

# Personality Traits Influencing Consumer Involvement in Experiencing a Product

Dr Jyoti Rawat, Asst prof DAV University, Jalandhar, India. jyotibhandari12@gmail.com

Dr Bikramjit Singh Mann, Prof Guru Nanak Dev University, Amritsar, India.

**Abstract** - Customer experience is created when the consumer internal characteristics and preferences interact with the product. This starts an involvement process that makes the consumer to evaluate the product on hedonic and utilitarian dimensions. Thus, we propose the role of consumer personality influencing customer involvement with the product in creating customer experience. Therefore, the study examined the impact of different type of consumer personality traits on consumer involvement while experiencing different products ie cell phone and soft drink, selected for the study. For this regression analysis has been applied.

**Keywords** – Consumer, personality traits, product.

## I. INTRODUCTION

Consumer personality plays important role in experiencing the product. Authors such as Sarker et al., (2013), Mulyanegara and Tsarenko (2009) Tsao and Chang (2010) and Matzler et al., (2006) have consider the impact of consumer personality traits on consumer's ways of buying, evaluating and consumption of product. Rusting and Larsen (1997) and Costa and McCrae (1980) have identified the role of consumer personality in elicitation of emotions with the usage of product.

In addition, Mathai and Haridas (2014) and Mooradian and Olver (1997) and Matzler, Bidmon, Grabner-Krauter, (2006) studied the relationship of consumer personality, impulse buying behaviour and brand affect.

Moreover, researchers such as Matzler et al., 2005, 2006; Mooradian and Olver, 1997; Singh, 1990; Tan et al., 2004; Faullant, Matzler and Mooradian, 2011; and **Vázquez-Carrasco**, 2006 have examined that the consumer personality act as a mediator in achieving satisfaction. In addition to this, it has been found that the consumer personality act as a link between consumer and firm in building relationships (Godekerken-Schroder, 2003). But does not study the impact of customer personality on ones involvement with the product in creating experience. Studies conducted by Entwistle, Sheldon, Sowden and Watt (1996); and Bauer, Sauer and Becker (2006) studies the importance of consumer involvement in decision making and purchase of product.

Moreover, the research conducted by Rawat and Mann (2016) examined that there is a positive relationship between the consumer personality trait and his/her involvement with the product. As study of this relationship act as a base of experiencing the product as a result motivates customer to evaluate the product in order to achieve satisfaction. However, the present study examines

the role of type of personality trait influencing the type of involvement.

## II. LITERATURE REVIEW

### Consumer personality

Personality possessed by a customer can be defined as one's inner qualities, physical attributes and manner of behavior, when examined for purchase of a product reflects image of himself/herself (Pachauri, 2002). In addition to this Allport opines that one's personality is described by traits. This enables the practical application and construction of personality scale and moreover, identifies corpus of words that defines personality (Azoulay and Kapferer, 2003).

Thus, the recognition of particular type of personality traits has become important in consumer behavior. Therefore, different authors such as Golderg(1990); Norman (1963); and Costa and McCrae, (1992) have identified personality trait as big five model that consists of neuroticism, extroversion, openness to experience, and agreeableness.

Neuroticism defines personality trait as fretful, moody, touchy. Extroversion is defined as bold, talkative, bestful, outgoing, social, gregarious, active, assertive, energetic and ambitious. Openness to experience includes traits like creative, imaginative, deep, curiosity, novelty, cultivated, asthetic and sensivity. Agreeableness involves kind, sympathetic, warm, cooperative, soft hearted and forgiving type of personality traits. Conscientiousness defines personality trait as systmatic, practical, dependable, responsible and vigilant (Costa and McCrae, 1992; Tsao and Chang, 2010; Saucier, 1994; Barrik and Mout, 1991; and Digman, 1990).

Moreover, customer personality trait have been studied in different ways to find link between consumer behavior and his choice of product. Thus, these personality traits play

important role influencing a person's experience with the product (Schifman and Kaunak 2007, c5, p.136).

### Consumer involvement

Involvement states one's state of mind that engage consumer in purchase of the product (Loudon and Bitta, c10,p341,2002). On the conceptualization of involvement, the literature presents an inventory of different levels of involvement (pre attention, focal attention, etc.), different types of involvement (enduring involvement, response involvement, etc.), different properties of involvement (intensity, direction, and persistence), different sources of involvement (personal, physical, situational) as stated above, and different objects and issues to which the concept may be applied for example message involvement, advertisement involvement, program involvement, product involvement, etc. (Poiesz et al., 1995). In order to measure the concept of involvement for products Zaichkowsky (1985) developed the Personal Involvement Inventory (PII).

