

PERSONALITY ATTRIBUTES AND CONSUMER PURCHASE DECISIONS OF TELECOMMUNICATION FIRMS IN SOUTH-SOUTH NIGERIA

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ABSTRACT

This study investigates personality attributes and customer purchase decision of telecommunication firms in South-South, Nigeria. The main objectives of the study is to find out the relationship between personality attributes and customer purchase decision of telecommunication firms in South-South, Nigeria. The population of the study is comprised of 400 consumers of business of mobile telecommunication firms in the area. The research design used was Spearman Rank Correlation Coefficient (r). The data was analyzed using SPSS version 21.0 AMOS version. The results were that there was no significant relation between personality attributes and consumer purchase decision of telecommunication firms in South-South, Nigeria. Recommendation was that the personality attributes of a consumer is a very strong determinant of the purchase decision among consumers. It is important that marketers understand this while planning marketing strategies.

Keywords: Personality attribute, consumer purchase decisions, self-confidence, openness to experience.

INTRODUCTION

In our society it is essential to understand marketing and having a strong attention to understanding of buying behavior on how it helps the consumer and also suggest the important influences on decision making in the market place, Kotler (1997) defined marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. Armstrong (2016), 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's value provides the foundation for all, marketing activity and deserves the attention of every consumer researcher (Keng, Tran & Lethi, 2013).

Consumer purchase decision is more than just the physical purchase of products but rather covers a wide range of activities from the problem choice stage through post purchase decision 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 (Chukwu, & Igani, 2017). However, it is concerned with individuals, groups select, buy, use, disposed of goods (Halliru, 2013). The consumer purchase products to reflect their personality. The type of house, cloths, furniture, appliances, automobiles, jewelry people buy may reflect their personalities.

Research Questions

For the purpose of this research sorts to find answers to the following questions:

- i. To what extent does self-confidence relate to brand choice?
- ii. To what extent does self-confidence relate with spontaneous buying behavior?
- iii. To what extent does openness to experience relate to brand choice?
- iv. To what extent does openness to experience relate to spontaneous buying behavior?

Research Hypothesis

The following null hypothesis are as follows:

- a) There is no significant relationship between self-confidence and brand choice.
- b) There is no significant relationship between self-confidence and spontaneous buying behavior.
- c) There is no significant relationship between openness to experience and brand choice.
- d) There is no significant relationship between openness to experience and spontaneous buying behavior.

Conceptual Framework

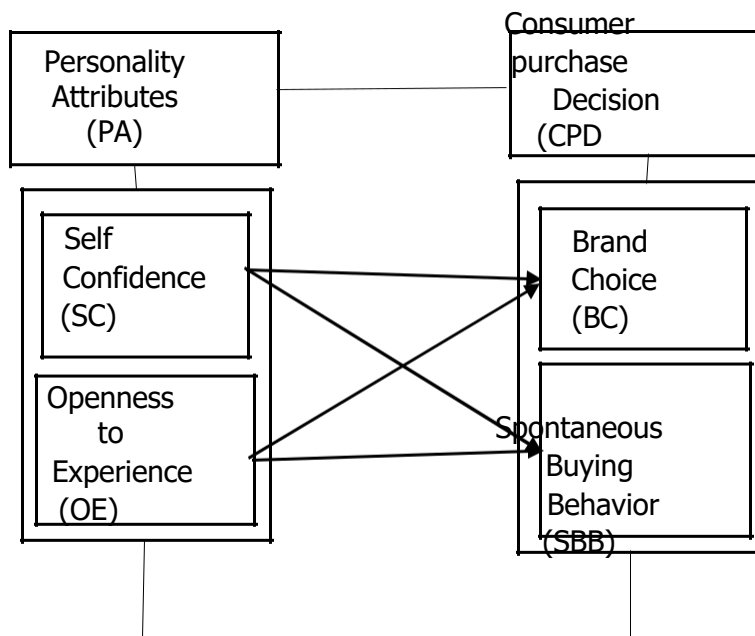


Fig. 1.1: Conceptual framework of personality attributes and consumer purchase decisions of telecommunication firms in South-South, Nigeria.

Source: Younus, Rasheed, & Zia, (2015); Pinki, (2014); Johari, & Hee (2013); Sibley, & Duckitt, (2000) and Aaker, (1996).

