

## Effect of Personality Traits on Purchasing Behavior towards Oil Perfume: A Study of Young Adults in Awka Metropolis

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**Abstract:** This study sought to examine the effect of personality traits on purchasing behaviour towards oil perfume among young adults in Awka Metropolis. The study was guided by five research questions. The study adopted two theories such as Five-Factor Model and Maslow's Hierarchy of Needs Theory. The study adopted survey research design. The population of study was made up of young people in Awka Metropolis. Simple random sampling technique was employed in selecting the respondents for the study. The instrument that was employed for data collection was an adapted questionnaire constructed by John and Srivastava (1999). The study used face validity in this research work. The questionnaire yielded an average Cronbach Alpha coefficient of .824. The researcher used direction method of data collection. The data generated was analyzed using simple percentage analysis. Furthermore, multiple regression was used to test the hypotheses formulated exclusively for this study. Simple linear regression analysis was conducted to assess the relative predictive power of the independent variables on the dependent variable. The study found that Openness personality traits strongly influence the purchasing behavior of young adults in Awka Metropolis regarding perfume oil. A higher level of openness is associated with a significantly increased likelihood of engaging in purchasing behavior related to perfume oil. Also, conscientiousness personality traits play a significant role in influencing the purchasing behavior of young adults in Awka Metropolis concerning perfume oil. Individuals displaying higher levels of extraversion personality traits are significantly more inclined to engage in purchasing perfume oil compared to those with lower levels of extraversion within this specific demographic group. Moreover, individuals displaying higher levels of agreeableness personality traits are significantly more inclined to engage in purchasing perfume oil compared to those with lower levels of agreeableness. The study recommended that marketers should know that people with the openness personality traits are curious in exploring new things and perfume oil need to be made very attractive with nice scent to attract these sets of people. Marketers should ensure that perfume oil should be specially be prepare for those that exhibit conscientiousness personality traits as this will make them feel well organized and self-discipline.

**Keywords:** Personality Traits, Purchasing Behavior, Oil Perfume, openness, neuroticism, conscientiousness, agreeableness.

## 1. INTRODUCTION

Fragrance is an important aspect of personal grooming and can greatly influence how individuals feel about themselves and how they are perceived by others. Perfume oils, in particular, are a popular choice for those who are looking for a longer-lasting and more concentrated scent experience. Unlike alcohol-based perfumes, which tend to evaporate more quickly, oil-based perfumes tend to cling to the skin and provide a more sustained fragrance experience. However, beyond their practical benefits, perfumes are also a form of self-expression that can evoke certain moods or emotions. Some people may choose a specific fragrance because it reminds them of a particular person or place, while others may be drawn to a scent because it makes them feel confident, relaxed, or sexy. Perfume can also be a way for individuals to showcase their personality or style, as certain fragrances may be associated with certain personality traits (Adebayo & Olaoye, 2020; Adekunle, 2016).

Personality traits according to McKinsey and Company (2015) is an enduring pattern of thought, feeling, and behaviour that characterize an individual and distinguish them from others. Similarly, Nielsen (2019) described personality traits are observable characteristics that reflect an individual's habitual patterns of behaviour, emotion, and thought. These traits are thought to be relatively stable over time and may be influenced by a combination of genetic and environmental factors. Additionally, Uzohuo (2022) defined personality traits as individual differences in patterns of behaviour, thought, and emotion that are relatively consistent across situations and over time. These traits are thought to reflect underlying psychological processes and can be assessed using self-report measures or through observation by others. Examples of personality traits include openness, conscientiousness, extraversion, agreeableness, and neuroticism (Ayranci & Bayraktaroglu, 2016; Han & Nunes, 2010; Park & John, 2017). People who score high in openness are generally characterized as being creative, imaginative, and curious. They tend to be open-minded and willing to consider alternative viewpoints, even if they differ from their own. However, individuals who are high in openness are creative and imaginative tendencies, individuals who are high in openness are often willing to take risks and try new things (Costa & McCrae, 2021). On the other hand, conscientiousness is a personality trait that is associated with self-discipline, responsibility, and organization. People who score high in conscientiousness tend to be diligent, dependable, and reliable. They are often seen as hardworking and committed to achieving their goals (Oyedele & Adegoke, 2016). In addition to their positive qualities, people who are high in conscientiousness may also be prone to perfectionism and workaholism. They may set high standards for themselves and others and may be critical or demanding when those standards are not met (Furnham & Chamorro-Premuzic, 2019; John & Srivastava, 2020; Onyemah, 2017).

Extraversion on its part is a personality trait that is characterized by sociability, assertiveness, and a tendency towards positive emotions. Individuals who score high in extraversion are typically outgoing, talkative, and enjoy being around other people. They often enjoy socializing and may thrive in group settings (Adeola, 2015). More so, for agreeableness, individuals who are high in agreeableness are often concerned with the well-being of others and may be willing to put the needs of others before their own (Akinbobola & Olaleye, 2018). Individuals who score high in neuroticism tend to experience negative emotions more frequently and intensely than those who score lower on this trait. They may be more prone to experiencing feelings of anxiety, worry, and fear (Mowen & Spears, 2019). People who are high in neuroticism may also be more sensitive to stress and may be prone to mood swings. They may be easily overwhelmed by difficult situations and may struggle to cope with change or uncertainty. In addition to their emotional instability and anxiety, individuals who are high in neuroticism may be more likely to experience a range of mental health problems, including depression, anxiety disorders, and substance abuse (Chitturi, 2018; Cian, Krishna & Elder, 2015; Kacen & Lee, 2017). The personality above might be some of the reasons for the preference of perfume oil. According to Hirsch and Gracely (2018), perfume oil, also known as fragrance oil, is a type of perfume that is made using natural or

synthetic oils. Unlike traditional alcohol-based perfumes, which can evaporate quickly and have a strong initial scent, perfume oils are designed to be longer-lasting and have a more subtle, gradual scent. More so, the above personality traits might also be some of the reasons for the purchasing behaviours of some individuals for perfume oil. Purchasing behaviour, according to Solomon (2019) are the actions and decisions that consumers make when buying products or services. This includes the process of researching, evaluating, and ultimately selecting a particular product or service to meet their needs or wants Zhou, C., Pickett, B., Leo & Fany. 2019).

