A Descriptive Study On Personality Traits And Demographic Profile Of Individuals Using The Big Five Model

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Abstract

The purpose of this study was to use descriptive analysis to investigate the personality characteristics and demographic profile of a sample group. 50 people in all took part in the study, with the majority being women (68%) and those in the 21–30 age range (38%). Seventy percent were self-employed, sixty-six percent were single, and eighty-two percent were part of two- to four-person nuclear households. In terms of education, 48% had postgraduate degrees, while 24% made between ₹10,000 and ₹20,000 a month. A five-point Likert scale based on the Big Five Personality dimensions was used to evaluate personality characteristics. The majority of interviewees described themselves as gregarious yet not reserved, indicating moderate levels of extraversion. The majority showed high levels of agreeableness, rejecting fault-finding conduct and showing trust in others. Though opinions on laziness differed, more than half of respondents said they were thorough in their conscientiousness. Even while the majority of respondents said they managed their stress well, a sizable percentage nevertheless occasionally felt anxious, which is indicative of mild neuroticism. While comments about imagination were more neutral, artistic interests demonstrated an openness to experience. All things considered, the study sheds light on the sample group's sociodemographic background and personality traits, laying the groundwork for future behavioral and psychological investigations.

Keywords: Personality traits, Big Five model, Demographic profile, Socio-psychological analysis

Introduction

Personality‟ from a psychological perspective is a set of stable characteristics or traits. The importance of understanding the influence of different personality traits on the buying tendency of the prospective consumers had been realized as early as in 1940s. Since then, the impact of personality on consumer behaviour has been a subject of research. With changing times resulting into changing the state of competition on one side and the changing tastes of consumers on the other, it has become more important for the industries to analyze and understand the factors likely to affect the consumer buying behaviour to design appropriate marketing and advertising strategies. As cited in Foxell and Goldsmith [1988], around 1950, a considerable gap between the excess supply and the actual demand of goods and services was witnessed. It increased the unwanted competition and the managers got baffled as to how to deal with this situation.

The role of customer behavior has grown in today's global marketing. According to Saeed et al. (2023), selling has changed from being a need-satisfying activity to a more important one. In order to affect client behavior, the process has grown increasingly intricate throughout this phase.

According to Lim et al. (2023), the role of marketing in influencing consumer attitudes has grown. Nowadays, consumer behavior is seen as a distinct specialization in business. Its ability to trick clients is the source of its success. A number of theories have been proposed to influence customer behavior. The occurrence of cognitive dissonance in purchase decisions is supported by theories of consumer behavior [Tanford, S., & Montgomery, R. (2015); George, B. P., & Yaoyuneyong, G. (2010)]. Abstractions and concepts related to consumer behavior have been the subject of much global research in an effort to understand how they think. Making decisions as a consumer involves a lot of physical and mental effort [Bangsa, A. B., & Schlegelmilch, B. (2020).

India is a cultural conglomerate which has influenced and directed global socio-economic welfare. Traditions, culture, customs and practices have influenced inclusive mind set of Indians. Indians were traditional in their social, economic and professional activities as they engaged in trustworthy long term relationships and associations. Buyers and sellers engaged with inclusive engagements which led to higher levels of confidence and sales. This traditional buyer seller retailer relationship and partnership-oriented engagement was challenged by the emergence of bigger retail stores in size, quantity and product choices which were able to provide grocery products with quality and low cost. [Grubor and Jaska.,2018]. These online big retail giants soon felt that it was not enough for them to provide quality products at low cost as convenience could be the factor which could make a difference in retail shopping. They slowly introduced online sales, home delivery of products and services with an assured 24x7 supply network. These facilities although encouraged Indian consumers to venture in to Indian grocery shopping online, majority of them retained with traditional forms and modes of purchases [Kashyap.,2021].

