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THE RELATIONSHIP BETWEEN PERSONALITY AND SHOPPING ORIENTATION: AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO APPAREL CUSTOMERS IN COIMBATORE CITY

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ABSTRACT

Since the field of retailing is gaining momentum in the recent years, this research work will be of great use and may contribute to retail managers in devising an effective marketing strategy to sustain in the competitive arena. The primary objective of this empirical paper is to explore the significant relationship between personality and shopping orientations of the customers purchasing apparels in Coimbatore city. The descriptive study involves both primary and secondary data. Primary data was collected through structured questionnaire using store intercept technique to capture the recency effect of the respondents. Three stage area sampling method were adopted to select the samples. In a total of 232 apparel stores registered with the Coimbatore Cloth Merchant's Association, only 30 stores were randomly selected on the basis of its store image and reputation. Responses were elicited from 50 customers from each store. The hypotheses were tested using multivariate technique (MANOVA) followed by ANOVA, if the result of MANOVA turns out to be significant. Findings proved the relationship between various personality dimensions and shopping orientations. Managerial implications and recommendations for future research were also reported.

KEYWORDS

Apparel, MANOVA, GRDI, Personality, Shopping Orientation.

INTRODUCTION

The etymology of the term 'retail' has derived from French word *retailer* which means 'cutting off, clip and divide'. It was used first time in the year 1365. In commerce, it referred as selling of a product on small quantity to an end user is known as retailing. A retailer is one who stocks the producer's goods and is involving the act of selling it to the individual consumer, at a margin of profit. As such, retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. The retail industry in India, of late, often being hailed as one of the sunrise sectors in the economy. Retail marketing is the India's largest industry, accounting for over 10 percent of the country's Gross Domestic Product (GDP) and around 8 percent of the employment (Lahori, 2010, p.1). According to A T Kearney's Global Retail Development Index (GRDI) 2012, India is the 5th most favorable destination for international retailers. Of the total Indian retail market, 8% constitutes the organised retail segment which is estimated to grow at a rate of almost 30% by 2015, and hence at a much faster pace than the overall retail market which is forecast to grow by 16% in the same period. Clothing & Apparel make up almost a third of the organized retail segment, followed by Food & Grocery and Consumer Electronics. India currently has a small penetration within the organized retail segment as compared to other emerging markets such as China, which has a penetration of more than 20% within organised retail according to the Global Retail Index report by the World Retail Conference. This study considers customer's relationship orientation as a psychological trait. Here the personality concept were used in the field of relationship marketing to explain the impact on consumer behavior. However to the researcher's knowledge, so far no empirical research has yet investigated the relationship between personality and shopping orientation in the Indian context.

LITERATURE REVIEW

Personality is the sum total of an individual's psycho-physical systems that determine his/her behavior in a given environment situation. Personality differs from person to person depending on their varying psycho-physical aspects. Therefore, understanding human/employees behavior in organizations in a better way underlines the need to understand personality in its various aspects (Khanka, 2005, pp.41). Learning about consumer's personality type helps to understand the most effective way to communicate with them, and to know under what conditions they function best (Daisy Chauhan and Chauhan, S.P (2006 pp.358). Some of the studies on personality type in the Human Resources domain conducted in the Western countries are by Huitt (1992), Keirsey (1998) and Keirsey and Bates (1984). The present study is therefore an attempt to address and identify the personality type so as to meet the customer's expectations by the apparel retailers.

Apparel is often used for its symbolic value reflecting the personality and status of the user. When the apparel holds a designer or international brand, it may be perceived as an ostentatious display of wealth. Thus consumers are motivated by a desire to impress others with their ability to pay particularly high prices for prestigious products. Such personality dimensions often play critical role in shifting the consumer culture towards branded buying behavior of utilitarian goods (Aniruddha Akarte, 2012).

Arora et al., (2011 pp.55) specified that an individual level, personality inventories have been used for career assessment (Ward, Cunningham & Wakefield 1976). While at the organizational level, personality inventories have been used to explore counterproductive work behaviour and organizational citizenship behaviour (Spector & Fox, 2002), team work (Peeters et al., 2006), and job performance (Tett et al., 2003). Shopping is perhaps one of the oldest activities that the human race has been performing with high level of regularity and involvement. Over the years, however, the shoppers' orientation towards this routine activity has been changing. The innovations brought by retailers and marketers in the practice of retailing have been providing new paradigms in the way shoppers have been disposed towards their act of shopping. This has also led to a body of knowledge that aims to understand the orientation of shoppers towards shopping and utilize it to develop typologies (Piyush Kumar Sinha 2003).