Sometimes, people especially the young people may make purchasing decisions that do not align with their personality or values, which can lead to dissatisfaction with the product and even negative outcomes such as wasting money, feeling demoralized, and damaging the brand image. This is especially true in a competitive market like Awka metropolis, where consumers are presented with numerous choices and are under pressure to make quick and informed decisions. It is important for businesses and marketers to understand the psychological factors that influence purchasing decisions and to ensure that their marketing strategies align with their target audience's values and preferences. By doing so, they can build strong brand loyalty and positive relationships with their customers. It is against this background that this study seeks to examine the effect of personality traits on purchasing behaviour towards perfume oil among young adults in Awka Metropolis (Bagozzi, Safiullina & Simi, 2016; Batey, Furnham, Safiullina & Moutafi, 2020).

### ***Statement of the Problem***

Humans are controlled by their personality, and this influence extends to various facets of their daily routine. For instance, the way individuals interact with the world, make decisions, and prioritize tasks is inherently linked to their unique personality traits. These traits, encompassing a wide spectrum of characteristics such as introversion, extroversion, conscientiousness, openness, and emotional stability, among others, shape the lens through which individuals perceive and engage with their environment. Consider the example of an extroverted person whose outgoing nature drives them to seek social interactions and thrive in group settings. This personality inclination might lead them to schedule frequent gatherings with friends, actively participate in team activities at work, and readily strike up conversations with strangers. On the other hand, an introverted individual might find solace in solitary activities, allocating more time to introspection, solitary hobbies, and one-on-one interactions that are meaningful to them (Park & John, 2017).

Allowing one's purchasing behaviour to be dictated by personality traits can lead to a multitude of dangers, potentially steering individuals down a path of unchecked consumerism and financial vulnerability. Research has shown that certain personality traits have a significant impact on how individuals make buying decisions (Smith et al., 2019). While it is natural for personal inclinations to influence preferences, the extent to which this sway occurs warrants scrutiny. When personality traits take the reins, individuals might find themselves succumbing to impulsive buying tendencies. For instance, individuals with a high level of extroversion might be drawn to flashy, attention-grabbing products that align with their need for social validation (Johnson & Kim, 2020). This can lead to purchases driven by the desire to impress or conform, often resulting in buyer's remorse and financial strain.

In Awka metropolis, where there is a high level of business competitiveness, the negative consequences of not understanding some personality traits that determine purchasing behaviour of customers can be even more significant, as consumers are constantly bombarded with a variety of products and brands to choose from. However, when businesses and marketers do not understand the psychological factors that influence purchasing decisions, they may not be able to cater to their customers' needs and preferences effectively. As a result, they may lose potential income and customers. In some cases, this may lead to

the collapse of the business and even bankruptcy (Uzohuo, 2022). On this note, it is important that marketers and businesses take into account the psychological factors that influence purchasing decisions and tailor their marketing strategies to align with their target audience's personality traits and values. For example, a marketer promoting an oil-based perfume may focus on the unique and creative aspects of the fragrance to appeal to consumers who score high on openness. By considering personality traits in marketing strategies, businesses can ensure that their products are more likely to be purchased by consumers who are more likely to enjoy them, leading to higher levels of customer satisfaction and loyalty. Ultimately, understanding how personality traits influence purchasing decisions can help businesses make informed decisions about product development, branding, and marketing to better meet the needs and desires of their customers in Awka metropolis and beyond. It is against this background that this study seeks to examine the effect of personality traits on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

### ***Objectives of the Study***

The main objective of this study is to examine the effect of personality traits on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. Specifically, this study seeks to:

1. Examine the effect of openness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.
2. Determine the effect of conscientiousness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.
3. Ascertain the effect of extraversion on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.
4. Examine the effect of agreeableness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.
5. Find out the effect of neuroticism on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

### ***Hypotheses***

The study will test the following null hypotheses at 0.05 significant level.

H<sub>01</sub>: Openness personality trait has no significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

H<sub>02</sub>: Conscientiousness personality trait has not significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

H<sub>03</sub>: Extraversion personality trait has no significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

H<sub>04</sub>: Agreeableness personality trait has no significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

H<sub>05</sub>: Neuroticism personality trait has no significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

## **2. METHODOLOGY**

### ***Research Design***

The researcher deemed it suitable to adopt a specific and scientific procedure in carrying out this research. The study adopted survey research design. Surveys attempt to answer the question “What

exists?" The advantages of survey research include: (a) the possibility to collect a wide scope of information from a large population, (b) the opportunity to deal with real situations, and (c) the development of research beyond description only (Fraenkel & Wallen, 2000). This method was chosen because it is designed to scientifically describe phenomena and their relationships in the actual environment after a given time, survey must depend instead on samples of respondents drawn from the population and considered a representative of the population.

### ***Area of the Study***

This study was carried out in Awka Metropolis. Awka is a city in southeastern Nigeria and the capital of Anambra State. It is a bustling metropolis with a growing population of over 301,657 people (according to the 2006 census). Awka is located on the eastern bank of the Niger River and is about 20 kilometers south of Onitsha, one of the largest commercial cities in Nigeria. Awka is bounded by Amawbia, Nibo, Okpuno and Amansea Awka as part of Ndi Anambra migrated from the cradle of human civilization to their present location and their history is strongly linked to the history of the entire Igboland, as the source of Igbo civilization. Old Anambra State was first created in 1976 from the East Central State. A re-organization by the then military president, General Ibrahim Badamasi Babangida, on August 27th 1991 further divided the Old Anambra into two states, present Anambra and Enugu States. The name Anambra is a colonial convenient pronunciation derived from the Omambala River, a tributary of the majestic River Niger. Awka become the capital city after the creation of Anambra State.

