



## A STUDY OF IMPACT OF PERSONALITY OF CUSTOMERS ON THEIR PURCHASING BEHAVIOR IN HARYANA STATE

**Dr. Geeta Yadav**

*Assistant Professor, M.R.K.I.E.T. Rewari.*

### **Abstract**

*There is a relationship between personality and consumer behavior. An individual's personality tends to be both consistent and enduring. Although marketers cannot change consumers' personalities to conform to their products, if they know which personality characteristics influence specific consumer responses, they can attempt to appeal to the relevant traits inherent in their target group of consumers. Even though consumers' personalities may be consistent, their consumption behavior often varies considerably because of the various psychological, socio cultural, environmental and situational factors that affect behavior.*

**Keywords:** *Consumer personality, Psychological Factors, Consumer Behavior, Passenger Car Segment.*

### **1. Introduction**

Personality can be described as the psychological characteristics that both determine and reflect how a person responds to his or her environment. Although mostly the personality tends to remain consistent and enduring, it may change abruptly in response to major life events. Personality also changes gradually over time (Word Press, 2008). It materializes into some traits such as confidence, sociability, autonomy, charisma, ambition, adaptability etc.

Consumer behavior might be the following: The mental, emotional and physical activities that people engage in when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires (Priest, Carter, & Stat, 2013). It is believed that consumer behaviors to be driven by needs and consumer products could be defined in terms of the needs they fulfilled (Bayton, 1958).

Consumer is the one who consumes the goods and services produced. As such, consumers play a vital role in the economic system of a nation because in the absence of the effective demand that emanates from them, the economy virtually collapses. Customer is a person, company, or other entity which buys goods and services produced by another person, company, or other entity (Durmaz & Jablonski, 2012).

Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves around the customer then the study of consumer behavior becomes a necessity (Khan, 2007).

Consumers with higher social needs may value more prestigious products or services or brand (Solomon, 1983); therefore, recognizing consumer esteem and belongingness needs is an important tool for marketers during the development stage (O'Cass & Frost, 2002). Additional research exploring the relationship between consumers and their consumption have found that consumers connect more with product or services that hold images that are shared by the consumers' reference group (Escalas & Bettman, 2005) thus fulfilling the need to belong; and that product or brand are used to seek social approval in their respective environments (Kuester, Hess, Hinkel, & Young, 2007). In order to better understand the processes involved in consumer behavior-consumption product relationships, researchers must study such relationships in the larger context, specifically within the scope of the consumers' personality that include needs, beliefs, values, as well as motivations (Fournier, 1998).

The effect of personality in buying decision making process is enormous. Several studies examine the effect of personality aspects like: lack of control and stress reaction (Seounmi & Ronald, 2000), ethical beliefs (Rallapali, Vitell, Wiebe, & Baren, 1994), values orientation (Richins & Dawson, 1992) on consumer behavior in general. Marketing strategies based on personality differences have met with only partial mixed success, because of the way these differences in personality traits have been measured and applied to consumption contexts. Many product choices are guided by the consumer's perceived similarity between his or her personality and attributes of the product. In order to understand consumer behavior the marketer must understand the relationship between personality and possession of products and services.

To statistically test the impact of personality of car purchase, data was gathered from a structured questionnaire, following hypothesis is formulated.

### **2. Data Collection**

The data is primary in nature. The data is collected from small car owner of Haryana district of India. The instrument used for collection of data is "questionnaire".



**Hypothesis:** Consumer purchase car that match their personality.

To test the hypothesis one sample 't' test is applied. The one-sample t-test is used to determine whether a sample comes from a population with a specific mean. This population mean is not always known, but is sometimes hypothesized. Your dependent variable should be measured at the interval level or ratio level. The data should be **independent** (i.e., **not correlated/related**), which means that there is no relationship between the observations. This is more of a study design issue than something you can test for, but it is an important assumption of the one-sample t-test. We keep the default 95% confidence intervals. Results are presented below

**Table: One-Sample Result**

One-Sample Statistics						
	N	Mean	Std. Deviation	Std. Error Mean		
Personality	600	3.9483	1.14943	.04693		
One-Sample Test						
Test Value = 4						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Personality	-1.101	599	.271	-.05167	-.1438	.0405

**3. Interpretation:** Table revealed that the difference between the sample mean and test value is insignificant ( $p > .05$ ) hence we can accept the null hypothesis. Small car customers give importance to the match of their personality with the mode of car they purchase.

