

Personality Traits as Predictors Decision Making towards Advertising Among Malaysian Consumers Student

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Abstract

The purpose of this study is understanding the personality traits among Malaysian consumers' student involved in advertising. This study is conducted to examine the predictive relationship between personality traits and Decision making towards advertising among consumers' student in Malaysia. The survey research employed the administration of two standardized psychological tests which are the Big Five Personality traits (Saucier 1994), Questionnaire and 5 phases' Decision making Questionnaire(Khorvash, Khairuddin, Omar 2009). The number of students participated in this study is 375 that selected from local inhabitants. Data analyzed using Pearson correlation and multiple regression analysis. Results showed that there is significant correlations between the traits of conscientiousness and emotion stability with decision making toward advertising. Results also demonstrated that high conscientiousness and emotion stability traits significantly predicted by the consumers' decision making toward advertising.

Introduction

Understanding of the relationship between consumers' personality traits and decision making is the cornerstone of good advertising. According to Sorensen (2008), Khorvash (2007) relationships between a consumer's characters and advertisements have long been recognized as important factors in the consumption and consumer behavior field. Although consumers are valuable assets for any enterprises company, they also can be expensive to get and keep. The consumers' differences in the course of their relationship with the enterprise are reflected in their contributions to the enterprise value throughout their tenure. Also, both practitioners and industrial psychologists have emphasized that enterprises should spend not to get just any consumer but rather the keep of consumers (Blattberg & Deighton 1996; Blattberg, Getz, & Thomas 2001; Hansotia & Wang 1997; Reichheld 1993), consequently that the advertising plays a very important role in this field. Besides that advertisers pay a particular attention to the consumer's charters in order to attract and retain them.

Moreover, in today's market the range of products and services is especially large; they are all impossible to be remembered or purchased without advertising. Therefore, the main goal of advertising is to show the product or service to attract the consumers' attention. Hence, the relationship between decision making and the consumer characters should be analyse, which is determined by a number of cognitive, attitude, emotional and personality traits aspects toward advertising (Khorvash, Khairuddin 2009).

Likewise, according to the study conducted by Munusamy (2007), advertisers in Malaysia spent about RM 4.56 billion (Table 1) to buy media space and airtime in 2005 which is a 3% increase from the year 2004. In this table, 29% (RM1.31 billion) was related to the television channels. The biggest advertiser in 2005 by media spending is Procter & Gamble which spent about RM128.6 million for their advertising on television. Since advertisement in Malaysia plays an important role in consumer behaviour such as decision making, new dreams and

hopes for advertising producers, advertising agents and aspiring contestants have emerged.

Table 1: Types of Media and the related advertising revenues (adopted from Nielsen Media Research (NMR) Index Report).

MEDIA	ADEX (RM 000')	MARKET SHARE (%)
Television	1,309,860	28.8
Newspaper	2,776,016	60.9
Magazine	160,257	3.5
Radio	178,193	3.9
Cinema	17,193	0.4
Point Of Sale	39,110	0.9
Outdoor	74,253	1.6
TOTAL	4,555,538	100

Source: Nielsen Media Research (NMR) Index Report 2005

Personality and decision making

Personality traits have long been used in advertisements consumer research as a predictor of behaviour and decision making with a history that may be traced back five decades (Endler & Rosenstein, 1997). Scholars point to the utility of personality in explaining differences in response (e.g., attitudes) over and above the use of group-level (i.e., demographic) characteristics or decision making and purchase patterns (Endler & Rosenstein, 1997).

With this regard, in a correlation study, Noel et al. (2003) examined the relationship of personality traits, self-monitoring behaviour and student's choice toward advertising. They used Cattell's 16 Personality Factor (16PF) questionnaires (1970, 1989) and Lennox and Wolfe's (1984) Revised Self-Monitoring Scale; undergraduate business students assessed their own personality traits. The test results among graduating seniors at several universities showed that there are relationships between student personalities, self-monitoring, student's choice and supported by general perception and stereotyping toward advertising.

Saunders and Stanton (2004) attempted to find unique patterns of personality traits and various performances such as decision making style based on demographic toward advertising. They used Canonical correlation analysis; three separate performance styles were extracted from the data along with sets of personality traits. Also, they confirmed personality traits are strong mediator to predict of consumer decision making toward advertising.

Also, Rallapalli et al. (2004) examined in a correlation study the relationships between consumers' ethical beliefs, personality traits and decision making based on demographic toward advertising. They found significantly correlated with consumer ethical beliefs and consumer's decision toward advertising.

Mitchell and Walsh, (2004) investigated relationship personality traits and German consumer decision-making styles toward advertising. They found that males and females want different products based on personality traits. Their studies showed further an understanding of how gender affects consumers' approaches to decision making toward advertising. Also, they confirmed that there are personality traits and German consumer decision-making toward advertising.

