



**“Impact of Personality Traits on Purchasing Behavior Towards Personal Care Products
Special Reference Youth in Selangor”**

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ABSTRACT

The purpose of this study is to assess the effect personality has on purchasing behavior among in Selangor area. Personality was defined in terms of the big five personality traits, agreeableness, and extraversion, openness to experience, conscientiousness and neuroticism. A sample of 200 consumers was drawn from the special reference youth in Selangor area. Multiple regression analysis was used in testing the hypotheses. The study shows the personality significantly influences purchasing behavior and agreeableness was the strongest of the five predictor variables while neuroticism was the weakest. The study also reveals that five variables have significant moderating effect on the influence of personality on purchasing behavior.

Background of the Study

The influence of personality has on purchasing behavior among youth in Selangor. The area person has been unique styling and having particular characteristics. Youth personality belongs to behavior characteristics and whoever got to appreciate persons have great regardless of age, sex and income status. Sometimes well personality brings help to reach ultimate goal. Personality enables us to classify. The Consumer on the basic one or several traits with generally marketers couldn't change youth personalities of their products. Personality knows which features influence particular traits.

Personality traits have been interrelating with attitudes and motivation in the youth sector. Persons might be concerned in more maintainable economy and daily life. Purchasing behavior as behave to likely good causes to adopt that confident personality trait. To recognize this concept called personality and the knowledge's to ahead of youth purchasing behavior, marketers other them well-defined and researchers have depended on not only on Sigmund Freud's psychoanalytical theory, the carl Jung –Led Neo-Freudian theories, and traits theory, but have also

rented from other theories like, the behavior theory, kindness theory and socio-cognitive theory. The primary basis of marketing personality research with traits theory (Blackwell, Miniard, & Engel, 2007, p.273). Who are agreeable to new idea or product fundamental are more likely to consumer morally (Zak bar and Hosta,2013). The research expected positive personality traits to be more subject to these environmental and purchasing behavior to Look for and observed the influence of personality to define agreeableness, extraversion, openness to experience, conscientious and neuroticism. Purchasing behavior youth Selangor areas examine the regulating outcome of social-demographics variables (gender, age, married status, family size, once-a-month income, budget source, residence) on the influence of personality. Commonly, personal care goods are these products which a consumer uses for his personal drive. It includes different types of cosmetic and skin care products like to use. Other thing also liked talcum powder, cold cream, toothpaste, perfume, hair oil, shampoo, soap, and all type of baby care products. Any person need for these products every day youth in Selangor area. The offer of personal care products is the strength of FMCG industrial as per the time permits gone.

Big Five Theories

There are a number of different concepts about how personality traits should be dignified (McCrae and costa, 2003, Mondak, 2010), but the most general and generally used method in recent years in the big five or five factor model. This theoretical outline agrees that there are five key personality behaviors, openness to experience, conscientiousness, extraversion, agreeableness and Neuroticism. Below, it has been argued the features of these five personality traits and their expected relationship to purchasing behavior.

Openness to Experience

Openness to experience is definite as the breadth, depth, originality, and difficulty of a personality's mental and observed life (John and Srivastava, 1999). It refer to youth who are not right own opinions, nor in their opportunities toward others (Mondak, 2010). They are interested about new understandings and products, and will agree new products more quickly than who are less open to experience. Youth has been open to knowledge have countless worry for environment (Hirsh, 2010, Hirsh and Dolderman, 2007). Exhibition more naturally friendly behavior (Milfont

and Sibley, 2012). Accordingly, imagine openness to experience to have an encouraging result on purchasing behavior.

Agreeableness

Agreeableness is described as follows: agreeableness contrasts a communal orientation headed for others with resentment and contains traits such as humanity, gentle-mindedness, faith, and humility (John and Srivastava, 1999). Some of the main arguments mentioned in favor of fair trade are a smallest income for producers and caring, environmental and fairness standards (Renard, 2003). Since agreeable persons want to do right by others, are troubled about the environment (Hirsh, 2010, Hirsh and Dolderman, 2007), display more environmentally friendly performance (Milfont and Sibley, 2012) and contribute more money to assistance (John and Srivastava, 1999), argued that an agreeable personality also translated into buying behavior.

