

# Personality Traits Influencing The Purchase Decisions Of Passenger Car Buyers Of Toyota In Krishna District

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## ABSTRACT

*In the current competitive marketing scenario, studying and understanding consumer behavior has become key to success. Study of consumer behavior is a complex process, which includes impact of many psychological and social factors on the purchase decisions of individuals. The present study focuses on Personality, one of the important psychological factors, which influence the way, an individual respond to the marketer's efforts. Personality is expressed in the form of specific attributes, qualities, traits and mannerisms that each individual possess and exhibit under different circumstances. Individual's personality influences not only the choice of store and products but also post purchase behavior. The focus of the current study is to identify the impact of personality on Passenger Car Buyer Behaviour. Big five personality traits (OCEAN) i.e. openness to experience, conscientiousness, extraversion, agreeableness and neuroticism make up the personality of an individual. A sample of 206 respondents were drawn from the Toyota customers through Simple Random Sampling technique. Chi-square test was used in testing the hypotheses. The study concluded that demographic factors have influence on the degree of big five factors of personality which inturn have influence on the buying behaviour of the individuals especially in automobile segment.*

## 1. INTRODUCTION

The performance and survival of an organization in today's highly competitive world depends upon their capability to create delighted customers. Creation of delighted customers inturn depends upon organizations' ability to identify, understand and implement marketing strategies designed after thorough analysis of purchase behaviour from identification of need to post purchase behaviour of their target market. Study of behaviour of target market is a complex process which inturn depends upon the external and psychological factors which influence the purchase decisions of target market. Personality is one of the psychological variables which influence purchase decisions of consumers. Personality refers to the inner psychological characteristics that both determine and reflect how a person responds to his or her environment. It distinguishes one person from another and shapes individual's interaction with the external environment. Personality of an individual is indicated by his attitudes, tastes, preferences and values. Personality is prone to change with the transformation of an individual from child to adult, his personality is altered or modified (Schiffman & Kanuk, 2010) due to the influence of the people or event surrounding him or due to his awareness about his surroundings through education—be it formal or informal. Characteristics that form an individual's distinctive character are the indicators of personality of an individual. Some personality traits are positive:

- Exhibiting honesty all the time no matter what the consequences are is one personality trait people should try to inculcate.
- Taking responsibility for the actions carried out by that individual is also a personality trait.
- Possessing tolerance or patience is another personality trait which influences the purchase decisions of individuals.
- Gaining the courage to do whatever is right during tough situations and exhibiting loyalty to others are also personality traits.

It has become mandatory for the marketers to understand personality characteristics to identify personality-based segments. It is necessary to isolate personality traits of market segments that marketers would like to reach so that firms can devise strategies to attract the customers. There are five factors that determine different personality types of the individual which are popular as the big five factors are:

1. Openness is being proactive, creative and innovative. Traits like being insightful and imaginative, having a wide variety of interests indicate a degree of openness of an individual.
2. Conscientiousness refers to prior planning rather than being spontaneous. It also indicates the ability of the individual to put greater effort and being disciplined.
3. Extraversion refers to high interpersonal skills, ability to work in teams and social dominance. Extroverts are assertive, talkative and energetic.
4. Agreeableness indicates a personality trait which makes an individual possess characteristics like better cohesiveness, affectionate, kind, cooperative and compassionate.
5. Neuroticism is also called as degree of Emotional Stability. It relates to one's degree of negative emotions. People who score high on neuroticism possess traits like being moody and tense. They experience emotional instability and negative emotions.

An individual's overall personality is influenced by these underlying traits. Marketers are interested in studying the impact of these big five personality traits (OCEAN) on buying behaviour so that they can understand their target market in a better manner.

## **2. OBJECTIVES OF THE STUDY**

The current study namely "Personality Traits Influencing the Purchase Decisions of Passenger Car Buyers of Toyota in Krishna District" is conducted with the following objectives.

- To identify factors influencing the decision-making process of automobile buyers
- To examine basic personality traits of automobile users.
- To study personality traits that influence buying behaviour of consumers.

## **3. SCOPE OF STUDY**

This study is intended to help the company identify the impact of personality traits on the purchase decisions of consumers as these personality traits influence the tastes and preferences of individuals. The present study covered the passenger cars marketed by Toyota Showrooms and customers of Krishna district.

#### 4. REVIEW OF LITERATURE

Rahul Singh and Shiny Raizada (2020) explored the consumer behaviour, thinking and usage patterns of those who have bought a mid-range priced SUV in the last 10 months before the pandemic period or is planning to buy one in the next 10 months during the Pandemic period. The study is focused on four major factors Media Consumption, Unaided recall, Brand preferences and Price perception and decision making.