The Igbo language is the mother tongue, but English is widely spoken due to the early influence of Missionary Schools & UAC Traders. A vast majority speak pidgin English, a blend of native Igbo dialect and English Language, which was probably adopted for ease of trade with early visiting Europeans. Awka is known for its vibrant markets, cultural festivals, and historic landmarks. The city is home to the Eke-Awka market, one of the largest markets in Anambra State, where you can find a wide range of goods including food, clothing, electronics, and more. Awka is also known for its annual masquerade festival known as "Imo Oka" usually held every June. In addition, Awka has several notable landmarks, including the Governor's Lodge, the Anambra State Broadcasting Service (ABS), and the former Nigerian Telecommunications Limited (NITEL) building. The city is also home to the prestigious Nnamdi Azikiwe University, which is named after Nigeria's first President. The business climate is highly favourable with a combination of large markets, abundant skilled labour force, entrepreneurial ability and easy access to capital and natural resources and a number of government incentives. Awka is famous for its legendary black smithery.

### ***Sources of Data***

To analyze the results, primary data was employed. Primary data are the data which is collected by researchers themselves for the specific research purpose. Primary data refer to data that is collected directly from its source through methods such as surveys. In other words, primary data are original data that is collected firsthand by the researcher for a specific research purpose. This study made use of questionnaire to generate primary data.

### ***Population of the Study***

The population of a study was the total of all the individuals who have certain characteristics and are of interest to a researcher (Opoku, 2012). The population of study was made up of young people in Awka Metropolis. The area is chosen because it is commercial city and more young people are available as it is the capital city. As a result, the population of the study area was 301,657 people (according to the 2006 census), but the population of the young people are unknown because there is no record of young people as at the time of carrying out this research in the country.



### ***Determination of Sample Size***

Determining sample size is a very important issue for collecting an accurate result within a quantitative survey design. One of the real advantages of quantitative methods is their ability to use smaller groups of people, to make inferences about larger groups that would be expensive to study. Since the population of the study was unknown, the statistical formula devised by Cochran was used. The formula is Stated thus:

$$n = \frac{Z^2 Pq}{e^2}$$

Valid where,

- n = Required sample size
- Z = The value of z score associated with the degree of confidence selected  
(95% confidence level = 1.96)
- e = Sampling error at 5%
- p = Probability of positive Response
- q = Probability of Negative Response

A pilot study was carried out to determine the proportion of respondents in the area of interest. The breakdown of the study is shown below:

e = 5% or 0.05

$$n = \frac{Z^2 Pq}{e^2}$$

$$n = \frac{(1.96)^2 0.5(0.5)}{0.05^2}$$

$$n = \frac{3.84116 \times 0.25}{0.0025}$$

$$n = \frac{0.96029}{0.0025}$$

$$n = 384.116$$

The sample size was approximately 384. Hence, the sample comprised of 384 young people in Awka Metropolis.

### ***Sampling Technique***

Simple random sampling technique was employed in selecting the respondents from the area of the study. This method was selected to enable the researcher to elicit vital and quality information required for the study by giving all members of the population equal chance of being selected. A sample of three hundred and eighty-four (384) young people were selected among the people.

### ***Instrument for Data Collection***

The instruments employed for data collection adapted questionnaire. The study had two instruments such as the Big Five Inventory constructed by John and Srivastava (1999). The instrument consisted of

six sections, Sections I to VI respectively. Section I sought to gather demographic information about the respondents. Section II sought for information on the items in openness. Section III sought for information on the items on conscientiousness. Section IV sought for information on the items on extraversion. Section V sought for information on the items on agreeableness while Section VI sought for the information on the neuroticism. The instrument is a 5-point scale of Strongly Agree (SA), Agree (A), Disagree (D), Strongly Disagree (SD), and Undecided (UN) to give the respondents choice of ticking most perceived option.

### ***Method of Data Analysis***

The data generated was analyzed using simple percentage analysis. Furthermore, multiple regression was used to test the hypotheses formulated exclusively for this study. Multiple regression analysis was conducted to assess the relative predictive power of the independent variables on the dependent variable. The Statistical Package for Social Sciences (SPSS) version 25 will be employed to test the hypotheses.

The regression model is represented as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon \quad (1)$$

Where:

Y = dependent variable

$\alpha$  = Constant Term

$\beta$  = Beta coefficients

$X_1$  to  $X_5$  = Independent variables

$\epsilon$  = Error Term

### ***Model Specification***

The model of study is designed in line with the objectives of the study given this background, the model is thus specified as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon \quad (2)$$

Where:

Y = Purchasing Behaviour (PB) (dependent Variables)

$X_1$  = Openness (O)

$X_2$  = Conscientiousness (C)

$X_3$  = Extraversion (E)

$X_4$  = Agreeableness (A)

$X_5$  = Neuroticism (N)

$\alpha$  = Constant Term

$\beta$  = Beta coefficients

$\epsilon$  = Error Term

## **3. DATA PRESENTATION AND ANALYSIS**

### ***Analysis of Questionnaire Distributions***

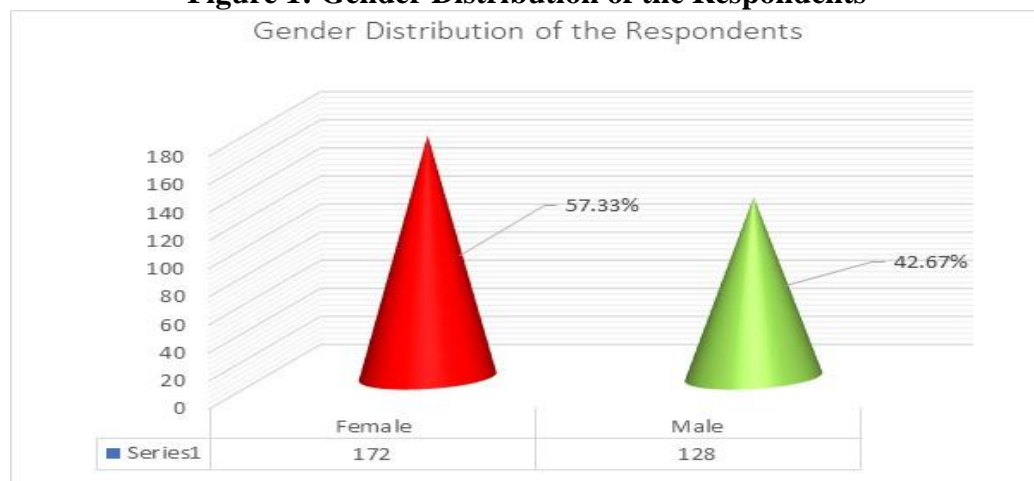
The analyses of the questionnaire and respondents' characteristics are analyzed below:

**Table 1: Questionnaire Distributions**

Questionnaire Distributed	No. of Questionnaire Not Returned	No. of Questionnaire Returned	Invalid	Total Questionnaire used for Analysis
384(100%)	69(17.97%)	315(82.03%)	15(3.91%)	300(78.13%)

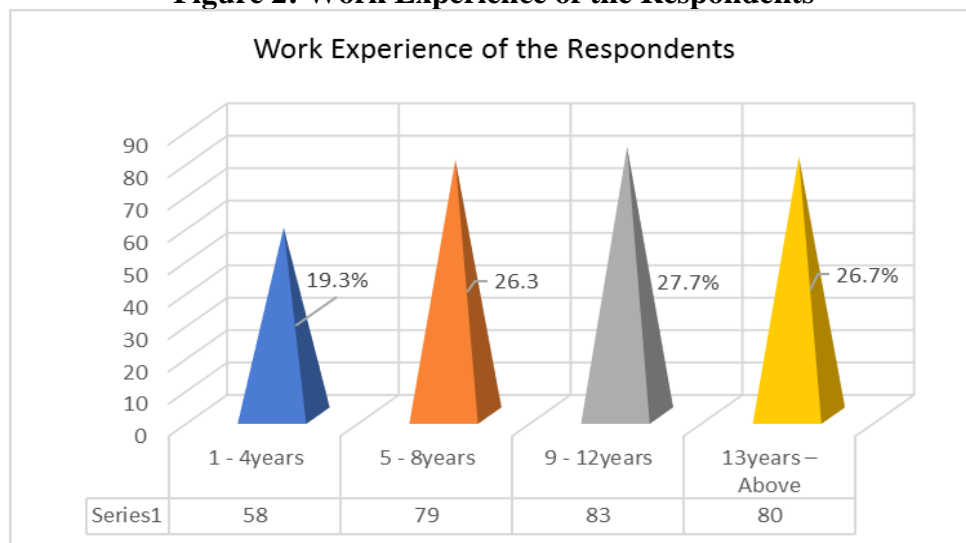
Source: Field Survey, 2023.

The results in table 1 showed the questionnaire distributions to the respondents. The results revealed that 384(100%) of the copies of the questionnaire were distributed to the respondents to answer. At the end of the exercise, 69(17.97%) of the copies of the questionnaire were not returned while 315(82.03%) were returned. After thorough cross examination of the copies of questionnaire returned, 15(3.91%) copies were invalid while 300(78.13%) copies were validly and correctly filled and used for the study.

**Figure 1: Gender Distribution of the Respondents**

Source: Field Survey, 2023.

Figure 1 revealed the gender distributions of the respondents. The results indicated that there are 172(33%) female respondents and 128(42.67%) male respondents. This implies that more female respondents participated in the exercise.

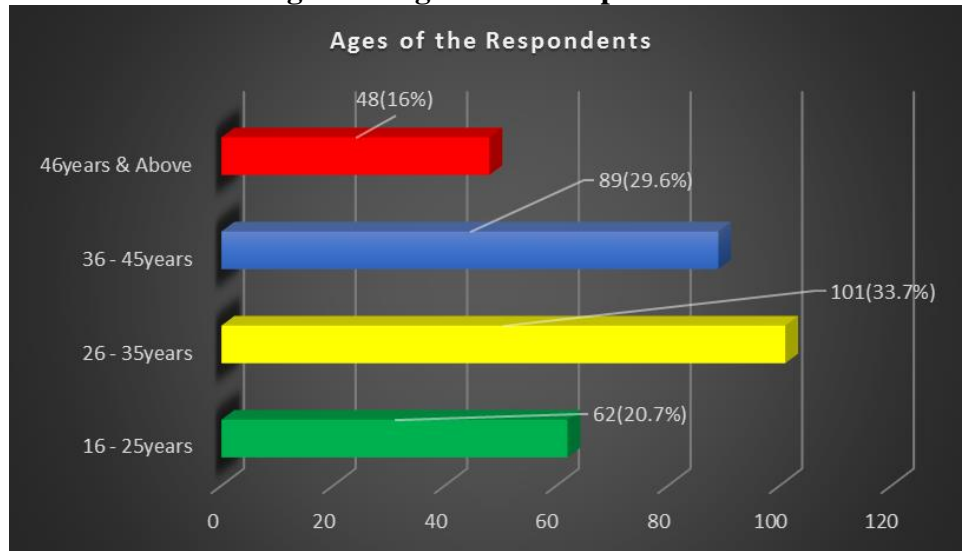
**Figure 2: Work Experience of the Respondents**

Source: Field Survey, 2023.



Figure 2 showed the work experience of the respondents and it was revealed that 58(19.3%) had worked for 1 – 4 years and 79(26.3%) of the respondents had 5 – 8 years working experience. On the other hand, 83(27.7%) of the respondents have had 9 – 12 years working experience while 80(26.7%) of the respondents 13years and above working experience. This signifies that majority of the respondents have 9 – 12 years working experience and can determine the way they purchase perfume oil based on their personality traits.