Shopping orientation is one of the most axiomatic concepts in consumer behaviour literature which has been widely used to classify consumers based on their shopping habits and styles. Understanding the target market's shopping orientation has a significant impact on a retailer's success. This is because shopping orientation is regarded as the most influential factor that directly affect patronage choice (Hawkins et al. 2001) or indirectly through consumers' evaluation of relevant attribute of store alternatives, which then become the basis for their store choice (Home 2002). Thus, in order for retailers to maximise customer satisfaction and retail sales, they must understand consumers' shopping orientations that are unique in shopping attributes and patronage behaviour.

In the retailing literature, it has been established that consumers' retail patronage activities are influenced by a variety of personal traits and demographic indicants including personal values, lifestyle, employment, family life cycle, social class, sex, education attainment, marital status, age and income (Darden 1980; Shim and Kotsiopoulos 1992a). Personality, while being recognised as a subset of consumers' personal traits (Sheth 1983), has received relatively scant attention

within consumer behaviour research. Consequently, little is currently known about the impact of personality on shopping orientation in a retail patronage context.

RESEARCH METHODOLOGY

The primary objective of this empirical paper is to explore the significant relationship between personality and shopping orientations of the customers purchasing apparels in Coimbatore city. The study is based on both primary and secondary data. Coimbatore was selected as the area of the study because of the existence of more number of retail formats from local stores to modern formats such as Hypermarket and Malls, which had a total population of 9,59,823 people in late 2010's.

The target population of this survey comprises of all the customers of 232 apparel stores registered with the Coimbatore Cloth Merchant's Association (CCMA) and the members of Retail Association of India (RAI). The sample size was determined by following the rule of thumb proposed by Roscoe, 1975 (in Robert Ho, 2006). In line with the above rule of thumb, it was determined that a sample size of 1050 respondents would allow the appropriate multivariate analysis to be undertaken. Using three-stage area sampling procedure, one thousand five hundred respondents living in the different areas of Coimbatore city were targeted as the sample for this research from which 918 usable responses were retained for statistical analysis with a total response rate of 61.2%.

Primary data was collected through structured questionnaire using store intercept technique to capture the recency effect of the participants. In a total of 232 apparel stores registered with the Coimbatore Cloth Merchant's Association, only 30 stores were randomly selected on the basis of its store image and reputation. Responses were elicited from 50 customers from each store. The data was collected during the period between July 2013 and December 2013 using a structured questionnaire developed based on inventories used in the past similar studies. All variables, with the exception of demography, were measured using the five-point Likert scale.

Personality was determined through BFI-Big five inventory devised by John, 1991 consisting of 44 items where the instrument measures the Core Features of the Big Five with short phrases. This brief inventory was meant to allow efficient and flexible assessment of the five dimensions when there is no need for more differentiated measurement of individual facets (John, O.P. et al., 1991). A 5-point Likert scale was used to measure the dimensions of personality, ranging from strongly disagree (1) to strongly agree (5). Shopping orientations measure containing twenty-six items were employed from Shamdasani, Hean and Lee (2001) which was validated with a Singaporean sample. This scale was adopted because it was thought of as valid to represent the general characteristics of consumers in an Asian environment in general and Indian environment in specific.

The questionnaire was produced in two versions, English and Tamil. The pilot test was carried out with fifty participants, in a nearby location of the researcher's resident area resulting in minor amendments based on the verbal feedback received from the respondents. The evaluation of the measurements used in this study involved the assessment of the validity and reliability of the instrument. In this study, the content validity of the measurement instrument was assessed by asking a few experts to examine it and provide feedback for revision. Reliability was assessed using Cronbach's alpha with a value of 0.6 as a cut-off point for the acceptance of the measure. The reliability value for personality and shopping orientation were 0.748 and 0.717 respectively.

DATA ANALYSIS

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Before analysing the data provided by the samples, it is advisable to obtain some insights into the demographic characteristics of respondents participating in this study since it provides a background for the analysis that follows. Only a few demographic characteristics such as gender, age, marital status, education, occupation and income were used in this study, all of which were expected to be important in the interpretation of the results.