Extraversion

Extravert persons have an active method to the social and sensible world and include traits such as openness, activity, confidence and positive emotionality (John and Srivastava, 1999). Since extraverts are outgoing people with a widespread social ring, they are more likely to come in contact with who use fair employment products. This does not essentially involve that they actively purchase these products themselves, but on the other hand, the chance to talk about these issues might make them more likely to purchase ethical products. No significant effect of an extravert personality on purchasing behavior or similar activities has been recognized, it has been no clear theory as to what the belongings of this particular trait might be.

Conscientious

Conscientiousness is the fourth personality trait, which is called as socially arranged want control that assists duty and area focused behavior, such as thinking before acting, suspending satisfaction, following norms and rules, and planning, organizing, and ordering jobs (John and Srivastava, 1999). Who is conscientiousness organized, in good time and trust worthy, which is difficult to relate to a favorable outlook towards animate, fair trade or other ethical products? They might be more likely to youth decent goods. Hirsh (2010) for example, found that youth with a conscientiousness personality have a stronger green fear, Milfont and Sibley (2012) as well as fraj

and Martiner (200b) establish that conscientiousness is ruled to more environmental or responsibility as their duty, then in that intelligence. They might be more likely to put away ethical goods. Hirsh (2010), for example, begin that people with a conscientiousness personality have a stronger environment concern or interest (Renard, 2003).

Neuroticism

The fifth personality trait is open constancy. Emotionally stable people are people who do not easily feel concerned, uneasy, sad and tense (John and Srivastava, 1999). They are calm, relaxed and dependable. However, it is important to include all personality traits in the examination to acquire a more complete personality outline.

Research Model

Research Hypothesis

The hypothesis is put forward:

H1: There is a positive or negative relationship between agreeableness and intention to personal care product.

H2: There is a positive or negative relationship between extraversion and intention to personal care products.

H3: There is a positive or negative relationship between openness to experience and intention to personal care products.

H4: There is a positive or negative relationship between conscientious and intention to personal care products.

H5: There is a positive or negative relationship between neuroticism and intention to personal products.

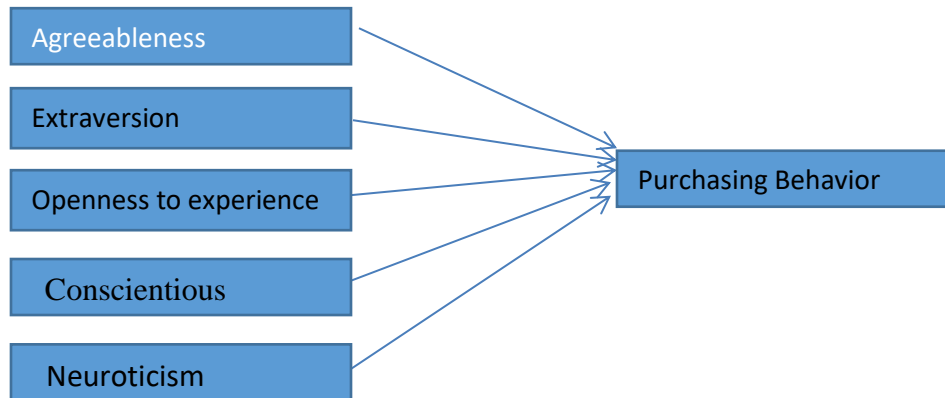


Figure 1: Conceptual Framework

The figure above showed the proposed conceptual framework that serve as the foundation for the research project. The purpose of this research is to study the relationship among the independent variables and dependent variable. In this framework, there has five variables are classified as independent variable which are agreeableness, extraversion, openness to experience, conscientious, neuroticism. At the same time, there is one dependent variable which is purchasing behavior.

