

**A STUDY ON EFFECT OF PERSONALITY TRAIT ON DOGMATISM
AMONG YOUNG ONLINE SHOPPERS**

*Dissertation Submitted to Mahatma Gandhi University, Kottayam in Partial Fulfillment of the
Requirement for the Degree of*

MASTER OF COMMERCE

Submitted by

ANUSREE R

(REG.NO: 210011025462)

UNDER THE GUIDANCE OF

Dr. AJAY JOSEPH

(Asst. Professor, School of Commerce and Management Studies)



SCHOOL OF COMMERCE AND MANAGEMENT STUDIES

BHARATA MATA COLLEGE

THRIKKAKARA

2021-2023

DECLARATION

I hereby declare that the project work titled “**A STUDY ON EFFECT OF PERSONALITY TRAIT ON DOGMATISM AMOUNG YOUNG ONLINE SHOPPERS**” submitted in partial fulfilment of the Master of Commerce in Mahatma Gandhi University is a record of bonafide research work carried out by me under the guidance and supervision of **Dr. AJAY JOSEPH**, and no part of it has been submitted for any other degree or diploma.

PLACE : THRIKKAKARA

ANUSREE R

DATE :

BHARATA MATA COLLEGE, THRIKKAKARA
SCHOOL OF COMMERCE AND MANAGEMENT STUDIES

CERTIFICATE

I hereby declare that the Dissertation entitled “**A STUDY ON EFFECT OF PERSONALITY TRAITS ON DOGMATISM AMONG YOUNG ONLINE SHOPPERS**” is bonafide piece of research work done by **ANUSREE R** in partial fulfilment of the Master of Commerce in Mahatma Gandhi University under my supervision.

Dr. AJAY JOSEPH

Assistant Professor
School of Commerce and Management Studies
Bharata Mata College
Thrikkakara

Counter signed by:

Dr. PONNY JOSEPH

Head of the Department
School of Commerce and Management Studies
Bharata Mata College
Thrikkakara

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ANUSREE R

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ABSTRACT

This study investigates the relationship between personality traits and dogmatism among young online shoppers. Specifically, the researchers aim to determine whether certain personality traits, such as openness, conscientiousness, extraversion, agreeableness, and neuroticism, have an effect on the level of dogmatism displayed by young online shoppers. The researchers collected data from a sample of young adults who regularly shop online through a questionnaire that assessed their personality traits and levels of dogmatism. Multiple regression analysis was used to analyze the data and determine the relationship between personality traits and dogmatism. The findings of this study provide insight into the psychological factors that influence dogmatism among young online shoppers and have implications for understanding consumer behavior in the digital age. A well-structured questionnaire was created during the study to gather data from 100 respondents in order to achieve the study's goals and determine the outlook of the personality traits on dogmatism among young online shoppers. Both primary and secondary data are used in the investigation. The non-probability sampling method was used to achieve the goals of the study. In the investigation, a total of four hypotheses were developed. To address the research's aim, topic, and objectives, data were subjected to a variety of methods, including reliability analysis, t-test, ANOVA, correlation analysis and regression analysis. The internal consistency of the research instrument utilized in the study was examined using a reliability analysis. It was discovered that the scale's dependability was 0.7, reflecting a respectable level of reliability and analysis fit. The whole hypotheses are rejected by the factors of personality traits on dogmatism that are prevalent in online shopping. Therefore, it can be said that personality, consumer behavior, narrowing behavior and trustworthiness have a significant effect in the young online shopping behavior. The thesis finished with suggested actions, scope for further study, and a statement about the limitations and conclusion of the study.

Keywords: Personality, Consumer Behavior, Narrowing Behavior, Trustworthiness, Purchase Intention

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Dogmatism refers to the tendency to hold rigid beliefs and opinions, often without considering alternative perspectives or evidence. It is characterized by an unwavering adherence to one's own beliefs and a resistance to change or new ideas. Individuals with high levels of dogmatism may exhibit a closed-minded approach, being unwilling to consider or engage with differing viewpoints.

Dogmatism can manifest in various areas of life, including religious, political, and social beliefs. It can be seen in both personal opinions and broader ideological systems. Dogmatic individuals often have a strong certainty in their beliefs, which can make it difficult for them to entertain alternative perspectives or engage in open-minded dialogue.

It is important to note that not everyone possesses the same degree of dogmatism, and individuals vary in their openness to new ideas and willingness to revise their beliefs in light of new evidence. Understanding the impact of dogmatism on individual thinking and behavior is crucial for personal growth, promoting tolerance, and fostering meaningful dialogue in various spheres of life.

In today's digital age, online shopping has become increasingly prevalent, offering convenience and endless options to consumers. However, the impact of dogmatism on personality traits among young online shoppers is an important consideration. Dogmatism refers to the tendency to hold rigid beliefs and opinions, often without considering alternative perspectives or evidence. This can significantly influence an individual's decision-making process and overall online shopping experience. Understanding how dogmatism affects personality traits among young online shoppers is crucial for both marketers and consumers to enhance their understanding of this dynamic and complex phenomenon. Through examination and analysis, this study aims to explore the effect of dogmatism on various personality traits exhibited by young individuals engaging in online shopping. By gaining insights into this relationship, we can better comprehend the implications it holds for decision-making, brand loyalty, and consumer behavior in the digital realm.

1.2 SIGNIFICANCE OF THE STUDY

The significance of this study lies in its contribution to our understanding of the factors that influence dogmatism among young online shoppers. Dogmatism is an important construct to study because it influences individuals' attitudes, beliefs, and behaviors, and can have both positive and negative effects on decision making and interactions with others.

By examining the role of personality traits in the development of dogmatism among young online shoppers, this study fills a gap in the existing literature. While previous research has investigated the effects of personality traits on various consumer behaviors, such as impulse buying and brand loyalty, little attention has been given to the relationship between personality traits and dogmatism specifically in the context of online shopping.

Understanding the influence of personality traits on dogmatism among young online shoppers has practical implications for marketers and retailers. By identifying the personality traits that are associated with higher levels of dogmatism, companies can tailor their marketing strategies to appeal to these individuals or develop interventions to challenge their dogmatic beliefs. Additionally, this knowledge can inform the design of online platforms and user interfaces to promote open-mindedness and critical thinking among young online shoppers.

Ultimately, this study contributes to the broader understanding of consumer behavior in the digital age and sheds light on the psychological factors that shape individuals' attitudes and decision-making processes in the context of online shopping.

1.3 STATEMENT OF THE PROBLEM

It is the fact that online shopping is increasing on a large scale. But each person's perceptions are different. Several personality traits that have been useful in differentiating the consumers. So it is a known factor that there is some relationship between personality traits and online shopping. Certain personality traits can have an effect on dogmatism among young online shoppers. Dogmatism refers to the tendency to have fixed beliefs and resist changing them, even in the face of contradictory evidence. Individuals with a high need for closure tend to have a strong desire for certainty and clarity, and they may resist changing their beliefs or considering alternative viewpoints. This can contribute to a more dogmatic mindset when it comes to online shopping

decisions. The problem statement related to the effect of personality traits on dogmatism among young online shoppers could be framed as follows:

"What is the relationship between personality traits and dogmatism among young online shoppers, and how do these traits influence their attitudes and behaviors in the context of online shopping?"

This problem statement acknowledges the focus on personality traits and their impact on dogmatism in young online shoppers. It also opens up the broader exploration of how these traits may shape attitudes and behaviors related to online shopping. The statement invites investigation into the specific ways in which personality traits interact with dogmatism and online shopping behaviors among the younger generation.

1.4 OBJECTIVES OF THE STUDY

The present study” A study on the effect of personality trait on dogmatism among young online shoppers” is carried out with the following specific objectives

- To unearth various dogmatic personality trait among online shoppers
- To measures the dogmatism among online shoppers.
- To measure the impact of personality traits of dogmatism on purchase intention of online shoppers.

1.5 HYPOTHESIS

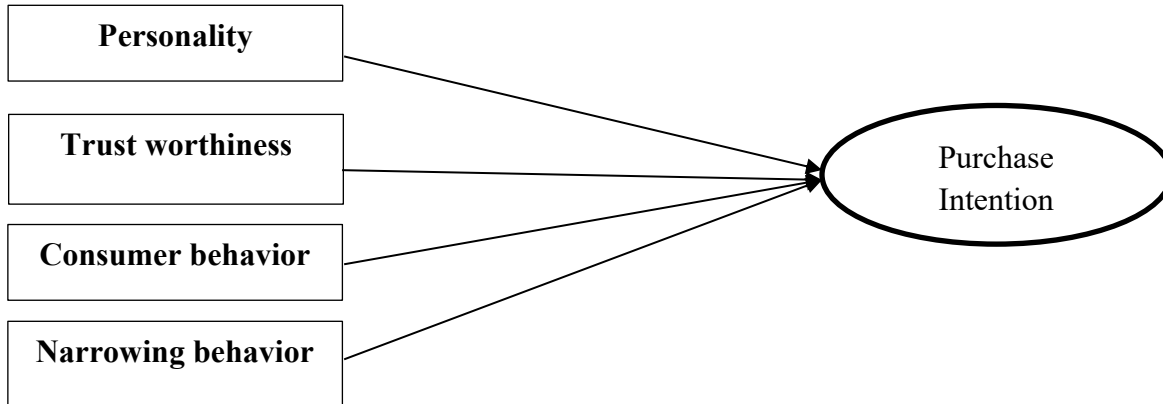
H01: There is no significant relationship between personality and purchase intention

H02: There is no significant relationship between trustworthiness and purchase intention

H03: There is no significant relationship between consumer behavior and purchase intention

H04: There is no significant relationship between narrowing behavior and purchase intention

Figure 1.1
HYPOTHESIZED MODEL



1.6 RESEARCH METHODOLOGY

The present study “A Study on effect of personality traits on dogmatism among young online shoppers” has been designed as descriptive one. Information is collected by providing questionnaire to the respondents.

