EVALUATION OF THE INTERSECTION ACROSS PERSONALITY AND ONLINE BEHAVIOR

by

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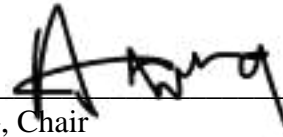# EVALUATION OF THE INTERSECTION ACROSS PERSONALITY AND ONLINE BEHAVIOR

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Dedication

This dissertation is dedicated to everyone passionate to understand the relationship between personality and online behavior and to those who have the determination, courage to pursue their dreams in the field understanding personality and its impact on different area of life and business.

Failure may come, raids may wipe but try again.

Acknowledgements

There have been a lot of people in my life who have come and gone, and a few who have stayed through the high and lows. This dissertation would not have been possible without a lot of great people guiding and supporting me through the years.

My family is my greatest source of strength. My wife Sadaf, my brother and sister, my parents and grandmother all motivate me to keep striving and pushing myself to be my best.

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To everyone else who have been helping me realize the good and bad parts of life, and that nothing is permanent.

And lastly, but not the least, my guide and DBA mentor, DR. Hemant Palivela who has been a constant source of guidance and inspiration,

Thank you. This would not have been possible without any of you.

ABSTRACT

EVALUATION OF THE INTERSECTION ACROSS PERSONALITY AND ONLINE BEHAVIOR

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2024

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This research is being conducted to identify the Intersection across personality and online behavior also to understand how people are using internet in their daily life.

The central question posed is: To understanding the personality and online behavior with the evolution of internet.

The goal is to analyze data from interviews conducted with any internet user and create a theoretical framework for health practitioners, marketing manager, environmentalist, and individuals.

The study used a quantitative research & qualitative research design by conducting semi-structured interviews over Zoom, Google Chat, email, survey form and face to face based on the life experience of the interviewees.

Observation techniques and the interviewees responses were gathered to generate data from a target population.

Note: Generation names are based on when members of that generation become adults (18-21), Brunjes (2024, p. 1)

Generations	Born	Current Ages
Gen Z	1997 – 2012	12 – 27
Millennials	1981 – 1996	28 – 43
Gen X	1965 – 1980	44 – 59
Boomers II (a/k/a Generation Jones)*	1955 – 1964	60 – 69
Boomers I*	1946 – 1954	70 – 78
Post War	1928 – 1945	79 – 96
WWII	1922 – 1927	97 – 102

Interviewees population is mixed and involve all the valid age group who have access to internet and use it.

An abductive approach was applied to the study, and themes were formed after the data from the interviews was analyzed.

The findings showed that the 3rd driving factor to visit internet services is social media primarily.

The findings of this study may be used by health Practitioners, marketing manager, environmentalist or individuals for their own benefit may be for profit or for non-profit.

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CHAPTER 1

INTRODUCTION

This section will provide a high-level overview of the subject under study within the current knowledge set. A background of the subject along with key points will be provided, and the importance of the research will be underscored. Furthermore, the motivation and expected outcomes of the research will be outlined in this section, along with the justification of why the research is important, and why it must be performed. Next, the problem statement will be presented, and later used to propose research questions. Finally, this section will address the gap this research will fill in existing literature.

1.1 Research Background and Scope

This research delves into finding the relationship between personality of individual and online behaviour.

The observations made here in this research may be applied by health practitioners in their practice for treatment to individuals or group of people, marketing managers to build effective marketing strategy and increase consumer stickiness without impacting their mental wellness, environmentalist to bring awareness about the digital footprint or impact of digital assets toward environment for better future and finally individuals who want to improve or understand the digital health for themselves like time spent, doom scrolling, compulsive buying or their families regardless of their background. May be treating Nomophobia, or "no-mobile-phone phobia", is the fear of being without a working mobile phone or being out of reach of cell phone service. It's considered a symptom or syndrome of problematic digital media use in mental health, though definitions are not standardized for technical and genetical reasons.

With the evolution of internet, understanding the psychological health & impact is imperative. There is no sufficient data to understand the relationship of personality trait & internet usage, scrolling/search behaviour, compulsive shopping, playing games, some psychological condition etc. This study aimed to investigate the impact by understand the relationship of personality trait & internet usage.

