

# Personality traits and its impact on continuance intention to use social networking sites to buy branded clothing

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## ABSTRACT – REZUMAT

### Personality traits and its impact on continuance intention to use social networking sites to buy branded clothing

Personality traits are vital to study in the case of clothing buyers through social networking sites (SNS). In this study, an effort is made to bridge the gap by assessing the “big five” individual personality traits. These traits include neuroticism (extroversion), extraversion, openness to experience, conscientiousness, and agreeableness. In addition, customer value may moderate the link between personality traits and continuance intention. A survey of customers on Pakistani students was carried out. Structure equation modelling was applied to analyse the collected data from 450 respondents. Our research showed that extraversion, agreeableness, and neuroticism are all connected to the buying behaviour of students through SNS. Furthermore, this study confirms the moderating role of customer value between personality traits and purchase intention. The findings of this study have the potential to be beneficial for all stakeholders engaged in the buying and selling of clothing brands through SNS.

**Keywords:** customer value, personality traits, intention to buy, social networking sites, clothing brands

### Trăsăturile de personalitate și impactul acestora asupra intenției continue de a folosi site-urile de rețele sociale pentru a cumpăra îmbrăcăminte de marcă

Trăsăturile de personalitate sunt vitale pentru studiu, în cazul cumpărătorilor de îmbrăcăminte prin intermediul site-urilor de rețele sociale (SNS). În acest studiu, se face un efort pentru a reduce decalajul prin evaluarea celor „cinci mari” trăsături individuale de personalitate. Aceste trăsături includ comportamentul nevrotic (extroversiunea), extraversiunea, deschiderea către experiență, conștiinciozitatea și amabilitatea. În plus, valoarea clientului poate modera legătura dintre trăsăturile de personalitate ale acestuia și intenția acestuia de a continua să cumpere. A fost efectuat un sondaj cu clienți care sunt studenți pakistanezi. Modelarea ecuațiilor de structură a fost aplicată pentru a analiza datele colectate de la 450 de respondenți. Cercetarea noastră a arătat că extraversiunea, amabilitatea și comportamentul nevrotic sunt toate legate de comportamentul de cumpărare al studenților prin SNS. Mai mult, acest studiu confirmă rolul moderator al valorii clientului dintre trăsăturile de personalitate și intenția de cumpărare. Concluziile acestui studiu au potențialul de a fi benefice pentru toate părțile interesate implicate în cumpărarea și vânzarea mărcilor de îmbrăcăminte prin SNS.

**Cuvinte-cheie:** valoarea clientului, trăsături de personalitate, intenție de cumpărare, site-uri de rețele sociale, mărci de îmbrăcăminte

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## INTRODUCTION

Because of multinational and transnational businesses, the globe has shrunk to the size of a village in recent years. These corporations have been a driving force behind the globalization of the economy. According to Stieger et al. [1], having the goal to start a business is one of the most critical factors in the establishment, expansion, and growth of enterprises, all of which are necessary for a sustainable future. Consequently, the investigation of the aspirations of potential business owners is becoming an increasingly significant and active subject of research in the modern economy. Introducing innovative business models that contribute to all three of these areas is one way entrepreneurship may pave the way for sustainable development [2].

The utility of personality factors in predicting whether or not consumers will retain content is still in its formative stages. Previous research methods either did not consider personality factors or narrowed their attention to a specific attribute, such as ingenuity. By including assessments of personality and values, we can satisfy a demand highlighted in earlier research and better understand why Chinese customers intend to continue using SNSs. The primary objective of this study was to develop a model that would make it possible for researchers to investigate the following issues: (1) how the users' personality traits are affected by the buying intention of branded clothing; and (2) how customer value moderate between personality traits and continuance intention to use SNS's.

The following is a list of the primary contributions that this study has made. The first step in this study is to

construct and assess a model that investigates how an individual's personality traits can influence their choice to keep going. Using a sample from Pakistan to give empirical evidence for the transferability of findings from earlier studies to other nations in the dynamic Asian economic area is a second significant and crucial addition made by this research. Finally, this study is the first to comprehensively investigate users' intentions to retain their accounts across various social networking services and mobile applications. This study highlights the prevalence of users' ongoing interaction with social networking sites in Pakistan to purchase clothing with recognizable brand names.