DATA

PRIMARY DATA

Primary data were collected from the 100respondents through systematically prepared questionnaire in Google form and electronically summarized through SPSS.

SECONADARY DATA

Secondary data were collected from books, websites and journals.

SAMPLE DESIGN

It was very difficult to conduct a study from the entire population from Ernakulam district, so representative samples are drawn from the purpose of the study.

SAMPLE FRAME

The data on this subject of study were mobilized from Young online shoppers in Ernakulam district.

SAMPLE SIZE

For this study, 130 samples were collected from the bank employees in Ernakulam district. Out of these 130 samples, after deleting incomplete and mismatched questionnaires, 100 valid questionnaires were retained and ultimately constituted the research sample.

SAMPLING METHOD

Samples were selected using convenience sampling method from Ernakulam district.

1.7 TOOLS USED FOR ANALYSIS

The primary data were statistically coded, processed, classified, tabulated and analyzed by using statistical and mathematical tools and techniques like Percentages, Mean, Median, Mode and Standard Deviation. Reliability testing and Hypothesis testing like One Sample T test, ANOVA, Correlation and Multiple Regressions were used in the study. In this study, table and statistical results were derived with help of the software called Statistical Package for Social Science (SPSS).

1.8 LIMITATION OF THE STUDY

- Sample size are limited to 100
- Data collected electronically. there is no personal interview is being conducted
- Time and resource factors are the main constraint
- Accuracy of the data may not high

1.9 CHAPTERIZATION

For the convenience, this study has been divided into four chapters:

Chapter 1: Introduction.

This section gives a brief introduction to the study. It covers significance of the study, statement of the problem, objectives, hypothesis, research methodology, tools for analysis and limitations of the study.

Chapter 2: Theoretical Framework and Review of Literature.

It includes the various theoretical aspects related to the topic and also include the review of previous studies related to this topic.

Chapter 3: Data collection and Analysis.

This section covers the analysis of the data collected in order to obtain the objectives of the study. The analysis is done with the help of SPSS.

Chapter 4: Findings, Suggestions and conclusion.

The section covers the findings, suggestions and conclusions derived from this study.

Bibliography

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CHAPTER 2

**THEORETICAL FRAMEWORK AND REVIEW OF
LITERATURE**

2.1 OVERVIEW OF PERSONALITY TRAITS

Personality traits are enduring patterns of thinking, feeling, and behaving that define an individual's characteristic way of interacting with the world. These traits are relatively stable over time and across different situations, influencing an individual's thoughts, emotions, and actions. There are many different theories and models of personality traits, but one widely recognized framework is the "Big Five" model, also known as the Five-Factor Model. According to this model, there are five broad dimensions of personality:

1. Openness to experience: This dimension reflects a person's preference for novelty, curiosity, and imagination. People high in openness tend to be creative, adventurous, and open-minded, while those low in openness are more traditional, practical, and prefer routine.

2. Conscientiousness: Conscientiousness refers to the degree of organization, self-discipline, and responsibility in an individual. High conscientiousness individuals are diligent, reliable, and disciplined, while low conscientiousness individuals may be more impulsive, spontaneous, and less concerned with details.

3. Extraversion: Extraversion is characterized by a preference for social interaction, assertiveness, and positive emotions. Extroverts are outgoing, energetic, and enjoy being around people, while introverts are more reserved, reflective, and may prefer solitary activities.

4. Agreeableness: Agreeableness measures the degree to which an individual is cooperative, empathetic, and considerate of others. Those high in agreeableness tend to be warm, compassionate, and value harmony, while those low in agreeableness may be more competitive, skeptical, and less concerned with others' needs.

5. Neuroticism: Neuroticism, also referred to as emotional stability, represents an individual's disposition towards negative emotions such as anxiety, sadness, and irritability. High neuroticism individuals tend to be more prone to worry, mood swings, and emotional reactivity, while low neuroticism individuals are generally more calm, resilient, and emotionally stable.

It is important to note that personality traits exist on a continuum, and individuals can exhibit a combination of different traits to varying degrees. Understanding personality traits can

provide insights into how individuals perceive and interact with the world, influencing their behavior, relationships, and overall well-being.

2.1.1 FEATURES OF PERSONALITY TRAITS

1. Stability: Personality traits are relatively stable over time and consistent across different situations. They tend to remain consistent throughout a person's life, although they can be influenced and modified to some extent by various factors such as life experiences and personal growth.

2. Pervasive: Personality traits influence various aspects of an individual's life, including their thoughts, emotions, behavior, relationships, and decision-making processes. They can shape how a person interacts with others, responds to challenges, and approaches different situations.

3. Predictive power: Personality traits can help predict and explain behavior. People with certain traits are more likely to engage in specific patterns of behavior and exhibit particular tendencies, making these traits useful in understanding and predicting how individuals are likely to act in different situations.

4. Individual differences: Personality traits reflect the unique combination of traits and characteristics that make each individual distinct. There is wide variation among individuals in terms of their personality traits, and these differences contribute to the rich diversity of human behavior and experiences.

5. Developmental flexibility: While personality traits tend to be relatively stable, they can also show some degree of flexibility and can be influenced by life experiences, cultural factors, and personal growth. This means that individuals may develop and change their traits to varying degrees over time.

6 Generalizability: Personality traits are not specific to particular situations but are general tendencies that apply across various contexts. For example, someone with high extraversion is likely to exhibit sociability and assertiveness in different social settings, rather than confining these behaviors to specific scenarios.

Overall, personality traits are fundamental aspects of an individual's character that shape their thoughts, feelings, and behavior, influencing how they perceive and interact with the world around them.

2.1.2 VARIOUS PERSONALITY TRAITS AMONG YOUTH ON ONLINE SHOPPING

When it comes to online shopping, there are several personality traits that can be observed among youth. These traits may influence their shopping habits and behaviors. Some of these traits include:

- 1. Tech-savviness:** Youth who are tech-savvy are comfortable using technology and online platforms. They are adept at navigating websites, apps, and online payment systems, which makes their online shopping experience more seamless.
- 2. Impulsiveness:** Some youth may exhibit impulsive buying tendencies, especially when shopping online. They may be more susceptible to making spontaneous purchases and may be driven by sales, discounts, or limited-time offers.
- 3. Adventurousness:** Youth who are adventurous may be more willing to explore new online stores or try out different products. They enjoy the thrill of discovering unique or niche items that are not easily found in physical stores.
- 4. Value-consciousness:** Youth who are value-conscious tend to be price-sensitive and actively look for deals, discounts, and promotions. They may spend time comparing prices, reading reviews, and researching before making a purchase.
- 5. Trend-following:** Some youth may be highly influenced by the latest trends and fashion. They may prioritize purchasing fashionable items or products endorsed by influencers they follow online.
- 6. Convenience-seeking:** Online shopping provides convenience, and youth who prioritize convenience may prefer to shop online rather than in physical stores. They appreciate the ability to browse, compare, and purchase products from the comfort of their own homes.

7. Social proof-seeking: Youth who are influenced by social proof may rely on product reviews, ratings, and recommendations from other online shoppers. They may be more likely to trust and purchase products that have positive feedback from others.

It's important to note that not all youth will exhibit the same personality traits when it comes to online shopping. Individual experiences, preferences, and personal characteristics can play a significant role in shaping their shopping behaviors.

2.1.3 DOGMATISM

Dogmatism refers to a personality trait characterized by rigid beliefs, close-mindedness, and a resistance to change or new ideas. While dogmatism is not exclusive to young online shoppers, it can still be observed in some individuals within this group. Here's how dogmatism may manifest among young online shoppers:

1. Brand loyalty: Dogmatic young online shoppers may exhibit strong brand loyalty and hold unwavering beliefs about the superiority of certain brands. They may refuse to consider or explore alternative options, sticking solely to their preferred brand or retailer.

2. Resistance to new products: Young online shoppers with high levels of dogmatism may have a resistance to trying new products or brands. They may be skeptical of unfamiliar or innovative offerings and prefer to stick to what they are familiar with.

3. Dismissal of opposing opinions: Dogmatic young online shoppers tend to dismiss or ignore opposing opinions or alternative viewpoints. They may only consider information or reviews that confirm their existing beliefs and disregard any conflicting information.

4. Refusal to adapt to changing trends: Online shopping trends and preferences are continually evolving. Dogmatic young online shoppers may resist embracing these changes and prefer to stick to their traditional shopping habits, even if newer options offer better convenience or advantages.

