

Understanding Purchase Intention for Different Personality Traits in Social Networking Services

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ABSTRACT

What prompts users to readably purchase online compared to others is a beneficial insight for successful marketing campaigns. Purchase intention forecasts actual purchase act thus is desirable to be scrutinised. Furthermore, in social networking services settings, ample factors surface to observe purchase intentions from the user's standpoint. While there are many facets to an individual makeup, understanding personality traits could be an excellent interplay in explaining purchase intention. The Big Five Factor Model (BFM) is utilised to predict the effect of personality traits in the aspect of business, specifically in the angle of purchase intention in social networking services (SNS). Personality traits (N=133) from the Big Five Model were found to be significant for SNS users' using multiple regression analysis. Descriptive analyses were included to interpret the data. The value of this study showed that as a group, personality traits were significant on purchase intention, and proved that different versions of a similar message could be churned in a campaign to maximise conversion. The findings can fine-tune marketers' way of handling different types of messages conveyed in SNS, and this research empirically investigated different personality types drawing from Big Five Model to understand purchase intention in SNS.

Keywords: *Personality Traits, Social Networking Services, Big Five Model*

1.0 INTRODUCTION

Social networking services (SNS) offer users various types of opportunities for connections and relationships for those who have access to the internet. Usages include starting new or continuing friendships, planning activities, establishing professional networking, or even finding romance (Kim et al., 2011). Studies abound in defining and researching SNS in different views to uncover the depth of SNS effects on multiple aspects of human lives. However, the lack of understanding factors that specifically affect businesses among SNS users in Malaysia is apparent. Despite the high penetration of SNS users in Malaysia and cumulative hours spent online, businesses have yet to find the answers to what drives SNS users to purchase online and the extend of SNS advantages to businesses (Müller, 2021). Purchase intention is a strong clue for forecasting potential buyers' intention to end up buying products or services from businesses. Abundant studies have been done on

purchase intention in other markets but not as prominent in Malaysia yet (Ahmed et al., 2021; Benson et al., 2019; Bilal et al., 2021; Farzin & Fattahi, 2018a, 2018b; Hansen & Lee, 2013; Krause et al., 2020; Lin, 2018; Moslehpour et al., 2021; Tun, 2021; Wang & Chen, 2020). Evidently, despite the hype of SNS being beneficial to businesses, it is found that SNS activities do not generate the expected profits from a business point of view (Adachi & Takeda, 2016; Ko, 2018; Ko, 2017). And this reality hits close to home.

Recent studies in Malaysia on the big five personality traits of SNS users covered victimization in SNS (Kirwan et al., 2018; Narayanasamy, 2019), taxpaying intention (Santhanamery & Ramayah, 2015), SNS addiction (Lee, 2019; Nikbin et al., 2021), competencies (Chua & Chua, 2017), risks (Sulaiman et al., 2018), work performance (Hassan et al., 2017), IT adoption (Sriyabhand & John, 2014), electronic word of mouth (Tha'er & Bohari, 2016). However, research in understanding SNS users' purchase intention in business settings seems to be lacking. Specifically, the way to understand customers is through the study of personalities.

Studies have proven that by understanding primary personality types, people interactions, and influences, companies could strategize better campaigns and messages (Liu & Campbell, 2017; Błachnio et al., 2016; Baik et al., 2016). It is observed that most individuals behave consistently because intrinsic personality traits remain for an extended time and are proven as a stable predictor of human actions (Winter et al., 2014). Herr et al., (1991) stated that purchase intention represents the psychological measurer of consumers' actual act of buying products to fulfil their needs and predict their purchase behaviour. These considerations are consistent for SNS users as well due to the vital factor, which is the existing small and expanding proofs suggesting that people behave online is based on individual factors (Grace et al., 2015; Fox & Rooney, 2015), such as personality (Baik et al., 2016; Błachnio et al., 2016; Fox & Rooney, 2016) and social influence in SNS purchase decision (Erkan & Evans 2016; Hu et al., 2016). It is assumed that personality traits influence overt behaviour, online or offline, and that in turn lead to behavioural intention and ultimately to actual behaviour (Etgar & Amichai-Hamburger, 2017). However, most of the studies mentioned are situated in countries across the globe, with only a handful in Malaysia.