Literature Review

The telecommunication industry represents a vital area of social-economic growth in the contemporary world economy with subscribers to mobile telephone alone growing from less than a billion worldwide in 2001 to more than five billion in 2010. Investment in telecommunication runs well over \$50 billion in Nigeria and revenue accruing only to mobile telephony rose above \$11 billion in 2010; double the 2009 record (Paul, 2010). Growth in the telecommunication industry is informed by the pervasive connectivity and inter-connectivity amongst thousands of subscribers located even in the most remote areas (Adepetun, Uzor, 2011). Mobile subscribers exhibit exciting growth potentials for operators partly because many use more than one network. Regular purchase decision (CPD) is an operator's rare chance of detecting, analysis and addressing customer issues in order to promote retention and to dissuade post-consumption detrimental actions. Aside dealing with reported customers complaints, Smith (1999) noted that service recovery team also uncovers situations where dissatisfaction is unexpected but it (recovery team) recognizes such failures and moves to initiate recovery.

Indeed, studies shows that a large fraction of customers disappointments actually goes unreported and because of the emotional stress such moves produces (Edmondson, 2011) as a result majority of subscribers will simply withdraw their patronage and openly criticize the offering (s). Thus, it should be known that marketing programs aimed at unveiling and recovery of service failure is an enviable competitive weapon for improving bottom-line corporate and customer patronage of mobile telecommunication firms.

Concepts of personality Attributes

In any one person, certain personality traits dominate as a result of which people are labeled as sociable, aggressive, complaints, aloof, friendly, charismatic or obnoxious, or typically described as having one or more characteristic such as, compliant, compulsiveness, social character, ectomorphic, mesomorphic, and competitiveness (Onu, Akhmien, & Orji, 2014). Personality refers to individual difference evident in distinctive thinking patterns, feelings and behaviors (Kazdin, 2000). Personality also refers to individual ways of thinking and behaving that is relatively stable and consistent. From Larsen and Buss' (2000) point of view, personality is set of organized psychological traits and mechanism within an individual that influence the individual's interaction with the environment. Personality concepts which accounts for the apparent consistencies and regularities of behavior over time and across a variety of situation. According to Pinki (2014), personality is the set of traits and specific characteristics of each individual. It is the product of the interaction of psychological and physiological characteristics of the individual and results in consistence behavior. It materialize into some traits such as confidence, sociability, autonomy, charisma, ambition, openness to others, shyness, curiosity, and adaptability. Personality can be defined as organized set of physical, intellectual, spiritual, and characteristic possessed by a person that makes him different from others. It can also be stated that personality is a kind of established, consistent and distinctive relation, including reactions, with others (Cetin, & Beceren, 2007). Personality may also be viewed as consisting of stable characteristics that explain why a person behaves in a particular way also viewed as consisting of stable characteristic that explain why a person behaves in a particular way. For instance, independence, conscientiousness, agreeableness and self-control would be examples of these personality characteristics (Mullins, 2010).

Self Confidence

Self-confidence means how we feel about ourselves, and also how we appraise ourselves; which is based on how we communicate with the world. A person of high-self-confidence feels good about him/her and thinks him/her can deal with most things he/she faces, successfully (Amiri Aghdale and Farhad khatami, 2014). The more self-image and ideal-image coincide, the more self-confidence will be (James, 1984). Self-confidence is composed of a few main components, including social self-confidence, independence of peer, self-confidence related to situation, status and physical expression (Sullivan, 2009). Social self-confidence let us remain honest to ourselves, while interacting with individuals or small group. Independence of peer enables you to maintain our position, even though it is opposed to general opinion. Situational self-confidence let us deal with each person in a similar manner, regardless of their social class. Status expression enables us to remain ourselves, while others are carefully monitoring us. Physical expression let us show ourselves with no tension. This factor also propels others to listen, obey and confirm us (Sullivan, 2009).

Several factors are involved in measuring individual' self-confidence such as values, spontaneous purchase behavior, tendencies, familial factor, social factors, and the job type, the person is doing (Brandon, 1991). The concept that how much a person show his/her ability feeling and confidence by self-esteem and respecting his/her behaviors in the market, shows self-confidence in consumer behavior (Brandon, 2001). In fact, self-confidence and self-control. Moreover individuals' market experiences show that self-confidence is independent of their income and age (Sangenberg, 1991).

Openness to Experience

Openness is one of the five personality traits of the big five personality theory. It indicates how open-minded a person is. A person with a high of openness to experience in a personality test enjoys trying new things. They are imaginative, curious, and open-minded. Individuals who are low in openness to experience would rather not try new things. They are close-minded, literal and enjoy having a routine.