## LITERATURE REVIEW

### Theoretical background

Allport theory of personality characteristics has made a substantial contribution to our understanding of the many different kinds of individuals in the world [3]. There are a significant number of various personality types, each of which is characterized by a unique set of characteristics that influence how people behave and how they engage with the world around them. Various taxonomies of personality traits at multiple levels have been built using physiological patterns as the basis. For example, a person's distinctive way of logical thinking and emotional behaviour, found to be constant over time and in different circumstances, is referred to as their personality traits. These personality traits are characterized as the following: Wang et al. [4] categorized these personality qualities by using the Big Five Model's five different categories as their guide. Generally, the model is one of the most essential in psychology for investigating a wide range of other individual behaviours. The myriad of individual behaviours may be grouped into five primary categories: agreeableness, neuroticism, extraversion, openness to experience (intelligence), and conscientiousness. Each of these categories has subcategories [5] that are further broken down into subcategories. According to the five personality traits, these characteristics have been utilized to accurately anticipate human behaviour, and the findings have made a substantial contribution to the organization of information as a result of their use. The correctness of the model's many constructs in describing each component has been verified by several research projects, and these constructs are regarded as accurate for a wide variety of presentation formats.

### HYPOTHESES DEVELOPMENT

Extraverted entrepreneurs are more likely to view themselves as capable of undertaking challenging tasks, such as establishing a firm or entrepreneurship. This contributes significantly to their positive assessment and attitudes. Extraverted entrepreneurs are more likely to view themselves as capable of undertaking challenging tasks. The traits of self-assurance, vigour, activity, and optimism are related to the pursuit of entrepreneurial goals. In addition,

extroverts are vocal and drawn to groups, which may help aspiring business owners looking to develop a network of external advisors. Previous research, i.e., Hartung et al. [6] has shown that the likelihood of an individual being entrepreneurial increases directly to the degree to which they are extraverted. Another study found that extraversion is positive towards the adoption e-teaching model. This study believes that the extraversion trait will lead to IT entrepreneurial intentions.

Those individuals who have the quality of conscientiousness are referred to be "global thinkers". They have excellent organizational skills, high personal accountability, and strong internal motivation to achieve their goals, which drives them to work hard [7]. Those with a lot of self-control are more likely to make successful and well-informed decisions. In this particular instance, respectful behaviour and good adaptability go hand in hand, as seen by this skill. Because they can think things through and analyse problems before acting or formulating an opinion, they are persuasive, analytical, and laser-focused [8]. Consequently, those who possess this feature have a greater propensity to have a strong sense of civic duty and to take the initiative to deal with problems as they manifest in their day-to-day lives [9]. Those who have this trait also tend to be more outgoing. Additionally, they are interested in preserving their political and religious perspectives [10].

Another characteristic of people with the BFM personality type is agreeableness, which is associated with dependability, morality, altruism, and decency [11]. Those who possess the agreeableness trait are characterized by a lack of selfish motivation and a strong want to be of assistance to other people. This aspect of a person's character indicates a high level of humility and empathy. According to Mammadov [12], people with a high level of agreeableness are more likely than those with a low level of agreeableness to choose employment in the social sector. This is because jobs in the social sector, such as social work and teaching, typically offer opportunities to help other people. According to Lixändroiu et al. [13], there is a correlation between agreeableness and productive entrepreneurial objectives and chances for social entrepreneurship and sustainability. Agreeableness is also associated with the satisfaction of digital students from e-learning models. Individuals with a high degree of agreeableness demonstrate concern not just for themselves but also for others who aspire to be successful marketers [14, 15].

Anxiety, rage, and a lack of self-control are the three primary traits that define neuroticism [16]. People with this personality feature find it challenging to adapt to new situations because they view everything as potentially hazardous to their health [17, 18]. As a direct consequence of this, individuals are more likely to be susceptible to feelings of worry and stress if they are exposed to new information. In the presence of symptoms of a mental disorder, there is no expectation that a person will have self-confidence or a creative inclination [19]. Those who have a high score

on the neuroticism scale typically struggle with anxiety and are plagued by worries about negative emotions such as sadness, rage, embarrassment, humiliation, and contempt. As a direct consequence of this, they are more sensitive to criticism and easily discouraged by very modest setbacks [20]. The final success or failure of a new firm started by an entrepreneur is almost entirely determined by the activities of that entrepreneur. According to Jamil et al. research [21], individuals who exhibit high levels of neurotic symptoms are not welcome in inventive environments and are forced to rely on the contributions of others [13]. It is also revealed that it negatively influences the digital students' adoption of e-learning models during Covid-19. Based on the above literature, we proposed the following hypotheses:

- H1: Extraversion has a significant impact on continuance intention
- H2: Agreeableness has a significant impact on continuance intention
- H3: Openness has a significant impact on continuance intention
- H4: Conscientiousness has a significant effect on continuance intention
- H5: Neuroticism negatively affects continuance intention

#### THE MODERATING ROLE OF CUSTOMER VALUE

Studies in marketing have revealed several distinct categories that can be used to classify consumers' decision-making styles. Two of these categories are a perfectionist and highly quality-conscious orientation (also known as utilitarian) and a recreational and hedonistic orientation (i.e., hedonic). Users gave hedonic value the same weight as utilitarian value as a significant predictor of continuing usage [22]. This is despite numerous investigation lines revealing that utilitarian value does not significantly affect behavioural intention to use an information system (IS). Scholars have pointed out how significant it is that the simultaneous development of a user's enjoyment of mobile services and their assessment of the value of those services is substantial [23]. Empirical evidence supports the premise that Chinese users' stated enjoyment and perceived usefulness of online social networks significantly explained their willingness to continue using these platforms. Empirical data supported this finding. According to a study on the behaviour of web users' consumption, hedonism and utilitarianism are both prevalent online. As a result, the importance of our research emphasizes the significance of taking into consideration both hedonistic and utilitarian aspects when analysing the continuing intent of WeChat users [24]. According to the findings of one study, consumers who placed a higher hedonic value on their experiences were more interested in and prepared to spend money on cutting-edge technical products because of the joy and amusement they gave [25]. The level of satisfaction experienced by its users is a significant contributor to

the frequency with which they access their preferred social media sites. In addition, some researchers found that hedonic use positively influences customers' intentions toward their behaviour regarding e-games. Therefore, we proposed the following hypothesis:

- H6: Customer Value moderates the relationship between Personality Traits and Continuance Intention

#### RESEARCH METHODOLOGY

Data were collected from Pakistani students who intend to use SNSs to buy clothing brands. A comprehensive questionnaire was drafted and distributed to university students through personal visits to collect data. The total number of questionnaires allocated for data collection was 585, and 450 were returned for this study. The number of male participants was 59 percent, while the number of female participants was 41 percent. Most of the respondents were between 18 to 30 years old. Most respondents, i.e., 44 percent, were bachelor's students.

Data regarding customer value were collected using the [26] measurement scale. The scale was well-constructed through one error-free development.

Responses were recorded based on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Meanwhile, continuance intention intentions were measured using items [27].

Finally, John & Srivastava [28] items for the Big Five trait taxonomy were adopted to collect data about personality traits. The scale covers all five personality traits: extraversion, agreeableness, conscientiousness, neuroticism, and openness. This scale suits the current study well; it is frequently adopted and highly recommended by numerous researchers [29]. The scale is considered valid, reliable, and among the suitable options for the current research.

#### RESULTS

##### Model measurement

Analysis of the model for measuring latent variables illustrates how dimensions of latent variables are respected about their measurement qualities and perceived (observed) items. The outer model (measurement) is assessed by looking at the internal consistency, item reliability, discriminant validity, and convergent reliability of the measurement items [30]. This research model includes Cronbach's alpha. Table 1 shows that 11 items were deleted to increase the reliability of the items, and as can be seen, all items had strong loading and a Cronbach's alpha of more than 0.7 for all constructions. Furthermore, the composite reliability (CR) ranged from 761 to 883, above the allowed limit of 0.70 [31], indicating that all loadings utilized in this study had sufficient indicator reliability [31]. Ultimately, all items had loadings greater than or equal to the 0.6 criteria.