The study will focus on any internet user of any age group irrespective of their background or financial health.

The outcome of the research will be to identify key metrics and to create a theoretical framework that can improve the chances of success to treat patient, effective advertisement spent, increase awareness on impact, and manage individual mental health.

By doing so, the expectation will be to have better mental health and well-being along with good sustainable environment for upcoming generations.

1.2 Research Problem

The rate of anxiety has been increased since the evolution of internet. Anxiety increased from 5.12% in 2008 to 6.68% in 2018 ($p < 0.0001$) among adult Americans. Stratification by age revealed the most notable increase from 7.97% to 14.66% among respondents 18–25 years old ($p < 0.001$), which was a more rapid increase than among 26–34 and 35–49 year olds (differential time trend $p < 0.001$).

There is not enough research available specifically to show the relationship between internet usage addiction & personality traits in daily lives and how much companies do additional spend to generate more revenue.

On top of this how much carbon emission is getting generated by an individual just by clicking pics through mobile and sharing photos and most of it is never be used, seen, or shown

again. In one of the studies, it is revealed that there is lack of sufficient awareness among social media users about the environmental impact of their online actions.

1.3 Research Aims

This research aims to gather the behavioural data of internet user along with finding their personality and then forming insights and drawing inferences on how a specific personality behave online and what are the impact of the online action or presence on them.

Though compulsive buying has been a subject of research for a couple of decades now, since shopping no longer serves only a practical purpose, but is also considered a leisure activity, a form of entertainment, a reward, to show off and sometime addiction, the aim of the study is to confirm or identify the personality who are more likely to behave and how they feel after certain action.

1.4 Research Objectives

Jungian Archetypes has been considered to identify the personality of the individual. Carl Gustav Jung was a Swiss psychiatrist and psychoanalyst who founded analytical psychology. Jung's work has been influential in the fields of psychiatry, anthropology, archaeology, literature, philosophy, psychology, and religious studies. Jung first coined the term "archetypes" in his 1919 essay "Instinct and the Unconscious". Figure 1.1 shows the archetypes of twelve brands, reference Roberts and East Tennessee State University (2010) & Merlo et al. (2022)

Figure 1.1: Archetypes of Twelve Brands

Example: The Instagram brand equity is built on the Creator archetype. It promotes creativity and self-expression and strives to showcase the inspiring work of its users. The research looks to answer the following central question and sub-questions.

Archetypes evoked by the world's most valuable brands, source: Merlo et al. (2022)

Brand	1st Archetype	2nd Archetype	3rd Archetype	4th Archetype
Apple	Visionary (Pioneering) 15%	Engineer (Ingenuity) 11%	Magician (Amazement) 10%	Shaman (Mastery) 7%
Amazon	Advocate (Participation) 12%	Seeker (Adventure) 10%	Visionary (Pioneering) 8%	Hedonist (Desire) 6%
Microsoft	Sage (Wisdom) 22%	Citizen (Inclusion) 18%	Visionary (Pioneering) 16%	Engineer (Ingenuity) 9%
Google	Engineer (Ingenuity) 26%	Muse (Encouragement) 16%	Citizen (Inclusion) 9%	Visionary (Pioneering) 8%
Samsung	Engineer (Ingenuity) 21%	Gambler (Risk-taker) 16%	Explorer (Freedom) 10%	Provocateur (Shock) 9%
Coca Cola	Matchmaker (Complement) 21%	Liberator (Empowerment) 10%	Advocate (Participation) 7%	Innocent (Pure) 5%
Toyota	Liberator (Empowerment) 14%	Athlete (Performance) 10%	Seeker (Adventure) 7%	Dare Devil (Extreme) 7%
Mercedes-Benz	Sovereign (Prestige) 15%	Sage (Wisdom) 12%	Ruler (Superiority) 11%	Visionary (Pioneering) 11%
McDonald's	Matchmaker (Complement) 40%	Storytelling (Truth) 18%	Companion (Attention) 7%	Rescuer (Superpowered) 5%
Disney	Magician (Amazement) 36%	Visionary (Pioneering) 16%	Companion (Attention) 15%	Sovereign (Prestige) 13%
Nike	Hero (Courage) 39%	Liberator (Empowerment) 8%	Reformer (Redefine) 7%	Designer (Curiosity) 6%
BMW	Athlete (Performance) 16%	Guardian (Protection) 12%	Provocateur (Shock) 9%	Explorer (Freedom) 7%
Tesla	Engineer (Ingenuity) 26%	Shaman (Mastery) 24%	Ruler (Superiority) 8%	Seeker (Adventure) 6%

Central Question:

In which category of personality trait of 12 Jungian Archetypes the internet user belongs and what are the action on internet by them be it productive or non-productive.