Tejaswi Vellampalli (2017) studied the factors influencing post purchase behaviour of Passenger Car customers of Hyundai to understand the satisfaction level and its influencers. The author explored the variables influencing post purchase behaviour of automobile buyers.

Jana Rybanská.(2015) conducted a study on Selected personality characteristics as predictors of emotional consumer behavior . The main objective of the study was to focus on the relationship between consumer choices and rational analysis of available alternatives. In reality, however, emotions greatly influence and determine the behaviour and decisionmaking also on the market of products and services. Author's scale of emotionality is used to identify emotional reactions. It was found that two of three tested personality predictors are significant ie. extroversion and neuroticism. Emotional elements in the behaviour and decision making was determined by using scales of extroversion and neuroticism. The score attained whether high or low determine level of emotional stability.

Philip Thomas Udo-Imeh(2015) has published an article entitled "Influence of Personality on the Buying Behavior of Undergraduate Students in Universities in Cross River State, Nigeria". The purpose of this study is to assess the impact personality has on buying behaviour among university undergraduate students. Personality was defined in terms of the big five personality traits, agreeableness and extraversion, openness to experience, conscientiousness and neuroticism. This study showed that each of the five personality variables were predictor of buying behavior.

Amber. Virani(2013) published an article entitled "Consumer personality trait, brand persona and brand loyalty: a pragmatic study of Colgate toothpaste buyer". The basic focus of the research article was to find out relationship exists between consumer personality traits and brand personality There is significant influence of brand personality on brand loyalty. Also it has been identified that insignificant relationship exists between consumer personality traits and brand personality. The company while designing the future brand activation activities should focus keeps on the components of excitement and sophistication.

Srikant Gokhale (2012) has published an article entitled "Influence of personality in buying consumer goods-a comparative study between neo-Freudian theories and trait theory based" . The main objective of the research article was to find out the ways of developing a strategy to increase the retail sales. Through the study the author identified that the personality traits related to neo-Freudian theory like Compliance, aggressiveness and detached nature and Trait theory supported factors like ethnocentrism and dogmatism will have influence on the choice of the products.

Dr. R. Haridas (2010) published an article entitled "Personality - its impact on impulse buying behavior among the retail customers in Kochin city". The main objective of the study was to find out how to study the personality traits and their influence on impulse buying behavior. Author conducted study using descriptive research design and Simple random method. He concluded that in the arena of impulse buying behavior, the personality of individuals have tremendous impact.

## 5. RESEARCH METHODOLOGY:

The study focuses on finding out the Personality traits influencing the purchase decisions of passenger car buyers of Toyota. Primary data is collected from select respondents and secondary data obtained from the sources like articles, journals, research papers, internet, thesis, books. Questionnaire is prepared for the purpose of data collection comprising of questions related to Big Five Personality Traits and demographic characteristics of sample population. The research has been conducted in Krishna District where Simple random sampling method is adopted and the questionnaire was distributed to 250 customers out of whom 206 customers responded with complete responses have been taken for the research purpose. Statistical tools like graphical method, percentage analysis, chi-square test has been used to analyze the data. For analyzing such data the software that has been used is SPSS to determine the purpose of the study.

## 6. ANALYSIS AND RESULT

**TABLE 1**

### Profession of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Business	125	60.7	60.7	60.7
Government Employee	16	7.8	7.8	68.4
Job Holder	19	9.2	9.2	77.7
Student	40	19.4	19.4	97.1
Surveyor	1	.5	.5	97.6
Teacher	5	2.4	2.4	100.0
Total	206	100.0	100.0	

From the above table it can be understood that major respondents are in the profession of business with 60.66% of total respondents and least number of respondents in the profession of surveyor with 0.49% of total respondents.

**Table : 2 Extroversion**

	Frequency	Percent	Valid Percent	Cumulative Percent
Sometimes talk without thinking	68	33.0	33.0	33.0
Valid Usually think without talking	138	67.0	67.0	100.0
Total	206	100.0	100.0	

From the above table it can be understood that majority of the respondents feel they think before they speak with nearly 67% had choose it. This is to establish about their personality trait **extroversion**.

**Table : 3 Extroversion - Which of the following describes you better**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Still water run deep	73	35.4	35.4	35.4

What is you see is what you get?	133	64.6	64.6	100.0
Total	206	100.0	100.0	

From the above table it can be understood that majority of the respondents 64.56% show what they are and few people not expressing kind. This is to establish about their personality trait **extroversion**.

**Table 4 : conscientiousness. - Do you distant yourself while making a crucial decision**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	43	20.9	20.9	20.9
Disagree	13	6.3	6.3	27.2
Neutral	41	19.9	19.9	47.1
Strongly Agree	96	46.6	46.6	93.7
Strongly Disagree	13	6.3	6.3	100.0
Total	206	100.0	100.0	

It can understood that majority of the respondents felt that while making crucial decision they distant themselves. This is to establish about their personality trait conscientiousness.