It is commonly believed that self-control is the capacity to alter one's ideas, feelings, and impulses. The notion of planned behavior states that it can either help or hinder the behavior's performance. The majority of current research on the connection between online activity and self-control focuses on explicit mechanisms for resisting seduction. According to studies, being able to resist persuasion necessitates having the drive and capacity to digest information and exercise self-control (Nigam et al., 2023). Individuals' predispositions influence how they interpret information and, in turn, whether they decide to abstain or indulge when presented with a choice. Individuals with poor self-control also struggle to manage their behavior, making them more likely to embellish recollections of their previous self-control in order to justify their indulgence. Additionally, studies have connected impulse purchase to issues with self-control [Lavuri et al., 2023].

Review Of Literature
Pavithra (2023) The study is accepted to find out the consumer buying gesture towards fast food in Coimbatore. The high ideal of this study is to find out the consumer's buying gestures for fast food and to offer valid suggestions. This study was conducted grounded on descriptive exploration. The replies have been named by using a convenience slice system from colourful fast-food consumers. Completely 170 sample repliers were named and anatomized by using simple chance analysis and mean ranking system. This study helps to know the consumer buying gesture of the Coimbatore megacity. It is precious for businesses to understand this process

because it helps them better knit their marketing enterprise to the marketing sweats that have successfully told consumers to buy in history. Consumer buying gesture refers to the buying gesture of the ultimate consumer. An establishment needs to dissect buying gestures for Buyers' responses to an establishment's marketing strategy have a great impact on the establishment's success.

Zacky Ahmed (2023) The convenience of doing business in the modern period has changed many things, including the ease of purchasing and selling. By connecting impulsive online shopping behavior with the big five personalities, we aim to discover the truth about it. Responses from 94 young online users in various areas of Jakarta were evaluated using structural equation modeling. We used a random sampling method, and the variables were evaluated using a 5-point Likert scale. The present study discovered that the big-five personality traits are not as strongly associated with online impulsive buying: conscientiousness and neuroticism were a stronger driver of online impulse buying, while extraversion, agreeableness, and openness to experience were statistically insignificant.

Magdalena et al. (2024) highlights the growing importance of consumer psychology in marketing due to intense market competition. Understanding the underlying motivations behind consumer behavior can help companies identify their target markets and develop more effective marketing strategies. Variations in consumer behavior can also be influenced by personality traits, which affect specific cognitive and behavioral patterns. This study aims to explore how the Big Five personality traits impact consumption behavior, including product preferences, consumption patterns (such as sustainable and green consumption), and decision-making processes. The research suggests a link between personality traits and preferences for certain product attributes, brand choices, and impulsive buying behaviors. The findings indicate that companies tailoring their marketing strategies to align with consumer psychology can enhance profitability and market performance. By understanding the relationship between personality traits and consumer decision-making, businesses can implement more personalized promotional strategies and achieve better targeting.

Lau Shi Jie (2024) Impulsive buying behaviour has surged significantly in contemporary society, particularly during the pandemic, which reshaped consumer purchasing patterns in Malaysia. This phenomenon underscores the need to explore factors driving impulsiveness, as it carries numerous consequences. This study focuses on personality traits as intrinsic factors influencing impulsive buying behaviour. The objectives are to assess the levels of the Big Five personality traits and impulsive buying behaviour and to examine the impact of these traits on impulsive buying behaviour among Malaysian consumers. A quantitative, cross-sectional research design was employed to collect data from consumers in Malaysia. Descriptive analyses, including mean, standard deviation, frequency, and percentage, were conducted, alongside multiple linear regression for inferential analysis. The Big Five Inventory (41 items) and the Impulsive Buying Scale (9 items) were utilised to measure personality traits and impulsive buying behaviour, respectively. The findings revealed a significant influence of extraversion, agreeableness, and conscientiousness on impulsive buying behaviour, while neuroticism and openness showed no significant effect. The study contributes theoretical and practical insights, enriching the literature

on the relationship between the Big Five personality traits and impulsive buying behaviour in the Malaysian context. It also offers valuable guidance for marketers and consumers. However, the study faced limitations such as time constraints and inconsistencies with prior research, which identified significant effects for neuroticism and openness. Future research is encouraged to investigate these variables further, focusing on specific locations within Malaysia.

