THE RELATIONSHIP BETWEEN PERSONALITY TRAITS AND PREFERENCES TO SHOP ONLINE AMONG THE ACADEMIC STAFF OF UNIMAS

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ABSTRACT

The primary purpose of this study is to determine the relationship between personality traits and preferences to shop online. The type of this research is non-experimental and correlational type of research. This study was conducted at the Faculty of Science Cognitive and Human Development at UNIMAS, Kota Samarahan Sarawak. Data for this study were gathered by using the questionnaires. The subjects of this study were academic staff who work at the Faculty of Science Cognitive and Human Development at UNIMAS. This research did not used sampling frame and no sample size because the census method was used because of the total number population is too small. The total population is 70 staffs.

On the basis of the results of this research, it can be concluded that four dimensions of Big Five Personality Traits (Agreeableness, Conscientiousness, Neuroticism, Openness to Experience) have a relationship with preference to shop online while Neuroticism have no relationship between preference to shop online. It is recommended that future researchers can conduct the study at different organization and location, use other personality model and can conduct the study by using the interviewing method. In a nutshell, this research will provide valuable information regarding the relationship between personality traits and preferences to shop online.

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

Background of the Study

Due to the outstanding growth in the number of electronic commerce, Internet has become a major shopping vehicle. With the availability of high speed data networks, advanced technology tool and countless online shopping websites, the Internet became a serious business asset for achieving competitive advantages via electronic commerce (e-commerce) on the World Wide Web (A.B. Mohammed, 2014). It allowed goods and services to be purchased by the consumers anywhere at any time and by anyone. According to Tsao and Chang, (2010), the increased in a number of online shops in the 21st century gave a choice for the consumer in a context of the medium for them to spend their money apart from physical stores.

According to Eric Langstedt, (2011) his studies found that psychological traits were one of the variables that was often used to distinguish people in research in order to explore differences in media presence and fulfillment instead of traditional demographic information such as race, age and biological sex. The studies clearly explained the idea that peoples with different psychological personalities tried to find diverse media to fulfill their needs. Thus, this research was considered the Big Five Personality Traits Model psychological and there were repeated factor in had been