5. Reliance on authority figures: Dogmatic individuals may strongly rely on and trust authority figures, such as influencers or celebrities, for their shopping decisions. They may be less inclined to critically evaluate

2.1.4. Features of dogmatism

1. Authoritarianism: Dogmatism often involves a rigid adherence to rules and beliefs, with little or no room for flexibility or alternative viewpoints. Those who are dogmatic may tend to enforce their beliefs on others and resist any forms of dissent or questioning.

2. Closed-mindedness: Dogmatic individuals typically have a closed mindset, meaning they are resistant to new or contrary ideas. They may be unwilling to consider alternative perspectives or evidence that challenges their beliefs.

3. Certainty: Dogmatism is characterized by a strong sense of certainty and conviction in one's own beliefs. Dogmatic individuals often feel confident that they possess the ultimate truth and view other perspectives as inferior or misguided.

4. Intolerance of ambiguity: Dogmatic individuals tend to struggle with ambiguity and uncertainty. They may seek black-and-white answers and view gray areas or uncertainties as a threat to their established beliefs.

5. Emotional attachment: Dogmatism can be fueled by strong emotional attachments to certain beliefs or ideologies. This emotional investment can make it even more difficult for dogmatic individuals to consider alternative viewpoints or challenge their own beliefs.

6. Resistance to change: Due to their rigid and closed-minded nature, dogmatic individuals may resist any form of change, whether it be societal, cultural, or personal. They may have a strong preference for the status quo and may view change as disruptive or threatening.

7. Confirmation bias: Dogmatism often involves a tendency to seek out and interpret information in a way that confirms pre-existing beliefs, while disregarding or dismissing conflicting evidence or viewpoints. This bias can further reinforce and perpetuate dogmatic thinking.

8. Us versus them mentality: Dogmatic individuals may develop an "us versus them" mentality, where they see their own beliefs and group as morally superior or more enlightened than others. This can lead to a sense of superiority, intolerance, and antagonism towards those who hold different beliefs.

9. Lack of critical thinking: Dogmatism often involves a lack of critical thinking or rational examination of beliefs. Instead, dogmatic individuals may rely on faith, tradition, or authority to justify their beliefs, rather than engaging in logical or evidence-based reasoning.

10. Inflexibility: Lastly, dogmatism is characterized by inflexibility and an unwillingness to consider alternative viewpoints or adapt to new information. This fixed mindset can hinder personal growth, learning, and intellectual development.

2.1.5 Advantages of dogmatism

While dogmatism can have negative consequences in many situations, it can potentially offer some advantages for young online shoppers. These advantages include:

1. Clarity and simplicity: Dogmatic individuals may have a clear set of beliefs or guidelines that they adhere to when shopping online. This can help them navigate the vast array of options available and make decisions more quickly and confidently.

2. Protection against scams: Dogmatic individuals may be less likely to fall for online scams or deceptive marketing tactics, as they are less likely to be swayed by false promises or flashy advertisements. Their rigid beliefs can provide a shield against fraudulent practices.

3. Financial discipline: Dogmatic individuals may stick to a predefined shopping budget or have strict rules about spending money. This can prevent impulsive or excessive purchases, leading to better financial management for young online shoppers.

4. Consistency in choices: Dogmatic individuals tend to make consistent and repetitive choices. This may result in a narrow range of products or brands that they trust and prefer. As a result, they are more likely to have a consistent and seamless online shopping experience.

5. Reduced decision-making stress: By relying on established beliefs and preferences, dogmatic individuals can avoid the stress and anxiety that can come with decision-making. This can be particularly helpful for young online shoppers who may feel overwhelmed by the multitude of options available.

It's important to note that while these advantages might exist, dogmatism can still limit opportunities for personal growth, creativity, and consideration of new options. It's crucial to strike a balance and remain open to new ideas and perspectives even while maintaining a sense of personal conviction.

2.1.6 Disadvantages of dogmatism

While dogmatism can have some advantages, it can also result in several disadvantages for young online shoppers. These disadvantages include:

- 1. Limited perspective:** Dogmatic individuals may have a narrow view and be resistant to exploring new products, brands, or experiences. This can prevent them from discovering potential better options or missing out on innovative products not aligned with their set beliefs.
- 2. Missed opportunities:** Dogmatic individuals may restrict themselves to a particular set of products or brands, limiting their exposure to new and emerging trends. This can result in missing out on beneficial deals, discounts, or opportunities for growth or personal development.
- 3. Inflexibility and resistance to change:** Dogmatic individuals may have difficulty adapting to changes in the marketplace or shifting consumer trends. This inflexibility can lead to frustration or dissatisfaction when their preferred products or brands are no longer available or fail to meet their needs.
- 4. Lack of critical thinking:** Dogmatism can hinder critical thinking skills as individuals may accept information or claims without questioning or evaluating them. This can make young online shoppers vulnerable to manipulation or deceptive marketing practices.
- 5. Reduced exploration and discovery:** Online shopping offers a vast and diverse range of products and experiences. However, dogmatic individuals may be less inclined to explore and discover new products, limiting their exposure to different options and potentially missing out on unique and fulfilling experiences.

It is crucial for young online shoppers to strike a balance between having a sense of conviction and being open to new possibilities and perspectives. By embracing a more flexible and

open-minded approach, they can make better-informed decisions and fully enjoy the benefits that online shopping has to offer.

2.17 ONLINE SHOPPING

Online shopping is the process of purchasing goods or services over the internet. It has become increasingly popular in recent years, as it offers convenience, a wide range of products and better prices compared to traditional brick-and-mortar stores. When shopping online, customers can browse through various websites and online marketplaces to find the products they are looking for. They can compare prices, read product reviews, and make a purchase with just a few clicks. Online shopping also allows for easy and secure payment options, such as credit cards or digital wallets.

One of the main advantages of online shopping is the convenience it offers. Customers can shop anytime and from anywhere, without the need to physically visit a store. This is especially useful for people with busy schedules or those living in remote areas.

Another benefit is the wider range of products available online. Customers can find items from all over the world, and are not limited to the selection offered by local stores. This allows for more choices and the ability to find unique or hard-to-find items.

Online shopping also often offers better prices compared to physical stores. Online retailers can save on overhead costs, such as rent and staffing, and pass these savings on to customers. Additionally, customers can easily compare prices from different sellers to find the best deal.

However, online shopping does have some drawbacks. Customers cannot physically see or try on the items before purchasing, which can sometimes lead to disappointment if the product does not meet expectations. Additionally, there may be shipping costs and longer wait times for delivery.

In conclusion, online shopping has revolutionized the way people shop by offering convenience, a wide range of products, and better prices. It has become an integral part of modern consumer behavior and is likely to continue growing in popularity.

2.1.8 INFLUENCE OF ONLINE SHOPPING AMONG YOUTH

Here are several factors that influence online shopping among youth:

1. Convenience: One of the main reasons why young people prefer online shopping is its convenience. They can browse and purchase products from the comfort of their own homes or while on the go, without the need to travel to physical stores. This convenience factor is especially appealing to busy students or those with limited transportation options.

2. Wide range of choices: Online shopping provides young people with access to a vast array of products and brands. They can explore different websites and online marketplaces to find specific items or compare prices, ensuring they get the best deal. This broad selection caters to their desire for unique and personalized shopping experiences.

3. Social media influence: Social media platforms play a significant role in shaping the shopping habits of young people. Many brands and online retailers actively market their products on platforms like Instagram and Snapchat, using influencers or targeted ads. These campaigns create a sense of urgency and influence young consumers to make online purchases.

4. Competitive pricing: Online retailers often offer better prices and deals than physical stores. This price advantage, coupled with the ability to compare prices easily, attracts young people who are more price-sensitive and looking to stretch their budgets. They are also attracted to the various discounts, promotions, and loyalty programs offered by online retailers.

5. Reviews and recommendations: Young people heavily rely on product reviews and recommendations from peers or influencers before making a purchase. Online shopping platforms typically provide reviews and ratings from previous buyers, giving young consumers confidence in their choices. Social media influencers and online communities can also be influential in shaping their buying decisions.

6. Easier access to niche and unique items: Online shopping enables young people to discover and access niche or unique items that may not be readily available in physical stores. They can explore different online marketplaces, independent seller websites, or global e-commerce platforms, allowing them to find specific products or styles that align with their preferences.

7. Seamless payment options and secure transactions: Online shopping platforms offer secure payment options, such as credit cards or digital wallets, making transactions quick and hassle-free. This is especially appealing to young consumers who are comfortable with digital technology and prioritize speed and convenience.

In summary, factors such as convenience, a wide range of choices, social media influence, competitive pricing, reviews and recommendations, easier access to niche items, and seamless payment options all contribute to the increased popularity of online shopping among young people. As the internet and e-commerce continue to evolve, online shopping is expected to remain a significant part of youth shopping habits.

2.2 REVIEW OF LITERATURE

2.2.1 THEORY OF DOGMATISM

In the context of marketing, dogmatism can be defined as the propensity to set standards without considering proof or assessment of other individuals towards a particular brand. Advertising strategists need to comprehend buyer's decision making process in a progressively prescient and exhaustive way. Dogmatic consumer may follow their ideas as blindly as some follow a religion, without first acquiring other information about the product or the company (Delener, 1990). These sorts of mental systems underlie various strong feelings and points of view (Gervais, 2015). When associated with dogmatic belief, buying behavior varies among individuals, depending on their ethical and religious backgrounds (Harris 2014).