Sub-questions:

1. What is the main driving factor to visit internet/use internet services?

2. On average, how much time one spends scrolling through social media or other online platforms daily.

3. Which type of content is most engaging.

4. How frequently one-use social media platforms?

5. Identify the personality trait within 12 Jungian Archetypes

1.5 Purpose of Research

The purpose of this research is to generate a better understanding of personality trait and their actions over internet.

An in-depth understanding of the relation by their behavioral data will allow the researcher to gauge which steps can be taken by health practitioner, marketer, and environmentalist to better health of individuals.

Furthermore, the research will be critical to create a framework for other businesses to follow, regardless of whether they have just begun, or they are well into their journey. With the advent and penetration of mobile internet in several countries the mobile adoption is increase in last 10 years and becoming more interesting and easier to shift the regular work to internet due to availability of internet at hand which make the access very easy. By conducting this research now, we can expect to see a higher chance of success.

1.6 Significance of the Study

Exploring the impact of personality on online behavior yields invaluable insights for crafting digital platforms that resonate intimately with users. By tailoring user interfaces, content delivery, and interactive features manually or using artificial intelligence to align with a diverse array of personality traits, the potential for enhancing overall user satisfaction and engagement becomes substantial.

Recognizing how personality shapes the online world helps marketers and content creators come up with tailored approaches. When businesses match their content to what their target audiences like and how they think, they can boost their online presence, make their messages hit home, and improve how well their internet marketing works.

Exploring how personality and online behavior interact adds a lot to talks about digital well-being. Understanding how different online behaviors affect people with various personality types can shape recommendations to encourage positive internet use, thus mitigating potential negative psychological effects, and fostering a positive digital environment.

In schools and colleges, it's key to understand how different personalities interact with online learning platforms. This knowledge helps to create learning experiences that adapt and cater to each student. It improves learning results and meets the specific needs and likes of students.

The results of this research show how online chat styles & interaction change based on personality traits. This insight matters for grasping social patterns in online groups. It can lead to better teamwork on the internet. It might even help tackle problems like online bullying through targeted help.

A deep look into how personality and online behavior connect across different groups of people has a big impact on studies that compare cultures. It's crucial to see the cultural differences

in how personality traits show up online. This helps make sure digital platforms include everyone and respect different cultures.

Lawmakers can use the findings from this research to create rules about online behavior. A deep grasp of how personality shapes online actions can help to develop policies on data privacy, internet manners, and encouraging responsible digital citizenship.

This study makes a notable contribution to the broader field of psychology by advancing our understanding of how traditional personality theories are applicable in the digital age. This expansion in knowledge serves as a catalyst for further research and theoretical developments in exploring the intersection of personality and technology.

1.7 Research Design

The primary source of information for this research was the life experience of the participants of the research, and their interpretations and views of the experience. Therefore, the Analytic Hierarchy Process (AHP) has been applied to this research to demonstrate its critical features and for quantitative Analysis.

Furthermore, the researcher conducting the interviews must be the main instrument to obtain the data. The researcher used quantitative & qualitative interviews from any internet users. All participants are selected without any discrimination and geo is global.

The research methodology section will show that the questions asked during the interview were designed to be probing and flexible. This probing nature of these questions led to various sub-questions that the researcher posed to the interviewee based on their responses. Such an approach encouraged the interviewees to recall, analyze and put forth their experiences and provided an invaluable source of information for the research.

By applying Braun and Clarke's Thematic Data Analysis to analyze the qualitative data gathered, which encourages and inculcates the process of writing into the overall process, led to the research taking some interesting ideas being explored.

