**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 1: Activity 2**

**PAIRS ACTIVITY**

## **Personal characteristics of the consumer**

Who do you think you are? The Big 5 Personality Traits

Read through this article about DW Fiske’s (1949) 5-factor personality trait model. The theories relate to the five characteristics that make up our personalities and define who we are. <https://www.verywell.com/the-big-five-personality-dimensions-2795422>

Your challenge

* In pairs, complete the challenge to score yourself on each of the five personality traits, working together to give and receive the other’s opinions.
* Consider each trait in turn and score yourself on the continuum from 1 to 4 depending on which description you feel best describes your personality.
* Identify the traits that you score highly and those that you score the lowest.
* Discuss with the group any traits where you see yourself differently from how your partner sees you. For example, are you seen as highly conscientious when you see yourself as being more impulsive?