Different researchers have described the term dogmatism in different ways, and their results have proven positive many times when tested quantitatively (Blake et al. 1970; Sharma 2008; Goldsmith et al., 2015; Kossowska et al. 2017). This concept is applied to different contexts such as personality, buying behavior, and religious effect, as dogmatic consumer is now open to new changes (Orji et al., 2017). Individuals who are influenced by dogmatism are usually more connected with a brand image and product credibility than those who are not influenced by dogmatism (Gaustad et al., 2019).

Dogmatism has been studied using various means in the existing literature. An assortment of scale has been utilized to quantify it in various settings. For instance, **Troldhal and Powell (1965)** considered the scale of things dependent on set form of opinion, trying to explain unyieldingness as a shut psychological style separate from political undertones. **Webster and Kruglanski (1994)** developed a scale for unyieldingness involving 42 items. The scale include five main areas, specifically, tendency towards demand, tendency for consistency, definitiveness, burden with vulnerability, and close mindedness. **Jarvis and Petty (1996)** considered individuals need to assess utilizing a 16- things scale (e.g., “it is a critical to me to hold solid feelings”). **Altemeyer (2002)** proposed a scale for measuring stubbornness based on 20 items.

2.3 REVIEW OF VARIABLE

2.3.1 PURCHASE INTENTION

Online purchase intention is the choice of an individual to purchase anything through the internet (**Jain, 2021**). While making a purchasing decision, the purpose could be affected by many factors that play vital roles like trust, time-savage, and convenience. If a lack of consumer purchase intention exists, it might cause significant problems because that specific person might influence others' behavior toward online shopping who are loyal or happy customers (**Ma et al., 2021**). Additionally, intentions are a collection of thoughts on whether an individual is willing to purchase or their specific buying behaviors (**Jain, 2021**).

Meanwhile, attractions through benefits and risks are the boosters of actual consumers' behavior. Most of the research describes a healthy and positive relationship among online shopping and purchase intentions (**Chen et al., 2021; Ham and Chung, 2021**). Many of the researchers found that it will help if our focus was on consumer purchase intention because it works well in online shopping to maintain a sustainable digital economy (**Bhatti et al., 2018**). There is an emerging trend to prioritize the latest trends in behavior for the future because the future is all about online transactions (**Chen and Zimitat, 2006; Bhatti et al., 2018**).

Table 2.3.1

Measure of purchase intention

SL NO	MEASURES	REFERNCES
1	If I were going to purchase a product, I would consider buying specific brand	Bian and Forsythe, s.(2012). Cha (2011)
2	The probability I would consider buying specific brand is high	
3	I plan to buy a particular product on regular basis	

SOURCE: From existing literature

2.3.2 PERSONALITY

Personality is a blend of traits or qualities that all structure an individual's unmistakable character (Paul & Srivastava, 2016). When attempting to understand the buying behavior and intentions of a young consumer, it is important to understand personality traits (Cervone, 2005). For a considerable length of time, interest has been centered around recognizing the elements that determine a buyer's inclination for local items in contrast to remote items (Fischer & Roth, 2017). Previous studies found that incautious purchasing is connected to neuroticism (enthusiastic insecurity; Onu & Garvey, 2014), which indicates that buyers who experience passionate unsteadiness, nervousness, grumpiness, fractiousness, and trouble are bound to occupy themselves with reckless purchasing conduct (Shahjehan et al., 2012). According to Bratko et al. (2013), a dogmatic nature leads to rash purchasing inclinations, whereas earlier studies indicated that consumers had restricted choices (Egan & Taylor, 2010; Lin, 2010). Blake et al. (1970) found a positive causal relationship between consumers' personalities and their adaption to new things on the market which the consumer wishes to purchase.

It is more worthwhile to focus on young consumers as established purchasers in terms of their choices (Chawla & Sondhi, 2016). Character is a prevalent measure for understanding clients' shopping conduct (Srinivasan et al., 2002). Purchaser character has been studied in different settings using diverse assessment instruments; for example, brand character, store character, and excess (Aaker, 1997; Das, 2014; d'Astous & Levesque, 2003; Sung et al., 2015). Kollat and Reed (2007) explain that impulsive purchasing is practically coincidental conduct when it is related to passionate inclinations in shopping. When assessing buyers' inclinations toward their most regular purchases, a breakdown of socio-segment factors should be considered, as these play an important role in purchase behavior and dogmatism. For example: age, sexual orientation, level of training, and level of income have been identified as important socio-segment factors (Al Ganideh & Good, 2016; García-- Gallego & Mera, 2016; Fernández-Ferrín & Bande-Vilela, 2013; Erdogan & Uz Kurt, 2010; Caruana, 1996).

H01: There is no significant relationship between personality and purchase intention

TABLE 2.3.2

MEASURE OF PERSONALITY

SL NO	MEASURE	REFERNCES
1	I am extravert	Badgaiyan and Verma (2014); Onuand Garvey, (2014), Swaid and Wigand (2009); Mugge et al. (2009)
2	I am open to experiment	
3	I control my emotions	
4	I change my attitude	
5	I am series while shopping	

SOURCE: From existing literature

2.3.3 CONSUMER BEHAVIOR

it is important to understand how consumers select, buy, use, and services which satisfy their requirements (Ameen, Hosany, & Paul, 2021; Carducci et al., 2020, pp. 581–586; Hill, 2018; Pham and Sun, 2020). Verplanken and Herabadi (2001) found that an inevitable and impulsive buying are the part of one's character, which leads to incautious purchasing conduct.

In a much-related examination coordinated by **Shahjehan et al. (2012)**, it was seen that impulsive buying was well-connected with neuroticism (enthusiastic unsteadiness). This demonstrates that shoppers who experience insecurity, nervousness and fractiousness are bound to display impulsive purchasing conduct, and if their satisfaction level was met, this turned to dogmatic tendencies. **Sharma (2008)** stated that narrow behavior, personality, and dogmatism are positively related to positive buying intentions (**Gupta et al., 2021**).

Additionally, the way that character is unswerving and enduring can assist advertisers as they can try to use personality types to attract purchasers by perceiving which character traits impact specific shopper reactions (**Madzharov, 2019; Badgaiyan & Verma, 2014; Larsen & Buss, 2010**). Dogmatism is a personality trait in which sometimes a person’s background is a factor in developing such behavior. The individuals believes that the information, knowledge, experience, and concepts that they carry are accurate, and they also want others to feel the same (**Hult et al., 2019; Sarker et al., 2013**).

H02: There is no significant relationship between consumer behavior and purchase intention

Table 2.3.3

MEASURE OF CONSUMER BEHAVIOR

SL NO	MEASURES	REFERNCES
1	I would buy a product just because it has usage	Hollebeek et al. (2014); Eastman et al. (1999)
2	I am interested in new product	
3	I would pay more for a product it had the status	
4	A product is more valuable to me if it has some snob appeal	

SOURCE: From existing literature

2.3.4 NARROWING BEHAVIOR

Narrowing behavior among consumers refers to the level to which buyers narrow their list of choices from the available products and re- sources (**Husain et al., 2016**). Such narrowing behavior of consumers helps firms to identify customers’ choices, and they can frame their future

policies accordingly. Consumer buying decisions can vary based on consumers' gender, age, attitude, perception, quality, and **motivation (Van der Lans et al., 2016; Oleson, 2004; Schaninger & Danko, 1993).**

Personal choices of dogmatic customers are not influenced by their income or other parameters (**Adams & Jiang, 2017; DellaPost et al., 2015**), whereas narrowing behavior creates rigidity in the pattern of consumption (**Klofstad et al., 2012; Eastwick et al., 2009**). Previous studies show a high degree of consistency and rigidity in the choices as many studies are conducted in Western countries; however, dogmatism is a global phenomenon (**Aspelund et al., 2013; Caprara et al., 2006; Piurko et al., 2011**).

H03: There is no significant relationship between narrowing behavior and purchase intention.

TABLE 2.3.4

MEASURE OF NARROWING BEHAVIOR

SL NO	MEASURES	REFERENCES
1	I buy a product made in the home country	Guerrero et al. (2014)
2	I prefer home country product first ,last and foremost	
3	I purchase in foreign products in our home country	

SOURCE: From existing literature

2.3.5 TRUSTWORTHINESS

The trustworthiness of a brand refers to the consumers' belief about the product. Such a belief can lead to dogmatic nature in the consumer. **McGinnies and Ward (1980)** explained that a reliable communicator is more persuasive than an unreliable one, regardless of whether he/she is an expert or not. **Jain and Posavac (2001)** contemplated that source believability affects the receipt of experience claims. The believability, dependability, and ability of the association emphatically affect consumers' frame of mind toward advertising (**Goldsmith et al., 2015; Lafferty et al., 2002; Lafferty & Goldsmith, 1999**).