Braun and Clarke's thematic analysis is a flexible approach for analyzing qualitative data to identify patterns and themes in a data set. It's also known as reflexive thematic analysis (RTA). The process consists of seven steps:

1. Become familiar with the data

2. Generate codes

3. Generate themes

4. Review themes

5. Define and name themes

6. Locate exemplars

7. Produce the report

Lastly, the principles set down by Silverman were used in interpreting qualitative data (Silverman, 2011).

1.8 Structure of the Thesis

This thesis is divided into five major chapters

Chapter One involves introduction to the research, which delves into the scope, background, and nature of the study. This chapter further defines the research problem, its purpose, objectives, significance and aims.

Chapter Two is a summary of the review of literature that the researcher studied as part of the research process. This section identifies major works that are relevant, highlights significant research and most importantly identifies the gap in existing literature. This research will try to reduce or close that gap.

Chapter Three deals with the approach taken for this research. It will cover the various theories of quantitative / qualitative research data gathering used in this research. The section will also provide insights into how the semi-structured interview questions were formed along with the nature of these questions.

Chapter Four lays out the high-level findings of the research and what steps one can take to leverage the results of this study.

Chapter Five provides the conclusion of this research. It contains the final findings, the caveats of the study, its limitations, practical applications, and recommendations for further research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

To acquaint oneself with what research already has been performed, and what the perspectives of other studies are, the researcher spent time in gathering, reading, and summarising existing publications, articles, papers, and blogs.

The literature review conducted for this research lays out the current knowledge set available for the topic under scrutiny. By defining the boundaries of what is known, the identification of gaps in existing knowledge becomes possible. The literature review will also be used to identify existing material that supports the research topic in question. This chapter also looks to highlight important research that has been performed and point out links between existing theories and practices.

The following topics were explored by the researcher will be exhaustively reviewed in this section.

- The state of the mental health

- Previous Study

- Exploring use of Internet

- Understanding shopping addiction

- Role of personality, privacy, and trust in online shopping

- Impact by overuse of social media

- Challenges

Section 2.2 provides a bird's eye view of the current state of the mental health and some background about its impact by the extensive use of internet and evolution that has overtaken several other sectors in sports and entertainment.

Section 2.3 shows the previous study.

Section 2.4 Shifts focus from the overall offline activities to online engagement. This section explores the growth and explosion of this space, and how it has become the primary medium and centre of attraction for new age business.

Section 2.5 Understanding the shopping addiction.

Section 2.6 Role of personality, privacy, and trust in online shopping.

Section 2.7 Role of social media towards Anxiety.

Section 2.8 Challenges and model role of consumer technology

2.2 The current state of the mental health

With the evolution of internet, understanding the psychological health & impact is imperative. There are the 4 components of psychological health. It includes mental, emotional, social, and spiritual dimensions.

Mental illness is the most neglected health problem in the developing world. It is an underserved cause in international aid for the same reasons it is still a taboo topic in most countries. Mental health is often overlooked. Globally 3.8% of the population experience depression, including 5% of adults and 5.7% of adults over 60. Women are about 50% more likely to experience depression than men.

People hesitate to discuss this and seek advice in case of any unease. Along with the evolution of internet the usage and dependency has been seen increased.

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The average spent time over internet has already increased and Covid-19 pandemic contributed a lot by forcing people to isolate then they chose internet as the only companion, the technology which was brought for the benefit of mankind now it's overuse start impacting the mental health, pushing people to the stage of depression and behaviour of individual, society that vary a lot as per personality traits.

Depression is the cause of over two-thirds of the 30,000 suicides reported in the U.S. each year. Though there is moderate positive association between depression and mortality in a large-scale

Due to infinite search or scroll habit companies consider them as potential customers and keep on targeting them even without knowing the preference.

There are no current data to understand the relationship of internet usage, to be more specific spending time on infinite scrolling/search & personality trait. This study aimed to investigate the impact by understand the relationship of scrolling/search & personality trait.

2.3 Previous Study

Understanding the relationship between personality and online behavior is crucial in contemporary psychology and digital sociology. Early studies, such as those by Gosling and colleagues (2002), laid the foundation by demonstrating the association between personality traits and online self-presentation.

