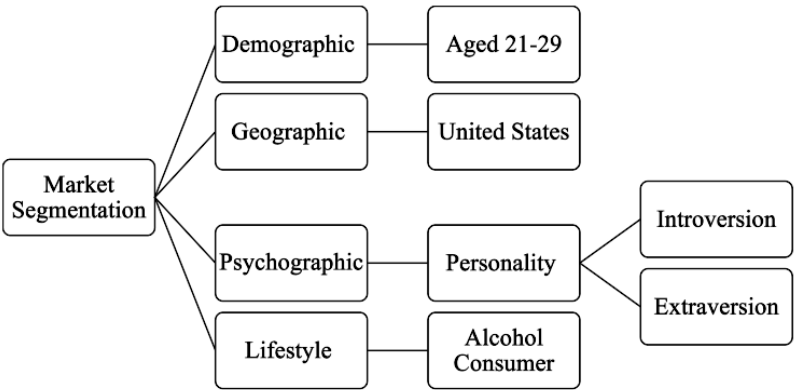
Conceptualized. The people aspect is the most recent addition to the 5P’s (Andraski & Novack, 1996, 23). It can refer to all members involved in the marketing process, from the inception of the product to the sale. This can include both consumers and staff. Some factors to consider about “people” may 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” about this research is largely dependent on the consumer side of the spectrum. As previously mentioned, market segmentation, target marketing, and psychographic profiling 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 thus 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



¹⁴ This is just one of many format variations of this advertisement content. <https://ijbssrnet.com/index.php/ijbssr>

In Campaign. 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 5 as being some

commonly expressed traits of introversion and extraversion (Spielman et al., 2020)¹⁵. Given this information, this study highlighted suggested tactics to gear an advertisement (headline, subheadline, copy, image, and call-to-action) toward a specific personality type¹⁶. See Table 5 for information about different personality types.

Table 5: about different personality

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 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**.

¹⁵ These traits are a generalized understanding of introversion and extraversion, diverging traits may occur.
<https://ijbssrnet.com/index.php/ijbssr>

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

Figure 6:
Introvert-Skewed Advertisement



Figure 7:
Extravert-Skewed Advertisement



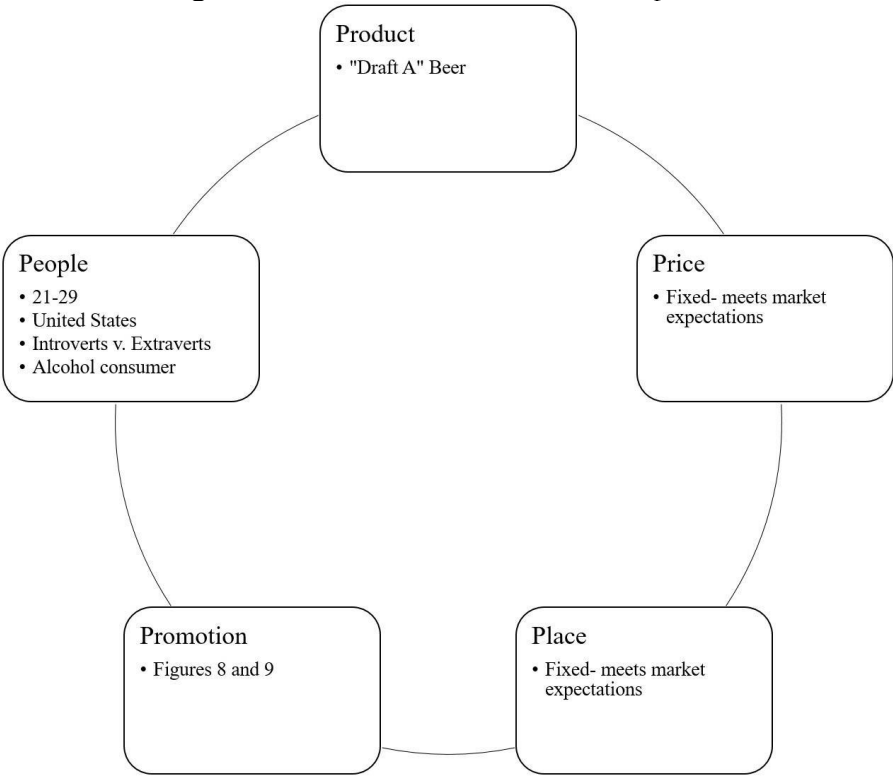
The Marketing Campaign Summary

The summary of this marketing campaign is outlined in Table 6 and Figure 8.

Table 6: 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 6 & 7

Figure 8: Producer-Oriented Model Completed



Conclusion**A Summary of Findings**

This research was a preliminary study aimed at developing the appropriate tool to gather the necessary data and form future conclusions. Future recommendations largely encourage the transition of this study from library research to empirical research. Past research reflected that tailoring 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 introverted and extravert consumers. Utilizing such strategies may lead to improved performance metrics on social media campaigns. Further research must be conducted to corroborate these findings. 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 hypothesis, 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 6 compared to the advertisement seen in Figure 7 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. 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 for real consumers. This will allow performance metrics to be collected and reported, 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.

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 find 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 apply to all industries, it can 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 _____.

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?



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)

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)



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?

<https://ijbssrnet.com/index.php/ijbssr>



- ☐ 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)

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)

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) _____

End of Block: Recruiting Message