High openness means being creative and open to new ideas

Individual with a high level of openness have a general appreciation for unusual ideas and art. They are usually imaginative, rather than practical. Being creative, open to new and different ideas, and in touch with their feelings are all characteristics of these people. Individuals who score lower in openness on a test are generally more closed-off, resistant to change, and analytical. Find out more about your other big five characteristics and test personality by taking a free personality test.

Sub trait of the openness domain

Each of the big five personality traits is made up of six facets or sub traits. These can be assessed independently of the trait that they belong to in a personality test. The sub traits of the openness domain are:

- Imagination
- Artistic interest
- Emotionality
- Adventurousness

- Intellect
- Liberalism

The openness to experience personality trait measures our receptivity to new ideas and experiences. Openness to experience is one of the 'Big Five' factors and is used and measure individual differences in personality. A person with a high level of openness to experience will often enjoy venturing beyond his or her comfort zone. They seek out new, unconventional and unfamiliar experiences, traveling to new destinations, embracing different cultures and practices.

Concept of Consumer Purchase Decision

It is vital to know the consumer purchase decision process. The consumer purchase decision process are the decision-making process ses begin by the consumer to buy the goods or services in exchange of money in the market before, during and after the purchase of goods or services (Lumen, n.d.).It helps the seller/marketer for selling its goods or services in the market. If the marketer successful to understand the consumer purchase according to the consumer purchase decision process towards the goods or services, then it may successful for selling its goods or services. The consumer purchase decision process consists of five stages Problem recognition, Information search, Evaluation of alternatives, Purchase decision, and post-purchase behavior. It shows that how a consumer start thinks before to buy a product. The buyer can use all five stages during decision making process towards a product. Perhaps, the buyer can also skip the one or more stages, it's all depends on consumer mind (Kotler at el. 2017). Every human has different mind to other humans. For instance; A person buying his/her regular brand of milk every day when the need arises. So, the chances of skipping information and evaluation are more as compare to the highly involvement products. Basically, it depends on the human nature. But in case of buying a car where involvement is high. When the consumer going to buy a car, then the customer can't skip any step out of five. (Kotler at el. 2017). This process works especially for new purchase or highly involvement of consumer purchase. Some companies focus on understand the consumer experience in learning, choosing, using and disposing of the product. (Kotler & Keller 2016).

Consumer Purchase Decision Making Process

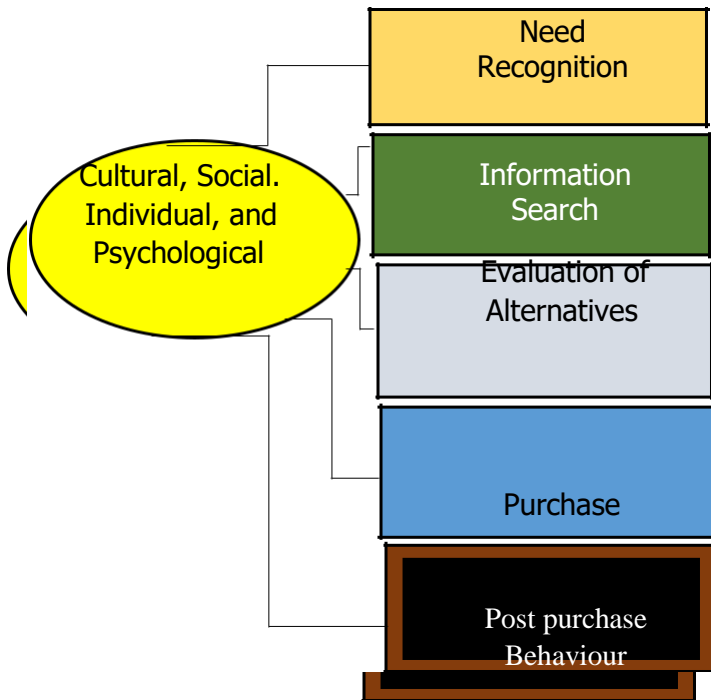


Fig: 2.3: Consumer purchase Decision (Duke Alonso's Marketing Portfolio) **Source:** Duke Alonso

Fig: 2.3: Consumer purchase Decision (Duke Alonso's Marketing Portfolio)
Source: Duke Alonso

Need recognition

It is the first stage of consumer purchase decision process. It is also known as "Problem recognition". It starts with the basic need like air, water, food and shelter. It may also start with a step ahead of basic need (Kotler & Keller 2016), (Kotler et al. 2017). The company should understand the consumer need and focus on to satisfy it (Sherma, 2012). In the need recognition, the companies can find out the need of the consumer and creates marketing strategies (Kotler & Keller 2016,) (Kotler et al. 2017). For instance; a person is hungry then the food is its desire, but a good food may satisfy it. So, the company should focus on to satisfy the need of consumer. After this stage, the next stage is information search.

