Assessing the Relationship between Personality Factors and Consumer Buying Behavior in South Eastern Nigeria

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Abstract

Personality plays a significant role in the consumer buying behavior since different consumers have different personality traits which reflect their buying behavior. The serious problem that marketers must contend with is how to determine when personality is an important factor in buying decision and when it is not and analyzing the different personality traits which are dominant among people of one region or another. This research work has the objective of assessing the relationship between personality factors and consumer buying behavior in South Eastern Nigeria. Survey method of data collection was used in the course of the research. Analysis of data which was collected by the use of questionnaire and hypotheses testing was done using multiple regression and t-test statistics. The results indicated that each of the four personality factors and traits adopted exerts significant influence on consumption decision , thus social character, complaint, aggressiveness and ethnocentrism were significantly and positively related to customer buying behavior in South Eastern Nigeria. Therefore the study recommended that Considering the social character nature of people in this region, marketers should target their strategies on convincing the social influencers within any age grade, as their purchase decisions will go a long way in commanding the brand acceptance of each product. And that since the people most times buy based on prestige, emotions and luxuries attached to their social status therefore advertising messages and all marketing communications should be aim towards giving recognitions to status.

Keywords: Personality, Consumer behavior; Buying Behavior, South Eastern Nigeria.

1.0 Introduction

Understanding why Nigerian buyers, especially Igbos, do what they do, or don't do is critical for marketers, since having a strong understanding of such buying behavior will help shed light on what is important to them and also suggest the important influences on their decision making. Kotler and Armstrong's (2010), defined marketing as a social and managerial process by which individuals and groups obtain what they need and want by creating and exchanging value with others. Therefore, customer value provides the foundation for all marketing activity and deserves the attention of every consumer researcher (Keng, Tran and Le thi, 2013).

Consumer behaviour is more than just the physical purchase of products but rather covers a wide range of activities from the problem awareness stage through post-purchase behavior ideas, or experiences to satisfy their needs and desires. It entails the study of people's needs, motivations, and thought processes used in choosing one product over another, and their patterns of purchasing different goods and services

In essence, it is concerned with how individuals, and groups select, buy, use, dispose of goods (Halliru, 2013). Consumers purchase products to reflect their personality. The type of house, cloths, furniture, appliances, automobiles, jewelry people buy may reflect their personalities.

 Personality is a person's consistent pattern of responses. It is an internal structure in which experience and behaviour are related in an orderly way. Personality is a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli (Mullin, 2010). It describes the organization of the individual's distinguishing character traits, attitudes and habits (Kotler and Keller, 2006). It is typically described as having one or more characteristics such as, compliant, compulsiveness, ethnocentrism, dogmatism, authoritarianism, introversion extroversion, aggressiveness, social character, ectomorphic, endomorphic, mesomorphic, and competitiveness (Mehmet, 2012).

One individual is different from others not only in the physical aspects, but also in personality types. It is one of the factors that influence one's behavior in the marketplace. What a consumer purchases, when and how he or she purchases are influenced by his personality types (Sarker, Bose, Palit and Haque, 2013).

Marketers of various products search for potential personality traits that their target market might reveal, and aim advertising campaigns at enhancing the personality of the target group, e.g. feel the Rev, Proud to be different" Be Important", Be successful", are adverts aimed at enhancing personality (Onu, 2000).

The south Eastern states of Nigeria are mainly inhabited by Igbos, who are anthropologically believed to be blessed with money management because they have love for the good things which money can buy as among the attributes of their personality, thus high taste for consumption of consumer goods and services. They are therefore aggressive, compliant, social and ethnocentric in buying decisions.

Personality therefore, in our contest is all the inherent characteristics that explain the way an average Igbo man is, and how that influences his/her social environment and buying behavior.

Consumer goods industry is also a service industry. This industry provides customers with variety of consumer goods which are necessary to meet day to day demand. In a consumer goods industry there are plenty of product lines and different consumers purchase different products to meet their demand. Here personality plays an important role in purchasing their desired products (Sarker, etal 2013)

Although there are many factors affecting attitude and intentions to purchase, personality is the first one that should be taken into consideration by researchers. Because personality factors have important and decisive effects on forming attitudes and intentions of consumers for product or brand. Thus, consumer is affected by behavioral intentions such as how to make consumer buy and pay more, developing his brand preference, make them tell others good things about the product or brand (Murat, 2011).