The sample consisted of slightly more male respondents (55.9%) as compared to female respondents (44.1%). Respondents spanned the range of age categories from 18 to 51 or over, with the majority (50.6%) of the respondents included in the survey sample being between the ages of 21-30, followed by the 31-40 group at 23.3%. The next largest age group was found to be age between 41-50 constituting 11.8% followed by above 50 group at 8.2%. The least age group was below 20 years of age with 6.1%.

Respondents were also asked to provide information regarding their marital status. The analysis revealed that more than half of the total sample, or 52.5% of the 918 respondents included were married while 45.7% were single and 1.8% were divorcee/ widow. Statistics on occupation showed that a large proportion of the respondents (31.8%) were employees working in the private sector while 18.8% of the respondents were students. Home makers constituted 16.9% and 13.2% of the respondents were self-employed. Out of the remaining sample, 9.7% were professionals, 5.3% were public sector employees, 3.2% were retired and 1.1% belonged to the others category. Findings were also inconclusive on the importance of occupation as a component of patronage (Bellenger & Korgaonkar, 1980; Shim & Kotsiopoulos, 1993; Kopp, et al, 1989; Shim & Bickle, 1994).

Considering the educational level of the respondents, the largest percentage of them (39.8%) possessed under graduation degree while 26.3% earned a postgraduate degree. 11.4% had obtained primary school. 10.8% of the total respondents had attained professional degree and 8.5% had completed certificate/ diploma. In the remaining samples, 1.7% belonged to other category and 1.5% had no formal education. The high proportion of the respondents having a high education level was due to the urban nature of the sample.

As far as the family income was concerned, the largest percentage of the respondents (28%) were belonging to the income category of 5-10 lakhs, while (24%) fall under the category of 10-15 lakhs, (19%) belonged to the income group of 15-20 lakhs, (18%) belonged to the income group ranging between 0-5 lakhs and finally (11%) had an income above 20 lakhs. Some studies (Crask and Reynolds, 1978; Shim & Kotsiopoulos, 1993; Shim & Bickle, 1994; Kopp, et al, 1989) found that income was helpful in distinguishing patronage while several other studies showed that income did not influence store patronage (Korgaonkar et al, 1985; Williams et al, 1978; Morganosky, 1995). These differences may be attributed to the geographic location where the survey was conducted. Table 1 presents the key demographic characteristics of the sample in the study.

TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS (n = 918)

Characteristics	Category	Frequency	Percentage
1. Gender	Male	513	55.9
	Female	405	44.1
2. Age	Below 20	56	6.1
	21 - 30	465	50.6
	31 – 40	214	23.3
	41 – 50	108	11.8
	Above 50	75	8.2
3. Marital Status	Married	482	52.5
	Single	420	45.7
	Divorcee/Widow	16	1.8
4. Educational Qualification	No formal Education	13	1.5
	Primary School	105	11.4
	Certificate/ Diploma	79	8.5
	Under graduate	367	39.8
	Post graduate	240	26.3
	Professional Degree	99	10.8
	Others	15	1.7
5. Occupation	Private sector	292	31.8
	Public Sector	49	5.3
	Self employed	121	13.2
	Professional	89	9.7
	Retired	29	3.2
	Homemaker	155	16.9
	Students	173	18.8
	Others	10	1.1
6. Family Income	0-5 lakhs	165	18
	5-10 lakhs	266	28
	10-15 lakhs	216	24
	15-20 lakhs	174	19
	Above 20 lakhs	97	11

Source : Primary Data

RESULT AND DISCUSSION OF THE DEMOGRAPHIC PROFILE

The demographic characteristics in summary, presented that the sample included in this study appeared to be middle aged between 21 and 30, married, more educated and includes more males working in the private sector with an average annual family income ranging between 5 to 10 lakhs. This finding goes in parallel with the population statistics of Coimbatore city. According to population census data of 2011, Coimbatore had a population of 3,458,045 of which male and female were 1,729,297 and 1,728,748 respectively. Average literacy rate of Coimbatore in 2011 was 83.98 compared to 78.50 of 2001 having male and female literacy rates of 89.06 and 78.92 respectively (www.census2011.co.in). This finding was contradictory to the finding of O’Cass (2004) which stated that female customers are more involved with fashions than male customers. This is due to the reason that the female customers were mostly engaged in shopping activity during the survey and the males who accompanied them responded to the survey more willingly than females.