Information search

It is the second stage of consumer purchase decision-making process. When a consumer goes to the market for buying goods or services then consumer recall his/her thinking towards the product, if the past experience positive or good and customer satisfied then customer buy that product and search of information end itself. But the past-experience negative or not good then begins the information of search of that product. The customer also searches the information of the product when he/she want to try new product (Clow&Baack 2016). The consumer begins search about the product in this stage through several sources. The Kotler stated that "Consumer can obtain information from any of several sources. These include personal sources (family, friends, neighbors, acquaintances), commercial sources (advertising, sales people, dealer and manufacturer, web and mobile sites, packaging, displays), public sources (mass media, consumer rating organization, social media, online searchers and peer reviews) and experimental sources (examining and using the product)" (Kotler et al. 2017). For instance; if a person wants to buy a smartphone then the person gives more attention to the smartphone ads, he can get the input from family or friends and he also gets the information regularly regarding the smartphone.

Evaluation of alternatives

This is the third stage of consumer purchase decision making process. It comes after the information search which is the second stage of buying decision-making process. When a consumer collects the information of a product or a brand then the consumer ranks the product or brand and then next step is evaluate it. For ex; a consumer wants to buy a car then he/she will collect information about the car brand after collecting the prefer brand, he/she will evaluate from the alternative brands. It is difficult to understand the consumer behavior, but the marketers focus on some step such as first- consumer want to fulfill it needs & wants and second- consumer want to more benefit from the selective brand. (Kotler & Keller 2016). If the companies understand the evaluation process of consumer then the companies can take the benefit from the consumer evaluation of alternatives process.

Purchase decision

This is the fourth stage of consumer buying decision-making process. The consumer has decided to buy a product after collecting information from several sources, evaluate it and decided for the where to purchase and what to purchase. Consumer purchase the brand or product which he/she gives the highest rank in the evaluation stage. The purchase decision also influenced by the surrounding environment. The post-

purchase decision is the fifth and last stage of consumer buying decision-making process. The companies work doesn't stop if the customer buys a product. The companies should know the behavior or view of the consumer towards the products. After the use of the product, the customer might be satisfied or dissatisfied. If the consumer satisfied, then the chances of retention are more of the same product and satisfied consumer can also influence the other people to buy the product. The chances of increasing the loyalty of consumer towards the product are maximum and if the consumer become loyal towards the product then the chances of retention of product are maximum by the satisfied consumer. If the consumer retains the product then the sales of the product increases, if the sales of the product increase then the overall aim of the company getting profit will achieve. If the consumer is not satisfied or dissatisfied by the product of the company, then the problem arises. A consumer can be dissatisfied for number of reasons. The consumer can dissatisfy, if the company promise something and didn't deliver that then the consumer can be dissatisfied. For instance; a car company promise to the customer for free services but at the time of the services company denied then the dissatisfaction increase. It is only a single example.

The concept of satisfied or dissatisfied consumer is all about the consumer expectation and consumer perceived. If the consumer expectation meets the product which he/she perceived, then consumer may satisfy. If the consumer expectation does not meet the product which he/she perceived, then consumer will dissatisfy. (Kotler et al. 2017).