Subsequent research by Vazire and colleagues (2007) expanded upon this, showing how individuals tend to express their personalities differently across various online platforms. Moreover, studies by Amichai-Hamburger and Vinitzky (2010) highlighted the influence of personality on online activities, revealing how extraverts tend to engage more in social networking sites compared to introverts. Conversely, findings from studies such as those by Ross et al. (2009)

suggested that certain online behaviors, such as excessive social media use, can also shape personality traits over time.

Methodologies employed in these studies vary from self-report surveys to observational analyses of online behavior. While self-report measures provide valuable insights into individuals' perceptions of their own personalities, observational studies offer more objective assessments of online behavior. Combining these approaches yields a comprehensive understanding of the intersection between personality and online behavior.

2.4 The current state of the internet and its use

Use of internet is very common now a day. Most common events are taps or click, scrolling and typing, carried out to interact with webpages or apps. Out of these scrolling and infinite scrolling is the addictive one. Be it any entertainment app, gaming app or shopping app.

Even the entertainment app tries to sell something either through Sponsorships or product placement or promote compulsive buying realizing the need of the product. They do surrogate advertising which is a form of advertising used to promote regulated products, like cigarettes and alcohol, in the disguise of another product.

Apps are designed in such a way that user average spent time should be maximum. Notifications from apps, social media and otherwise, cause a release of dopamine, the neurotransmitter responsible for feelings of pleasure and reward. This ties directly into the definition of addiction.

The American Society of Addiction Medicine defines addiction as "a primary, chronic disease of brain reward, motivation, memory, and related circuitry."

Instead of any benefit this behavior which user is doing unconsciously causing two major issues

- individual is losing the ability to focus.

- the desire to buy or own which they don't need at all.

They are somehow impacting their mental and financial health at the same time.

All these factors turn into compulsive buying or frustration of not owning the product.

2.5 Understanding Shopping Addiction

Compulsive buying has been a subject of research for a couple of decades now, since shopping no longer serves only a practical purpose, but is also considered a leisure activity, a form of entertainment or a reward.

Not much research is done to show the contribution of different personality characteristics, Demographic factors like age, gender, marital status, family size and income, differentiating various behavioral addictions within an integrated model.

In compulsive shopping very little is known about the role of specific personality traits. Study shows validation of the Bergen Shopping Addiction Scale (BSAS) and a tentative integrated model of potential shopping addiction personality risk factors.

Preliminary data, BSAS was administered to 1156 Polish students. In addition, demographic variables, and personality traits (Big Five), self-esteem, self-efficacy, perceived narcissism, loneliness, social anxiety, and well-being indicators were measured. BSAS had acceptable fit with the data and demonstrated good reliability.

The investigated model showed that shopping addiction was related to higher extraversion, perceived narcissism, and social anxiety, and lower agreeableness and general self-efficacy. Woman and older participants scored higher on BSAS. Shopping addiction was further related to all facets of impaired well-being and explained worse general health, and decreased sleep quality above and beyond other variables in the model. The results support the notion that shopping addiction may have specific personality risk factors with low agreeableness as an outstanding

characteristic. This has implications for the development of early prevention and intervention programs.

Certain group score higher on BSAS. There can be severe consequences if shopping is unplanned and sudden without any reason. Personality traits influence consumers' preferences and online shopping behaviors and experiences.

2.6 Role of personality, privacy and trust in online shopping

In today's highly combative digital economy, Voice search is getting popular and on the basic of keywords identified the search result get blend to recommendation. Pushing the boundaries image recognition to promote interaction and engagement is next.

Personality traits influence consumers' preferences and online shopping behaviours and experiences.

Privacy concerns refer to worries individuals have about the control they have over the use of the personal information they share with organizations.

Hypothesis 1. (H1): Privacy concerns will have a negative effect on customer experience performance during legacy shopping method or voice shopping with smart speakers.

Hypothesis 2. (H2): Trust in the data collector, data processor or smart speaker manufacturer will have a positive effect on customer experience performance during voice shopping with smart speakers.

Hypothesis 3. (H3): The effect of privacy concerns on customer experience performance during voice shopping with smart speakers will be mediated by the trust customers have in their smart speaker manufacturer.

Hypothesis 4. (H4): Prior experience with smart speakers will have a positive effect on the trust customers have in their smart speaker manufacturer.

Hypothesis 5. (H5): Prior experience with smart speakers will have a positive effect on customer experience performance during voice shopping with smart speakers.