With this proposition in mind, due to the shortages of local studies in these knowledge areas, this research tries to fill these question marks with inferential findings from the SNS users' personality traits on purchase intention perspective. As mentioned earlier, purchase intention is a precursor of an actual purchase (Zeithaml et al., 1996). Hence, after having reviewed substantial reports, this research started with categorizing the personality traits of its users and testing the effects on purchase intention. The hope is that this study would gain insights of SNS users, specifically in Malaysia, for academicians and businesses to enhance their understanding behaviours and accurately strategize and plan for efficient marketing efforts.

The overall objectives of this study were to research the factors of consumer purchase intention in SNS. More specifically on personality traits of active SNS users. This research project held two specific research objectives:

1. To explore SNS users' personalities traits in Malaysia using Big Five Model.
2. To assess the impact of personality traits of SNS users on purchase intention.

In fulfilling the objectives of this present study, the following research questions were constructed accordingly:

1. What is the division of Malaysia SNS users' personality traits corresponding to the big five model (BFM)?
2. Do personality traits of SNS users affect purchase intention?

2.0 LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Consumer behaviour has long been a subject of interest for academicians and businesses alike. Through the review process of consumer behaviour, predictive and reciprocal actions could be anticipated beforehand and produce better offers by businesses. Several definitions of consumer behaviour can be summarized as a subfield of consumer study to understand individual or group purchase, use or dispose of products, services,

experiences, and ideas to satisfy the needs or wants (Solomon, et al., 2010). The extension of consumer behaviour is market segmentation, where consumers are categorized to have similar needs and wants within a segment (Akar & Nasir, 2015). Market segmentation consists of different categories, for instance: psychographic (personality, lifestyle), behavioural (brand loyalty, benefit desire), demographics (age, gender, social class), and geographic (region, country differences) (Solomon et al., 2010). A deeper investigation reveals that consumers are massively influenced by factors such as social and physical environment (Gao & Kuang, 2013; Choi & Scott, 2013) which enhances the study areas to include how consumers consume (Blythe, 2008).

Zeithaml et al., (1996) stated that behavioural intentions are considered as signals of an actual purchasing choice. Purchase intention is a prediction of the purchase of goods and services and may well reflect the actual purchase behaviour (Hasan et al., 2015). Several studies have proved that the online environment is a catalyst and is influential to purchase intention among users (Erkan & Evans, 2016; Chu & Kim, 2011). The interactions among users such as with family, friends, and co-workers are seen as the perfect ingredient to promote ideas, suggestions, and debates that inherently impact and induce purchase intention for SNS users (Hong & Rhee, 2016; Hajli, 2014). SNS, therefore, is the perfect setting as a conduit for information gathering, opinions, decision making, or discussion among other users before arriving at a purchase intention. Different factors would, directly and indirectly, impact the purchase intention of SNS users in an online ecosystem.

Research has demonstrated that personality traits could predict a user's brand preference (Yang et al., 2015). Moreover, specific to SNS usage, research has uncovered the impact of personality traits as well in the online environment (Baik et al., 2016). Personality traits attempt to portray personality consistently and permanently in an individual subject. According to psychologists and neuroscientists, the environment acts as stimuli to habitual individual responses which is termed as personality (DeYoung, 2010). The eventual results are the ways how individuals communicate with each other, and it is identifiably unique to everyone. Previous studies have also shared that individual information-seeking behaviour (Kim & Chung, 2014) and communication (Correa et al., 2013) could be predicted by personality traits. Consequently, newer general models on personality appeared to become widely accepted (Chen et al., 2016; Ong, 2014). The Big Five Model is a framework involving the personality traits of users. The Big Five Model of personality is a personality classification with five traits: extraversion, agreeableness, neuroticism, openness to experience, and conscientiousness. These five factors have proven their consistency in different assessments, languages, and cultures, exhibiting the structural robustness of the model (Rothe, 2017).

The relations between personality traits and Web utilization have been illustrated through some diverged personality theories, among them are those of extraversion and neuroticism (Hamburger & Ben-Artzi, 2000), need for cognition (Amichai-Hamburger et al., 2007), need for closure (Amichai-Hamburger et al., 2004), and sensation seeking (Lin & Tsai, 2002). Besides, personality traits have been recorded to anticipate purchase intention in SNS as future work to be carried out (Yang et al., 2015). Be that as it may, personality traits are a vital reason for the personality/behavior relationship through life form components or inner variables of a person (Grace et al., 2015).