Brand Choice

Understanding and measuring the effects of consumer choice is one of the richest and most challenging aspects of research in marketing. Choice comes in many varieties and forms. It can be discrete in the sense of the selection of just one item, or it can be continuous when multiple items are purchased or selected. Choice can reflect careful deliberation, habit, or a consumer's spontaneous reactions to marketing variables. It need not always result in purchases in the marketplace, or be driven by standard concepts of utility. It can represent trade-offs that may or may not be continuous or compensatory. Most interestingly, it relates to all marketing control variables (the 4 P's), as these variables enter into the decision-making process. In this issue of "Foundations and Trends in Marketing" we examine recent developments in the modeling of choice for marketing. Choice in marketing differs from other domains in that the choice context is typically very complex, and researchers' desire knowledge of the variables that ultimately lead to demand in marketplace. The marketing choice context is characterized by many choice alternatives. Moreover, the number of attributes and features characterizing choice alternative is often large. Identifying the variables that drive choice is challenging because consumers are heterogeneous in their use of these variables. Researchers in marketing are also interested in understanding processes that drive preference. It is often not possible to assume the existence of a well-defined preference ordering for all product attributes and brands, and the use of simple descriptive models can mask important variables, such as the "must haves" for a product. Marketing's role within an organization is to guide management in what to offer in the marketplace, which can be incompatible with the assumption that a preference structure already exists. As consumers encode, process, and react to marketplace stimuli, numerous opportunities exist for identifying relevant variables, and the means by which these variables combine to form aspects of consideration, evaluation, and choice. Advances in statistical computing and the development of new hierarchical Bayes models have enabled researchers in marketing to make

significant inroads to quantifying aspects of choice. These inroads, however, are merely initial steps along a path to understand and characterize how consumers make choice decisions. The aim of this issue is to lay out the foundations of choice models and discuss recent advances. We focus on aspects of choice that are, and can be quantitatively modeled.

Spontaneous Buying Behavior

The descriptions of spontaneous buying behavior before the study of Rook (1987) were focused on the product while determining a spontaneous purchase. The earlier studies did not include the consumer and his personal traits as the factor influencing impulse purchases. The later year's researchers aimed on the personal impulsiveness by investigating the various behavioral aspects of spontaneous buying. Rook (1987) argued that during spontaneous buying, the consumer experiences an instantaneous, overpowering and persistent desire. He characterized the spontaneous buying as unintended, non-reflective reaction, which occurs soon after being exposed to stimuli inside the store. Rook and Gardner (1993) defined spontaneous buying behavior as an unplanned behavior involving quick decision-making and tendency for immediate acquisition of the product. Beatty and Ferrell (1998) described that spontaneous buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfil a specific need. They explained that the impulse buying behavior occurs after experiencing a buying desire by the shopper and without much reflection. The buying of an item which is out-of-stock and reminded during encountering the product are excluded from the purview of impulse buying.

Santoki (2019) defined spontaneous buying behavior as a "sudden, compelling, hedonically complex buying behavior in which the rapidity of a spontaneous behavior process precludes thoughtful and deliberate consideration of alternative information and choices." Hedonic behavior is marked with pleasure; in contrast to the utilitarian behavior where the shoppers seek for functional benefits and economic value in the shopping process. Block and Morwitz (1999) enunciated the definition of spontaneous purchase behavior as consumer buying an item with little or no deliberation after the result of a sudden, powerful urge. Kacen and Lee (2002) stated that spontaneous buying behavior are more arousing and irresistible but less deliberative when compared to planned purchasing behavior. According to Engel and Blackwell (1982) spontaneous buying behavior is an action undertaken without previously having been consciously recognised or a buying intention formed prior to entering the store. Based upon the different description, we conclude that spontaneous buying involves hedonic purchase decisions which are made inside a store and excludes the reminder purchasing activities.

Theoretical Review

Social Exchange Theory

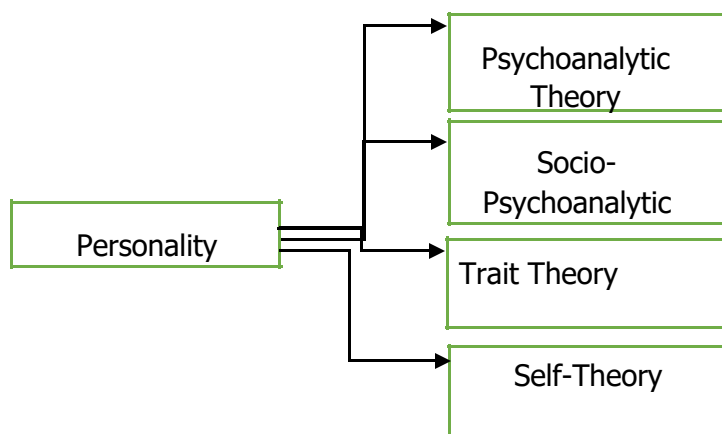
Social Exchange Theory a predecessor to Berry's relationship marketing theory is social exchange theory. Homans (2013), defined social media exchange theory as the exchange of tangible or intangible transaction between two or more parties that has both a cost and a reward. According to Homans, the transaction usually involves either or both parties trying to obtain a reward that is of superior value to them when compared to the costs that are involved. Blau (1964) defined social exchange as voluntary actions of the involved parties that are motivated by the rewards that the parties will received. Blau's definition focuses on individual willingly incurring a cost with the expectation of receiving a reward when the reward that the party receives produces either profit or at least equity. According to Blau, the