Therefore there is a need to examine the consequences of personality factors controlled behaviour on the manipulation of marketing variables with a view to making possible killings or profit. It is in the light of this that this study intends to assess personality factor as a determinant for consumer buying behavior with particular emphasis on South Eastern Nigeria.

Statement of the Problems

The postulate of the famous English Philosopher and Political Economist, Adam Smith, that consumption is the antithesis of production (Awa, Kalu and Awara, 2010) holds firmly lucrative if the marketing strategist rolls out marketing programmes that recognize the personality differences, however minor, of the target audiences, perhaps in terms of their thought about, and use of products.

Different factors might influence consumers to switch one brand to another if it doesn't match with their personality. Since customers are the king in the consumer goods industry it is therefore essential to satisfy customers through their offerings (Sarker etal, 2013).

The serious problem that marketers must contend with is how to determine when personality is an important factor in buying decision and when it is not among the mainly Ibo speaking consumers of South Eastern Nigeria. Thus, analyzing the different personality traits which are dominant in south eastern Nigeria in buying consumer goods, such as social character, complaint, aggressiveness, ethnocentrism, dogmatism, and consumer innovativeness. Also identifying different attributes in consumer goods industry which can help develop different personality traits to match consumers in the area.

There has been a general belief that all societies exhibit some form of personality stratification, where by individuals can be assigned a specific personality status. Therefore, the critical issue is how can personality concept aids in the understanding of customer's values and behavior especially in a heterogeneous society like South Eastern Nigeria, based on Neo-Freudian and Trait theory.

Several studies have been conducted on personality traits in relation to the product, culture and brand preferences, such as Shimai and Otake (2002), Awa etal (2010), Murat (2011), Mehmet (2012), Johari and Hee (2013), Sarker etal (2013), but to the best of our knowledge none of the existing research has ever focus or consider the unique buying behavior of Igbos in south Eastern Nigeria and the influence of personality on their behavior. This gap in the existing research literatures influences our choice of this topic.

1.1 Objectives of the Study

The main objective of this study is to assess the relationship between personality factors and consumers buying behavior in South Eastern Nigeria. To achieve this, the following secondary objectives would also be considered;

i. To determine whether there is any significant relationship between social character as a personality factor and consumer's buying behavior in South Eastern Nigeria.
ii. To determine whether there is any significant relationship between complaint as a personality factor and consumer's buying behaviour in South Eastern Nigeria.
iii. To determine whether there is any significant relationship between aggressiveness as a personality factor and consumer's buying behavior in South Eastern Nigeria.
iv. To determine whether there is any significant relationship between ethnocentrism as a personality factor and consumer's buying behaviour in South Eastern Nigeria.
v. To make recommendations on how best practicing marketing managers can address the issue of personality as a factor on customer's buying behavior in a society like South Eastern Nigeria, in order to make a killing.

1.2 Hypotheses of the Study

The following hypothetical assumptions have been postulated for validations in the course of this research work;

$H^0$1. There is no significant relationship between social character as a personality factor and consumer's buying behavior in South Eastern Nigeria.
$H^0$2. There is no significant relationship between complaint as a personality factor and consumer's buying behaviour in South Eastern Nigeria.
$H^0$3. There is no significant relationship between aggressiveness as a personality factor and consumer's buying behavior in South Eastern Nigeria.
$H^0$4. There is no significant relationship between ethnocentrism as a personality factor and consumer's buying behaviour in South Eastern Nigeria

1.3 Scope of the Study

This research study is limited both in content and broad base. The issues raised and discussed are based on how marketing managers can use the consumer behaviour research findings on personality traits as a factor to enhance their performance and effectiveness in marketing consumer goods and services. It covers the five Eastern States of Abia, Anambra, Ebonyi, Enugu and Imo, who are mostly Ibo speaking people of Nigeria. Emphasis will be between the years 2003 to 2013 when democratic values and thinking have been established among Nigerians and relative economic growth recorded, and purchasing power of the people increased, especially the middle class income earners.

2.0 Literature Review

2.1 Conceptual Framework.

In any one person, certain personality traits dominate others as a result of which people are labeled as sociable, aggressive, complaint, aloof, friendly, charismatic or obnoxious. It is a concept which accounts for the apparent consistencies and regularities of behavior over time and across a variety of situations. Personality has been understood as a unique way in which traits, attitudes, and aptitudes are organized in an individual and this draws attention to the ways in which individuals differ from one another through the peculiar configuration of traits. Each consumer is unique in terms of his or her ambitiousness, competitiveness, conservatism degree of extroversion and so on (Sarker etal, 2013).