Idris and Khatibi (2009) also did a survey on personality traits and consumers' decision making toward advertising among Malaysian consumers. Their coefficient analysis showed that both personality traits and psychological factors had positive relationship with consumer's decision making toward advertising. They found relation between these two factors that the personal factors (personality traits) have high level of significant relationship ($p = .000$) compared to psychological factors ($p = .087$). Furthermore, their analysis is proved that both factors do impact on the choice of advertising medium age, gender, personality traits and status will be able to give impact on the choice toward advertising media.

However, the objective of this study is to examine the correlation between personality traits and decision making toward advertising. It also attempts to examine the predictive relationship between conscientiousness, extraversion, emotion stability, agreeableness, and openness with students' decision making. The hypotheses tested are: (1) There are significant correlations between

conscientiousness, extraversion, emotional stability and openness with the students' decision making toward advertising is significantly. (2) Do conscientiousness, extraversion, agreeableness, and openness personality predict decision making toward advertising.

Materials and method

This study employed a survey design in which two standardized questionnaires. A total of 375 consumers' students agreed to participate in this research. The used instruments are two standardized psychological tests as a below:

1) Big Five Personality developed by Saucier (1994), consists of 40 questions related to the Big- five personality traits that distributed as the section 5 of the survey pocket. Out of the 40 items, 20 items are reversely scored. Confirmatory factor analyses concluded to determine the factor loadings of the modified personality traits measurements and found a Cronbach alpha of .89.

2) Five-Phase decision making Questionnaire is used to measure Decision Making and process (5 phases) among consumers in this research. The questionnaire is revised by Khorvash, Khairudin and Omar (2009) in Malaysia. The Decision Making questionnaire is a self-report measure. Decision Making questionnaire consists of 20 questions related to the consumers' decision making process (5 phases) distributed as the section 5 of the survey pocket. The reliability of the scales in general is .97. The data were keyed in and analyzed using Statistical Package for Social Sciences (SPSS). Statistical analyses employed were Pearson correlation and multiple regression analysis.

Results and discussion

There are significant correlations between conscientiousness, extraversion, agreeableness, emotional stability and openness with the students' decision making toward advertising. The findings of this piece of research were presented here for all the hypotheses. Hypothesis 1 is formulated to examine the relationship between personality traits of conscientiousness, extraversion, agreeableness, emotional stability and students' decision making toward advertising. Results in Table 2 showed that there are significant and positive correlations between conscientiousness, emotional stability and decision making toward advertising. This means that the scores of conscientiousness and emotional stability change students' decision making toward advertising in Malaysia are very high. On the other hand, the low and negative correlations between openness, extraversion, agreeableness and decision making are observed.

Table 2: Correlation between personality traits and decision making.

Personality traits	Correlation Coefficients
Conscientiousness,	.925**
Extraversion	.041
Agreeableness	-.064
Emotional Stability	.790**
Openness	.066

*p < .001

The second hypothesis on students' decision making is significantly predicted by personality traits toward advertising in Malaysia. Multiple regression analysis is conducted to examine the contribution of conscientiousness, emotional stability and agreeableness towards advertising. Particular importance is given to the three personality traits which significantly predicted students' decision making because this indicated those students identified to have high motivation to change decision toward advertising. The regression model showed that conscientiousness, emotional stability and agreeableness predicted significantly

decision making toward advertising with 5% variance, $R^2 = .05$, $F (247.34) = .000$, $p < .05$. The linear equation that can be formulated by:

$$Y = -1.613 + .586 (\text{conscientiousness}) - .406 (\text{emotional stability}) - .033 (\text{agreeableness}).$$

Conscientiousness is a significant predictor with $Beta = .569$, $t = 2.93$, $p < .05$. Similarly emotional stability which is also significantly predicted decision making with $Beta = .381$, $t = -9.99$, $p < .05$. Furthermore, the agreeableness significantly predicted students' decision making toward advertising in Malaysia $Beta = .075$, $t = -2.93$, $p < .05$.

Table 3: Multiple regression analysis between personality traits and decision making.

	B	Std.E	Beta	t	p
(Constant)	-1.613	1.315		-1.226	.221
Extraversion	-.008	.029	-.008	-.267	.789
Agreeableness	.033	.011	.075	2.929	.004*
Conscientiousness	.586	.040	.569	14.664	.000**
Emotional Stability	-.406	.041	-.381	-9.982	.000**
Openness	.015	.010	.038	1.505	.133

* $p < .05$

Conclusion

In summary, the decision making is correlated significantly and positively with conscientiousness and emotional stability toward advertising. At the same time, the significant and negative correlation and low correlation between extraversion, openness, agreeableness and students' decision making is observed in Malaysia.

Regression analyses showed that conscientiousness and emotional stability significantly affect on decision making toward advertising. This pattern of conscientiousness and emotional traits is significant prediction as the stronger predictor compared with other personality traits. However, this finding indicated that the two personality's traits can be predict by student decision making in Malaysia.

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