rewards received in a social exchange can be either intrinsic (e.g., love) or extrinsic (e.g., helping others). Furthermore, one party's dependence on the other is what prompts the transaction (Blau, 1964). Oliver and Swan (1989) argued that the fundamental drivers of social exchange interaction is justice and fairness because, in social exchange, the party's motivation is to obtain some valued reward although something of value is forfeited. In social exchanges, people seek to maximize rewards, minimize costs, and attain the greatest profit. Redmond (2015) posited that social exchange theory involves four elements: (a) Parties aim to attain a valued reward, (b) One party must forfeit something of value. (c) Parties seek profit in the exchanges, Chou and Hsu (2016) asserted that social exchange theory involved social interaction where two parties exchange a reward that is needed by the other person. According to Surma (2016), social exchange theory explains the development and management of interpersonal relationships and suggests that the goal of the exchange is to increase the benefit while reducing the cost.

Theory of Personality Development

Personality is the sum total of an individual physiology and psychology system that determinant of her behavior in a given environment. Human being have a mind and body both of which act or behave competitiveness and survival of organizations depend on their innovation capabilities of a person. Therefore organization are paying special attention on workforce to behave innovations and a relatively person. So there is a need to work the on tecedents enablers and predictors of innovative behavior innovative xbehavior is considered to be influenced by humerous personal and internal determinants. Personality theories are different from psychology field as well as from other fields dealing with human behavior the theories of personality have been grouped as

Figure 2.4: Sigmund Freud, Personality Theory.
Source: Sally Walters (2020).



1. Psychoanalytic theory: This theory is developed by Sigmund Freud. It is based on psychoanalytical theory, which is based on the idea that human behavior is influenced more by unseen forces than conscious and rational thought. Freud's clinical experiments on patients' behavior are mainly influenced by an unconscious framework. This unconscious is composed of three elements:

A. The id – the id is innate and the source of psychic energy. It is immediate gratification for biological needs. The id follows the basic principle of all human life. The id is set of uncoordinated instinctual trends. Different levels of development and the relations to parental imago correspond to specific id forms of aggression and affection e.g. to dismember, to swallow whole, to make disappear etc. The id by immediately reducing tension thus obeys the pleasure principle as the id knows and obeys no laws and rules.

B. The ego- the id is unconscious part while the ego is conscious part of human personality the ego is associated with reality is checks the id though ligic and intellect the ego can best be described as controlling id though realities a staruing man can control or satisfy his hunder simply by eating images but reality in satisfying huner or reducing tension. The ego is the organized realistic part that mediated between the desire of the id and the super ego.

C. The super ego- the super ego represents system of values norms and ethic that guide and gouern a person to behave properly in the society. The super ego is conscience it provides norms and values to ego to determine what is wrong or right at a given time in given situation. The super ego judge whether an action behavior is right or wrong as per the set norms and standard of the society. So the id seeks pleasure the ego verifies reality and the super ego strives for perfection. Psychoanalytical theory is an analytic study of the human psyche outlining of the id ego and super ego which is of fundamental importance in the development of psychoanalysis.

Empirical Review

In a more recent study, Emecheta, Awa and Ukoha (2016) investigated the relationship between personality characteristics and affective organisation commitment among Bank employees in Nigeria. The study sample consisted of 210 respondents from ten 10 purposively selected bank branches in Port Harcourt. The study revealed that a positive and significant relationship exist between the five personality dimensions and affective organisation commitment.

