

Marketing strategy based on personality types of the Myers-Briggs Type Indicator

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Abstract. This study explores the relationship between personality types, specifically Extraversion (E) and Introversion (I) as classified by the Myers-Briggs Type Indicator (MBTI). Marketing strategy based on personality types of the Myers-Briggs Type Indicator and their implications for designing targeted marketing strategies based on personality types. By analyzing the distinct characteristics of extroverts, who thrive in social environments and seek stimulating interactions, against Introverts, who prefer reflective engagement and deeper connections, the research identifies specific preferences and behaviors that inform effective marketing approaches. Through word frequency analysis of social media language, the study highlights how Extraverts are more likely to engage with dynamic, interactive content, while Introverts favor meaningful, emotionally resonant narratives. The findings emphasize the importance of tailoring marketing messages and channels to align with these personality-driven preferences, ultimately guiding marketers toward creating more personalized and impactful campaigns that resonate authentically with diverse consumer segments. This research contributes to a deeper understanding of personality-driven marketing and underscores the necessity for businesses to adapt their strategies to the distinct needs of different personality types.

1 Introduction

In recent years, the Myers-Briggs Type Indicator (MBTI) has garnered significant attention in various fields, including psychology, education, and business. As a widely used personality assessment tool, MBTI categorizes individuals into 16 distinct personality types based on four dichotomies: Extraversion (E) vs. Introversion (I), Sensing (S) vs. Intuition (N), Thinking (T) vs. Feeling (F), and Judging (J) vs. Perceiving (P). This framework offers valuable insights into individual preferences, motivations, and behavior, facilitating a better understanding of how people interact with their environment and make decisions.

Among the four dimensions, the Extraversion vs. Introversion dichotomy is particularly relevant to marketing strategies. Extraverts are typically sociable, energized by interactions with others, and drawn to stimulating environments, while Introverts tend to be more reserved, drawing energy from solitary activities and preferring deeper, more meaningful connections. Understanding these differing personality traits can significantly enhance the development of targeted marketing strategies that resonate with specific consumer segments.

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As businesses strive to thrive in a competitive market, the need for customized marketing solutions has become crucial. This research analyzes the distinct characteristics and behaviors of extroverts and Introverts to inform the development of effective marketing strategies. By examining the preferences of these personality types, the study aims to provide valuable insights for marketers to craft targeted messages, select appropriate communication channels, and design engaging campaigns. Ultimately, this paper seeks to enhance the understanding of personality-driven marketing and underscore the significance of personality insights in creating personalized and impactful marketing approaches. The findings will be particularly relevant for marketers looking to authentically connect with diverse consumer groups in a consumer-centric landscape.

2 Data and method

2.1 Dataset description

The data from this study <https://www.kaggle.com/code/laowingkin/mbti-study-personality> Kaggle data set. By using the data sets on Kaggle, this study was able to utilize real data for data This dataset focuses on the Myers-Briggs Type Indicator (MBTI), a well-known personality classification system that categorizes individuals into 16 personality types across four dichotomous dimensions: Introversion (I) vs. Extroversion (E), Intuition (N) vs. Sensing (S), Thinking (T) vs. Feeling (F), and Judging (J) vs. Perceiving (P).

The dataset, last updated seven years ago, consists of 8,675 entries and is 62.86 MB in size. It was collected from the PersonalityCafe forum, capturing a range of users' MBTI types and their corresponding social media activity. Each entry includes: 1) Type: The individual's MBTI personality type. 2) Posts: Excerpts from the last 50 social media posts made by the individual, with each post separated by three pipe characters ("|||").

The dataset is intended for analyzing the relationship between MBTI personality types and linguistic behavior on social media. It offers potential applications in developing machine learning models to predict personality types based on written text and understanding the linguistic characteristics associated with different MBTI types. This dataset serves as a valuable resource for examining how personality traits influence communication styles in digital environments.

2.2 Method

The research was conducted through a series of structured steps to analyze the distribution and language characteristics of various MBTI personality types. The methodology is detailed as follows:

Step 1: Visualization of Personality Type Distribution

To understand the distribution of different MBTI personality types within the dataset, we first created a pie chart. This visual representation was used to illustrate the relative proportions of each personality type among the participants. By presenting the data in a pie chart format, we aimed to provide a clear and concise overview of how the 16 MBTI types are represented, allowing for easy identification of the most and least prevalent types.