Personality can be defined as all distinctive and unique behaviors of individual. The word "Person" comes from "Persona" (Latin) meaning mask people wore according to their roles in theatre (Soysal, 2008). Personality can be also defined as organized set of physical, intellectual and spiritual and characteristics possessed by a person that make him different from others. It can also be stated that personality is a kind of established, consistent and distinctive relation, including reactions, with others (Çetin and Beceren, 2007).

Personality may also be viewed as consisting of stable characteristics that explains why a person behaves in a particular way. So, for instance, independence, conscientiousness, agreeableness and self-control would be examples of these personality characteristics (Mullins, 2010).

But, Kottler and Keller (2006) where of the view that Personality mean a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli. They described it in terms of such traits as self confidence, dominance, autonomy, deference, sociability, defensiveness and adaptability.

According to Dursun, (2009) personality is set of fixed features and behavioral patterns that help individual suit his environments. Personality causes people to evaluate everything around them by means of their personal traits. Sometimes, people in shopping centers say "This cloth does not reflect my personality" or "This reflects my character" (Mishra and Detta, 2008).

For the purpose of our study we agree fully with the postulations of Murat (2011) Çetin (2009); Uztuğ,(2003); Odabaşı and Barış,(2003) which state that the definition of personality should be based on the following three items:

  i. Personality makes an individual different from others
  ii. Personality is consistent and permanent
  iii. Personality may change.

This is because the focus of our study, the Igbos have similar characteristics that suites these postulations, viz a viz, the Igbos are unique people and different from others; they have consistent and permanent behavior towards money and purchasing of goods and services, and their behavior may change due to some environmental factors like some being influenced by other cultures after staying outside Igboland for longer period of time.

In a similar manner, Consumer behavior is the decision processes and acts of people involved in buying and using products. It involves purchasing and other consumption related activities of people engaging in the exchange process (Mehmet 2012). Behavior of consumer is motivated or purposive. The behavior is directed towards the goal of obtaining products or other resources. It is the activities of people engaged in actual and potential use of market items-whether products, services, retail environments or ideas (Sarker 2013). The better the firm understands its consumers like the Igbos, the more likely it becomes successful in the marketplace. Knowledge of consumer behavior would render immense help for planning and implementing marketing strategies in a competitive environment like Nigeria.

2.2 Theories of Personality

There are quite a few theories of personality developed by researchers based on their own interpretation of personality traits. Some of the major theories are: Neo-Freudian Theory, Socio psychoanalytic Theory, Gestalt Theory, Stimulus Response theory, Cognitive theory, and Trait Theory. But while we will look into some of these theories under personality measurement, we emphasize here that the theoretical framework upon which our study is based on are *Neo-Freudian theory and Trait theory.*

Neo-Freudian theory believes that social relationships are fundamental to the formation and development of personality. For instance, Alfred Adler viewed human beings as seeking to attain various rational goals which he called style of life. He also placed much emphasis on the individual efforts to overcome feelings of inferiority e.g. by striving for superiority. The term Neo- Freudian has both been used to describe those who left the psychoanalytic society and formed their own schools of thought. These new theories, however, hold many of the same underlying beliefs of psychoanalysis, most importantly the view of the unconscious as an important drive in human emotions, cognitions, and behaviors. According to Sullivan in Murat (2011) and Sarker (2013), people continuously attempt to establish significant and rewarding relationships with others. He was particularly concerned with the individual effort to reduce tensions, such as anxiety. Many marketers use some of these neo-Freudian theories intuitively. For example, marketers who position their products or services as providing an opportunity to belong or to be appreciated by others in a group or social setting would seem to be guided by characterization of the detached individual (Schiffman and kanuk 2008).

Trait theory represents a quantitative approach to the study of personality. This theory postulates that an individual's personality is composed of definite predisposition attributes called traits. A trait is more specifically defined as any distinguishable, relatively enduring way in which one individual differs from another. In trait theory personality typically is described as having one or more such characteristics as compulsiveness, ambitiousness, gregariousness, dogmatism, authoritarianism, ethnocentrism, introversion, extroversion, aggressiveness and competitiveness. Trait researchers have found that it is generally more realistic to expect personality to be linked to how customers make their choices and to the purchase or consumption of a broad product category rather than a specific brand (Schiffman and kanuk 2008).