Credibility refers to the quality and other attributes that a brand possess, which indirectly affect the overall demand of the brand and customers’ purchase intentions (**Hillenbrand et al., 2019; Amos et al., 2008; Lafferty et al., 2002**). Believability comprises of four components: skill, trustworthiness, credibility, and reliability, to establish a separate critical factor for buyers’ intentions (**Pecher & van Dantzig, 2016; Tzoumaka et al., 2014**). This shows that customers tend to trust their own choices.

H04: There is no significant relationship between trustworthiness and purchase intention

TABLE 2.3.5
MEASURE OF TRUSTWORTHINESS

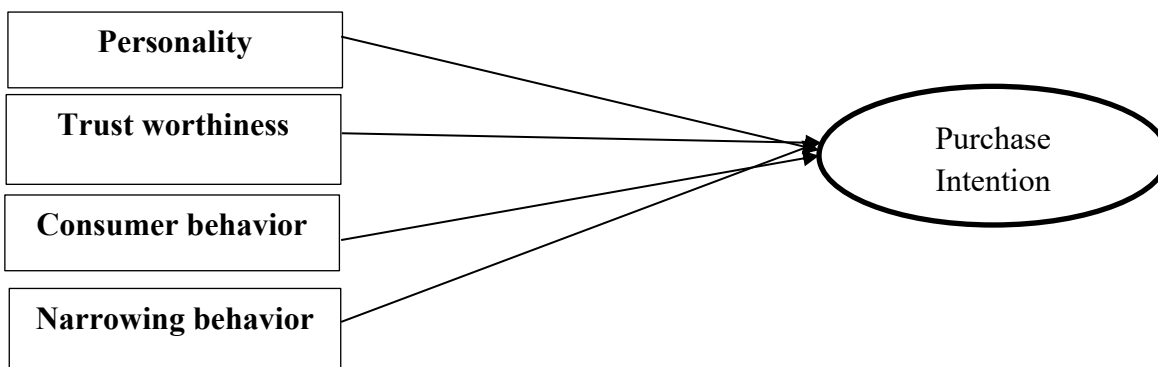
SL NO	MEASURES	REFERNCES
1	I purchase only native brands	Guerrero et al. (2014)
2	We should purchase product manufactured in our country instead of letting other countries get rich off us	
3	A true patriot should buy home country product	

SOURCE: From existing literature

2.4 MODEL FOR VALIDATION

Based on the above identified variables and review the following model was developed for validation

Figure 2.1
Model for validation



Source : Compiled by the researcher based on the extensive review.

2.5 SUMMARY

In this chapter the theoretical framework of Personality traits on dogmatism among young online shoppers was reviewed. This chapter was mainly separated into three sections as Theoretical Framework, Literature Review and Model Development. In theoretical framework the theory pertinent to the topic of the study were identified from the secondary data related to the study. A lot of previous studies were reviewed from various sources and measures used for the study were identified. The model development was made according to the review regarding the constructs used in the study. This offers a thorough idea and framework for achieving the objectives of the project. Reviewing the literature aided in framing the questionnaire that was in line with the objectives. The variables or construct mentioned here were measured using items identified in the previous review itself. To conclude, all the available previous studies were reviewed to make a meaningful hypothesized model and to bridge the void in literature.

CHAPTER 3
ANALYSIS OF DATA & INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

The chapter deals with the analysis and interpretation of the data collected. The data is analyzed in three different stages. The first section is the profile analysis which includes a brief analysis of the demographic profile of the sample respondents. In the second section the descriptive analysis and the reliability test of the measure are done. In the third section the hypotheses formed at the outset were tested and also the test model was validated.

Section I

3.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table 3.1.1

GENDER

Gender	Frequency	Percentage
Male	56	56
Female	64	64
Total	100	100

Source: Primary Data

Table 3.1.1 presents the frequency of gender of the respondents. Out of 100 respondents, majority of the respondents are female 64% and others are male 56%.

Table 3.1.2

AGE

Age	Frequency	Percentage
18-22	28	28
23- 27	51	51
28-32	21	21
Total	100	100

Source: Primary Data

Table 3.1.2 presents the frequency of age of the respondents. out of 100 respondents 28% were age between 18-22 , 51% respondents were age between 23 and 27 and finally 21 % respondents were age between 28-32.

SECTION 2

3.2 Reliability analysis

A reliability test was carried out using Cronbach's Alpha, Which measure the internal consistency of research constructs and the result is exhibited in table 3.2.1. The Alpha value for the five factors is above 0.7, The threshold suggested by Nunnally (1978). Thus it can be concluded that the scale has internal consistency and reliability. Nin other words, the item that are used in it measures what are intended to measure

Table 3.2.1

Cronbach's Co-efficient Alpha PE,CB,NB,TW ,PI

Sl. No	Factors	Item acronym	Number of items	Cronbach's alpha
1	Personality	PE	5	.752
2	Consumer behavior	CB	4	.799
3	Narrowing behavior	NB	3	.734
4	Trustworthiness	TW	3	.724
5	Purchase Intention	PI	3	.829

Author's calculation

3.3 DESCRIPTIVE ANALYSIS

3.3.1 PERSONALITY

Personality is a structure made up of interconnected patterns of behavior, thought, and emotion that are influenced by biological and environmental circumstances; these interconnected patterns are comparatively stable over time intervals, but they vary over the course of a lifetime. It results from a confluence of innate propensities, inclinations, contextual influences, and experiences.

Table 3.3.1
Measure of personality

Measure	Item Acronym	Mean	Mode	SD
I am extravert	PE1	4.41	5	0.637
I am open to experiment	PE2	3.48	4	1.087
I control my emotions	PE3	3.88	4	0.902
I change my attitude	PE4	3.46	4	1.068
I am series while shopping	PE5	3.52	4	1.097

Source: Primary Data

The mean , mode, SD for PE1, PE2, PE3, PE4, PE5 are given in the table 3.3.1 . The mean for PE 1 is highest and for PE4 , mean is lowest .Mode for PE2,PE3,PE4 and PE5 is four and for PE1 is 5. Standard deviation is lowest for PE1 and highest for PE5. It shows the personality influence the purchase intention

3.3.2 CONSUMER BEHAVIOUR

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behavior consists of how the consumer's emotions, attitudes, and preferences affect buying behavior.

Table 3.3.2
Measure of consumer behavior

Measures	Item Acronym	Mean	mode	SD
I would buy a product just because it has usage	CB1	4.48	5	.594
I am interested in new product	CB2	4.14	4	.792
I would pay more for a product it had the status	CB3	4.34	4	.685
A product is more valuable to me if it has some snob appeal	CB4	4.17	4	.711

Source: Primary Data

The mean, mode and SD for CB1, CB2, CB3 and CB4 are given in the table 3.3.2. The mean for CB1 is highest 4.48 and CB2 has lowest mean 4.14. Mode for CB1 is five and mode for CB2, CB3, CB4 is four. Standard deviation is lowest for CB1 with the value .594 and highest for CB2 with the value .792. This leads us to the conclusion consumer behavior effect the purchase intention of consumer

3.3.3 NARROWING BEHAVIOR

Narrowing behavior among consumer refers to the level to which buyers narrow their list of choice from the available products and resources. The businesses can discover customers' preferences thanks to this condensed consumer behavior, and they can then adjust their future policies accordingly.

TABLE 3.3.3
Measure of Narrowing Behavior

Measures	Item Acronym	Mean	mode	SD
I buy a product made in the home country	NB1	4.93	5	.841
I prefer home country product first ,last and foremost	NB2	4.10	4	.916
I purchase in foreign products in our home country	NB3	3.65	4	1.077

Source: Primary Data

The mean, mode and SD for NB1,NB2 and NB3 are given in the table 3.3.3.The mean for NB1 is highest 4.93 and NB3 has lowest mean 3.65 .Mode for NB1 is five and mode for NB2, NB3 is four. Standard deviation is lowest for NB1 with the value .841 and highest for NB3 with the value 1.077 .The data clearly shows that narrowing behavior effect the purchase intention.

3.3.4 TRUSTWORTHINESS

Trustworthiness refers to the characteristic of being reliable, honest, and dependable. A trustworthy person is someone who keeps their promises, fulfills their commitments, and behaves ethically and with integrity. Trustworthiness is a vital trait in personal and professional relationships as it establishes a sense of credibility and reliability. It involves being transparent, consistent, and accountable for one's actions and decisions. Trustworthiness is built over time through consistent and dependable behavior, and it is essential for maintaining healthy and positive relationships with others.

Table 3.3.4
Measure of Trustworthiness

Measures	Item Acronym	Mean	Mode	SD
I purchase only native brands	TW1	4.93	5	.293
We should purchase product manufactured in our country instead of letting other countries get rich off us	TW2	3.49	4	.969
A true patriot should buy home country product	TW3	3.70	4	1.087

Source: Primary Data

The mean, mode and SD for TW1, TW2 and TW3 are given in the table 3.3.4. The mean for TW1 is highest 4.93 and TW2 has lowest mean 3.49. Mode for TW1 is five and mode for TW2, TW3 is four. Standard deviation is lowest for TW1 with the value .293 and highest for TW3 with the value 1.087. Hence respondents react vividly to the statement that I believe the information to be more genuine when trustworthiness effect the purchase intention.