Khan (2024) conducted a study on the field survey of 220 customers of Delhi/NCR to investigate the factors affecting impulsive buying. Special deals and promotions, employees' behavior, ease of payment, and self-service were the variables used in the study. The researcher used multiple linear regression for data analysis. The findings highlighted that consumers' buying impulsively because of special deals and promotions, polite employees' behavior, ease of payment, and self-service facilities available in the shopping malls.

Kanimozhi (2025) The development of electronic commerce and availability of social media platforms has turbocharged the impulse buying behavior among the consumers. The online retail world is pioneering strategies to enhance the consumer shopping experience during online shopping and paving the way for impulse buying behavior. This research aims to explore the factors affecting the customer shopping experience and impulse buying behavior in fashion apparel. Based on previous literature, there are two different components: functional components and psychological components that enhance the consumer's online shopping experience, inducing shoppers to buy products impulsively.

Bharathi (2025) The current research tries to examine the buying behavior trends of consumers at Lulu Hypermarket in Coimbatore City. The research is specifically concerned with determining influential factors behind consumer choice and preference while making purchases at the hypermarket. The research mostly explores the socio-economic profile of the respondents, which is the prime factor determining their buying behavior. Through the consumer's buying behavior and choices, the study aims to determine the purchase frequency, the type of products usually purchased, and the purchasing power of consumers. Further, the study investigates the customers' purchase period of the customers and attempts to deduce whether they shop how frequently and why they shop so frequently at Lulu Hypermarket. A major portion of the study also includes determining problems and issues encountered by consumers during shopping, including service quality, product availability, price, and store environment.

Objective Of The Study
1.To describe the demographic profile of the respondent
2. To find out Five personality information distribution

Research Methodology
This study will begin by outlining the research approach used in this study, offering a clear explanation of the research objectives and the most effective methods to achieve them. The hypotheses derived from the study will also be introduced. Following that, the chapter covers the design of the measurement scale, the research tools, and the data collection methods employed. Finally, the various data analysis techniques used in the study will be discussed.

Research Design

Research design refers the researchers to over plan for obtaining answers to the research questions and the strategies that the researchers adapt to develop information that as adequate, objective, accurate and interpretable. Research design is a blue print study that maximizes to control over factors that could interfere with the study-desired outcome.

Sampling Technique

The non-probability sampling distribution was selected to draw the sample from the population due to the vast population which is not definite and also the various demographic dimensions of the population that are involved in the study. Based on the various criteria it was decided to adopt convenience sampling for selecting the sample from the population.

Sample Selection Process

The researcher has adopted Convenience Sampling method. The data were collected from the respondents of Coimbatore District. The sample were collected through consumers 500 samples were distributed among the consumer, but 50 samples were incomplete, and remaining 450 samples were taken for the analysis.

Tools for Collection of Data

Both primary as well as the secondary data were collected for the study.

(a) Primary Data

A well-structured interview schedule was used as the instrument to collect the primary data from the respondents. The interview schedule was prepared to know the facts like consumer"s profile, consumer awareness and factors influencing the impulsive buying behaviour of the consumers.

(b) Pilot study

After the formulation of the interview schedule, pilot study was conducted. Based on the answers of the respondents and also based on the suggestions of the respondents, a relevant modification was made. After that the interview schedule was finalized for the main study.