There are two methods for determining converging validity: CR and AVE, as well as scale reliability for each item [32]. The previous researcher said CR and

Table 1

INNER MODEL EVALUATION					
Items		Item loading	A	CR	AVE
Conscientiousness	CON1	0.720	0.798	0.855	0.696
	CON2	0.793			
	CON3	0.723			
	CON4	0.796			
	CON5	0.758			
Agreeableness	EGR1	0.801	0.765	0.842	0.520
	EGR2	0.795			
	EGR3	0.791			
	EGR4	0.776			
	EGR5	0.708			
Continuance Intention	CI1	0.782	0.774	0.841	0.570
	CI2	0.745			
	CI3	0.781			
	CI4	0.778			
	CI5	0.797			
Extraversion	EXT1	0.790	0.814	0.860	0.534
	EXT2	0.742			
	EXT3	0.778			
	EXT4	0.795			
	EXT5	0.702			
Neuroticism	NEU1	0.774	0.824	0.878	0.591
	NUR2	0.784			
	NUR3	0.803			
	NUR4	0.828			
	NUR5	0.740			

AVE should be more than 0.7 and 0.5, respectively. The convergent validity of the collected scores was assessed using composite reliability and average variance. As long as the composite reliability is not less than 0.70, it's considered a decent measure of internal consistency, according to researchers [30]. Additionally, average variance extracted scores larger than 0.50 show an appropriate convergent validity since this means a particular construct with greater than 50% variations is clarified by the needed indications [31].

Discriminant validity is determined using the Fornell–Larcker criteria. According to Fornell & Larcker [33], the upper right-hand diagonal values should be more significant than the correlation with other variables, which is the square root of AVE, which indicates the model's discriminant validity [34]. Table 2 shows which variable association with itself has the best discriminant validity.

Using  $R^2$  values for each predicted variable, we could determine the “explanatory power” of the model. It demonstrates the extent to which independent variables depict dependent variables.  $R^2$  is between 0

Table 2

DISCRIMINANT VALIDITY									
Item	SD	Mean	1	2	3	4	5	6	7
Agreeableness	0.89	3.92	0.721						
Consciousness	0.77	4.45	0.138	0.704					
Continuance intention	0.92	4.21	0.207	0.278	0.885				
Extraversion	0.72	3.98	0.380	0.283	0.758	0.659			
Neuroticism	0.88	4.11	0.228	0.329	0.516	0.324	0.769		
Openness	0.93	4.53	0.425	0.655	0.453	0.417	0.560	0.657	
Customer value	0.85	4.18	0.370	0.583	0.726	0.612	0.130	0.415	0.713

and 1, with greater values indicating better prediction accuracy.  $R^2$  values range from 0.25 for “weak” to 0.50 for “moderate” to 0.75 for “substantial”.  $R^2 > 0.5$  indicates a suitable model in the main findings. Table 3 shows that all exogenous constructs have R Square values better than 0.5, which indicates a significant predictive accuracy for the model [35].

Table 3 shows the proportion of variation that has been clarified for each variable. For example, 69.9 percent of those surveyed said they had the desire to start their own business. A decent parsimonious model has  $R^2$  values less than 80 percent but more than 50 percent, which is the case in most cases. However, the results demonstrate the model's robustness substantially. Latent variable Q2 values indicate that the model is predictive [36].

Table 3

PREDICTIVE ACCURACY AND RELEVANCE OF THE MODEL		
No.	R-Square ( $R^2$ )	( $Q^2$ )
Continuance intention	0.699	0.326

### HYPOTHESIS TESTING

The findings show that extraversion has a significant impact on Continuance Intention ( $\beta = 0.491$ , t-value = 18.838,  $p = 0.000$ ). The findings show that Agreeableness has a significant impact on Continuance Intention ( $\beta = 0.049$ , t-value = 2.714,  $p = 0.007$ ). The findings show that Openness has a significant impact on Continuance Intention ( $\beta = 0.301$ , t-value = 3.864,  $p = 0.000$ ). Conscientiousness has a significant impact on Continuance Intention ( $\beta = 0.306$ , t-value = 2.917,  $p = 0.046$ ).

The findings also show that Neuroticism has a significant impact on Continuance Intention ( $\beta = 0.082$ , t-value = 2.77,  $p = 0.008$ ). The findings of the current investigation support the proposed hypothesis investigation support H1, H2, H3, H4, and H5 (tables 4 and 5).