Step 2: Analysis of Word Distribution Across Personality Types

Following the visualization of personality type distribution, we sought to explore the language use patterns associated with each personality type. To achieve this, we created a histogram to depict the average word count per post for each personality type. This histogram served to highlight differences in communication styles, showing the variation in verbosity among the different personality types. The use of a histogram allowed for a more intuitive

and comparative display of how each personality type expresses themselves in terms of word count.

Step 3: In-depth Analysis of the INFJ Personality Type

Based on the findings from the pie chart, it was determined that the INFJ personality type had the highest representation in the dataset, indicating a high research value. Consequently, we selected the INFJ type for a more focused analysis. To examine the language characteristics of INFJ individuals, we employed word frequency charts and word cloud analysis. These tools were used to analyze the social media language of INFJ users, providing insights into the most frequently used words and common themes. By analyzing word frequency and visualizing the data through word clouds, we were able to gain a deeper understanding of the linguistic tendencies and preferences of the INFJ personality type.

This structured approach allowed us to systematically explore the distribution and language characteristics of different MBTI personality types, with a particular emphasis on the detailed analysis of the INFJ type. The insights gained from this methodology contribute to a better understanding of how personality types influence communication styles on social media.

3 Results

3.1 The proportion of different MBTI personality types

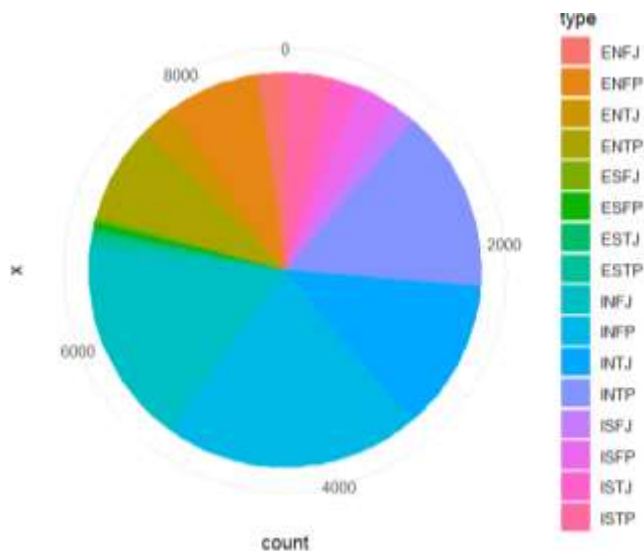


Fig. 1. Distribution of personality types (photo credit :Original)

Fig.1 shows that INTJ personality types make up the highest proportion of the sample, accounting for nearly a quarter of the entire pie chart. The proportion of INFP and INTP is also relatively high, accounting for nearly one-tenth of the pie chart each. In contrast, other personality types had lower percentages, with ESFP and ESTP having the lowest percentages.

As the Fig. 3 the INFJ personality type accounts for the highest proportion in the dataset, it is particularly valuable for research. A detailed analysis of the language used by INFJs on social media can yield a word frequency graph that provides deeper insights into their personality characteristics. The analysis reveals that words such as "like," "just," "people," "feel," and "love" are notably frequent in the language of INFJ users. This high occurrence suggests that INFJs are highly sensitive individuals who are inclined to express their emotions and feelings openly on social media. Their focus on relationships and emotional experiences is reflected in their frequent use of such emotionally charged words.

Moreover, the presence of words like "can," "know," "really," and "think" in the word frequency graph indicates that INFJs not only express their feelings but also engage in logical reasoning and critical thinking when doing so. These words highlight the balance between emotion and logic in their communication style, suggesting that INFJs are capable of articulating their feelings in a thoughtful and reflective manner. This combination of emotional expressiveness and logical structure may explain why INFJ sentences tend to have a higher word count on average, as they convey both emotional depth and intellectual rigor in their social media interactions. The dual emphasis on emotional sensitivity and logical reasoning provides a comprehensive understanding of the unique communication patterns associated with the INFJ personality type.

4 Marketing strategy of the brand

4.1 The marketing strategy of the brand for E people

4.1.1 Health-conscious marketing strategy

Brands should leverage their broad recognition and loyalty to attract health-conscious consumers by introducing products that align with their preferences for healthier options. For example, Coca-Cola successfully implemented this strategy by launching Coke Zero and Diet Coke, catering to consumers looking for low-calorie alternatives while maintaining the brand's core appeal [1].