The Big Five organization of personality traits is considered a common explanation of personality due to its widespread application nowadays (Funder, 2001). Nevertheless, two conditions should be considered beforehand. Firstly, the Big Five factors are described on two extremes, where these extremes are meant to signify a range on which most people occupy middle values. Secondly, as the five-factor model is a taxonomy, it is not inclusive of every description of personality. Although specific constructs focusing on a certain personality trait may be plotted onto the Big Five dimensions, they cannot be completely elucidated by the five factors (Lin & Lu, 2011; Ong, 2014). Nevertheless, they could symbolize personality at a more general level.

As in other self-administered surveys, respondents are exposed to social affirmations and are fearful of social faux-pas while answering the questionnaires. Nonetheless, the instrument for the Big Five Model (BFM) has established reliability from various research. One of the well-utilized instruments is the Big Five Inventory (BFI) with an average of .85 three-month test-retest reliability and an average .80 alpha reliability (John et al., 2008). Personality influences on the internet and social media usage have been tested extensively using the big five model, such as investigation of online social capital (Błachnio et al., 2016; Carvalho et al., 2012, Moore & McElroy, 2012).

Besides the online environment, BFM constructs are robust and have been rigorously tested in different settings and fields. Among others, BFM was tested in the retail context where findings suggested that customer behaviour is impacted by emotions (Akar & Nasir, 2015; Hyun & Kang, 2014) and impacted by cognitive inferences (Berry et al., 2017; Amatulli et al., 2015). In addition, reports have stated that emotional and cognitive as mediator variables in the context of relationships between customer behaviour and shopping environment factors (Lin & Liang, 2011; Kim & Moon, 2009). Research findings demonstrated that it is possible to use personal traits in predicting a user's brand preferences (Yang et al., 2015), where decision making could be categorized based either on stimulus-based, memory-based, or mixed (Hagerty et al., 1992). More importantly, specific to SNS usage, impacts of personality traits are reported to be significant in individual behaviours (Baik et al., 2016; Moore & McElroy, 2012).

Openness to new experience

The first sequence of the Big Five Model is openness to new experiences. This factor corresponds to an individual's ease to take on other options if the first choice is not feasible, appreciates artistic activities, and is intelligently interested in various areas. Previous research has failed to connect Facebook habits with personality factors of openness to new experience and agreeableness (Ross et al., 2009). However, it is found that there exists a limited relation between Facebook usage with the personality traits of conscientiousness, neuroticism, and extraversion (Ross et al., 2009). Individuals with an interest to explore new activities, with a higher score in the trait of openness to new experience, are found to be inclined to use Facebook as a form of communication platform and utilize plenty of Facebook components, which results in increased knowledge of Facebook's bells and whistles (Ross et al., 2009).

Conscientiousness

Conscientiousness is a trait picturing an individual's life paradigm, structure, and thoroughness (Choi et al., 2017; Vangeel et al., 2016). The high conscientiousness trait points to maximizing time and productivity and prefers not to waste valuable resources. Although studies have tried to suggest that conscientious individuals are avoiders of SNS due to procrastination factors and possible distractors, empirical findings have not been able to support such claims (Bao & Yezheng, 2015). There is no significant correlation between conscientiousness and Facebook activities (Ross et al., 2009). Conversely, there is research that reveals a significant negative correlation between conscientiousness and the amount of time spent on Facebook (Ryan & Xenos, 2011). Similar trends were also uncovered by studies who found that despite highly conscientious individuals having more friends than those low in the trait, they uploaded significantly fewer pictures to the site (Choi et al., 2017).

Extraversion

Extraverts tend to use the internet to keep in touch with acquaintances they met offline (Kim & Chung, 2014; Ross, et al., 2009), which indicates from the extravert's point of view, online social life is not a replacement for offline communication. Studies conducted on SNS have found that three dimensions of personality are found to be more consistently connected to social networks; extraversion, neuroticism, and openness to new experiences (Kim & Chung, 2014). From Correa et al. (2013), extraverted people are found to be heavier users of SNS drawing from 1,482 valid responses with a 17.3 % response rate through online surveys. Past research has considered extraversion as important in terms of social media usage as well (Kim & Chung, 2014; Correa et al., 2013). However, in terms of purchase intention, this research has not found relevant studies to support extraversion and purchase intention. Based on the gregarious nature of extraverts and their reason for being on SNS as an extension of friendship and not information-gathering (Matzler et al., 2011). The same research also reported that extraverts act more of a catalyst for brand evangelism and consumer passion.