**Table 5: conscientiousness.**

**Do you sometimes wonder if there is something wrong with you**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	53	25.7	25.7	25.7
Yes	153	74.3	74.3	100.0
Total	206	100.0	100.0	

From the above graph it can be understood that majority of the respondents feel that there is something wrong with themselves. This is to establish about their personality trait conscientiousness.

**Table : 6 Openness - I get excited by new ideas**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	52	25.2	25.2	25.2
Disagree	14	6.8	6.8	32.0
Neutral	49	23.8	23.8	55.8

Strongly Agree	90	43.7	43.7	99.5
Strongly Disagree	1	.5	.5	100.0
Total	206	100.0	100.0	

Majority of the respondents are excited with new ideas, about 43.69% are responding favorably by saying that they strongly agree and 25.24% are agreeing. This is to establish about their personality trait **Openness**.

**Table 7 - Neuroticism-In emergencies, ability to be calm and exhibit efficiency to deal with the problem.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	29	14.1	14.1	14.1
Disagree	15	7.3	7.3	21.4
Neutral	67	32.5	32.5	53.9
Valid Strongly Agree	92	44.7	44.7	98.5
Strongly Disagree	3	1.5	1.5	100.0
Total	206	100.0	100.0	

About 44.66% responded favorably by saying that they strongly agree to this statement posed in the question and 14.08% are agreeing. This is to establish about their personality trait **Neuroticism**.

**Table : 8 - Agreeableness-I believe that I am better than others**

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	26	12.6	12.6	12.6
Disagree	21	10.2	10.2	22.8
Neutral	63	30.6	30.6	53.4
Valid Strongly Agree	88	42.7	42.7	96.1
Strongly Disagree	8	3.9	3.9	100.0
Total	206	100.0	100.0	

From the above graph it can be understood that majority of the respondents feel that they boast their virtues. This was inferred from the response of the respondents as 55.34% of responded favorably and 30.58% being neutral. This is to establish about their personality trait **Agreeableness**.

**Table : 9 – Impact of personality traits on buyinh behaviour- Do you really feel that personality traits affect the buying behaviour of the consumer**

	Frequency	Percent	Valid Percent	Cumulative Percent
Maybe	55	26.7	26.7	26.7
No	20	9.7	9.7	36.4
Valid Not Sure	7	3.4	3.4	39.8
Yes	124	60.2	60.2	100.0
Total	206	100.0	100.0	

From the above table it can be understood that majority of the respondents feel that personality traits have a huge influence on buying behavior of an individual. As 60.19% of respondents felt that personality traits of an individual have impact on buying behavior of an individual.

## 7. TESTING OF HYPOTHESIS

**TEST:1 Who feel that their decisions are known to be quick and hot headed. This is done in order to test the conscientiousness of the individual.**

$H_0$ - there is no significant difference between decision making and age factor.

$H_1$ - there is significant difference between decision making and age factor.

**Chi-square tables of age and profession:**

**AGE:**

### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.248 <sup>a</sup>	16	.013
Likelihood Ratio	32.702	16	.008
N of Valid Cases	206		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .03.

## INTERPRETATION:

As the chi-square value of pre purchase decision making is 0.013 which is less than or equal to 0.050, we accept  $H_1$  and reject  $H_0$

Therefore there is significant relation between decision making and age factor.

Test:2 Test to identify the relation between income level and impact of word of mouth communication

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	21	10.2	10.2	10.2
2.0	25	12.1	12.1	22.3
3.0	50	24.3	24.3	46.6
4.0	59	28.6	28.6	75.2
5.0	51	24.8	24.8	100.0
Total	206	100.0	100.0	

From the above graph it can be understood that majority of the respondents feel their personality will be influenced by word of mouth and buying decision. In this graph 5.0 being high and 1.0 being low.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.974 <sup>a</sup>	12	.000
Likelihood Ratio	37.916	12	.000
N of Valid Cases	206		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.63.

As the chi-square value of word of mouth decision making is 0.000 which is less than or equal to 0.050, we accept  $H_1$  and reject  $H_0$ . Therefore there is significant relation between income level and word of mouth decision making of Toyota cars.

### Test 3 : Test to find the relation between age and decision making process

$H_0$ - there is no significant difference between decision making and age factor.

$H_1$ - there is significant difference between decision making and age factor.

### Chi-square tables of age and profession:

AGE:

#### Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.248 <sup>a</sup>	16	.013
Likelihood Ratio	32.702	16	.008
N of Valid Cases	206		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .03.