Our choice of these particular two theories is based on the concordance with Johari and Hee (2013), Sarker etal (2013), Mehmet (2012), and Shimai and Otake (2002), who asserted that each region of the world have people with particular personality factors unique to them and which influences their buying behavior, and it is left for a researcher to use his or her value judgment to decide which particular personality factor is most common to his/her focus group and applied them. On this basis we have chosen four personality factors we feel are common to Igbos of Southern Nigeria and which easily influences their buying behavior such as; social character, ethnocentrism, aggressiveness and compliant, using them as our hypothetical assumptions. For example Igbos may be consider to be high in social character, because there is this issue of Age Grade association which sometimes influences their buying behavior, as every one within that age grade want to be recognize among his or her mates. We can see that on the way they name textile wears like wrappers. Each age grade most times chooses a particular design of textile material and name it something like, 'Nkwa di kwere nwanyi'' meaning, the promise of love by a husband to his wife. We can also hear such things as "Osondi owendi' literarily meaning, my happiness your sadness. In this regard it is the job of a good marketer to target his/her strategy to the social influencers among these age grades.

2.3 Personality Measurement

Psychology, throughout history, has attempted to establish the systematic and generalisable framework which explains the differences between individuals. A number of personality theories have been developed in order to determine the similarities and differences between individuals and to seek how these similarities and differences organize as a form or model. In ancient Greece, it used to be accepted that the physical and spiritual health of an individual depended upon the balance between four body liquids, that each personal characteristic or trait stemmed from one of them. According to that, blood would cause an excited personality, black gall would cause melancholy, yellow gall would cause an angry personality and sputum would cause a reckless personality. Also, the amount of these liquids in the body would determine the mood of the individual (Murat, 2011).

Systematic approaches started in 1884 with Galton, who took the words related with personality in English language into consideration. His studies were followed by Thurnstone. In his study, Thurnstone tried to explain personality in 60 personality traits and under five general topics (Mulyanegra 2009). According to Sigmund Freud's psychoanalysis theory, personality is divided into super ego, ego and id and develops as a result of an interaction between them. Biological drives, which carry with them sexual connotations, play a decisive role in this interaction. This approach is one of the most effective and popular personality theories of our era, even though it has experienced some changes and has been criticized because it ignored historical and sociological conditions and explained personality development only with unconscious processes (Ünlü, 2001).

Murray, in Onaran, (1981;) an American psychologist, enumerated approximately twenty basic needs, which each individual has, claiming that personality develops with these needs.. His list of needs established the fundamentals of the tests for evaluating personality with statistical methods. That these tests had an aim to reveal unconscious behaviors brought with them the idea that personality is a product of these unconscious processes.

We are in accord with McDougall's theory of personality traits, which considered personality as a whole consisted of hereditary (primary) and learned (secondary) features (Hazar, 2006). As a result of these approaches, personality traits such as sincere, assertive, emotional and conscientious were determined. Many personality influenced behavior of people in south Eastern Nigeria, especially Igbos are hereditary and some are learned like compliant.

2.4 How Personality Affects Consumer Buying Decision Making

Consumers purchase products to reflect their personality. The type of house cloths furniture, appliances, automobiles, jewelry people buy may reflect their personalities. It is seen that people of higher class tend to purchase highly priced products. Marketers therefore develop their products and advertising and promotional campaigns keeping in mind the personality types of their target customers (Sarker etal 2013).

Today people are very concerned about their image and the status in the society which is a direct outcome of their material prosperity. The profession or the occupation a person is in again has an impact on the products they consume. The status of a person is projected through various symbols like the dress, accessories and possessions. Our life styles are reflected in our personalities and self concepts, same is the case with any consumer. A life-style is made up of a person's mode of living as identified by his or her activities, interest and opinions.

Like the social class the human life cycle can have a significant impact on consumer behavior. The life cycle is an orderly series of stages in which consumer attitude and behavioral tendencies evolve and occur because of developing maturity, experience, income, and status., for example the improvement in the purchasing power of average civil servant in Nigeria since the democratic dispensation. Take home pay of Nigerian workers really take them home, and has increase their buying behavior to a greater height. Marketers often define their target market in terms of the consumer's present lifecycle stage, and their interest in the personality is based on the assumption that, in spite of their uniqueness as individuals, members of groups and aggregates may possess a given trait or type common with each other (Chowdhury, 2007).