Agreeableness

Studies attempting to relate Agreeableness to the internet and social media usage were generally found not to be significant (Chou & Chiu, 2015; Ross et al., 2009; Vaghefi & Qahri-Saremi, 2018). Agreeableness trait often portrays kindness and warm nature, which is a good predisposition for positive correlations with the social use of SNS. Yet, it is expected that this trait will not be related to either the social or informational use of Facebook and Twitter. Another relevant research found that agreeableness did not significantly impact the

identification with a brand community (Matzler et al., 2011), as the trait's lack of relation to anything online has shown previously.

Neuroticism

Neuroticism indicates a person's predisposition when encountering psychological distress and heightened sense to danger for higher-level neurotics (Cho & Auger, 2017). Accordingly, in previous research, bloggers were found to be among people with higher neuroticism and higher openness to new experiences. A study by Turel & Gil-Or (2018) also uncovered the link of bloggers with a high level of neuroticism moderated by the female gender as compared to those who were lower in neuroticism. On the contrary, male bloggers were not found to be different in the level of neuroticism. Based on these findings, it can be assumed that personality factors increase the tendency to blog and open paths to further understand those who blog.

Literature has also found that although neurotic people have high usage of SNS, there are certain aspects of SNS that draw them and some aspects of SNS that they do not prefer to use. For example, neurotic users would use instant messaging but would avoid video calls or any other face-to-face interactions (Chua & Chua, 2017). They deal well with delayed communication but do not prefer styles where they are not allowed to contemplate privately before replying (Lo et al., 2018).

The key goals of this study have been brought forth to explore the attributes of SNS users on the influence on purchase intention behaviours, specifically within the context of SNS personality traits among users in Malaysia. Thus, to determine the impact of Malaysia's SNS users' personalities, this research first explored the divisions of the Big Five Model breakdown of users. The second objective was to assess the impact of personality traits upon purchase intention. Each personality trait mentioned above has different correlations with purchase intention in SNS. In other words, it was hypothesized that each personality trait reacts differently in SNS towards purchase intention and has unique responses. Hence, a hypothesis and sub hypotheses were brought forth:

- H1: Personality traits have a direct effect on purchase intention in SNS.

 - H1a: Openness to new experience traits has a direct effect on purchase intention in SNS.
 - H1b: Conscientiousness trait has a direct effect on purchase intention in SNS.
 - H1c: Extraversion trait has a direct effect on purchase intention in SNS.
 - H1d: The agreeableness trait has a direct effect on purchase intention in SNS.
 - H1e: Neuroticism trait has a direct effect on purchase intention in SNS.

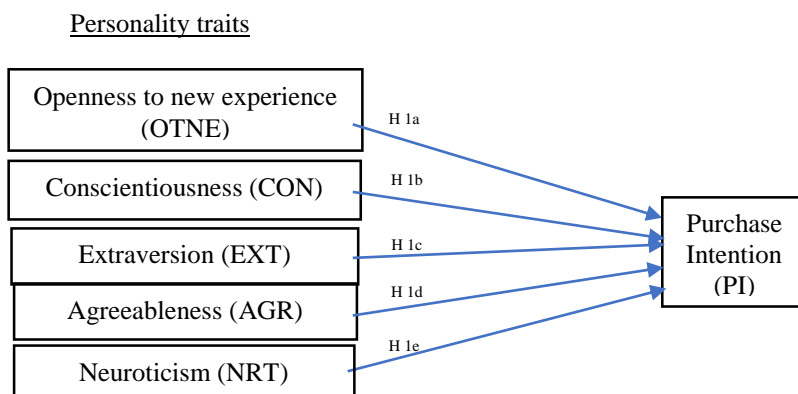


Figure 1: Conceptual framework of research – main variables

Figure 1 depicts the hypotheses tested to attain the objectives of this study.