3.3.5 PURCHASE INTENTION

Purchase intention is the willingness of a customer to buy a certain product or a certain service. Purchase intention is a dependent variable that depends on several external and internal factors. Purchase intentions are a measure of the respondent's attitude towards purchasing a product or availing a service. The intentions may reveal details about the consumer's mental understanding levels. And the design of marketing activities can be created based on this measurement.

Table 3.3.5
Measure of Purchase Intention

Measures	Item acronym	Mean	Mode	SD
If I were going to purchase a product, I would consider buying specific brand	PI1	4.41	5	0.637
The probability I would consider buying specific brand is high	PI2	3.48	4	1.096
I plan to buy a particular product on regular basis	PI3	3.89	4	0.886

Source: Primary Data

From Table 3.3.5, it can be inferred that PI1 has the highest mean of 4.41 which indicated that most of the respondents were going to purchase a product, they would consider buying a specific brand. Standard Deviation is highest for PI2 with Standard deviation of 1.096, hence respondents react vividly to the statement that the probability they would consider buying a specific brand is high.

3.3.6 MEASURE OF VARIABLES

TABLE 3.3.6

Measure of variables

Measures	Item acronym	Mean	SD
Personality	PE	3.7500	.53664
Consumer behavior	CB	4.2825	.55238
Narrowing behavior	NB	3.9633	.72148

Trustworthiness	TW	3.8875	.68845
Purchase intention	PI	3.9267	.55166

Source : Primary Data

The mean and standard deviation of independent and dependent variables are given in the table 3.3.6. mean is highest for consumer behavior with a value 4.2825 followed by narrowing behavior with mean 3.9633. the mean of personality is lowest with mean 3.7500. The personality has the lowest standard deviation with 0.53664 and narrowing behavior has the highest standard deviation of 0.72148.

3.3.7 ONE SAMPLE T TEST FOR INDEPENDENT AND DEPENDENT VARIABLES

The mean score of 5 main variables are calculated and compared with the second quartile (i.e. central value or Q2). The opinion of the respondents is treated as poor or very poor when mean is less than second quartile. it is treated as average when the mean score is equal to second quartile. The response of respondents are treated as good or very good when the mean score is above the second quartile (jojo,2008). The below table shows the criteria fixed in this regard.

Table 3.3.7

Criteria for comparison - Mean score and central value

Mean score	Opinion
Less than (Q1)(<2)	Very low
In between (Q1)and (Q2)(2-3)	Low
Equal to (Q2)(3)	Moderate
In between(Q2) and (Q3)(3-4)	High
More than (Q3)(>4)	Very high

To check whether the respondents significantly differ from the moderate or neutral state of response ,one sample T test were carried out -second quartile

Table 3.3.8
One sample test

Measure	Item acronym	DF	Mean Value	SD	Q2	t value	p value	Inference
Personality	PE	99	3.7500	.53664	3	13.976	.000	High
Consumer behavior	CB	99	4.2825	.55238	3	23.218	.000	Very high
Narrowing behavior	NB	99	3.9633	.72148	3	13.352	.000	High
Trust worthiness	TW	99	3.8875	.68845	3	12.891	.000	High
Purchase intention	PI	99	3.9267	.55166	3	16.798	.000	High

Source: Compiled by the researcher

- Based on the above table the mean score of the personality is 3.7500. It is statistically significant form Q2(3). Based on the developed scale, the value falls between Q2 and Q3 (3-4). The value is denoted high. there exists a high level of personality factor influence the young consumer's purchase intention
- From the above table the mean score of the consumer behavior is 4.2825. It is statistically significant form Q2(3). Based on the developed scale, the value falls between Q3 (>4). The value is denoted as very high. there exists a high level of consumer behavior among young consumer at the time of online shopping
- From the above table the mean score of the narrowing behavior is 3.9633. It is statistically significant form Q2(3). Based on the developed scale, the value falls between Q2 and Q3 (3-4). The value is denoted high. there exists a high level of narrowing behavior influence the young consumer's purchase intention

- From the above table the mean score of the trustworthiness is 3.8875. It is statistically significant form Q2(3). Based on the developed scale , the value falls between Q2 and Q3 (3-4). The value is denoted high . there exists a high level of trustworthiness influence the young consumer's purchase intention
- From the above table the mean score of the trustworthiness is 3.8875. It is statistically significant form Q2(3). Based on the developed scale , the value falls between Q2 and Q3 (3-4). The value is denoted high . there exists a high level of trustworthiness influence the young consumer's purchase intention
- From the above table the mean score of the purchase intention is 3.9267. It is statistically significant form Q2(3). Based on the developed scale , the value falls between Q2 and Q3 (3-4). The value is denoted high . there exists a high level of purchase intention among the young consumer at the time of online shopping

SECTION III

3.4 HYPOTHESIS TESTING AND MODEL VALIDATION

3.4.1 CORRELATION ANALYSIS

Correlation analysis is carried out before conducting regression analysis to quantify the strength of the relationship between variables. It tests the linear relationship between the variables .each correlation appears twice. above and below the main diagonal. The correlation on the main diagonal are the correlation between each variable itself.

Table 3.4.1

Correlation between Independent and Dependent variable

Measure	PE	CB	NB	TW	PI
Personality	1				
Consumer behavior	0.652**	1			
Narrowing behavior	0.314**	0.608**	1		
Trustworthiness	0.369**	0.288**	0.556**	1	
Purchase intention	0.674**	0.585**	0.408**	0.532**	1

Source: Compiled by the researcher

**correlation is significant at the 0.01 level

The correlation coefficients between independent variable like personality, consumer behavior, narrowing behavior, trustworthiness and dependent variable purchase intention are reported on the table 3.4.1. the correlation coefficient are always range -1 to 1. A correlation is statistically significant if its p value<0.005 and p value <0.01.from the table we can understand that there is a correlation which is statistically significant at a p value of <0.01. Hence exist a positive correlation between the independent and dependent variables.

The correlation between variables are as follows:

- The correlation between personality and consumer behavior is 65.2 percent.
- The correlation between personality and narrowing behavior is 31.4 percent.
- The correlation between personality and trustworthiness is 36.9 percent.
- The correlation between personality and purchase intention is 67.4 percent.
- The correlation between consumer behavior and narrowing behavior is 60.8 percent.
- The correlation between consumer behavior and trustworthiness is 28.8 percent.
- The correlation between consumer behavior and purchase intention is 58.8 percent .
- The correlation between narrowing behavior and trustworthiness is 55.6 percent.
- The correlation between narrowing behavior and purchase intention is 40.8 percent.
- The correlation between trustworthiness and purchase intention is 53.2 percent

3.4.2 REGRESSION ANALYSIS

Regression analysis was conducted to measure the influence of PE, CB, NB, TW on PI. The independent variables are PE, CB, NB, TW and dependent variable is PI. The main objective of regression analysis is to explain the variation in one variable (called dependent variable) based on the variation in two or more other variables (independent variable). If multiple independent variables are used to explain variation in a dependent variable, it is called multiple regression model.

Table 3.4.2
Model Summary

MODEL	R	R Square	Adjusted R square	Standard error of estimate	Durbin Watson
1	.743	.552	.533	.37694	2.154

a : Predictors (constant) , personality, consumer behavior , narrowing behavior, trustworthiness

b : Dependent variable: purchase intention

R square is the percent of variance in the dependent variable uniquely or jointly by the independent variable. The R square and adjusted R square will be same when used for the case of few independents. The R square and Adjusted R square shown in table 3.5.2 is almost the same. Hence adjusted R square value is used for interpreting the results.

Table 3.4.3 shows that 37.94 % variation in IBB and is explained by PE, CB, NB and TW. For Durbin-Watson statistic tests for autocorrelation as rule of thumb, the value should be between 1.5 and 2.5 to indicate independence of observations (Garson 2010). The value of test is 2.154, which indicates the independence of observation.

Table 3.4.3

ANOVA of regression model

Model	Sum of square	DF	Mean square	F	Sig
Regression	16.631	4	4.158	29.262	.000**
Residual	13.498	95	0.142		
Total	30.129	99			

- a. Predictors:(constant), PE,CB,NB,TW
- b. Dependent variable: PI
- c. ** denotes significance at 0.01 level

ANOVA table showing the regression model in table 3.4.3 shows that the model is statistically at 1 percent significant level .

Table 3.4.4

Coefficient of regression Analysis

Factors	Item acronym	Standardized beta Co efficient	Sig.(P value)
Personality	PE	0.188	0.032*
Consumer behavior	CB	0.137	0.048*
Narrowing behavior	NB	0.200	0.021*
Trustworthiness	TW	0.203	0.012*

Source: Authors calculation

*denotes significance at 5% level.