But, Mehmet (2012), Kassarjian and Sheffet, (1991), Pervin, (1997) and Plummer (2000) criticize the idea linking personality in all purchase decisions or buying behaviours. They argued that it is wrong to generalize personality influence, because not all goods and services take cognizance of personality factors in patronage. Thus, Mehmet (2012) focused his study on experiential goods and services. He argued that because the theory of hedonism is the underlining influence on experiential products, the quest for pleasure, happiness and excitement which hedonism stands for has a lot to do with personality. Pervin, (1997) categorically stated that it is very difficult to provide a clear-cut assessment of whether personality as a single or general global construct is a good predictor of behavior without any other relevant information about the consumers, for example, demographic characteristics, attitudes, motives and values.

We support the argument of Mehmet (2012), hence we where selective in the personality factors we applied.

2.5 Empirical Studies

Several researches have been conducted over the impact and influences of personality factor and traits in consumer buying behavior. Such as Tan, Foo, and Kwek (2004),Ranjbarian and Kia (2010), Mehmet (2012), Johari and Hee (2013); Sarker etal (2013), Murat (2011); Shimai, and Otake, (2002) . Each of these researchers employed some form of personality factor peculiar to his or her focus region and established a relationship, either partial or full between those factors and consumer buying behaviour of those regions. For instance Tan etal (2004) chose the personality factor of 'Agreeableness' and established a relationship between that and consumer buying behavior in Singapore. Ranjbarian and Kia (2010) study focused on the influence of five major personality traits (Big Five) on size of consumer's consideration set. The product involvement also was considered as a moderating variable in this relation. The results indicated that within the studied population, the Big Five has no significant effect on consideration set size. But cognitive dimension of product involvement was positive and direct relation with consideration set size.

Mehmet (2012), using the big five personality trait established a relationship between them and experiential purchasing in Norway region. Johari and Hee (2013), also using the big five personality traits based on multiple regression analysis established a relationship between them and Malaysian health service consumers. While Murat (2011) using the Big five personality factors established a relationship between four of them and consumption of Cell phone in Nigde region of Turkey. But Sarker etal (2013) lifted these efforts to a higher level by choosing nine personality factors both from Neo-Freudian and traits theory and established relationships both full and partial relationship between them and consumer buying behaviours in Khuna region of Bangladesh.. Shimai, and Otake. (2002) worked on "Analysis of the relationship between aggressiveness and personality traits of children, established a significant relationship between personality factor of aggressiveness and buying behavior of children in Japan.

Our study adopted the idea of Sarker etal (2013), by choosing four personality factors from the two dominating theories of Neo- Freudian and Trait theory, as we deem fit for Igbos of South Eastern Nigeria.

3.0 Methodology

This study has been designed in line with survey research using data collected from both primary and secondary sources. The secondary sources comprises of mainly text books, journals and periodicals, while primary source is only from questionnaires.

The population of this study consists of all consumers of goods and services in mainly Igbo speaking South Eastern Nigeria, comprising of Abia, Anambra, Ebonyi, Enugu and Imo State. Since every member of the population can not be reached, this study selected 200 respondents using judgment random sampling, whereby the researcher uses his/her value judgment to select respondents from the population whose opinions the researcher feels relevant to make a valuable decision.(Murat, 2011). The structured questionnaires were designed in line with the shorter version of Big five inventory (BFI) model, which have been shown to be more justifiable in personality research (Rammstedt & John, 2007, Mehmet, 2012). The model uses three questions for each personality trait that exhibit a strong convergent validity. The respondents were asked to indicate to what extent they agreed with a set of statements. Likert scale was applied in ranking responses.

The questionnaires were administered in five selected cities of this region, 20 in each city, out of which 10 were for services sector and 10 for goods sector of Aba, Abakiliki, Enugu, Owerri and Awka. The techniques employed to analyze data and test formulated hypotheses are the simple percentages, Multiple Regression Analysis and t-test statistics. The multiple regression analysis tells us how well a set of variables is able to predict a particular outcome. It is the best approach where we have a set of variables in various personality factor and want to know how much each, like social character, compliant, and aggressiveness explain as a group (Pallant, 2010).

4.0 Results/ Findings

We chose 4 major personality factors from both neo-Freudian and trait theory as our variables in line with our formulated hypotheses. Each of these variables has 3 questions and attached scale points. Strongly Agree (SA) 4Points, Agree (A) 3Points; Disagree (D) 2points; Strongly Disagree (SD) 1Points.

