

**Big Five Personality Traits and Online Shopping Behavior
Of the Millennial and Gen Z Filipinos**

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Abstract

The 21st century is considered the digital age or information age where vast amounts of innovation and technological advances are making everything accessible. One manifestation of these advances is E-commerce, which gives consumers options to purchase products and services. And for this reason, the study has been undertaken to identify the Big Five Personality Traits and Online Shopping Behavior of the Millennial and Gen Z Filipino. This study followed a quantitative research design. The researchers used a Correlational research design to gather and analyze the data. Utilizing a standardized test Big Five Inventory (BFI) of John, O.P., and Srivastava, S., (1999) helped identify the trait of the Millennial and Generation Z Filipinos in the Big Five Personality traits; at the same time, the researcher used a validated researcher-made questionnaire. The data gathered were created with statistical formulas like percentage, arithmetic mean, and Pearson's r. This study focused on identifying the relationship between the Big Five Personality Traits and the domains of the Buying Behavior of Millennial and Generation Z Filipino. Specifically, it answers the following sub problems: (1) What is the magnitude of the respondents' online shopping behavior in terms of Convenience, Promotion, Pleasure and Mood, Self-Control? (2) What is the relationship between the respondents' level of personality traits and the magnitude of their online shopping behavior? Based on the study above, the following were the findings and conclusions: The magnitude of the respondents' online shopping

behavior in terms of Convenience, Promotion, Pleasure, Mood, Self-Control as "Moderate." There is a relationship between Openness and Self-Control. Conscientiousness and Pleasure, Mood, and Self-Control. Extraversion and Promotion; Agreeableness and Self-Control. Lastly, Neuroticism and Pleasure and Mood, and Self-Control.

Keywords: E- Commerce, Buying Behavior, Online Shopping, Pearson's r , Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism, Convenience, Promotion, Pleasure and Mood, Self-Control, Magnitude.

CHAPTER I**THE PROBLEM AND ITS BACKGROUND**

Chapter I is the problem and its background that includes the following parts: the introduction, research problems/research objectives, theoretical framework, conceptual framework, scope and limitations of the study, significance of the research, and the definition of terms.

Introduction

Coronavirus disease 2019 (COVID- 19) pandemic has dramatically affected work, school, and living lives. However, it is irrefutable that there are ways that have become new to the people living today, and consumers offhandedly learn new habits as they follow the protocols and buy or shop simultaneously. People have been struggling with their ways of living and adapting these measures as the new normal; one of the examples of this is Online Shopping. According to the recent statistics of the First Circle (2020), they have estimated the internet population in the Philippines to be the fastest growing in the world and has a growth rate of 530% over the last five years. As the Philippines is home to a sizable youth population and well placed to see continuous online retail activity in the coming years, the E-Commerce industry is also set to grow at an annual growth rate of 101.4% between 2016 and 2020.

Even before the COVID-19 outbreak, e-commerce was a rapidly evolving market space. Online sales have been outpacing retail growth for the past few years.

Digital Commerce 360 reports that back in 2007, e-commerce accounted for just 5.6% of retail purchases. By 2017, that number had risen to 13.2% and jumped to 16% by 2019. Overall, e-commerce sales have been growing at about 14-16% per year since 2015—while retail sales have only been growing about 4% per year. The Pandemic has only aided that exponential growth, as new customers discover the ease and convenience of ordering online while stuck at home. Of course, this doesn't mean we are entering the final stages of the retail apocalypse. But it does mean that companies engaging online have a massive advantage over those who rely solely on in-store sales (Ross, C., 2020).

According to a recent statistic entitled "COVID- 19 and E-commerce" (2020), the Pandemic has changed the behavior of consumers in e-commerce in Brazil, China, Germany, Italy, the Republic of Korea, and some other countries. The said survey may suggest that the spread of the virus and continuous implementation of the protocols across places instill a forever change in how consumers act. Consumers then may have driven more to the digital world benevolent for its lasting effects on the world economy.

Since then, online shopping is now the majority that may lead to a much bigger problem. According to some research, a sudden change in behavior because of this trend can lead to impulsive buying. According to Zhao et.al. (2017), addiction is not only drug ingestion, but it could be game playing, gambling, overeating, exercise, internet use, shopping, cell phone use, and work. Online shopping addiction is inclining in excessive, compulsive, and problematic shopping behavior

using the internet as a medium that affects a person's economic, social, and emotional problems. The addictive behavior is out of control with their excessive purchasing in an online shop, even if it has a problematic outcome. In the analysis result of concurrent validity in online shopping addiction, the result was more connected to compulsive buying than addiction to using the internet.

The moderating effect of Big 5 personality traits was also substantive, revealing that online social interactions can enormously enhance consumers' purchase on impulse when individuals display the attributes of extroversion and Openness (Husnain, M., Qureshi, I., et al., 2016). Motivations in compulsive buying online and personality traits in shopping in e-commerce have studied in diverse populations; compulsive and excessive shopping of goods focused more on the consumers' age group and demographics. Few local studies were looking at the effects of the Big Five Personality in excessive online shopping. The extent of this study is the Big Five personality trait in the excessiveness in online shopping among the Millennial and Generation Z Filipinos.