ANALYSIS OF PERSONALITY AND SHOPPING ORIENTATION

In this study, parametric tests (MANOVA & ANOVA) were used to analyse the data. It is important to check for the normality of data, because parametric tests can be applied only when the data is normal. Normality of data is ensured using the Central Limit Theorem. The normal distribution has the remarkable property stated in the Central Limit Theorem which asserts that certain statistics, most important of which is the sample mean and sample variance, tends to be normally distributed as the sample size becomes large (Gupta & Gupta, 2013, p.467).

Before proceeding with the hypothesis testing using MANOVA, the total of 26 shopping orientation statements were condensed into six latent factors (brand, shopping enjoyment, fashion, quality, impulse and price) using factor analysis. The extracted six factors were used in this analysis. In this section, the significant differences between personality dimensions such as Agreeableness, Conscientiousness, Extroversion, Neuroticism, Openness and shopping orientation were tested using MANOVA and ANOVA.

H1: There is no significant difference between shopping orientation and customers affiliated with Agreeableness personality.

To test Hypothesis H1, multivariate analysis of variance (MANOVA) was performed using the six shopping orientation factors (brand conscious, shopping enjoyment, fashion conscious, quality conscious, impulsive shopping and price conscious) as dependent variables and Agreeableness as an independent variable. To check whether the homogeneity of variance/covariance assumption is met, Box’s M test was run. The test turned out to be insignificant at 0.05 level (Box’s M = 781.550, F = 1.607, p = 0.348), suggesting that the covariance matrices are roughly equal and the homogeneity assumption is not violated.

TABLE 2: MANOVA OF SHOPPING ORIENTATION BY AGREEABLENESS PERSONALITY

	VALUE	F	HYPOTHESIS	D.F	ERROR D.F	SIG.
PILLAI’S TRACE	.437	1.811	228.000		5256.000	.000*
WILKS’ LAMBDA	.628	1.854	228.000		5179.000	.000*

Source : Primary Data

Note : * = Significant at 5%

Pillai’s trace and Wilks’ lambda were used to assess the overall multivariate relationship. The results indicated that the tests were significant (Pillai’s trace = 0.437, F (228, 5256) = 1.811, p < 0.05; Wilks’ lambda = 0.628, F (228, 5179) = 1.854, p < 0.05). Since the “p” value is significant, the null hypothesis was rejected. Hence, the hypothesis that there is no significant difference between shopping orientation and customers affiliated with agreeableness personality was rejected. Decision was made that significant difference exists between shopping orientation and customers affiliated with agreeableness personality. Hence further test was needed.

TABLE 3: ANOVA OF SHOPPING ORIENTATION BY AGREEABLENESS PERSONALITY

Factors	F	Sig.
brand	2.065	.000*
shopping	1.107	.304
fashion	2.178	.000*
quality	1.990	.000*
impulse	1.238	.156
price	1.592	.014*

Source : Primary Data

Note : * = Significant at 5%

The results of one-way ANOVA are displayed in Table 3. Statistically there exists differences between the four shopping orientations and agreeableness personality. Those four orientations of significant difference are brand (F (37, 877) = 2.065, p < 0.05), fashion (F (37, 877) = 2.178, p < 0.05), quality (F (37, 877) = 1.990, p < 0.05) and price (F (37, 877) = 1.592, p < 0.05). Hence, it may be concluded that the four shopping orientations namely brand, fashion, quality and price conscious have significant impact on customers with agreeableness personality.

H2: There is no significant difference between shopping orientation and customers affiliated with Conscientiousness personality.

To test Hypothesis H2, multivariate analysis of variance (MANOVA) was performed using the six shopping orientation factors (brand conscious, shopping enjoyment, fashion conscious, quality conscious, impulsive shopping and price conscious) as dependent variables and Conscientiousness as an independent variable. To check whether the homogeneity of variance-covariance assumption is met, Box's M test was run. The test produced non-significant result at 0.05 level (Box's M = 884.363, F = 1.704, p = 0.420), suggesting that the covariance matrices are roughly equal and the homogeneity assumption is tenable.