4.1.2 Social media engagement strategy

To enhance brand loyalty, companies should engage with consumers through popular social media platforms, using interactive and appealing content to build a large and loyal fan base. For instance, Starbucks effectively engages with its audience through Twitter and Instagram, attracting a significant number of followers and strengthening customer loyalty through consistent and relatable content [2].

4.1.3 Experience-driven marketing strategy

Brands should create immersive experiences that cater to the social needs of their target audience, particularly those who are extroverted. Nike's "Run Club" group training activities exemplify this approach, meeting the social interaction needs of extroverted consumers and fostering strong brand-consumer connections through shared physical activities [3].

4.1.4 Short Video marketing strategy

Brands can attract and engage outward-looking consumers by creating and sharing emotionally resonant stories through short video platforms like TikTok. This approach taps into the preferences of these consumers for content that is easily shareable and discussion-worthy. An example of this strategy is how brands use TikTok to feature emotional narratives that resonate with and captivate a broad audience [4].

4.1.5 Influencer marketing strategy

Brands should collaborate with influencers who resonate with extroverted consumers to promote products and increase brand visibility. By leveraging the influence and reach of social media personalities, brands can effectively tap into the networks of these extroverted individuals, who often value social proof and peer recommendations. For instance, Adidas has successfully used influencer partnerships to market its products, where influencers share their experiences and endorsements, leading to increased engagement and brand awareness among extroverted audiences [5].

4.2 The marketing strategy of the brand for introverted consumers

4.2.1 content marketing strategy

Brands should create content that reflects deep values and resonates with introverted consumers who prefer thoughtful and meaningful engagement. For example, Red Bull successfully uses videos of extreme sports to showcase its brand value, attracting introverted consumers who appreciate the brand's adventurous spirit and deep commitment to pushing boundaries [6].

4.2.2 User-generated content strategy

To engage introverted consumers, brands should encourage them to share their personal experiences in a low-pressure environment that aligns with their need for authentic interaction. Nike's #JustDoIt challenge is a prime example of this strategy, inviting users to contribute personal stories that resonate with the brand's ethos, thereby fostering a sense of community and connection among introverted consumers [7].

4.2.3 Emotion-triggering strategy

Brands can create emotionally engaging content that introverted consumers can enjoy in private, fostering a deeper emotional connection with the brand. Lay's effectively uses humorous videos to engage consumers, particularly introverted ones who prefer to experience and connect with content in a more personal setting, thereby strengthening their emotional bond with the brand [8].

4.2.4 Storytelling strategy

To appeal to introverted consumers' desire for deep emotional experiences, brands should use storytelling techniques that evoke strong emotional responses and engage audiences on a deeper level. P&G employs this strategy by creating compelling narratives that resonate

with the emotions of introverted consumers, effectively establishing a strong emotional connection with the brand [9].

4.2.5 Live interaction strategy

Brands should utilize live-streaming platforms to create real-time, low-pressure communication opportunities that allow introverted consumers to express their needs comfortably. The skincare brand The Ordinary exemplifies this approach by using TikTok live streams to interact with consumers in real time, helping introverted consumers to feel heard and understood, thus enhancing brand trust [10].

5 Conclusion

The results reveal significant differences in word usage across MBTI personality types, likely reflecting their inherent traits. For example, some types may express emotions and ideas more prolifically, resulting in higher word counts, while others may prefer non-verbal expression, leading to lower word counts. The study highlights that certain personality types, such as INFJs, exhibit a blend of emotional sensitivity and logical reasoning in their social media language, providing insights into the relationship between personality traits and linguistic behavior.

For extroverted consumers, brands can enhance engagement through strategies like brand extension, social media marketing, experiential marketing, and short video content, which align with their social and interactive preferences. Examples of successful implementations include Coca-Cola, Starbucks, and Nike. In contrast, introverted consumers respond better to deeper, emotionally resonant strategies such as content marketing, user-generated content, and storytelling, which foster a low-stress engagement environment. Brands like Procter & Gamble and Red Bull have effectively built trust with introverted consumers using these methods.

The study's findings are limited by the smaller sample size for certain personality types, which may affect generalizability. Future research could address this by expanding the sample or introducing additional variables to explore the complex relationship between personality and language behavior across different contexts.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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