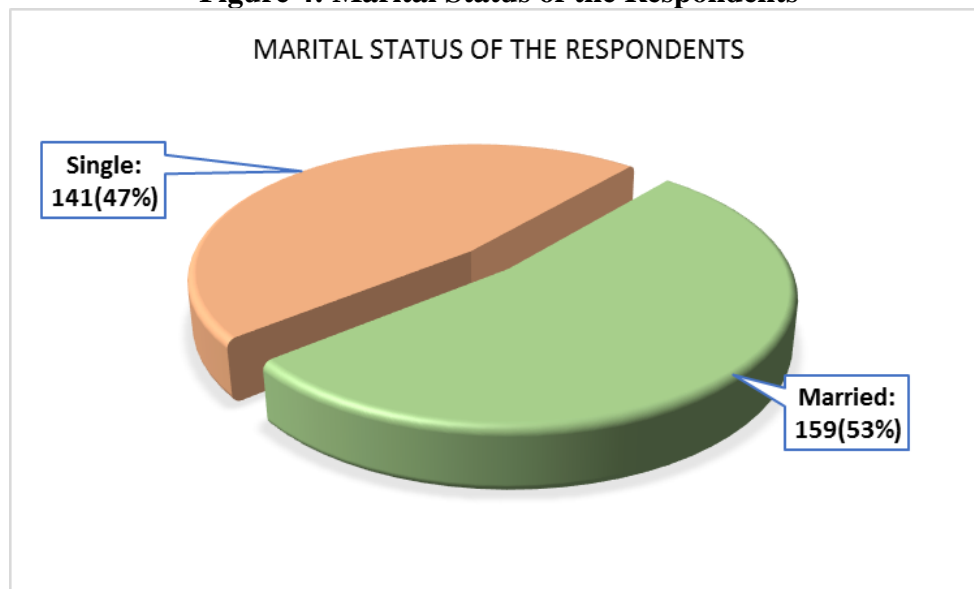
**Figure 3: Ages of the Respondents**



**Source: Field of Study, 2023.**

Figure 3 showed the ages of the respondents and the results indicated that 48(16%) of the respondents were between the ages of 46years and above and 89(29.6%) of the respondents have attained the ages of 36 – 45years. On the other hand, 101(33.7%) have reached the ages of 26 – 35years while 62(20.7%) of the respondents were between the ages of 16 – 25years. These imply that majority of the respondents were between the ages of 26 – 35years and can state the type of perfume that they want to buy based on their personality traits.

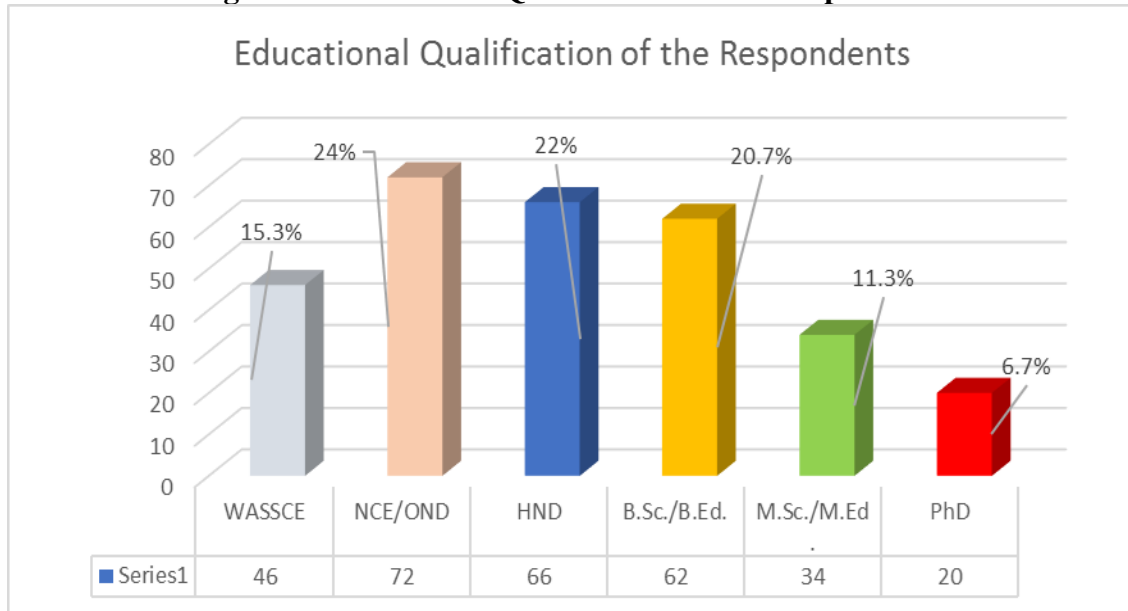
**Figure 4: Marital Status of the Respondents**



**Source: Field of Survey, 2023.**

Figure 4 shows the marital status of the respondents and the revealed that 159(53%) were married while 141(47%) were single. This signifies that majority of the respondents were married and can decide the choice of purchasing perfume oil.

**Figure 5: Educational Qualification of the Respondents**



Source: Field Survey, 2023.

Figure 5 showed the educational qualifications of the respondents. The results revealed that 20(6.7%) of the respondents are certified PhD holders; 34(11.3%) have achieved M.Sc./M.Ed. degrees; 62(20.7%) of the respondents have B.Sc./B.Ed. certification; 66(22%) of the respondents have obtained HND certificate while 72(24%) of the respondents are with NCE/OND certificate and 46(15.3%) respondents have only WASSCE. This implies that majority of the respondents are NCE/OND certified.

### ***Analyses of Research Questions***

This section presented the analyses carried out from the research questions.

**Research Question 1:** What is the effect of openness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis?

**Table 1: Model Summary of the effect of openness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848 <sup>a</sup>	.719	.703	3.70352

a. Predictors: (Constant), Openness

The results of the model summary of the effect of openness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The results revealed that the R-value is .848 and R Square value is .719. This indicated that openness has 71.9% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

**Research Question 2:** What is the effect of conscientiousness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis?

**Table 2: Model Summary of the effect of conscientiousness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705 <sup>a</sup>	.496	.469	4.95815

a. Predictors: (Constant), Conscientiousness

The results of the model summary of the effect of conscientiousness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The results revealed that the R-value is .705 and R Square value is .496. This indicated that conscientiousness has 49.6% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

**Research Question 3:** What is the effect of extraversion on purchasing behaviour towards perfume oil among young adults in Awka Metropolis?