Ganu and Kogutu (2014) examined the effect of the big five personality traits on job satisfaction and organizational commitment among healthcare workers in Kenya. Utilizing the correlational descriptive study design among 252 healthcare workers, the study showed significant relationships between the Big Five personality traits with job satisfaction and organizational commitment. Openness, Conscientiousness, and Neuroticism had positive relationships with organizational commitment. They suggest that employees who exhibit the traits of openness, neuroticism, extraversion and conscientiousness find a greater sense of commitment and job satisfaction to the healthcare organizations. Ethelbert C. Njoku, and Richards E. Ebeh (2017) conducted a study with a view to examining the relationship between the five-factor model of personality and organizational commitment. They found out neuroticism had a positive relationship with continuance commitment; extraversion had positive relationship with affective commitment and normative commitment but negative relationship with continuance commitment. Openness to experience was found to have a negative relationship with continuance commitment. However, agreeableness had a positive relationship with normative commitment while conscientiousness had a positive relationship with affective and continuance commitment. Çelik and Oral (2016) in a study on the relationship between personality traits, demographic characteristics, and organizational commitment found that agreeableness and consciousness personality traits were correlated with organizational commitment. They further identified a positive relationship between personality traits with affective commitment and normative commitment, and negatively relationship with continuance commitment.

METHODOLOGY

The researcher used a correlation research design.

Population of the Study

The population of the study comprised of 400 consumers of business of mobile telecommunication firms in the area.

Sample/Sampling Techniques

Three hundred and eighty two (382) consumers of business of telecommunication firms as sample of the study using the appropriate stratified sampling was on the table below.

Response to Distributed Question

S/W	UPTH	Sample Size	Questionnaire
1	MTN	103	98
2	GLO	83	82
3	9 mobile	76	73
4	Airtel	74	71
5	Other networks	400	382
	Total:		

Source: Research Survey, 2021

Research Instrument

The research instrument for data collection was a structured questionnaire comprising of 15 items of four(4) point scale, strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD). A respondent was expected to indicate him/her agreements or disagreements to the statement provided in the validation of the collection. The instrument was subjected to scrutiny by experts in marketing, measurement, and graduation to ensure that it will measure what is expected measure.

Method of Data Analysis

The data collected from the field of study was organized in tables, the use of Pearson product correlation, and supplemented with SPSS version 21.0

Hypothesis one

There is no significant relationship between self-confidence and brand choice of business of telecommunication firms. The response of the 382 consumers (respondents) of business of mobile telecommunication firms on the relationship between self-confidence and brand choice was subjected to Pearson Product Moment Correlation method using statistical package for social sciences.

Relationship between self-confidence and brand choice

Correlations

	Confidence	Choice
Confidence	1	.747**
<u>Pearson correlation</u>		.004
Sig. (2-tailed)	106.147	16.147
Sum of Squares and		
<u>Cross- product</u>		
Covariance	.279	.042
N	382	382
Choice	.747**	1
<u>Pearson correlation</u>		
Sig. (2-tailed)	.004	
Sum of Squares and Cross-products	16.147	114.147
Covariance	.042	.300
N	382	382

** Correlation is significant at the 0.05 level (2-tailed). Source: Research Survey, 2021

Data in the table indicate the relationship between self-confidence and brand choice among consumer of business of mobile telecommunication firms in the South-South, Nigeria. This result show that the P-value of 0.004 less than 0.05 level of significance has positive relationship between self-confidence and brand choice among consumers business of mobile of telecommunication firms in the area. This result indicate 0.747 (74.70%) co-efficient that as scores on self-confidence and brand choice among consumers of business of mobile telecommunication firms in South-South, Nigeria.

Hypothesis Two

There is no significant relationship between self-confidence and spontaneous buying behavior among consumers of business of mobile telecommunication firms. The responses of the 382 consumers (respondent) of business of mobile telecommunication firms on the relationship between self-confidence and spontaneous buying behavior was subjected to Pearson Product Moment Correlation Method using Statistical Package for Social Science (SPSS).

Relationship between self-confidence and spontaneous buying behavior Correlations

		Confidence	Spontaneous buying beh
Self-Confidence	Pearson correlation	1	.881**
	Sig. (2-tailed)	91.312	.000
	Sum of Squares and Cross- product	.240	16.521
	<u>Covariance</u>	382	.042
	N		382
Spontaneous Buying Behavior	<u>Pearson correlation</u>	.881**	.000
	Sig. (2-tailed)	16.521	1
	Sum of Squares and Cross-products	.042	
	Covariance	382	91.720
	N		.241

** Correlation is significant at the 0.05 level (2-tailed). Source: Research Survey, 2021

Data in the above table shows the relationship between self-confidence and spontaneous buying behavior among consumers of business of mobile telecommunication firms in the South-South, Nigeria. This indicate P-value of 0.000 with co-efficient of 0.881 (81.90%), showing strong positive relationship between self-confidence and spontaneous buying behavior among consumer of business of mobile telecommunication in the area. The result revealed that as scores on openness to experience increase, there is a corresponding increase in the scores on spontaneous buying behavior among consumers of mobile telecommunication firms in the South-South, Nigeria.