**INTERPRETATION:**

As the chi-square value of pre purchase decision making is 0.013 which is less than or equal to 0.050, we accept  $H_1$  and reject  $H_0$ . Therefore there is significant relation between decision making and age factor. In the age group of 25-40 people feel that they are known to make quick and impulse decision.

TEST: 4 Test to identify the influence of brand name on pre purchase buying behavior of Toyota cars.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	31	15.0	15.0
	2.0	14	6.8	21.8
	3.0	31	15.0	36.9
	4.0	71	34.5	71.4
	5.0	59	28.6	100.0
	Total	206	100.0	100.0

From the above graph it can be understood that majority of the respondents consider brand name plays a crucial role buying decision of a consumer. 34.47% of respondents are being highly rated for brand name. In this graph 5.0 being high and 1.0 being low.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.974 <sup>a</sup>	12	.000
Likelihood Ratio	37.916	12	.000
N of Valid Cases	206		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is 1.63.

As the chi-square value of brand name decision making is 0.000 which is less than or equal to 0.050, we accept  $H_1$  and reject  $H_0$ . Therefore there is significant relation between income levels and brand name decision making of Toyota cars.

TEST: 5 Test to identify the influence of Personality traits on the buying behavior of the consumer.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	55	26.7	26.7
	No	20	9.7	36.4
	Not Sure	7	3.4	39.8
	Yes	124	60.2	100.0
	Total	206	100.0	100.0

From the above graph it can be understood that majority of the respondents feel that personality traits have a huge influence on buying behavior of an individual. As 60.19% of respondents felt that personality traits of an individual have impact on buying behavior of an individual.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.009 <sup>a</sup>	9	.001
Likelihood Ratio	26.210	9	.002
N of Valid Cases	206		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .54.

As the chi-square value of personality traits decision making is 0.001 which is less than or equal to 0.050, we accept  $H_1$  and reject  $H_0$ . Therefore there is significant relation between income level and personality traits of the buying behavior.

## 8. FINDINGS:

The dimensions of both consumer behaviour and trait theory have been analyzed by measuring standard deviation, correlation. To find out the outcomes and to compare the outcomes of these two theories SPSS for windows software is used. There were five dimensions under, big five personality trait each of them has been considered in calculating the outcomes. Each of five dimensions showed different outcomes.

Among the dimensions of trait theory three of the dimensions are found to be influential in creating personality problem in consumer purchasing decision. The other two factors are not that much dominant than that of those three. The variability among the answers of the respective questions is also high because each of the dimensions showed the standard deviation above. The variability is roughly same among the questions of the both theories.

- While buying automobiles almost all kinds of personality people are looking at performance of the vehicle. The design and mileage are given equal importance after performance
- Majority of the people are looking at financing options before making their decision which can be inferred from the high rating given to it.
- People who are extrovert are looking at brand name this was inferred from high rating given to this particular aspect.
- Extrovert people are mostly expressive and the introverts are being spread over the ratings of after sales service, advertisements as medium for them to buy automobiles.
- Mileage, performance and design are looked by people who have the trait of conscientiousness.
- People who are considering price as a key factor and are open minded in personality are look for an automobile with mileage and performance as key features. This was not observed among other users.
- Those who are high achievers are also key in making the decisions in buying the automobiles feel that personality traits play crucial role in choosing the automobile.
- It has been identified that Extrovert personalities are making more impulse purchases than others. This study is beneficial to the marketers while designing schemes to

stimulate the impulse buying behaviour of the consumers and there by influence the purchase decisions of target market.

## 9. SUGGESTIONS:

- After analyzing the outcome of the survey analysis the study has recommended some of the strategies which might be effective in reducing personality problems in consumer buying behaviour. These are:
- First of all marketers should categorize their markets based on different personality traits that consumers belong to. This will help them to develop products which will suit their personality traits.
- Consumers seeking for uniqueness should be provided with goods and services that reflect something differences or which is rare.
- Those who are ethnocentric should be delivered with goods and services that might
- Higher dogmatic persons tend to be more receptive to ads for new products. They can be influence with help of authoritative persons like Celebrities to improve their sales performance.

## 10. CONCLUSION

The practical implications of this study are several. Psychological segmentation as a marketing tool can be used when more traditional bases for market division are exhausted. Although there is no data distribution of individual personality traits or composite personality profiles in a population, marketers can build product "personalities" to attract particular types of customers. As there is cut throat competition in the Automobile sector, Brand personality can be used as a way out to grab the attention of their target market. Brand personality development must be supported by marketing efforts to achieve a desired market share. Brand personality is critical when there are many similar brands within the cluster. Personality traits of target market if understood in proper manner, firm would be able to formulate more effective marketing strategies to retain existing customers and to convert them as delighted customers.

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