Research Methodology

To test hypothesis whether certain personality traits lead to more purchasing behavior, used two different datasets. Consumption was operationalized as boycotting specifically purchasing products for ecological or social reasons. The two datasets each contain a specific population of young adolescents and young adults, and they both measure the five personality traits in different way. To date, there is no clear convention on how the five personality traits are best measured, especially if one is unable or prefers not to use the full 44-item or 60-item battery. Matthews, Deary and Whiteman (2009) indicate that it is the research's responsibility to determine which dimensions of personality matter, and they should explicitly compare and modify their instruments accordingly. This article will therefore use different measurements for the big five personality traits. Additionally, both activities can be considered as ethical. "Questioning the ethical credibility of companies" and "searching for ethical alternatives"

"Ethical purchasing Gap" While around 30% of people intend to consumer ethically, only 3% actually do so in practice. The questionnaires will therefore explore the effect of personality traits on both the intent and actual behavior (Bray et al., 2011). Focus on young people because their

participation behavior is still evolving and therefore still has potential to change, while their personalities are largely fixed (McCrae and costa, 2003, Roberts et al., 2006, Nicholls and Lee, 2006).

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.653	.807	29

Correlations

Person's correlation constant was used in the research study in order to quantify the strength of a liner relationship between 5 variables. The correlation coefficient is ranges from -1.00 to 1.00 with 0 representing a perfect like between two variables. In addition, person's correlation analysis technique is chosen because the correlation analysis process is chosen because the correlation can be compared without regarding to be amount of difference exhibited by each variable separately.

Correlations

		Gender	Age	Marital_Status	where_do_you_live	do_you_live_wi_th	Occupat ion	Monthl y_inco me	IVE	IVA	IVC	IVN	IVO	DVP
Gender	Pearson	1												
Age	Pearson	.203 [†]	1											
Marital_St	Pearson	.460 ^{**}	.369 ^{**}	1										
where_do	Pearson	.251 ^{**}	.356 ^{**}	.225 ^{**}	1									
whom_do	Pearson	.340 ^{**}	.195 [†]	.149	.229 ^{**}	1								
Occupatio	Pearson	.176 [†]	.149	.173 [†]	.365 ^{**}	.246 ^{**}	1							
Monthly_in	Pearson	.171 [†]	.325 ^{**}	.276 ^{**}	.373 ^{**}	.040	.331 ^{**}	1						
IVE	Pearson	.006	.008	.090	.080	-.038	.044	.036	1					
IVA	Pearson	-.077	-.117	.032	-.170 [†]	-.127	-.181 [†]	-.095	.201 [†]	1				
IVC	Pearson	.131	.014	.137	-.029	.096	.073	.004	.024	.076	1			
IVN	Pearson	.073	.038	.169 [†]	.009	.074	.109	-.144	.196 [†]	.121	.347 ^{**}	1		
IVO	Pearson	.097	-.163 [†]	.078	-.008	-.102	.181 [†]	.084	.220 ^{**}	.146	.202 [†]	.299 ^{**}	1	
DVP	Pearson	.103	-.245 ^{**}	.073	-.134	-.062	-.084	-.162 [†]	.170 [†]	.112	.017	.164 [†]	.327 ^{**}	1

There is association between purchasing behavior and extraversion has positive relationship that is 0.170. It has shown significance in the data and normal distribution. Here people are looking at physical appearance of the product and services that there is a positive relationship with dependent and independent variables. When comparing other variable, purchasing behavior with agreeableness doesn't have significance level that means there is no relationship between two variables. This alternative hypothesis should be rejected and null hypothesis should be accepted.

The purchasing behavior and conscientious has no significance level that was no relationship with dependent and independent variables that mean null hypothesis is rejected and null hypothesis is accepted. The purchasing behavior and neuroticism has significance level that mean there is a positive relationship between two variables. It has shown null hypothesis has been rejected and alternative hypothesis was accepted. It was 0.164. It was 0.327 that was significance level and relationship between purchasing behavior and openness has a positive relationship with the customer's openness. That mean null hypothesis is rejected and alternative hypothesis was accepted. There is a significance level between age and marital status that was positive 0.369. It has shown positive relationship between the variables that has shown when the growth of people marriage percentage also has been increased because of age of people. There is a significance level between gender and marital status that was 0.460. It has shown positive relationship between the variables that has shown marital status has been increased because gender.