Table 3.4.4 present the standardized Beta coefficient values and the significant values of independent variables personality, consumer behavior, narrowing behavior, trustworthiness. The independent variables personality (PE), consumer behavior (CB), narrowing behavior(NB), trustworthiness(TW) are significant at 5% significance level. Therefore it is clear that these four

Independent variables have significant effect purchase intention (PI). **Hence H01, H02, H03 and H04 are rejected.**

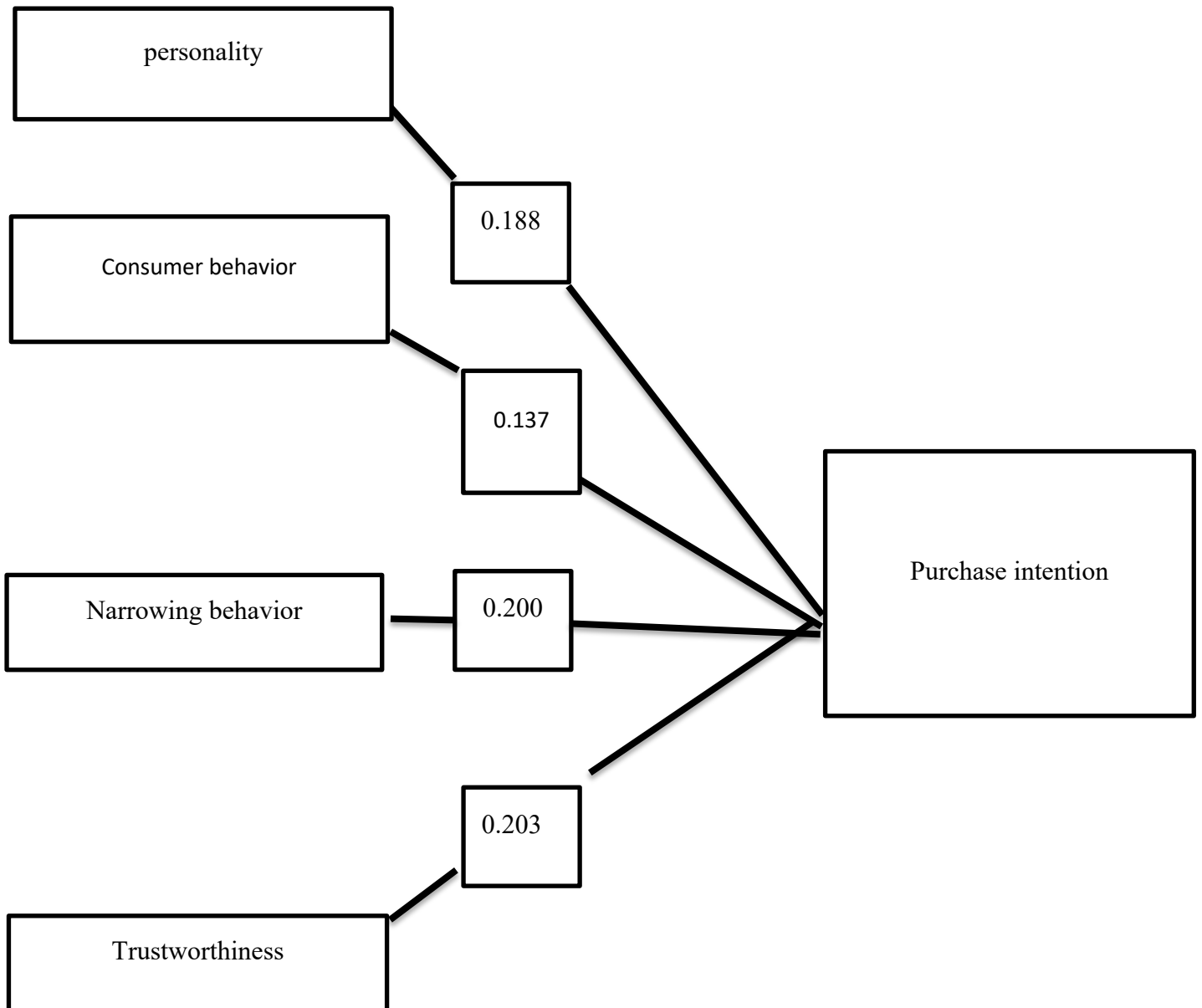
From the standard Beta coefficient values of the independent variables we can understand that all independent variables have positive effect on purchase intention.

The beta coefficient give a measure of contribution of each variable to the model, higher the beta value, greater the effect of independent variable on the dependent variable. Among the independent variables, Trustworthiness has the greatest effect.

VALIDATED MODEL

Figure 3.1

Validated Model



Empirically validated model in figure 3.1 shows that trustworthiness ($\beta = 0.203$) has the highest beta coefficient, followed by narrowing behavior ($\beta = 0.200$), personality ($\beta = 0.188$) and consumer behavior ($\beta = 0.137$). The beta coefficient of all independent variables are statistically significant at 5 percent significance level ($P < 0.05$). Based on the above model, it is understood that the 4 null hypothesis are rejected and there exists a strong relationship between all independent variables on dependent variable.

Based on the standardized beta coefficient given in the above table the following interpretation can be made :

- H01: personality- purchase intention: since the p value is 0.032 the beta coefficient of the variable is significant and the coefficient (0.188) being positive proves that there exists a positive relation between personality and purchase intention. In short personality has positive relationship of 18.8 percent over purchase intention
- H02: consumer behavior – purchase intention : since the p value is 0.048 the beta coefficient of the variable is significant and the coefficient (0.137) being positive proves that there exists a positive relation between consumer behavior and purchase intention. In short consumer behavior has positive relationship of 13.7 percent over purchase intention
- H03: Narrowing behavior – Purchase intention: since the p value is 0.021 the beta coefficient of the variable is significant and the coefficient (0.200) being positive proves that there exists a positive relation between consumer behavior and purchase intention. In short narrowing behavior has positive relationship of 20 percent over purchase intention
- H04: Trustworthiness – purchase intention: since the p value is 0.012 the beta coefficient of the variable is significant and the coefficient (0.203) being positive proves that there exists a positive relation between trustworthiness and purchase intention. In short trustworthiness has positive relationship of 20.3 percent over purchase intention

3.5 SUMMARY

This chapter deals with analysis of data collected . The data was analyzed in three different stages. The first section displays the profile analysis which includes a brief analysis of the demographic profile of the respondents . In the second section the reliability of the measures is tested and found satisfactory. Descriptive analysis of the measures is done as two sections. – Descriptive analysis 1 and Descriptive analysis 2. Descriptive analysis 1 include analysis of each measures belonging to particular to the particular variable. Whereas in Descriptive analysis 2, one sample T test were carried to check whether the responses of the respondents significantly differ from moderate or neutral state of responses. The Linear regression analysis of the measures was done in the third section and hypothesis formed at the outset were tested. It was found that the Independent variables personality, consumer behavior, narrowing behavior and trustworthiness have effect on Dependent Variable purchase intention

CHAPTER 4
FINDINGS ,CONCLUSION AND SUGGESTIONS

4.1 INTRODUCTION

Understanding the effect of personality traits on dogmatism among young online shoppers is crucial in today's digital age. As the online shopping landscape continues to expand and influence consumer behavior, it becomes integral to examine how individual characteristics shape people's attitudes towards accepting or rejecting alternative viewpoints. Dogmatism, which refers to a rigid adherence to beliefs or principles without considering alternative perspectives, can significantly impact consumer decision-making processes. By exploring the relationship between personality traits and dogmatism, we can gain valuable insights into how young online shoppers form opinions and make choices in the digital marketplace.

While it is more common to study the effect of personality traits on dogmatism, it is also worth considering how dogmatism may, in turn, influence personality traits. Dogmatism can have a profound impact on an individual's worldview, attitudes, and behavior, which can subsequently shape their personality traits. For instance, individuals with high levels of dogmatism may display traits such as closed-mindedness, inflexibility, and resistance to change. They may be less willing to explore different perspectives or entertain new ideas, leading to a more rigid and less adaptive personality style. Furthermore, dogmatism can limit intellectual curiosity and hinder personal growth, potentially impacting traits such as openness to experience, conscientiousness, and agreeableness. Understanding the interplay between dogmatism and personality traits can provide deeper insights into how individuals are shaped by their beliefs and attitudes, and how this may influence various aspects of their lives.

Online shopping has become an integral part of modern consumer culture, offering convenience, variety, and accessibility like never before. The rapid growth of e-commerce platforms has revolutionized the way people shop, with millions of individuals preferring the ease of making purchases from the comfort of their own homes. As the digital marketplace continues to expand, it is important to explore the various aspects and effects of online shopping on consumers.

The study focus on young online shoppers in Ernakulam district so as to know the effect of personality traits on dogmatism among young online shoppers.

4.2 OBEJECTIVES OF THE STUDY

The study was done with the following objective

- To unearth various dogmatic personality trait among online shoppers
- To measures the dogmatism among online shoppers.
- To measure the impact of personality traits of dogmatism on purchase intention of online shoppers.

4.3 FINDINGS OF THE STUDY

The following are the major findings of the study:

4.3.1 DEMOGRAPHIC PROFILE

- 1.majority respondents were female as compared to the male respondents.
2. Majority of the respondents under the age group between 23-27

4.3.2 DESCRIPTIVE FINDINGS

Reliability test was carried out shows the Alpha values for all the 5 factors and it can be concluded that the scale has internal consistency and reliability. This section deals with findings regarding descriptive statistics.