Hypothesis three

There is no significant relationship between Openness and Brand Choice of business of telecommunication firms. The response of the 382 consumers (respondents) of business of mobile telecommunication firms on the relationship between self-confidence and brand choice was subjected to Pearson Product Moment Correlation method using statistical package for social sciences.

Relationship between openness to experience and branch choice

Correlations

		Confidence	Branch Choice
Openness	Pearson correlation	1	.889**
	Sig. (2-tailed)	.000	.000
Sum of Squares and <u>Cross- product</u>		91.312	17.822
		.257	.047
Covariance		382	382
	N		
Branch Choice	<u>Pearson correlation</u>	.889**	1
	Sig. (2-tailed)	.000	.000
Sum of Squares and Cross-products		17.822	90.660
		.047	.241
Covariance		382	382
	N		

*** Correlation is significant at the 0.05 level (2-tailed). Source: Research Survey, 2021*

Data in the above table show the relationship between openness to experience and branch choice among consumer business of mobile telecommunication in the area. The result revealed that as score on openness to experience increases, there is a corresponding increase in the score on branch choice among consumers of business of mobile telecommunication firms in the South-South, Nigeria.

Hypothesis Four

There is no significant relationship between Openness and spontaneous buying behavior of business of telecommunication firms. The response of the 382 consumers (respondents) of business of mobile telecommunication firms on the relationship between openness and spontaneous buying behavior choice was subjected to Pearson Product Moment Correlation method using statistical package for social sciences.

Relationship between openness to experience and spontaneous buying behavior

Correlations

	Confidence	Spontaneous buying behavior
Openness Pearson correlation Sig. (2-tailed) Sum of Squares and <u>Cross- product</u> Covariance N	1 91.312 .240 382	.872** .009 15.707 .042 382
Spontaneous Buying Behavior <u>Pearson correlation</u> Sig. (2-tailed) Sum of Squares and Cross-products Covariance N	.881** .009 15.707 .011 382	1 91.099 .239 382

** Correlation is significant at the 0.05 level (2-tailed). Source: Research Survey, 2021

Data in the above table shows the relationship between openness to experience and spontaneous buying behavior among consumers of business of mobile telecommunication firms in the South-South, Nigeria. This indicate P-value of 0.000 with co-efficient of 0.889 (89.90%), showing strong positive relationship between openness to experience and spontaneous buying behavior among consumer of business of mobile telecommunication in the area. The result revealed that as scores on openness to experience increase, there is a corresponding increase in the scores on spontaneous buying behavior among consumers of mobile telecommunication firms in the South-South, Nigeria.

Results/Findings

The data was analyzed using SPSS version 21.0, AMOS version 24, and PROCESS Macro for SPSS version 3.2. The data was assessed for any issues affecting the quality of the research findings

before starting the analysis process. Namely, the data was tested for common method bias, normality, and multicollinearity. To test for common method bias, Harman's Single Factor test was performed using Principal Axis Factoring as all the observed variables were loaded, attributed for less than 40% of the variance, confirming the absence of common method bias (Al-Said, 2022).

CONCLUSION

Based on the findings of the study, the researcher conclusion as follows:

The relationship between self-confidence and brand choice among consumers of business of mobile telecommunication firms in the area is positively significant at 0.747 (74.70%) co-efficient. There is a significant relationship between self-confidence and spontaneous buying behavior among consumers of business of mobile telecommunication firms in South-South, Nigeria, which is positively significant relationship at 0.881 (88.10%) co-efficient. Also, there's a positively significant relationship between openness to experience and consumer brand choice at 0.873 (87.20%) co-efficient, and the relationship between openness to experience and spontaneous buying behavior among the consumers of business of mobile telecommunication firms in the area is positively significant at 0.889 (89,90%) co-efficient.

RECOMMENDATIONS

Based on the findings of the study the researcher recommends as follows:

1. The personality attributes of a consumer is a very strong determinants of the purchase decision among consumers. It is important that marketers understand this while planning marketing strategies.
2. Consumer education should be encouraged, which help in shaping consumer purchase decision.
3. There should be training and retraining of marketers on the need to easily identify the personality.

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