**Table 3: Model Summary of the effect of extraversion on purchasing behaviour towards perfume oil among young adults in Awka Metropolis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.959 <sup>a</sup>	.919	.915	1.98495

a. Predictors: (Constant), Extroversion

The results of the model summary of the effect of extraversion on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The results revealed that the R-value is .959 and R Square value is .919. This indicated that extraversion has 91.9% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

**Research Question 4:** What is the effect of agreeableness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis?

**Table 4: Model Summary of the effect of agreeableness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958 <sup>a</sup>	.917	.913	2.00893

a. Predictors: (Constant), Agreeableness

The results of the model summary of the effect of agreeableness on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The results revealed that the R-value is .958 and R Square value is .917. This indicated that agreeableness has 91.7% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

**Research Question 5:** What is the effect of neuroticism on purchasing behaviour towards perfume oil among young adults in Awka Metropolis?

**Table 5: Model Summary of the effect of neuroticism on purchasing behaviour towards perfume oil among young adults in Awka Metropolis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.959 <sup>a</sup>	.919	.914	1.99008

a. Predictors: (Constant), Neuroticism

The results of the model summary of the effect of neuroticism on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The results revealed that the R-value is .959 and R Square value is .919. This indicated that neuroticism has 91.9% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

### Test of Hypotheses

The study tested the following hypotheses at 0.05 level of significance.

#### Test of Hypothesis One

H<sub>01</sub>: Openness personality trait has no significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.032	3.427		.593	.561
	Openness	1.172	.173	.848	6.788	.000

a. Dependent Variable: Purchasing Behaviour

The results of hypothesis one revealed that the standardized coefficients beta is .848, the t-value is 6.788 while the p-value was .000 which was less than 0.05 level of significance. Based on the value of the p-value, the null hypothesis was rejected while the alternative hypothesis was retained. Thus, openness personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta signifies the strength and direction of the relationship between someone's level of openness personality traits and their purchasing behavior towards perfume oil. Thus, a coefficient of 0.848 suggests a strong positive relationship between openness personality and the likelihood of purchasing perfume oil among young adults in Awka Metropolis. In simpler terms, individuals with higher levels of openness personality traits are more likely to engage in purchasing perfume oil compared to those with lower levels of openness personality traits in this particular group.

#### Test of Hypothesis Two

H<sub>02</sub>: Conscientiousness personality trait has not significant effect on purchasing behaviour towards

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.848	5.281		.539	.596
	Conscientiousness	.635	.151	.705	4.213	.001

perfume oil among young adults in Awka Metropolis.

a. Dependent Variable: Purchasing Behaviour

The results of hypothesis two revealed that the standardized coefficients beta is .705, the t-value is 4.213 while the p-value was .001 which was less than 0.05 level of significance. Based on the value of the p-value, the null hypothesis was rejected while the alternative hypothesis was retained. Thus,

conscientiousness personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta of 0.705 implies a moderately strong positive relationship between conscientiousness personality traits and the tendency to purchase perfume oil among young adults in Awka Metropolis. In simpler words, individuals exhibiting higher levels of conscientiousness personality traits are more likely to engage in purchasing perfume oil compared to those with lower levels of conscientiousness in this specific demographic group.

### Test of Hypothesis Three

H<sub>03</sub>: Extraversion personality trait has not significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.640	1.397		4.039	.001
	Extroversion	.741	.052	.959	14.319	.000

a. Dependent Variable: Purchasing Behaviour

The results of hypothesis three revealed that the standardized coefficients beta is .959, the t-value is 14.319 while the p-value was .000 which was less than 0.05 level of significance. Based on the value of the p-value, the null hypothesis was rejected while the alternative hypothesis was retained. Thus, extraversion personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta of 0.959 suggests a very strong positive relationship between extraversion personality and the likelihood of purchasing perfume oil among young adults in Awka Metropolis. In simpler terms, individuals with higher levels of extraversion personality traits are significantly more likely to engage in purchasing perfume oil compared to those with lower levels of extraversion in this specific group.

### Test of Hypothesis Four

H<sub>04</sub>: Agreeableness personality trait has not significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.273	1.439		3.664	.002
	Agreeableness	.844	.060	.958	14.133	.000

a. Dependent Variable: Purchasing Behaviour

The results of hypothesis four revealed that the standardized coefficients beta is .958, the t-value is 14.133 while the p-value was .000 which was less than 0.05 level of significance. Based on the value of the p-value, the null hypothesis was rejected while the alternative hypothesis was retained. Thus, agreeableness personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta of 0.958 suggests a very strong positive relationship between agreeableness personality traits and the likelihood of purchasing perfume oil among young adults in Awka Metropolis. In simpler terms, individuals exhibiting higher

levels of agreeableness personality traits are significantly more likely to engage in purchasing perfume oil compared to those with lower levels of agreeableness in this specific demographic group.

### Test of Hypothesis Five

H<sub>05</sub>: Neuroticism personality trait has not significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.618	1.402		4.008	.001
	Neuroticism	.740	.052	.959	14.279	.000

a. Dependent Variable: Purchasing Behaviour

The results of hypothesis five revealed that the standardized coefficients beta is .959, the t-value is 14.279 while the p-value was .000 which was less than 0.05 level of significance. Based on the value of the p-value, the null hypothesis was rejected while the alternative hypothesis was retained. Thus, neuroticism personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta of coefficient of 0.959 suggests a very strong positive relationship between neuroticism personality traits and the likelihood of purchasing perfume oil among young adults in Awka Metropolis. In simpler terms, individuals exhibiting higher levels of neuroticism personality traits are significantly more likely to engage in purchasing perfume oil compared to those with lower levels of neuroticism in this specific demographic group. However, it is worth noting that such a strong positive relationship might seem counterintuitive as neuroticism traits are often associated with negative emotions and stress. Further analysis or consideration of other influencing factors might be necessary to fully understand this relationship in the context of purchasing behavior towards perfume oil.