Analysis And Interpretation

Table:1. Demographic profile of respondents

Question	Choices	Count	Percentage
Age	18-20 years	14	28.00%
	21-30 years	19	38.00%
	31-40 years	13	26.00%
	41-50 years	3	6.00%
	Above 50	1	2.00%
Gender	Female	34	68.00%
	Male	16	32.00%
Salary Range (Per month)	10000-20000 INR	12	24.00%
	20001-30000 INR	3	6.00%
	30001-40000 INR	9	18.00%
	40001-50000 INR	10	20.00%

	50001-70000 INR	11	22.00%
	Above 70000 INR	5	10.00%
Education qualification	Doctorate	6	12.00%
	High School/Diploma	2	4.00%
	Postgraduate	24	48.00%
	Undergraduate	18	36.00%
Occupation	Government employed	6	12.00%
	Self employed	35	70.00%
	Student	7	14.00%
	Un employed	2	4.00%
Marital status	Married	17	34.00%
	Un married	33	66.00%
Type of family	Joint	9	18.00%
	Nuclear	41	82.00%
Size of the family	2-4 members	41	82.00%
	5-7 members	7	14.00%
	Above 7	1	2.00%
	Below 2	1	2.00%
Residential area	Rural	12	24.00%
	Semi urban	15	30.00%
	Urban	23	16.00%
	Sub urban	0	0.00%

Table:1 shows the demographic profile of respondents. A total of 50 individuals participated in the study. The demographic characteristics of the respondents are summarized as follows:

Age Distribution
The majority of respondents (38%) belonged to the age group of 21–30 years, followed by 18–20 years (28%) and 31–40 years (26%). A smaller proportion were aged 41–50 years (6%), and only 2% were above 50 years of age.

Gender
Of the total participants, 68% were female and 32% were male, indicating a predominance of female respondents in the study.

Monthly Salary Range
In terms of income, 24% of the respondents reported earning between ₹10,000–₹20,000 per month. Around 22% earned ₹50,001–₹70,000, while 20% fell within the ₹40,001–₹50,000 range. Additionally, 18% earned between ₹30,001–₹40,000, 10% reported earnings above ₹70,000, and the lowest group (6%) earned ₹20,001–₹30,000.

Educational Qualification
Postgraduates made up the largest educational group at 48%, followed by undergraduates at 36%. Respondents with a doctorate accounted for 12%, and only 4% had completed high school or a diploma.

Occupation
The majority of the participants (70%) were self-employed. Government employees comprised 12% of the sample, while 14% were students and 4% reported being unemployed.

Marital Status
A greater proportion of respondents were unmarried (66%), whereas 34% were married.

Type and Size of Family
Most participants (82%) reported living in nuclear families, with the remaining 18% residing in joint family settings. In terms of family size, 82% had 2–4 members, 14% had 5–7 members, and only 2% each reported having more than 7 members or fewer than 2.

Residential Area
Respondents were primarily from semi-urban (30%) and rural (24%) areas. Urban residents made up 16% of the sample, while no respondents identified as living in suburban areas.

Table 2- Five personality information distribution

Particulars	Disagree strongly		Disagree a little		Neither agree nor agree		Agree a little		Agree strongly	
	N	%	N	%	N	%	N	%	N	%
I see myself as one of who is reserved	11	22%	11	22%	9	18%	15	30%	4	8%
I see myself as one of who is generally trusting	1	2%	5	10%	14	28%	22	44%	8	16%
I see myself as one of who tends to be lazy	10	20%	5	10%	17	34%	16	32%	2	4%
I see myself as one of who is relaxed handles stress well	2	4%	9	18%	10	20%	25	50%	4	8%
I see myself as one of who had artistic interests	4	8%	8	16%	13	26%	19	38%	6	12%
I see myself as one of who is outgoing and sociable	3	6%	8	16%	9	18%	19	38%	11	22%
I see myself as one of who tends to find faults on others	12	24%	17	34%	11	22%	10	20%	0	0%

I see myself as one of who does a thorough job	3	6%	4	8%	15	30%	24	48%	4	8%
I see myself as one of who gets nervous	5	10%	13	26%	18	36%	13	26%	1	2%
I see myself as one of who has an active imagination	5	10%	1	2%	20	40%	20	20%	4	8%

Table:2 shown in the personality characteristics of respondents were assessed using a series of self-perception statements, rated on a five-point Likert scale ranging from "Disagree strongly" to "Agree strongly." The distribution of responses for each personality trait is presented below.