### DISCUSSION AND CONCLUSION

According to the findings of this study, an individual's personality qualities play a crucial part in shaping their perspectives and intents towards environmentally responsible business practices, and these attributes are essential for the advancement of a social purpose. According to our research findings, extraversion, agreement, and conscientiousness are more likely to influence continuance intention goals than neuroticism and openness. Conscientiousness is also more likely to shape continuance intention ambitions than agreement. To explain everything that was discovered, each finding will be broken down individually here. According to the results, extraversion is the essential personality attribute of all others when formulating long-term objectives. One of the most significant distinctions between sustainable and commercial entrepreneurship is that the former lays a larger emphasis on the positive effects on society and the environment than the latter. Extraverted people tend to be forward thinkers who are more involved and enthusiastic [37] to develop connections with stakeholders that are both trustworthy and mutually beneficial. According to Kerr et al. [10], a marketer's capacity to recognize a societal problem makes the first phase of opportunity identification much simpler. They have a more robust readiness to participate in activities that require social duty and are more receptive to social and cultural components. People with a higher degree of extraversion

Table 4

HYPOTHESIS TESTING				
	Hypothesis	Original sample (O)	T-Statistics ( O/STDEV )	P Values
H1	Extraversion → CI	0.491	18.838	0.000
H2	Agreeableness → CI	0.049	2.714	0.007
H3	Openness → CI	0.301	3.864	0.000
H4	Conscientiousness → CI	0.306	2.917	0.046
H5	Neuroticism → CI	-0.082	2.777	0.008

Table 5

MODERATION ANALYSIS				
	Hypothesis	Original sample (O)	T-Statistics ( O/STDEV )	P Values
H6	Ext*SL → CI	0.340	4.185	0.000
H6	Agr*SL → CI	0.271	2.703	0.043
H7	Opn*SL → CI	0.428	2.339	0.002
H8	Conc*SL → CI	0.049	2.160	0.031
H10	Nurti*SL → CI	-0.323	3.918	0.000

are more likely to exhibit these characteristics. A recent study conducted by Bucher et al. [38] found that customers' attitudes, social norms, and feelings of self-efficacy are strongly linked to their sense of moral obligation. In turn, this sense of moral obligation influences the customers' desire to engage in online buying.

### Practical implications

According to the results of this research, the "Big Five" personality traits of extraversion, conscientiousness, agreeableness, openness to experience, and extroversion have the most significant impact on one's goals. Therefore, the most successful method to promote sustainable business practices is to educate and raise awareness through campaigns focusing on sustainability. Educational programs at places of higher learning need to be improved so that students may develop an appreciation for the idea of a sustainable orientation. We have a responsibility to help youngsters comprehend the roles they will play in the future within a system that includes the economy, society, and the natural world. As a direct result, extraversion (the desire for social inclusion), conscientiousness (the capacity for critical thought), and the willingness to work together on creative endeavours will all rise.

### Theoretical implications

This study contributes to the existing body of information on leadership and entrepreneurship by investigating servant leadership's influence on the desire to participate in digital entrepreneurial endeavours. This research is quite exhaustive, beginning with the theoretical underpinnings for applying the personality model to digital entrepreneurship. Specifically, the study focuses on digital entrepreneurs. This example might provide a guide for further research in the future. According to the findings of this research, individual personality qualities have less of an impact on entrepreneurial impulses compared to the influence

that servant leadership has on such tendencies. According to Liñán and Chen [39], servant leadership offers a more comprehensive corporate social responsibility and sustainability perspective. This perspective reflects the higher outcomes of economic life and the role that company leadership plays in contributing to fundamental human development. The concept of servant leadership is an effective method for achieving environmentally responsible corporate practices because it focuses on selflessness while centring attention on the greater welfare of society and the environment. Because of this, the findings of our study indicate that the servant leadership style and the sustainable business objectives of a person are compatible, given that they both express a care for the activities carried out by the community.

### Limitations and future research directions

The findings of this research have a narrow scope of applicability, notwithstanding their considerable contributions. The fact that the research was carried out in Pakistan makes it highly likely that the findings cannot be extrapolated to any other countries, regardless of whether they are underdeveloped or developing. When deciding whether or not to implement the results, keep in mind the constraints imposed by the scenario. The fact that the data were collected via a cross-sectional technique adds another layer of restriction to the findings; hence, it is recommended that future research use a longitudinal strategy. Additional leadership models, such as ethical leadership, decentralized management, and transformative leadership, could be the subject of research conducted in the future. Because sustainable business is still a relatively young study area, there is a lot of space for additional exploration. It is a distinct possibility that, with some alterations, our technique may also be adapted to work by the conditions and norms of other societies.

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