

PERSONALITY CONTINUUM[®]

LEVEL OF PERSONALITY DEVELOPMENT	INTERPERSONAL ACHIEVEMENT IN PERSONALITY DEVELOPMENT	INTERNAL OBJECT RELATIONS	INTRAPSYCHIC STRUCTURAL FORMATION	PREDOMINANT DEFENSES	INTIMACY	PREFERRED PATTERNING OF SEXUAL BEHAVIOR	HUMAN CAPACITY	GENERAL PATTERN OF HUMAN BEHAVIOR	PATTERN OF CONSUMER BEHAVIOR	PATTERN OF CONSUMPTION BEHAVIOR	PATTERN OF SHOPPING BEHAVIOR	INDIVIDUAL PURSUIT OF SELF INTEREST	PREDICTABILITY	PERSONALITY ORGANIZATIONS
NORMAL	Sexual intercourse culminating in orgasm and the subjective experience of transcendence in an intimate interpersonal relationship form a new common social boundary around the couple, connecting, past, present, and future Full integration of satisfying genital sexual activity into an interpersonal relationship by successfully resolving the oedipal situation	Internalization of a value system shared with another person Depersonification, individuation, reshaping to resemble real person	Protective superego Continuous internalization of more realistic interpersonal relationships through selective, partial, sublimatory identifications, including a complementary sexual identification in harmony with individual identity formation	A range of mature defenses, humor, sublimation, altruism, anticipation, and suppression	Second precondition for intimacy	Passion in an intimate interpersonal relationship, intimacy makes sexual relations satisfying	Capacity for commitment and a future orientation Self reliance, the capacity for foresight and to plan realistically for the future, trustworthy, the capacity for genuine insight and the urge to change in meaningful ways, the capacity to remain in love and form intimate interpersonal relationships	Stable and consistent	Rational consumer with a transitive preference ordering making consistent choices	Dynamic pattern of consumption behavior that can be modeled over time Self control, delay of gratification, everything in moderation, prudent planning of consumption activities	Normal Consumers spend less than they earn, save for future purchases they cannot afford in the present, and prudently plan consumption activities	The individual pursuit of self interest informed by a value system	Predictable	Normal
NEUROTIC	Accept another person, and oneself, as both good and bad, and therefore, a whole and more realistic person	Integration of whole object relations	Ego identity and Prohibitive superego	Repression, intellectualization (isolation, obsessive behavior, undoing, rationalization), reaction formation, displacement (conversion, phobias, wit), dissociation (neurotic denial)	First precondition for intimacy	Failure to achieve preferred pattern of genital sexual activity is an all-absorbing and all-frustrating preoccupation	The capacity for concern for another person and oneself, the capacity to experience guilt for violating the more realistic parental prohibitions and demands internalized in the prohibitive superego, and the capacity to fall in love	Consistent under ordinary functioning, but lacking stability under extraordinary functioning	Neurotic consumer is indecisive, ambivalent, inhibited by feelings of guilt, and racked by cognitive dissonance	Continuous striving for consistent self control, backsliding, use of precommitment devices to control behavior	Neurotic Shoppers spend an excessive amount of time shopping for just the right purchase, exhausting anyone who shops with them, often not buying anything, and when a purchase is made, it is sometimes returned. They spend money they have and do not impair family and social relationships	The individual pursuit of self interest with the capacity for sympathy and within the moral system of society	Predictable under ordinary functioning, regression to earlier patterns of behavior under extraordinary functioning	Depressive Dependent Avoidant Obsessive Histrionic Paranoid
PRIMITIVE	Recognize oneself as separate from other	Self differentiated from object, modified and more diversified affect, internalization of the role aspects of interpersonal relationships	Multiple good and bad selves and objects, part-object relations internalized through identification Punitive superego	Splitting, denial, projection (projective identification), fantasy (schizoid withdrawal, denial through fantasy) hypochondriasis, passive-aggressive behavior, acting out		Polymorphous perverse sexual behavior, predatory sexual behavior, intense infatuations mainly with body parts not the whole person	The capacity for rage, jealousy and possessiveness, envy and materialism, shame and remorse, mistrustful, the ruthless exploitation of others, varying degrees of immature dependence, and the incapacity to depend on another person	Chaotic pattern of alternating and contradictory behavior	Compulsive and more extreme addictive consumer behavior, the dark side of consumer behavior	Constant struggle with self control, selective lack of impulse control, crude gratification of impulses, bingeing behavior, greed, myopic consumption behavior, present orientation, hyperbolic discounting, ultimately self destructive	Compulsive Buyers are driven to spend money they do not have on things they do not need in repetitive buying binges, and then hide their purchases away in the original packaging often with the price tags left on. The shopping behavior impairs family, social and professional relationships, and results in serious financial problems	The selfish pursuit of individual self interest	Depending on the interpersonal situation, oscillating, either/or behavior, <i>as if</i> the person had two selves	Borderline Narcissistic Antisocial Schizoid
PSYCHOTIC	Oneself same as other	Self undifferentiated from object, intense and overwhelming positive or negative affect	Separate all-good and all-bad objects internalized through introjection	Denial of external reality, distortion, delusional projection		Sexual behavior unusual for the person	Absence of capacity for reality testing	Changing and capricious	Irrational consumer	Consumption behavior that goes beyond the bounds of reality	Psychotic Spenders engage in episodic spectacular spending sprees that result in serious financial and legal problems that severely impair family, social, and professional relationships	The irrational pursuit of individual self interest	Unpredictable	Bipolar Disorder Schizophrenia

Paul J. Albanese, *The Personality Continuum and Consumer Behavior* (Westport, CT: Quorum Books, 2002)