### Discussion of Findings

The results of research question one revealed that the R-value is .848 and R Square value is .719. This indicated that openness has 71.9% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The results of hypothesis one attested that openness personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta signifies the strength and direction of the relationship between someone's level of openness personality traits and their purchasing behavior towards perfume oil. Thus, a coefficient of 0.848 suggests a strong positive relationship between openness personality and the likelihood of purchasing perfume oil among young adults in Awka Metropolis. In simpler terms, individuals with higher levels of openness personality traits are more likely to engage in purchasing perfume oil compared to those with lower levels of openness personality traits in this particular group. This assertion finds support in various studies and research papers. For instance, a study by Goldberg (2020) indicated that individuals high in openness are more inclined to seek novel and diverse experiences. This inclination towards novelty-seeking and curiosity often extends to their consumer behavior, leading them to explore and purchase new or unique products, such as perfume oils. Additionally, Furnham (2018) discussed how individuals with higher openness are more likely to exhibit non-conformist attitudes and a willingness to experiment. This attribute can influence their purchasing behavior as they may be more open to trying new and unconventional products like perfume oils. Moreover, Chamorro-Premuzic and Furnham (2013) explored how individuals high in openness



tend to be imaginative and have a preference for aesthetic experiences. Such preferences can translate into a greater interest in products like perfume oils that are often associated with aesthetic and sensory experiences. These studies collectively suggest that individuals with higher levels of openness personality traits are more likely to engage in purchasing behaviors that align with their inclination towards novelty, non-conformity, and aesthetic experiences, thereby influencing their choice to purchase perfume oils.

The result of research question two indicated that conscientiousness has 49.6% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis. Also, the results in hypothesis two affirmed that conscientiousness personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta of 0.705 implies a moderately strong positive relationship between conscientiousness personality traits and the tendency to purchase perfume oil among young adults in Awka Metropolis. In simpler words, individuals exhibiting higher levels of conscientiousness personality traits are more likely to engage in purchasing perfume oil compared to those with lower levels of conscientiousness in this specific demographic group. This assertion is supported by various studies and research papers. For instance, Roberts and Bogg (2014) discussed how individuals high in conscientiousness exhibit traits such as organization, planning, and self-discipline. Such traits often translate into thoughtful and deliberate purchasing behaviors. Conscientious individuals are more likely to conduct thorough research, consider options carefully, and make informed purchasing decisions, which could affect their choices regarding products like perfume oils. Moreover, another study by Sproles and Sproles (2020) suggested that conscientious individuals are more likely to prioritize quality and reliability in their purchases. Their preference for dependable and high-quality products might influence their inclination to buy specific items like perfume oils that align with their standards of quality. Furthermore, O'Cass and McEwen (2014) highlighted that conscientious individuals tend to engage in planned and well-organized consumer behaviors. This trait might lead them to carefully consider their purchases, leading to a preference for certain products, such as perfume oils, that align with their structured and thoughtful decision-making process. These studies collectively suggest that individuals with higher levels of conscientiousness personality traits are more likely to engage in purchasing behaviors characterized by careful planning, a preference for quality, and a structured decision-making process, which could influence their choices in buying products like perfume oils.

The result of research question three indicated that extraversion has 91.9% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis. Moreover, the results in hypothesis three confirmed that extraversion personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta of 0.959 suggests a very strong positive relationship between extraversion personality and the likelihood of purchasing perfume oil among young adults in Awka Metropolis. In simpler terms, individuals with higher levels of extraversion personality traits are significantly more likely to engage in purchasing perfume oil compared to those with lower levels of extraversion in this specific group. This statement finds support in various studies and research papers. For instance, Smillie et al. (2012) discussed how individuals high in extraversion exhibit outgoing and sociable tendencies. These individuals often enjoy social interactions and are more likely to engage in social activities. This social orientation might influence their purchasing behavior as they are inclined to seek products that facilitate social connections or enhance their social image, such as perfume oils. Additionally, another study by Dittmar, et al. (2014) highlighted that extraverted individuals tend to seek stimulation and excitement. Their inclination towards excitement and novel experiences can impact their purchasing choices, leading them to opt for products like perfume oils that offer sensory experiences or novelty. Furthermore, research by Gosling, et al. (2013) suggested that individuals high in extraversion are often more

impulsive and open to new experiences. This trait might influence their purchasing behavior, prompting them to try new and different products, including perfume oils, as a means of satisfying their desire for novel experiences (Gosling et al., 2003). These studies collectively suggest that individuals with higher levels of extraversion personality traits are more likely to engage in purchasing behaviors characterized by a preference for social products, excitement, novelty, and openness to new experiences, potentially influencing their choices when purchasing items like perfume oils.