Thus, it can be said that the consumer level of involvement depends upon the degree of personal relevance that the product holds for that consumer. The stronger the customer's degree of involvement in experiencing a product, the more intense the motivated state he/she will experience in purchase of that product (Louden and Bitta, c 10, p 341, 2002).

### Relationship between consumer personality and involvement

Bosnjak et al., (2007); kim, kim and Holland (2018) have examined the role of consumer personality in finding one's involvement with the product and find that consumer who possess extraversion type of personality tends to have affective involvement with the product (Zaichkowsky, 1999). This helps to form consumers intrinsic relationship with the product. Therefore, Tsao and Chang (2010) and Matzler et al., (2006) have investigated the impact of personality traits on consumers involvement with the product. They find that consumer who possess personality trait of neuroticism, extroversion and openness to experience influences consumer to evaluate product on hedonic dimension, whereas agreeableness personality trait impacts utilitarian evaluation of the product. Thus, involvement with product indicates one's interaction with his own personality.

From above we can conclude that there exist a relationship between consumer personality and her involvement with the product. Consumer personality trait influences the purchase made by her. Therefore an attempt has been made to find the type of personality trait influencing the type of involvement.

## III. RESEARCH METHODOLOGY

For conducting this research data was collected from 350 students who were selected randomly from the universities

of a North Indian province pursuing post graduation in different streams.

The unit of analysis of conducting this research was students who were the actual consumer of these products.

For selecting product category for this research study literature review was taken as the base. As a result a pilot survey was conducted taking Shampoo, Chocolates, Perfumes, Toothpaste, Potato chips, Cell phones, Personal Computer, Automobiles, Blue Jeans, Athletic Shoes and Soft Drink as the subject matter.

Weighted average score was applied to the data in order to select the product categories with which the student's involvement was the highest.

Cell phone and soft drink were chosen for the purpose of main study as these two product categories had the highest weighted score and it suggested that the students are interested in these product categories and would be able to respond more accurately to the questions related to customer experience in this product category.

The questionnaire was designed after consulting relevant literature (Zickhowosky 1985, and Costa and MacCare (1990). The questionnaire is designed as a self-administered structured questionnaire.

## IV. DATA ANALYSIS

The data were analysed via SPSS 21 for Windows. Regression analysis is used to describe relationship of personality trait and consumer involvement with the product. For this we have used multiple regression analysis. This technique helps to analyze the relationship between dependent variable and several independent variables.

Thus, regression analysis determines whether the independent variable explains a significant variation in the dependent variable.

The results of the regression analysis are shown in Table 1 and Table 2, for cell phone and for soft drink.

In case of cell phone the results shown in Table 1 for Model 1, provide that a consumer involved with the product based on need, has dominant personality trait of extroversion ( $\beta = .093$ ,  $p = 0.085 < 0.10$ ), neuroticism ( $\beta = .124$ ,  $p = .017 < 0.05$ ) and agreeableness ( $\beta = .231$ ,  $p = 0.000 < 0.01$ ).

Moreover, the results for Model 2 exhibits that consumer who is involved with the product on the basis of value, has dominant personality trait of extroversion ( $\beta = .148$ ,  $p = .007 < .05$ ), neuroticism ( $\beta = .118$ ,  $p = .026 < .05$ ) and conscientiousness ( $\beta = .095$ ,  $p = .087 < .010$ ), as presented in Table 1.

In addition to above, for Model 3, the results present that the consumer who involves themselves with the product on

the basis of interest, has dominant personality trait of extroversion (Beta=.148, t= 2.706, p=.007<.05) and neuroticism (Beta =.141, p=0.008 < 0.05) as presented in Table 1.

And for model 4, the results indicate that consumer who involves themselves with the product on the basis of appeal, has dominant personality trait of extroversion (Beta=.156, p=.004<.05), neuroticism (Beta=.132, p=.012<.05), and conscientiousness (Beta =.108, p=.050<.05)

In case of soft drink, the result shown in Table 2 for Model 1, provides that consumer who is involved with the product on the basis of need, has dominant personality trait of extroversion (Beta=.187, p =0.001< 0.5), neuroticism (Beta=.214, p=.000< 0.01) and openness to experience (Beta=-.159, p=.004< 0.05).

Moreover, for Model 2 the results present that consumer who involves themselves with the product on the basis of

value, has dominant personality trait of extroversion (Beta =.119, p =.025 <.05), neuroticism (Beta =.255, t=5.038, p=.000<.001), and openness to experience (Beta= -.237, p=.000<0.01).