To further test the difference of perception across customers of different brands (Maruti and Hyundai), one-way ANOVA test is applied. ANOVA provides a statistical test of whether or not the means of several groups are all equal, and therefore it generalizes t-test to more than two groups.

**Table: ANOVA result**

Descriptive								
Personality								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Maruti	300	4.0000	1.10032	.06353	3.8750	4.1250	1.00	5.00
Hyundai	300	3.8967	1.19614	.06906	3.7608	4.0326	1.00	5.00
Total	600	3.9483	1.14943	.04693	3.8562	4.0405	1.00	5.00
ANOVA								
Personality								
		Sum of Squares	df	Mean Square	F	Sig.		
Between Groups		1.602	1	1.602	1.213	.271		
Within Groups		789.797	598	1.321				
Total		791.398	599					

**Interpretation:** Table shows the output of the ANOVA analysis and where we have no statistically significant difference between our group means. We can see that the significance level  $p = .271$ , which is above 0.05., therefore, there is no statistically significant difference in the mean of perception between different customer group. Customers of both cars give importance to the match of their personality with the features of car.

We used one sample t-test to find the effect of personality on car purchase decision. We find that small car customers give importance to the match of their personality with the mode of car they purchase. To further test the difference of perception across customers of different brands (Maruti and Hyundai), one-way ANOVA test is applied. ANOVA provides a statistical test of whether or not the means of several groups are all equal, and therefore it generalizes t-test to more than two groups. The study suggests that customers of both sample groups give equally importance to personality while buying a car.

#### 4. Conclusion

From the above study it is found out that in Haryana state most of the customers buy cars in influence of their psychographic attributes. The hypothesis taken proves right in the study on the sample of population. Customers of cars in Haryana buy cars according to their personality.



## **5. References**

1. Bayton, J. (1958). Motivation, cognition, learning - basic factors in consumer behavior. American Marketing Association, Vol.22 (3) , 282-289.
2. Durmaz, Y., & Jablonski, S. (2012). Integrated Approach to Factors Affecting Consumers Purchase Behavior in Poland and an Empirical Study. Global Journal of Management and Business Research (GJMBR), Vol. 12 (15) .
3. Khan, M. (2007). Consumer and Advertising. New Delhi: New Age International Publishing.
4. O'Cass, A., & Frost, H. (2002). Status brands: Examining the effects of non-product-related brand associations on status and conspicuous consumption. . Journal of Product & Brand Management, Vol. 11 (2) , 67-88.
5. Priest, J., Carter, S., & Stat, D. (2013). Consumer Behavior. United Kingdom.: Edinburgh Business School Press
6. Rallapali, K. C., Vitell, S. J., Wiebe, F. A., & Baren, J. A. (1994). Consumer ethical beliefs and personality traits: An Exploratory Study. Journal of Business Ethics, Vol. 13 (7) , 487-495.
7. Richins, M. L., & Dawson, S. (1992). A Consumer Values Orientation formaterialism and Its Measurement: Scale Development and validation. Journal of Consumer Research, Vol. 19 , 303-314.
8. Seounmi, Y., & Ronald, J. F. (2000). Impulse Buying: Its Relation to Personality Traits and Cues". In S. J. Hoch, & R. J. Meyer, Advances in Consumer Research, Vol. 27 (pp. 179-187). Provo, UT : Association for Consumer Research.
9. Solomon, M. R. (2004). Consumer Behavior. Buying, Having, and Being (6th ed.) . Upper Saddle River, New Jersey: Pearson Prentice Hall.
10. Word Press. (2008, November 24). Consumer Research – Personality & Consumer Behaviour. Retrieved October 14, 2015, from Management Innovation: <https://managementinnovations.wordpress.com/2008/11/24/consumer-research-personality-consumer-behaviour>.