The result of research question four revealed that the R-value is .958 and R Square value is .917. This indicated that agreeableness has 91.7% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis. More so, the results in hypothesis four confirmed that agreeableness personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta of 0.958 suggests a very strong positive relationship between agreeableness personality traits and the likelihood of purchasing perfume oil among young adults in Awka Metropolis. In simpler terms, individuals exhibiting higher levels of agreeableness personality traits are significantly more likely to engage in purchasing perfume oil compared to those with lower levels of agreeableness in this specific demographic group. , neuroticism personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta of coefficient of 0.959 suggests a very strong positive relationship between neuroticism personality traits and the likelihood of purchasing perfume oil among young adults in Awka Metropolis. In simpler terms, individuals exhibiting higher levels of neuroticism personality traits are significantly more likely to engage in purchasing perfume oil compared to those with lower levels of neuroticism in this specific demographic group. However, it is worth noting that such a strong positive relationship might seem counterintuitive as neuroticism traits are often associated with negative emotions and stress. Further analysis or consideration of other influencing factors might be necessary to fully understand this relationship in the context of purchasing behavior towards perfume oil. This result is supported by various studies and research findings. For example, a study by Ashton and Lee (2018) discussed how individuals high in agreeableness tend to prioritize harmonious relationships and cooperation. This inclination towards maintaining positive social interactions might influence their purchasing behavior, leading them to prefer products that align with maintaining social harmony, such as perfume oils that enhance personal presentation and appeal. Additionally, Furnham (2018) highlighted that agreeable individuals often display traits such as empathy and consideration for others. These individuals might prefer products that reflect their empathetic nature, potentially choosing items like perfume oils as a way to enhance their personal presentation and potentially influence positive social interactions. Furthermore, Graziano, et al. (2017) discussed how agreeable individuals are often cooperative and altruistic. This trait might influence their purchasing behavior by guiding them towards products that are perceived as enhancing social connections or reflecting their altruistic nature, potentially including perfume oils as a means of self-expression or as gifts for others. These studies collectively suggest that individuals with higher levels of agreeableness personality traits are more likely to engage in purchasing behaviors characterized by a preference for products that contribute to social harmony, personal presentation, empathy, and altruism, potentially influencing their choices when purchasing items like perfume oils.

The result of research question five revealed that the R-value is .959 and R Square value is .919. This indicated that neuroticism has 91.9% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis. Further, the results in hypothesis five confirmed that neuroticism personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The standardized coefficients beta of coefficient of 0.959 suggests a very strong positive relationship between neuroticism personality traits and the likelihood of purchasing perfume oil among young adults in Awka Metropolis. In simpler terms, individuals exhibiting higher levels of

neuroticism personality traits are significantly more likely to engage in purchasing perfume oil compared to those with lower levels of neuroticism in this specific demographic group. However, it is worth noting that such a strong positive relationship might seem counterintuitive as neuroticism traits are often associated with negative emotions and stress. Further analysis or consideration of other influencing factors might be necessary to fully understand this relationship in the context of purchasing behavior towards perfume oil. This assertion is supported by various studies and research. For instance, a study by Rook and Fisher (2015) suggested that individuals high in neuroticism often experience higher levels of negative emotions such as anxiety or stress. These emotions might influence their purchasing behavior, potentially leading them to seek products that provide comfort or alleviate stress, such as fragrances like perfume oils. Moreover, another study by Han and Nunes (2010) highlighted that neurotic individuals are more prone to negative mood states and may engage in "retail therapy," seeking retail experiences as a way to improve their mood. This behavior might influence their purchasing decisions, leading them to buy products like perfume oils to enhance their mood or provide a sense of comfort. Additionally, a study by Watson and Clark (2014) discussed how neurotic individuals often experience emotional instability and heightened negative affectivity. This emotional instability might impact their consumer behavior, prompting them to seek products that offer emotional relief or serve as a form of self-soothing, potentially including perfume oils as a means of self-care or relaxation. These studies collectively suggest that individuals with higher levels of neuroticism personality traits are more likely to engage in purchasing behaviors characterized by seeking products for emotional comfort, stress relief, mood enhancement, or self-soothing, potentially influencing their choices when purchasing items like perfume oils.

#### **4. CONCLUSION AND RECOMMENDATIONS**

Openness personality traits strongly influence the purchasing behavior of young adults in Awka Metropolis regarding perfume oil. A higher level of openness is associated with a significantly increased likelihood of engaging in purchasing behavior related to perfume oil. Also, conscientiousness personality traits play a significant role in influencing the purchasing behavior of young adults in Awka Metropolis concerning perfume oil. Higher levels of conscientiousness are associated with an increased likelihood of engaging in purchasing behavior related to perfume oil within this demographic. More so, individuals displaying higher levels of extraversion personality traits are significantly more inclined to engage in purchasing perfume oil compared to those with lower levels of extraversion within this specific demographic group. Moreover, individuals displaying higher levels of agreeableness personality traits are significantly more inclined to engage in purchasing perfume oil compared to those with lower levels of agreeableness. Furthermore, individuals displaying higher levels of neuroticism personality traits are significantly more inclined to engage in purchasing perfume oil compared to those with lower levels of neuroticism within this specific demographic group. However, it is noted that the strong positive relationship between neuroticism and purchasing behavior toward perfume oil might seem counterintuitive, considering that neuroticism traits are often associated with negative emotions and stress. Additional analysis or consideration of other factors might be necessary to fully comprehend this relationship in the context of purchasing behavior toward perfume oil within this specific demographic.

Based on the results of the study, the following was found;

1. Openness personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The R-value is .848 and R Square value is .719. This indicated that openness has 71.9% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

2. Conscientiousness personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. Conscientiousness has 49.6% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis.
3. Extraversion personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. Extraversion has 91.9% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis.
4. Agreeableness personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. R-value is .958 and R Square value is .917. This indicated that agreeableness has 91.7% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis.
5. Neuroticism personality trait has significant effect on purchasing behaviour towards perfume oil among young adults in Awka Metropolis. The R-value is .959 and R Square value is .919. This indicated that neuroticism has 91.9% effect on the purchasing behaviour towards perfume oil among young adults in Awka Metropolis.

Based on the findings of the study, the following recommendations were made:

1. Marketers should know that people with the openness personality traits are curious in exploring new things and perfume oil need to be made very attractive with nice scent to attract these sets of people.
2. Marketers should ensure that perfume oil should be specially be prepare for those that exhibit conscientiousness personality traits as this will make them feel well organized and self-discipline.
3. Marketers should know that individuals high in extraversion exhibit outgoing and sociable tendencies and perfume oil should be prepared to suit their taste and nature
4. Marketers should always look out for those individuals exhibiting higher levels of agreeableness personality traits as they will likely buy perfume oil
5. Marketers should understand that individuals exhibiting higher levels of neuroticism personality traits have of negative emotions such as anxiety or stress and prepare perfume oil that makes them feel less stressful.

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