TABLE 4: MANOVA OF SHOPPING ORIENTATION BY CONSCIENTIOUSNESS PERSONALITY

	Value	F	Hypothesis d.f	Error d.f	Sig.
Pillai's Trace	.364	1.448	234.000	5250.000	.000*
Wilks' Lambda	.683	1.469	234.000	5176.000	.000*

Source : Primary Data

Note : * = Significant at 5%

Pillai's trace and Wilks' lambda were used to assess the overall multivariate relationship. The MANOVA results are displayed in Table 4. The results indicated that the tests were significant (Pillai's trace = 0.364, F (234, 5250) = 1.448, p < 0.05; Wilks' lambda = 0.683, F (234, 5176) = 1.469, p < 0.05). Since the "p" value is significant, the null hypothesis was rejected. Hence, the hypothesis that there is no significant difference between shopping orientation and customers affiliated with conscientiousness personality was rejected. Decision was made that there existed significant differences between shopping orientation and customers affiliated with Conscientiousness personalities. Since significant results were produced by the MANOVA, further testing was made.

TABLE 5: ANOVA OF SHOPPING ORIENTATION BY CONSCIENTIOUSNESS PERSONALITY

Factors	F	Sig.
brand	2.084	.000*
shopping	1.090	.328
fashion	1.289	.113
quality	1.959	.000*
impulse	1.365	.070
price	1.157	.238

Source : Primary Data

Note : * = Significant at 5%

The results of one-way ANOVA are displayed in Table 5. Statistically significant differences existed between Conscientiousness personality and two shopping orientations. Those two orientations of significant difference included are brand (F (37, 877) = 2.084, p < 0.05), and quality (F (37, 877) = 1.959, p < 0.05). From the result of ANOVA, it was inferred that the two shopping orientations namely brand and quality conscious have significant impact on customers with conscientiousness personality.

H3: There is no significant difference between shopping orientation and customers affiliated with Extroversion personality.

To test Hypothesis H3, multivariate analysis of variance (MANOVA) was performed using the six shopping orientation factors (brand conscious, shopping enjoyment, fashion conscious, quality conscious, impulsive shopping and price conscious) as dependent variables and Extroversion as an independent variable. To check whether the homogeneity of variance-covariance assumption is met, Box's M test was run. The test produced non-significant result at 0.05 level (Box's M = 345.07, F = 1.584, p = 0.43), suggesting that the covariance matrices are roughly equal and the homogeneity assumption is tenable.

TABLE 6: MANOVA OF SHOPPING ORIENTATION BY EXTROVERSION PERSONALITY

	Value	F	Hypothesis df	Error df	Sig.
Pillai's Trace	.241	1.278	174.000	5310.000	.009*
Wilks' Lambda	.780	1.286	174.000	5193.227	.007*

Source : Primary Data

Note : * = Significant at 5%

Pillai's trace and Wilks' lambda were used to assess the overall multivariate relationship. The results indicated that the tests were significant (Pillai's trace = 0.241, F (174, 5310) = 1.278, p < 0.05; Wilks' lambda = 0.780, F (174, 5193) = 1.286, p < 0.05). Since the "p" value is significant, the null hypothesis was rejected. Hence, the hypothesis that there is no significant difference in shopping orientation and customers affiliated with extroversion personality was rejected. Decision was made that there is significant difference between shopping orientation and customers affiliated with extroversion personalities. Since significant results were produced by the MANOVA, further testing was made.

TABLE 7: ANOVA OF SHOPPING ORIENTATION BY EXTROVERSION PERSONALITY

Factors	F	Sig.
brand	1.998	.001*
shopping	.984	.491
fashion	.678	.901
quality	1.897	.003*
impulse	1.172	.245
price	1.886	.003*

Source : Primary Data

Note : * = Significant at 5%

The results of one-way ANOVA are displayed in Table 7. Statistically significant differences existed between extroversion personality and three shopping orientations. Those three shopping orientations of significant difference included are brand (F (37, 877) =1.998, p < 0.05), quality (F (37, 877) =1.897, p < 0.05) and price (F (37, 877) =1.886, p < 0.05). **The outcome of ANOVA reported that the three shopping orientations namely brand, quality and price conscious have significant impact on customers with extroversion personality.**

H4: There is no significant difference in shopping orientation among customers affiliated with Neuroticism personality.