There is a significance level between ages and where do you live that was positive 0.356. It has shown positive relationship between the variables that has shown when the growth of people living percentage also has been increased. It has been affected with their age. There is a significant level between marital statuses and where do you live that was positive 0.225. It has shown positive relationship between the variables that shown when the growth of resident place percentage also has been increased. There is a significant level between who do you live with and occupation that was positive 0.246. It has shown positive relationship between the variables that shown when the growth of occupation percentage also has been increased. Their living place also has been changed. There is a significant level between occupation and monthly income that was positive 0.331. It has shown positive relationship between the variables that shown when the promote occupation status, their monthly income are increased.

Discussion and Recommendation

The researchers have established results from the data collected. This chapter will discuss on the finding from previous chapter. In conclusion, the present study shows that the key to increase purchasing behavior intention among young adults lies on five factors, which are fear of attitudes toward purchased observed consumer efficiency. Established by the result, the study expressions that young consumers have quite positive intention of purchasing product. Overall, the research project has met its intentions to test the relationship between purchasing behaviors. It cannot be deprived of that the young consumers' intention to purchasing product play an important role particularly in biologically friendly industries in order to recover their existing business that will also advantage for customers. This research was commenced with the primary objective of clarifying modification in consumption of personal care products using personality variables. Numerous streams of research reported were reviewed and a conceptual model was industrialized. Theories on the relationship between behaviors were has been reviewed and interpret the outcome of findings. Theories were connecting to social assessment these came from different fields like social psychology. From the review five basic sizes they were posited to be related to intake. Several personality variables from these conceptual domains were recognized and factor analysis deep-rooted the expected construction appropriate the basic theoretical dimensions. Demographic variables like gender and income were also measured. From the research, it may be concluded that personality variables are useful for explaining consumption and they must be used together to explain and understand the process. There may not be obvious and noticeable links between individual measures and behavior in marketing. However, when used in proper arrangement and with the help of theoretical models personality offers significant descriptive power as showed in the seventy truthfulness rate of forecast obtained in dual logistic regression.

Implications

The useful implication from marketer's point of opinion is the documentation of a segment which has a personality profile of low and high public who are most vulnerable to the procedure of personal care products. However, it should also be well-known that there are other sections that may have to be advanced using different methods since it does not mean that all users are of poor and high consciousness and develop negative of attraction as a result of social judgments. There

are also the implications for public policy where certain sections of the population being vulnerable to the marketing strategies in the case personal care products.

Scope for Further Research

The present research reported offer some indication on the relationship between personality variables and purchasing behavior but limited to personal care products that serve an appearance related function. Though there is sensible evidence, there is need to confirm the relationships by spreading the research to other age groups and socio demographic classes. In addition, it is felt that the projecting value of the model can be improved further by reducing some variables and adding other variables on which there is research evidence regarding the link with purchasing. Also the researcher would like to verify experimentally the link between agreeableness, extraversion, openness, conscientious, neuroticism.

Suggestion for the Further Study

There are several methods to further improve the limitation of the research. Frist of all, one of the ways that could be done is by conducting research of the online survey only target on youth, but also can extending the survey to people in all the age group such as the baby boomers as well as the generation X. Each of this age group might have different and perception toward personal care products.

Another aspect that can be looked into for further research may need to be carried out this is limited to specific geographical area to investigate this research. This can be done by conducting the research throughout the non-Asian countries such as United Kingdom, and united stated of America. This is because non-Asian countries have different cultures, Mindsets, and perceptions compare with Asian countries. Therefore, their attitudes toward intention to purchase to personal care products would be definitely difference.

Recommendations

Recommendation 1: Expand Amount of Sample Size

To conduct a more accuracy and reliable data and result, future research need to expand the amount of the representative sample size, specifically more than 150 questionnaires. Besides, the time

frame of conducting survey should be extended in order to for the researches to get sufficient time to distribute and collect from large number of respondents. Additionally, it is recommended that the future research need to equally conduct among all races and age, as well as equally distribute around the country regions in to gain more comprehensive finding.

Recommendation 2: Advertise Through Online Social Network

Nowadays, online social network like Facebook and Twitter have become popular and even a must has account for youth to get connected with their friends. Marketer should use more online social network for advertising and promoting personal care products. As Jupiter research (2007) found that online social network users were three times more likely to trust peer's opinions over advertising when making purchase decision. In short, purchasing behavior, and user review on personal care products and social network in order to gain publicity. Furthermore, it can increase environmental awareness and environmental concern among users of social network as well.

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