3.0 RESEARCH METHOD

Primary and secondary information is utilized in this work (Sekaran & Bougie, 2013). Primary data were acquired from these respondents from the survey given. Data acquired from the secondary information were accumulated from Statista and Malaysia Digital Landscape Association sites. As indicated by Statista, SNS users in Malaysia for the year 2021 were assessed to be 27.78 million (Müller, 2021). Thus, for the sampling frame, this study was zeroed in on accessible SNS clients to reach the set goals. The sampling unit to be utilized were individual SNS clients. In 2020, as indicated by Malaysia Digital Landscape Association, the most well-known internet user activity in 2020 is partaking in social networks (98.0%) (Department of Statistics of Malaysia, 2020). However, getting a total rundown of all SNS clients in Malaysia is not attainable because of security and lawful issues and numerous laws appropriate to clients' information protection.

Snowball sampling method was employed through the dissemination of surveys via email, Google form, and WhatsApp. A specific request to initial respondents was included, asking for assistance to redirect the survey to their friends, family members, and acquaintances without any reward attached. The Snowball sampling method was chosen due to the nature of this study that involves SNS as a medium of study as well as communication (Chang et al., 2017). Added to the fact is the pandemic situation that hindered face-to-face interactions for data collection. Hence, this selected sampling method was a non-probability sampling method and is not considered as a scientific source, as it is difficult to search for the specific populace of attributes, and not every person in these classifications had an equivalent opportunity to be chosen (Abbott & McKinney, 2013). Henceforth, these subjects could not represent any type of relevant population (Abbott & McKinney, 2013). In the end, a total of 133 responses were received via the collection instruments and they were used for analysis.

Data analyses were applied to the responses with the Structural Equation Modelling-AMOS, a multivariate examination procedure gaining interest and notoriety among specialists as of late (Hair et al., 2011). Data collected were then analysed using SPSS 23. For this research, all personality traits measures used five-point scales which were adapted from various research. Specifically, this research adapted "Personality Traits" from the Big Five Inventory with seven items from Openness to New Experience, eight items from Conscientiousness, nine items from Extraversion, eight items from Neuroticism, and eight items from Agreeableness (Chen, 2013). The final construct on purchase intention has three items adapted from Hasan et al., (2015). Score 1 represents "Not at all like me" towards the item and score 5 represents "Very much like me". The questionnaire was formatted in the google form with a special request for respondents to redirect the questionnaire to other acquaintances, based on the snowball sampling technique.

4.0 RESULTS AND DISCUSSION

The data, collected from a total of 133 respondents from Malaysia SNS users, were collected from June to July 2021 through the Google form. Table 1 shows the demographic profile of the respondents.

Table 1: Descriptive summary of demographic profile

Items	N	(%)
<i>Gender</i>		
Male	38	28.6%
Female	95	71.4%
Total	133	100.0%
<i>Age (years)</i>		
17 - 20	12	9.0%
21 - 25	76	57.1%
26 - 30	11	8.3%
31 - 35	13	2.3%
36 - 40	13	4.5%
41 years and above	39	18.8%
Total	133	100.0%

<i>Race</i>		
Chinese	5	3.8%
India	33	24.8%
Malay	77	57.9%
Others	18	13.5%
Total	133	100.0%

4.1 Demographic Profile of Respondents

The details of each demographic category are discussed here. Most respondents were females (71.4%), and male respondents were 28.6%. In terms of age group, 9.0 % of respondents were 17 – 20 years old; followed by 57.1 % of the respondents from the age group of 21-25 years, 8.3% of the respondents from the age group between 26 and 30, 2.3% of the respondents from the age group between 31 to 35, and the age group of 36 to 40 years with 4.5%. The second largest group, 18.8% is represented by the age group above 41 years old. In terms of ethnicity, many respondents were Malay (57.9%), with the next large group being the Chinese (3.8%), Indian (24.8%), and other races (13.5%). The next part discusses the personality traits distribution of SNS users in Malaysia for this research.

4.2 Distribution of SNS users' personality traits of survey participants

In response to the first objective of this research, data were tested for the distribution of SNS users' personality traits in Malaysia. Descriptive data analysis helps display patterns or summarizes data in an understandable way. Thus, this section encapsulates the respondents' personality traits from the personality traits profiling for this research only and is not meant to make conclusions on the SNS users' population nor conclude these present research hypotheses (Trochim, 2006). Table 2 is the descriptive statistics for the personality traits of this research respondents.