To test Hypothesis H4, multivariate analysis of variance (MANOVA) was performed using the six shopping orientation factors (brand conscious, shopping enjoyment, fashion conscious, quality conscious, impulsive shopping and price conscious) as dependent variables and Neuroticism as an independent variable. To check whether the homogeneity of variance covariance assumption is met, Box's M test was run. The test produced non-significant result at 0.05 level (Box's M = 774.455, F = 1.727, p = 0.340), suggesting that the covariance matrices are roughly equal and the homogeneity assumption is tenable.

TABLE 8: MANOVA OF SHOPPING ORIENTATION BY NEUROTICISM PERSONALITY

	Value	F	Hypothesis d.f	Error d.f	Sig.
Pillai's Trace	.293	1.291	210.000	5274.000	.003*
Wilks' Lambda	.738	1.298	210.000	5187.000	.003*

Source: Primary Data

Note : * = Significant at 5%

Pillai's trace and Wilks' lambda were used to assess the overall multivariate relationship. The MANOVA results are displayed in Table 8. The results indicated that the tests were significant (Pillai's trace = 0.293, F (210, 5274) = 1.291, p > 0.05; Wilks' lambda = 0.738, F (210, 5187) = 1.298, p > 0.05). Since the test produced significant result, the null hypothesis was rejected. Hence, the hypothesis that there is no significant difference in shopping orientation and customers affiliated with neuroticism personality was rejected. **Decision was made that significant differences existed between shopping orientation and customers affiliated with neuroticism personality.** Since significant results were produced by the MANOVA, further testing was made.

TABLE 9: ANOVA OF SHOPPING ORIENTATION BY NEUROTICISM PERSONALITY

Factors	F	Sig.
brand	1.267	.140
shopping	1.438	.050
fashion	1.301	.115
quality	1.772	.004*
impulse	.787	.808
price	1.454	.045*

Source : Primary Data

Note : * = Significant at 5%

The results of one-way ANOVA are displayed in Table 9. Statistically significant differences existed between neuroticism personality and two shopping orientations. Those two shopping orientations of significant difference are quality (F (37, 877) =1.772, p < 0.05) and price (F (37, 877) =1.454, p < 0.05). **From the result of ANOVA, it was inferred that the two shopping orientations namely quality and price conscious have significant impact on customers with neuroticism personality.**

H5: There is no significant difference in shopping orientation among customers affiliated with Openness personality.

To test Hypothesis H5, multivariate analysis of variance (MANOVA) was performed using the six shopping orientation factors (brand conscious, shopping enjoyment, fashion conscious, quality conscious, impulsive shopping and price conscious) as dependent variables and Openness as an independent variable. To check whether the homogeneity of variance covariance assumption is met, Box's M test was run. The test produced non-significant result at 0.05 level (Box's M = 761.260, F = 1.728, p = 0.05), suggesting that the covariance matrices are roughly equal and the homogeneity assumption is tenable.

TABLE 10: MANOVA OF SHOPPING ORIENTATION BY OPENNESS PERSONALITY

	Value	F	Hypothesis d.f	Error d.f	Sig.
Pillai's Trace	.308	1.444	198.000	5286.000	.000*
Wilks' Lambda	.726	1.458	198.000	5190.000	.000*

Source : Primary Data

Data Note : * = Significant at 5%

Pillai's trace and Wilks' lambda were used to assess the overall multivariate relationship. The MANOVA results are displayed in Table 10. The results indicated that the tests were significant (Pillai's trace = 0.308, F (198, 5286) = 1.444, p < 0.05; Wilks' lambda = 0.726, F (198, 5190) = 1.458, p < 0.05). Since the test produced significant result, the null hypothesis was rejected. Hence, the hypothesis that there is no significant difference in shopping orientation and customers affiliated with openness personality was rejected. **Decision was made that significant differences existed between shopping orientation and customers affiliated with Openness personalities.** Since significant results were produced by the MANOVA, further testing was made as a follow-up analysis.