1.PERSONALITY (PE)

- Personality factors are highly influence the youngsters online shopping behavior
- The mean score of every items is above three which indicate the that respondents are agrees that the personality factors more influence their purchase intention

2.CONSUMER BEHAVIOR(CB)

- Majority of the respondents are agreed that the consumer behavior is integral part of youngster's purchase intention.

- Since the mean score of every item is above 4 , so the consumer behaviors is a most influenced factor of purchase intention.

3.NARROWING BEHAVIOR(NB)

- Respondents are more interested buy product made in the home country
- They are also preferred home country product first ,last and foremost
- The mean score of every items is above 3 the respondents agrees that there exists a high degree of effect in narrowing behavior among online shopping

4.TRUSTWORTHINESS (TW)

- Respondents are given more important to purchase native brands
- More respondents are true patriot should buy home country product
- The mean score of every items is above 3 the respondents agrees that there exist a high degree of trustworthiness among young online shoppers
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5. PURCHASE INTENTION (PI)

- The probability that they would consider buying a specific brand is high
- The mean score of every item is above 3 which indicates that respondents purchase intention is high in online shopping

4.3.3. REGRESSION ANALYSIS

Regression analysis was conducted to measure the effect of PE,CB,NB,TW on PI. The independent variable are PE ,CB,NB and TW. The dependent variable is PI. Following are the results:

1. The correlation coefficient between independent variables (personality, consumer behavior, narrowing behavior and trustworthiness) and dependent variable(purchase intention) show a positive correlation .

2. The R square and adjusted R square were almost same. The adjusted R square shows that 37.6 percent variation in PI and is explained by PE ,CB,NB and TW
3. Durbin -Watson statistic test value is 2.154
4. The model is statistically significant at 1 percent level with the F value at 29.262.
5. The beta coefficient of personality, consumer behavior ,narrowing behavior and trust worthiness are statistically significant at 5% level ($p < 0.05$)
6. Trust worthiness is found to have a major positive on purchase intention. It is evident from the beta coefficient of 20.3%, followed by narrowing behavior, personality and consumer behavior

4.3.4 T test

The findings related to T test are follows:

- There exists a very high level of influence of consumer behavior on purchase intention
- There exist a high level influence of personality, narrowing behavior, trustworthiness on purchase intention

4.4 THEORETICAL CONTRIBUTION

The study examine the effect of personality traits on dogmatism among young online shoppers. The Personality traits play a significant role in shaping individuals' attitudes, beliefs, and behaviors. Understanding the impact of personality traits on dogmatism among young online shoppers can provide valuable insights into their decision-making processes, consumer behavior, and online shopping preferences. This theoretical contribution aims to explore this relationship and its implications. This study highlight the importance of considering personality traits in understanding dogmatism among young online shoppers. By exploring this relationship, researchers and marketers can gain valuable insights into consumer behavior and develop effective strategies to cater to different personality types in the online shopping domain.

4.5 SCOPE OF THE STUDY

The study is limited to only shortlisted factors related to the personality traits on dogmatism influencing the online shopping behavior .so further study can explore the additional factors influencing the same and my study is limited to Ernakulam district So further study can conduct any other place.

4.6 SUGGESTIONS

Personality traits on dogmatism among young online shoppers can be addressed through various suggestions:

- 1. Open-mindedness:** Young online shoppers who are open-minded are more likely to consider different perspectives and opinions before making a purchase. They are willing to listen to different viewpoints and are less likely to be rigid in their beliefs.
- 2. Critical thinking:** Online shoppers who possess critical thinking skills are more likely to evaluate information and products before making a purchase. They are able to analyze the validity and reliability of sources and make informed decisions based on evidence.
- 3. Skepticism:** Young online shoppers who are skeptical are less likely to blindly accept information or products without questioning or investigating further. They are more cautious and take the time to research and gather information before making a purchase.
- 4. Flexibility:** Online shoppers who are flexible are willing to consider alternatives and adapt their beliefs and preferences based on new information or experiences. They are open to trying new products or brands and are not limited by dogmatic beliefs.
- 5. Curiosity:** Young online shoppers who are curious are more likely to seek out information and explore different options before making a purchase. They enjoy learning about new products and trends and actively seek out different perspectives to make informed decisions.
- 6. Tolerance for ambiguity:** Online shoppers with a high tolerance for ambiguity are more comfortable with uncertainty and are less likely to require absolute certainty before making a

purchase. They are able to tolerate conflicting information and make decisions based on the available evidence.

7. Empathy: Young online shoppers who possess empathy are more likely to consider the impact of their purchases on others. They take into account ethical considerations and social responsibility when making decisions and are less likely to adhere to dogmatic beliefs without considering the broader consequences.

8. Openness to new experiences: Online shoppers who have an openness to new experiences are more willing to try new products, brands, or shopping platforms. They are less likely to be tied to specific beliefs or routines and are more open to exploring different options.

9. Reflectiveness: Young online shoppers who are reflective take the time to think critically about their shopping choices and the beliefs and values that may influence them. They actively seek self-awareness and are less susceptible to dogmatic beliefs or external influences.

10. Willingness to change: Online shoppers who are willing to change their preferences or beliefs are more open to considering alternative products or options. They recognize that their opinions and preferences can evolve over time and are not limited by rigid dogmatic beliefs.

4.7 CONCLUSION

personality traits can have a significant impact on the level of dogmatism among young online shoppers. Individuals who possess traits such as open-mindedness, critical thinking, skepticism, flexibility, curiosity, tolerance for ambiguity, empathy, openness to new experiences, reflectiveness, and willingness to change are less likely to exhibit dogmatic beliefs in their online shopping decisions. These traits enable them to approach their purchases with a more objective and informed mindset, considering multiple perspectives and weighing various factors before making a decision. Understanding these personality traits can provide valuable insights for online retailers and marketers in tailoring their strategies to engage and appeal to young online shoppers who are more open to exploring different options.

“A study on effect of personality traits on dogmatism among young online shoppers” tries to analyze the factors affecting purchase intention among young online shoppers. Introduction, theoretical framework and literature review, analysis and interpretation, findings, suggestions and conclusion make up the four main chapters of this study. In the first chapter an introduction to the study is shown which includes the objectives of the study, problem statement, scope of investigation, methodology, working hypothesis and chapter summary.

The second chapter comprises the theoretical framework, literature review, and model development. The most important element of the theoretical framework is the pertinent theory of the problem under investigation. Theories were developed and compiled using a range of secondary sources. The theoretical part of the chapter provides clear explanations of the topic. The second half of the chapter contains extensive reviews of older publications that are pertinent to the subject. These literature evaluations were all produced by reading and investigating numerous journal articles. The final section of the chapter deals with the research's model development. A thorough review of the literature serves as the foundation for model building.

The Analysis of Demographic Profile, Descriptive and Regression Analysis, Model Validation, and Hypothesis Testing parts make up the third chapter. The demographic profile was investigated using a variety of demographic metrics that were used in the study. The internal consistency of the research constructs was demonstrated using a Cronbach's Alpha reliability analysis. the computation of the mean, mode, and standard deviation are also included. In the

previous part, conducted a correlation study to ascertain the extent of the relationships between the variables.

The investigation also revealed that there is a significant positive association with the variables. Regression analysis is then used to assess how independent variables affect dependent variables. According to the regression analysis, there is a substantial relationship between four independent variables and purchase intention. These studies lead to the acceptance of whole hypotheses.

In the study's fourth chapter, findings, suggestions and conclusion are discussed. Along with the descriptive and demographic statistics, it includes the regression analysis' findings. The study makes a substantial contribution to the corpus of literature by assessing the indicators of personality, consumer behavior, narrowing behavior and trustworthiness.

At last, it was discovered purchase intention among young online shoppers depends on the personality, consumer behavior , narrowing behavior and trustworthiness. However the personality traits are the integral part for deciding the purchase intention of young online shoppers.

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APPENDIX

A STUDY ON EFFECT OF PERSONALITY TRAITS ON DOGMATISM AMONG YOUNG ONLINE SHOPPERS

I am Anusree R, final year M.Com student of Bharata Mata College, Thrikkakara. As part of my research project on the topic "A Study on Effect of personality traits on dogmatism among young online shoppers" under the guidance of Dr. Ajay Joseph. I humbly request you to spare your time for filling up this questionnaire. I assure you that the information provided shall be kept confidential.

1. GENDER :

MALE

FEMALE

2. AGE :

18-22

23-27

28-32

SLNO.	Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
PERSONALITY						
1	I am extravert					
2	I am open to experiment					
3	I control my emotions					
4	I change my attitude					
5	I am series while shopping					

CONSUMER BEHAVIOR						
1	I would buy a product just because it has usage					
2	I am interested in new product					
3	I would pay more for a product it had the status					
4	A product is more valuable to me if it has some snob appeal					
NARROWING BEHAVIOR						
1	I buy a product made in the home country					
2	I prefer home country product first ,last and foremost					
3	I purchase in foreign products in our home country					
TRUSTWORTHINESS						
1	I purchase only native brands					
2	We should purchase product manufactured in our country instead of letting other countries get rich off us					
3	A true patriot should buy home country product					

PURCHASE INTENTION						
1	If I were going to purchase a product, I would consider buying specific brand					
2	The probability I would consider buying specific brand is high					
3	I plan to buy a particular product on regular basis					