Table 2: Distribution of Personality Traits in SNS users

	N	Minimum	Maximum	Mean	Std. Deviation
AVG_AGR	133	2.00	5.00	4.1654	.80180
AVG_CON	133	2.50	5.00	3.7519	.67595
AVG_OTNE	133	1.50	5.00	3.7444	.80626
AVG_PI	133	1.00	5.00	3.7043	.92173
AVG_EXT	133	1.80	5.00	3.5368	.67347
AVG_NRT	133	1.50	5.00	3.3440	.99173

The highest distribution of SNS users' personality traits, as reflected in Table 2, is Agreeableness with a mean of 4.165, followed by Conscientiousness with a mean of 3.751. The third highest distribution of personality traits is Openness to a new experience with a mean of 3.744, and the fourth personality trait displayed is Extraversion, with a mean of 3.567. The lowest number for SNS users' personality traits categorized is Neuroticism with a mean of 3.344.

The second objective for this research aims to assess the impact of personality traits of SNS users on purchase intention. There was a statistically significant difference between groups, which was determined by one-way ANOVA ($F(5,127) = 3.036, p < .0005, R^2 = .107$). Comparing means among personality traits shows that the two traits, openness to a new experience ($p=0.003$) and extraversion ($p=0.040$), were statistically significant. There was no statistically significant difference between the conscientiousness ($p=0.367$), agreeableness ($p=0.253$), and neuroticism ($p=0.780$) traits.

Table 3 shows that there was a significant result. The value of F is 3.019 which reaches the significance with a p-value of .013 (which is less than the .05 alpha level). This means there was a statistically significant difference between the means of the different levels of the personality traits.

Table 3: Model summary

Model		Sum of Squares	df	Mean Square	F	Sig.	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	Regression	11.914	5	2.383	3.019	.013 ^b	.326 ^a	.106	.071	.88838
	Residual	100.232	127	.789						
	Total	112.145	132							

a. Dependent Variable: AVG_PI
b. Predictors: (Constant), AVG_EXT, AVG_NRT, AVG_AGR, AVG_OTNE,

From Table 3 the model summary shows that the R² of .106 indicates that 10.6% of the variation in purchase intention is explained by the regression variables, personality traits – openness to new experience, conscientiousness, extraversion, agreeableness, and neuroticism. Finally, the F-test is a test of the null hypothesis that all regression coefficients (except the intercept) are jointly equal to 0—that there is no association between the dependent variable and any of the explanatory variables. This is equivalent to the null hypothesis that R² is equal to 0. In this case, the F-ratio of 3.019 was low and the null hypothesis was rejected with a very moderate degree of confidence.

Table 4: Regression Output

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.579	.638		2.475	.015	.317	2.841
AVG_OTNE	.169	.117	.149	1.450	.149	-.062	.401
AVG_CON	.236	.147	.173	1.603	.111	-.055	.528
AVG_AGR	.044	.106	.038	.415	.679	-.165	.253
AVG_NRT	.057	.079	.061	.720	.473	-.100	.214
AVG_EXT	.065	.146	.048	.445	.657	-.225	.355

a. Dependent Variable: AVG_PI

From Table 4, none of the b-coefficients, which are personality traits, was statistically significant at p-value < 0.005 or 0.001.

4.3 Multicollinearity Analysis

When predictor variables or independent variables are highly correlated in multiple regression, multicollinearity will arise (Paul, 2006). The term multicollinearity alludes to a circumstance where there is a precise (or almost exact) direct connection among at least two of the predictor variables (Hocking & Pendleton, 1983). Exact relations ordinarily emerge unintentionally or due to the absence of comprehension (Paul, 2006). Table 5 reflects the analysis of independent variables of all the personality traits tested in this study. All Variance Influence Factor (VIF) of the regressed model were ranged below 2, which are interpreted as low moderate correlation and is not an issue (Daoud, 2017). Since there were no multicollinearity issues among the predictors, it shows that there was no linear relationship between predictor variables and is said to be orthogonal. When the regressors are orthogonal, the inferences, such as those illustrated above, can be made relatively easily (Paul, 2006).