Hypothesis 1

$H^0$1. There is no significant relationship between the personality factor of social character and consumer buying behavior in South Eastern Nigeria.

Table 1.Responses to Questionnaire and Calculation of Correlation

Options	X (Points)	Y (Responses)	XY	X^2	Y^2
SA	4	254	1008	16	63504
A	3	76	228	9	5776
D	2	27	54	4	729
SD	1	23	23	1	529
∑	10	378	1313	30	70538

Source; field survey, 2014.

Each of the responses above is the sum of multiple questions answered. E.g 254= 82+86+84

$$r = \frac{n\Sigma xy - \Sigma x\Sigma y}{\sqrt{n\Sigma x^2 - (\Sigma x)^2 \ (n\Sigma v^2) - (\Sigma v)^2}}$$

$$r = \frac{4x(1313). - 10(378)}{\sqrt{4(30) - (10)^2 (4 \times 70538) - (378)^2}}$$

r = $\frac{1472}{1668.939}$

r = 0.882.

This shows that there is a positive relationship between the personality factor of social character and consumer buying behavior in south Eastern Nigeria.

t-test=

$$r\sqrt{\frac{n-2}{1-r2}}$$

$$0.882\sqrt{\frac{4-2}{1-0.778}}$$

=2.65.

Since the calculated 't' (2.65) is greater than the tabulated value of 2.35 at five percent level of significance, we therefore reject the null hypothesis and accept the alternative.

Hypothesis 2

$H^0 2$. There is no significant relationship between the personality factor of compliant and consumer buying behavior in south Eastern Nigeria.

Table 2: Responses to Questionnaire and Calculation of Correlation

Options	X (Points)	Y (Responses)	XY	X2	Y^2
SA	4	269	1076	16	72361
A	3	71	213	9	5041
D	2	23	46	4	529
SD	1	15	15	1	225
Σ	10	378	1350	30	78156

Source; field survey, 2014

Each of the responses above is the sum of multiple questions answered. E.g 269= 86+92+91

$$r = \frac{n\Sigma xy - \Sigma x\Sigma y}{\sqrt{n\Sigma x^2 - (\Sigma x)^2 \ (n\Sigma v^2) - (\Sigma v)^2}}$$

$$r = \frac{4x(1350). - 10(378)}{\sqrt{4(30) - (10)^2 (4 \times 78156) - (378)^2}}$$

r = $\frac{1620}{1842.498}$.   r = 0.8792.

This shows that there is a positive relationship between the personality factor of compliant and consumer buying behavior in south Eastern Nigeria.

t-test=

$$r\sqrt{\frac{n-2}{1-r2}}$$

$$0.8792\sqrt{\frac{4-2}{1-0.773}}$$

t= 2.61

Also, since the calculated 't' (2.61) is greater than the tabulated value of 2.35 at five percent level of significance, we equally therefore reject the null hypothesis and accept the alternative hypothesis two.

Hypothesis Three

$H^0 3$. There is no significant relationship between the personality factor of Aggressiveness and consumer buying behavior in south Eastern Nigeria.

Table 3: Responses to Questionnaire and Calculation of Correlation

Options	X (Points)	Y (Responses)	XY	$X2$	Y^2
SA	4	275	1100	16	75625
A	3	64	192	9	4096
D	2	23	46	4	529
SD	1	16	16	1	256
$\sum$	10	378	1354	30	80506

Source: field survey, 2014

Each of the responses above is the sum of multiple questions answered. E.g 275= 92+91+92

$$r = \frac{n\Sigma xy - \Sigma x \Sigma y}{\sqrt{n\Sigma x^2 - (\Sigma x)^2 \ (n\Sigma y^2) - (\Sigma y)^2}}$$

$$r = \frac{4 \times (1354). - 10(378)}{\sqrt{4(30) - (10)^2 (4 \times 80506) - (378)^2}}$$

r = 1638
   1892.828

r = 0.865

This shows that there is a positive relationship between the personality factor of aggressiveness and consumer buying behavior in south Eastern Nigeria.

t-test=

$$r\sqrt{\frac{n-2}{1-r2}}$$

$$0.865\sqrt{\frac{4-2}{1-0.747}}$$

t= 2.43

Also, since the calculated 't' (2.43) is greater than the tabulated value of 2.35 at five percent level of significance, we equally therefore reject the null hypothesis and accept the alternative hypothesis three.