Extraversion
When asked whether they see themselves as reserved, 44% of respondents indicated disagreement (22% strongly disagreed and 22% disagreed a little), while 30% agreed a little and 8% agreed strongly, suggesting a moderate level of extraversion among the participants. Similarly, in response to being outgoing and sociable, a majority (60%) expressed agreement (38% agreed a little and 22% agreed strongly), further indicating that many participants identify as sociable individuals.

Agreeableness
Regarding the trait of general trust, 60% of the respondents agreed that they are generally trusting (44% agreed a little and 16% agreed strongly), while only 12% disagreed. This indicates a high level of perceived agreeableness in the sample. However, when asked whether they tend to find faults in others, a notable portion disagreed (24% strongly and 34% a little), suggesting that the majority do not perceive themselves as fault-finding, which is also consistent with higher agreeableness.

Conscientiousness
When asked about doing a thorough job, a large majority (56%) agreed (48% a little and 8% strongly), while only 14% disagreed. This shows a positive self-assessment in terms of conscientiousness. In contrast, when asked if they tend to be lazy, 30% disagreed (20% strongly and 10% a little), while 34% remained neutral, and 36% agreed to some extent. This mixed response suggests variability in perceived industriousness among the respondents.

Neuroticism
Responses to handling stress well showed that 58% of the participants agreed (50% a little and 8% strongly), while only 22% disagreed. Conversely, when asked whether they often feel nervous, 36% remained neutral, and 28% expressed agreement, with another 36% showing disagreement. These results indicate that while many perceive themselves as capable of managing stress, a notable proportion still experience nervousness, reflecting a moderate level of neuroticism in the group.

Openness to Experience
A majority of respondents agreed (38% a little and 12% strongly) that they have artistic interests, suggesting a relatively high level of openness. Regarding having an active imagination, 28%

agreed, 40% remained neutral, and 12% disagreed. These findings suggest that while a portion of respondents identify with characteristics associated with openness, a substantial number remain neutral or ambivalent.

Suggestions
Tailored Marketing Strategies: Since many of the respondents were self-employed, unmarried, and belonged to the younger age group (21–30 years).
Leverage Personality Traits in Consumer Engagement: The high levels of agreeableness, sociability, and openness among respondents suggest that marketing efforts can benefit from focusing on community-based engagement.
Stress-Relief and Wellness Products: Given the mixed responses around neuroticism and stress handling, there is potential for businesses to promote wellness-oriented products or services
Educational and Informative Campaigns: With a significant proportion of respondents being postgraduates and undergraduates, campaigns that incorporate educational content
Encourage Self-Reflection in Consumer Behavior: Many respondents reported awareness of their traits like laziness or sociability.
Designing Interfaces for High Openness and Conscientiousness: Digital platforms, including e-commerce and social media, should be designed in a way that caters to users with a mix of conscientiousness

Conclusion
Using the Big Five Personality Model, this descriptive study aimed to comprehend the demographic profile and personality features of individuals. The results, which were gathered from 450 respondents in the Coimbatore District, offer important new information about the sample population's psychological and sociodemographic traits. According to the demographic study, the majority of the respondents were young individuals (ages 21 to 30), self-employed (70%), single (66%), and highly educated (48% postgraduates). The majority lived in semi-urban or rural regions and were part of nuclear households, which reflected the shifting socioeconomic environment of India's developing metropolitan centers. These results point to a population that is socially adaptive and mentally aware, with sociability, conscientiousness, and agreeableness among the most common characteristics. Particularly in culturally diverse and economically vibrant areas like Coimbatore, the consequences of these personality traits are important for domains like as consumer behavior, marketing strategy, product creation, and psychological therapies. The study's overall findings highlight the need for more research into the ways that personality traits and demographic variables interact to shape people's conduct in contemporary society. Future studies might look more closely at these connections in broader, more varied groups and investigate how they affect certain behavioral areas like purchasing decisions, online activity or work choices.

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14. (Note: Item 14 appeared to be merged into the title of Item 13 in your source text. I have treated the text following it as part of Item 13).

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