Table 5: Multicollinearity Analysis

Coefficients^a

Model a. Dependent Variable:	Collinearity Statistics		Model a. Dependent Variable:	Collinearity Statistics		Model a. Dependent Variable:	Collinearity Statistics		Model a. Dependent Variable:	Collinearity Statistics		Model a. Dependent Variable:	Collinearity Statistics	
	Tolerance	VIF		Tolerance	VIF		Tolerance	VIF		Tolerance	VIF		Tolerance	VIF
OTN_ALL			CON_ALL			EXT_ALL			AGR_ALL			NRT_ALL		
CON_ALL	.676	1.479	AGR_ALL	.769	1.301	OTN_ALL	.735	1.360	NRT_ALL	.843	1.186	EXT_ALL	.565	1.771
AGR_ALL	.796	1.257	NRT_ALL	.998	1.002	CON_ALL	.732	1.366	EXT_ALL	.619	1.615	OTN_ALL	.650	1.538
NRT_ALL	.850	1.177	EXT_ALL	.630	1.588	AGR_ALL	.847	1.181	OTN_ALL	.670	1.492	CON_ALL	.770	1.299
EXT_ALL	.638	1.567	OTN_ALL	.670	1.492	NRT_ALL	.850	1.176	CON_ALL	.653	1.531	AGR_ALL	.766	1.306

Additionally, with regard to each tolerance for independent variables in Table 5, all values were above 0.10 which indicates multicollinearity did not exist either. Any tolerance values less than 0.10 indicate collinearity where tolerance value shows the amount of variability in one independent variable that is not explained by the other independent variables (Daoud, 2017).

5.0 CONCLUSION

Despite the successes of studies conducted in Vietnam, India, Pakistan, and Israel in proving personality traits significant impacts on online purchase intentions (Lissitsa & Kol, 2021; Iqbal et al., 2021; Thai-Ngoc, 2020; Chaturvedi et al., 2020), this study was not able to reach to the same conclusions. The fact that other studies have a bigger pool of respondents could well contribute to the non-conclusive result of this study. Although rigorous exercise has been taken to ensure the survey fulfilled the requirements for successful data analysis, a bigger respondent pool would greatly provide a better result. Moreover, previous studies have focused on specific areas of interest such as organic food, hedonic products, generational cohorts, and mediating role of trust. This study's first objective was to categorize SNS users' personality traits in Malaysia, which was achieved successfully, but without any specific focus, and a smaller pool of respondents, results were not able to support the significance of personality traits on SNS users in Malaysia.

Conversely, other studies have tested BFF in research with various successes. Kamarulzaman and Nordin (2012) found the inventory valid and reliable for four traits except for neuroticism in their study of 207 undergraduate students at the University of Tunku Abdul Rahman (UTAR). Yusoff (2011) found USMaP-I as a reliable and valid tool to determine medical course applicant's personality, completed by 486 individuals. Additionally, Ong (2014) pointed out that the reliability and validity of the Big Five Inventory need to be tested when the test is conducted from different cultural perspectives. In his study, the survey was collected from 343 nurses in health tourism hospitals and factor loadings of 0.573 to 0.803 were achieved. Except for agreeableness, the validity test extracted the rest of the Big Five personality traits as reliable and valid.

In line with agreeableness traits, reciprocity is a nature of an individual high in this trait. The prominent traits for agreeableness are friendliness, helpfulness, and cooperativeness. A possible explanation for a higher number of individuals with an agreeable trait in SNS can be explained by how these individuals are using SNS to communicate with others who asked for feedback or replies from them. It is not their tendency to reject the request and ignore people hence, SNS sees a high number of individuals with this trait using this medium. A high number of agreeable personality traits in this group of participants probably stems from the goal to preserve group harmony and relation found mostly in the eastern cultures (Yuki, 2003). Although the said study was based in the Japanese context, the same philosophy is upheld in most East Asian countries, including Malaysia. The need of wanting to go along well with others too would influence an agreeable individual to use SNS as it has become the current trend for everyday lives now. This finding is contrary to the previous literature, mostly studies in the western countries, where they reported that agreeableness trait was not related with SNS use (Amichai- Hamburger & Vinitzky, 2010; Correa et al., 2010; Ross et al., 2009); however, for Malaysian SNS users, it is found that agreeable SNS users ranked the users as the highest number of personality traits.

Another possible explanation for this tendency is that many respondents (66.1%) were in the age group of 25 years and below. Hence, they are very much interested in the reciprocal relationship among friends and potential new relationships. Therefore, at this stage in life, they use SNS in a higher percentage than other personalities. At this age too, identity-processing orientations are still in the growth stage especially among university students, hence it is a process for an agreeable trait to be wanted to find the best possible self through interaction with others (Berzonsky, 1999). This explains the higher number of SNS users with an agreeable trait for this age group.