TABLE 11: ANOVA OF SHOPPING ORIENTATION BY OPENNESS PERSONALITY

Factors	F	Sig.
brand	2.934	.000*
shopping	1.134	.278
fashion	1.297	.124
quality	2.592	.000*
impulse	1.547	.026*
price	1.217	.188

Source : Primary Data

Note : * = Significant at 5%

The results of one-way ANOVA are displayed in Table 11. Statistically differences existed among customers with openness personality and three shopping orientations. Those three shopping orientations of significant difference included are brand (F (37, 877) =2.934, p < 0.05), quality (F (37, 877) =2.592, p < 0.05) and impulse (F (37, 877) =1.547, p < 0.05). **From the result of ANOVA, it was inferred that the three shopping orientations namely brand, quality and impulse shopping orientations have significant impact on customers with agreeableness personality.**

RESULTS AND DISCUSSION

The overall results of MANOVA and ANOVA suggests that significant differences exist in shopping orientation among consumers with different personality dimensions. All the hypotheses (H1, H2, H3, H4, H5) were rejected. All of the personality dimensions have a very strong impact on Shopping Orientation. The

result reported that personality plays a vital role in determining their shopping orientation. Individuals who score high in this aspect are generally brand conscious, enjoys shopping, fashion oriented, quality conscious, impulsive and price oriented shoppers.

To be very specific, consumers with agreeableness personality tend to be more brand and fashion conscious, give importance to quality and very much price oriented. Conscientious personality consumers ranked high in brand and quality consumers. Consumers who score high on extraversion personality dimensions are brand conscious, quality conscious and price conscious. Neuroticism personalities exhibits quality conscious and price – conscious shopping orientation. Openness personality consumers were found to be an impulsive shopper giving importance to brand and quality. Overall findings indicated that by considering all the five personality dimensions, consumers gave top priority to quality followed by brand. Hence retailers should seriously concentrate on this issue and take necessary steps to delight the customers by providing them with different types of branded products with high quality.

Findings from previous studies by **Yang He (2013) and Mokhlis(2006)** corroborated with this finding which stated that the six dimensions viz (Brand conscious, Fashion conscious/Appealances, Local store oriented, Price conscious, Shopping mall oriented time/ Convenience conscious) of shopping orientations had significant influence on changes in patronage preferences, both in store and brand preferences.

All of the personality dimensions have a very strong impact on Shopping Orientation. The result reported that personality plays a vital role in determining their shopping orientation. The effect of quality conscious were present in all the personality dimensions followed by brand conscious.

MANAGERIAL IMPLICATIONS

The results of this study are valuable because there exists strong links between personality construct and shopping orientation. To the researcher's knowledge, there has been no report to date (or not that the researcher's were aware of) of empirical study that explored the influence of personality on shopping orientation in the Indian context. The present research may lead international consumer researchers to a better understanding of the relevancy between personality and patronage behaviour. Since differences based on various personality variables were found to be significant in predicting certain behavioural orientations such as information usage, shopping and the importance attached on store attributes, it follows that understanding personality of the consumers can provides the marketers with a very practical tool for market segmentation. Once the markets are segmented based on personality, marketing tactics may then be designed which reflect and are better suited to the characteristics of consumer behaviour (**Essoo and Dibb 2004**).

Most of the customers were found to be more quality, brand, fashion conscious and price-oriented. Hence to attract this segment, retailers are recommended to emphasize on brand, price and high quality appeals in their promotional strategies to enhance the reputation of the store. Hence the apparel retailers should take initiatives in providing the value-added service to its customers, as a part of customer-retender strategy.

RECOMMENDATIONS FOR FURTHER RESEARCH

It is also important to recognize the inherent limitation associated with generalizing the findings beyond the sample utilised and its geographical scope. The sample for this study was limited to the Coimbatore city and the distribution of the sample on the select demographic characteristics does not necessarily follow the characteristics of the general population of Coimbatore District in specific and TamilNadu in general. It is possible that the behaviour patterns of consumers in other regions would differ from those uncovered in this study. Therefore, the researchers may conduct in other regions in the future.

The scope of the present study was strictly limited to only one product category (i.e. shopping for clothing in general) and therefore the findings may or may not be generalised to other products. In addition, different types of clothing items were not specified (e.g. formal, informal) nor were specific clothing categories (e.g. sportswear, activewear, undergarment). This is another dimension to be taken into consideration. Other potential relevant areas for investigation include the effect of personality on online shopping orientation and website evaluative criteria since online marketing is gaining momentum in the recent days.

Since personality is a multi-faceted dimension, qualitative research method such as depth interview is recommended as a powerful tool for discovering consumers' personality type in more depth.

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