Hypothesis Four

$H^0 4$. There is no significant relationship between the personality factor of Ethnocentrism and consumer buying behavior in south Eastern Nigeria.

Table 4: Responses to Questionnaire and Calculation of Correlation

Options	X (Points)	Y (Responses)	XY	X^2	Y^2
SA	4	262	1048	16	68644
A	3	74	222	9	5476
D	2	23	46	4	529
SD	1	19	19	1	361
$\sum$	10	378	1335	30	75010

Source: field survey, 2014

Each of the responses above is the sum of multiple questions answered. E.g 262= 88+86+88

$$r = \frac{n\Sigma xy - \Sigma x\Sigma y}{\sqrt{n\Sigma x^2 - (\Sigma x)^2 \ (n\Sigma y^2) - (\Sigma y)^2}}$$

$$r = \frac{4 \times (1335). - 10(378)}{\sqrt{4(30) - (10)^2 \ (4 \times 75010) - (378)^2}}$$

$r = \dfrac{1560}{1772.88}$

$r = 0.879$

This shows that there is a positive relationship between the personality factor of ethnocentrism and consumer buying behavior in south Eastern Nigeria.

t-test=

$r\sqrt{\dfrac{n-2}{1-r2}}$

$0.879\sqrt{\dfrac{4-2}{1-0.772}}$

t= 2.60

Also, since the calculated 't' (2.60) is greater than the tabulated value of 2.35 at five percent level of significance, we equally therefore reject the null hypothesis and accept the alternative hypothesis four

4.2 Findings

From the analysis of descriptive statistics we have found that there is a high degree of correlation between the 12 personality adjectives evaluated in the questionnaires with the 4 major personality factor analysis employed and the consumer buying behavior of people in South Eastern Nigeria. The dimensions of both Neo-Freudian theory and Trait theory have been analyzed .Regression analysis was used to test all the hypotheses in the study, and result showed a correlation coefficient of not less than 0.865 for all. To understand whether this relationship is meaningful or not, our t-test established a significant relationship, but not too wide in conformity of Pallant (2010) postulation, that multiple regression analysis of personality factors and consumer behavior always results to not too wide significant level because of other variables which influences personality in people.

4.3 Conclusion

Personality plays a significant role in the consumer buying behavior since different consumers have different personality traits which reflect their buying behavior. This study was conducted in the south eastern region of Nigeria to find out the factors of personality at dominance in influencing the buying decisions of mostly Igbo speaking people of this region. The result from this study revealed that some factors such as social character and ethnocentrism in Trait theory, complaint and aggressiveness in Neo-Freudian theory have significant relationship with the buying behaviour of the people. This finding lends further support to the assumptions that personality is a highly relevant explanatory concept for the examination of consumption of goods and services (Mehmet 2012).

Limitations

There were some limitations in this study which may need to be addressed in future research. One of the limitations of the study is the low response rate, which unfortunately lessens the generalisability of the findings to the entire population of Igbo people. Secondly, the independent variables of this research were confined to personality factors only. Future study may consider other individual factors such as culture, social class, and education as the predicting and influencing variables of personality. Another issue that can be considered a limitation is the use of only 12 items for capturing the four personality traits and factors. This author thus suggests that scholars in future research adopt an extended version of the 'Big Five' model

4.3 Recommendations

Based on the findings of this research work, we wish to make the following recommendations which might be effective in reducing personality problems in consumer buying behavior of people in south Eastern Nigeria.

1. Considering the social character nature of people in this region, marketers should target their strategies on convincing the social influencers within any age grade, as their purchase decisions will go a long way in commanding the brand acceptance of each product.
2. Consumers in this region always seek for uniqueness because they are ethnocentric, thus should be provided with goods and services that reflect something differences or which is rare, and will promote their values and ego.
3. The people of this region based on this finding are aggressive and most times they buy based on prestige, emotions and luxuries attached to their social status , therefore advert messages and all marketing communications should be aim towards giving recognitions to status.
4. Marketers should make more efforts and research towards understanding the ethnography of people of this region, and based on their product and services preferences, provide them with the suitable services befitting their personality. For instance, when a marketer sees a man with red cap and bidds on his neck, he should recognize immediately that the man is a ''title Chief'' and should be accorded respect and high honour, like ''onye Eze Ndewo'' (meaning, we hail you Chief). This will automatically draw his interest and buying impulse.

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