The main traits of conscientious individuals are that they are strong in doing what is right and required of them. Being in the Asian culture specifically, keeping in touch with families is an important duty (Morrow, 1989) and these users use SNS to fulfil this obligation. This finding is contrary to that in Ryan & Xenos (2011), who found a negative correlation between SNS use and conscientiousness. Although Butt and Philips (2008) proposed that conscientious individuals are prone to not favour SNS, Ross et al. (2009) failed to find such a link. As this research has discovered, a conscientious personality trait is the second dominant trait in a group of SNS users. Consequently, as this survey was conducted during the lockdown, this trait seems to be strengthened through SNS usage to stay in touch with the loved ones. This goes hand in hand with the reasons why these users accessed SNS, that is to keep their family ties alive, and conscientious people utilize SNS as a tool for fulfilling their duty to relate to their families and friends.

The personality trait that represents the third place in terms of the total percentage of SNS users in this group of respondents is openness to new experiences (mean = 3.7444). From the work of Ross et al. (2009), only partial support was found to link openness to new experience and SNS usage. Despite these individuals being portrayed as curious people and like to explore new activities, the results obtained in this research show that openness to new experience traits did not predict SNS usage. The explanation for this reason is that these individuals view SNS as a social place for relationship building and maintenance. Hence, for them, it is not in line with their curiosity and interest in new things as they view relationships as something ordinary and nothing new to explore.

In a few other studies, extravert personality traits were reported to be the highest traits of SNS users (Correa et al., 2013; Ross et al., 2009; Zywicka & Danowski, 2008). Extraversion describes the tendency to be social, active, and outgoing, and places a high value on close and warm interpersonal relationships. Although extraverts make friends online, they do not see that as a substitute for offline friendship. They still use SNS to socialize and seek new friends and maintain old connections, which is supported in this research. In this study, extraverts formed the fourth dominant trait for SNS users of this research.

The last type of personality trait that uses SNS in this group is neurotics. A neurotic individual is sensitive to danger and is prone to experience stress (Lin & Lu, 2011; Chang & Zhu, 2012). Earlier studies have examined neurotics and concluded that neurotics used SNS quite frequently (Ehrenberg et al., 2008; Hamburger & Ben-Artzi, 2000; Ross et al., 2009) in terms of blogging, and wall writing but not so much in chatting or real-time conversation. This study supports the finding that neurotics were the least personality traits found in this SNS users' group. Their reasons for using SNS were generally for friends, families, and socializing and not so much for content creation. Hence, in this research context, neurotics tend to stay away from SNS to maintain the normal anxiety level.

The first objective is to explore SNS users' personality traits using the Big Five Model as the precursor to set the stage and further investigate how personality influences purchase intention. Agreeableness and openness to new experience were found to be the prevailing traits among SNS users while extraversion and neuroticism were the two lower traits, and conscientiousness was the average trait among this group of SNS users. This research result is supported by those in other research and is opposed by the results from some others (Chang & Zhu, 2012; Ehrenberg et al., 2008; Hamburger & Ben-Artzi, 2000; Lin & Lu, 2011; Ross et al., 2009). Although neurotic personality was found to be among the highest users in SNS (Cho & Auger, 2017; Chua & Chua, 2017; Guadagno et al., 2008; Lo et al., 2018; Michikyan et al., 2014; Shen et al., 2015; Turel & Gil-Or, 2018), it is not evident here in this group. Instead, neurotic's traits were found to be the lowest trait. Another contradicting evidence is that conscientiousness was found to be an average trait reported by users, which is contrary to other work (Ryan & Xenos, 2011).

Based on the first question, this research has categorized SNS users in terms of the Big Five personality traits. This study found that agreeableness and conscientiousness were the dominant personality traits of SNS users in this study. The least concentration of SNS users was among SNS users with neurotic disposition. Purchase intentions were found to be influenced by personality traits as a group as shown in the model summary, but in regression output, specific traits were not statistically significant towards purchase intention. More sample size and effect size are needed to obtain better results as multiple regression analysis has a substantial measurement error (Tabachnick & Fidell, 1996). Accordingly, with five predictors, a total of 187 participants or more would be needed to achieve 80% power (Cohen, 1992).

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