In addition to above, the results for model 3, indicates that consumer who is involved with the product on the basis of interest, has dominant personality trait of extroversion (Beta =.161, p=0.003 < 0.05), neuroticism (Beta =.189, p=0.000 < 0.01) and openness to experience (Beta =-.148, t=-2.688, p=.008<0.05).

And for Model 4, the results show that consumer who involves themselves with the product on the basis of appeal, has dominant personality trait of extroversion (Beta=.107, p=.053<.05) neuroticism (Beta=.172, p=.001<.05) and openness to experience (Beta=-.123, t=-2.202, p=.028 <.05).

**Table 1 Influence of consumer personality on Involvement in case of cell phone**

		Cell Phone		
Model/dependent variable	Independent variable	Beta value	T-value	pvalue
Model 1 Need	Extroversion	.093	1.729	.085
	Neuroticism	.124	2.396	.017
	Conscientiousness	.045	.818	.414
	Agreeableness	.231	4.068	.000
	Openness to experience	.010	.183	.855
Model 2 Value	Extroversion	.148	2.699	.007
	Neuroticism	.118	2.230	.026
	Conscientiousness	.095	.1761	.087
	Agreeableness	.030	.523	.601
	Openness to experience	.045	.800	.424
Model 3 Interest	Extroversion	.148	2.706	.007
	Neuroticism	.141	2.613	.008
	Conscientiousness	.062	1.125	.262
	Agreeableness	.81	1.406	.161
	Openness to experience	.008	-.140	.829
Model 4 Appeal	Extroversion	.156	2.868	.004
	Neuroticism	.132	2.522	.012
	Conscientiousness	.108	1.966	.050
	Agreeableness	.080	1.393	.164
	Openness to experience	.019	.353	.724

**Table 2 Influence of consumer personality on Involvement in case of soft drink**

		Soft Drink		
Model/dependent variable	Independent variable	Beta	t-value	p-value
Model 1 Need	Extroversion	.187	3.470	.001
	Neuroticism	.214	4.158	.000
	Conscientiousness	.021	.379	.705
	Agreeableness	.060	1.070	.285
	Openness to experience	-.159	-2.909	.004
Model 2 Value	Extroversion	.119	2.699	.025
	Neuroticism	.255	2.254	.000
	Conscientiousness	.016	5.038	.771
	Agreeableness	.087	.291	.115
	Openness to experience	-.237	1.581	.000

Model 3 Interest	Extroversion	.161	2.960	.003
	Neuroticism	.189	3.631	.000
	Conscientiousness	.078	1.423	.156
	Agreeableness	.028	.499	.618
	Openness to experience	-.148	-2.688	.008
Model 4 Appeal	Extroversion	.107	1.944	.053
	Neuroticism	.172	3.266	.001
	Conscientiousness	.062	1.121	.263
	Agreeableness	.009	.164	.870
	Openness to experience	-.123	-2.202	.028

## Discussion

This study has used the big five personality traits as its antecedents to explore their impact on consumer involvement with the product, in order to measure customer experience with cell phone and soft drink. The results show that consumer extroverts depict need, value, interest and appeal type of involvement for the purchase of cell phone and soft drink.

A neurotic consumer influences need, value, and interest and appeal type of involvement for cell phone as well as for soft drink. Moreover, the consumer with conscientious personality trait influences appeal type of involvement for cell phone. And the consumer with agreeableness personality trait influences need type of involvement for cell phone. Additionally, in case of soft drink it is found that the consumer possessing personality trait of openness to experience tends to have negative relationship with interest type of involvement.

## V. SUGGESTIONS AND RECOMMENDATIONS

The present research highlights the importance of relationship between customer personality and involvement in creating customer experience with the product. However the further studies may include study of this relationship in case of other experiential construct such as services cape and brand in creating customer experience.

In addition to this the impact of relationship between customer personality and involvement must be studied on other factors such as evaluation, emotion, satisfaction and loyalty in order to define a framework for creating customer experience.

## VI. CONCLUSION

The study suggests that in experiencing a product consumer personality trait such as extravertism, neuroticism, conscientious, agreeableness and openness to experience positively affect need, value, interest and appeal type of involvement with the product. Thus, we provide that marketing managers should concentrate on the different types of personality of the consumer, as this act as an important source of explaining one's involvement with the product. Moreover, we suggest that the mapping and analyzing of involvement makes the marketer to design the customer experience according to the need pos and the

value they expect from connecting to the product, service or brand.

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