Hypothesis 6a. (H6a): extraversion will negatively affect privacy concerns.

Hypothesis 6b. (H6b): Agreeableness will positively affect privacy concerns.

Hypothesis 6c. (H6c): Emotional instability will positively affect privacy concerns

Hypothesis 6d. (H6d): Conscientiousness will positively affect privacy concerns.

Hypothesis 6e. (H6e): Intellect will negatively affect privacy concerns.

Hypothesis 7a. (H7a): extraversion will positively affect trust.

Hypothesis 7b. (H7b): Agreeableness will positively affect trust.

Hypothesis 7c. (H7c): Emotional instability will negatively affect trust. Conscientiousness

Hypothesis 7d. (H7d): Conscientiousness will positively affect trust.

Hypothesis 7e. (H7e): Intellect will positively affect trust.

This study is to explore how personality, trust, privacy concerns, and prior experience with smart speakers affects customer experience performance and the combinations of these factors that lead to high customer experience performance. It was highly motivated by the growing interest of business scholars and practitioners in the adoption and use of AI in e-commerce environments.

The study reveals that the belief that the smart speaker company is interested in and cares about the wellbeing of its users, especially regarding privacy, will strongly influence customer experience performance. This trust and experience significantly depend on the experiences and trust beliefs developed due to past experiences with smart speakers. Consumers with a high sense of curiosity and strong moral values who perceive the smart speaker company's efforts to protect the privacy of its customers and better serve their needs will have high customer experience performance.

This research contributes to research by showing the relationships and combinations of factors that lead to high customer experience performance in the voice shopping context. It also shows managers and practitioners how to improve personalized voice shopping experiences. Hopefully, these contributions would incite researchers to further explore how voice assistants could be used to enhance the shopping experiences of consumers and help businesses provide better voice shopping services.

2.7 Role of social media towards Anxiety

The research paper "Problematic social media use and its relationship with personality and attachment style among Turkish university students" by Yıldız, M. A., & Çam, O. (2021) is a study that aims to explore the relationship between problematic social media use, personality traits, and attachment styles among Turkish university students. The study involved 358 participants who completed surveys to measure their levels of problematic social media use, personality traits, and attachment styles.

The results of the study showed that problematic social media use was significantly correlated with certain personality traits, such as neuroticism and extraversion, and certain attachment styles, such as anxious attachment and avoidant attachment.

The researchers argue that their study sheds light on what drives problematic social media use among Turkish university students. They stress the importance of taking action to tackle this issue. What's more, the researchers believe their work has an impact on creating strategies to prevent and address problematic social media use in different cultural settings.

The research paper "Social media addiction among adolescents in urban India: A phenomenological study" by Singh A., & Gupta, R. (2020) looks at the real-life experiences of teens in urban India with social media addiction. The researchers talked in-depth with 15 teenagers

aged 13 to 18, who said they were addicted to social media. The study shows that social media addiction is a big problem for urban Indian teens and has bad effects on their lives. These effects include doing worse in school, exercising less, and talking to people face-to-face less often. The study also found that things like peer pressure feeling bored and wanting others to accept them drive teens to get addicted to social media. The authors say their findings show we need to do something to help urban Indian teens with social media addiction. They suggest we should teach people about this problem and make them more aware of it. They also say we need to study this topic more.

The research paper "Social media addiction and college students: A longitudinal study" by Kuss, D. J., & Griffiths, M. D. (2017) looks into how social media addiction relates to mental health in college students. The researchers tracked 60 college students for six months asking them to fill out surveys. These surveys measured the students' social media addiction levels mental health, and other connected factors. The study's findings revealed a strong link between social media addiction and poor mental health. Students with higher social media addiction showed more signs of anxiety, depression, and stress. The research also found that students who were more addicted to social media had worse sleep quality and lower grades.

The authors suggest that these findings highlight the need for greater awareness of the potential negative consequences of social media addiction among college students, and the need for interventions to address this issue.

2.8 Challenges and model role of consumer technology

The availability of an Internet-enabled mobile phone is profoundly affecting the way people use services and information in their daily lives. The increased use of mobile internet and online services is enabling the creation of new services that promise alternative opportunities for companies and economy.

It changed the way of thinking and acting because mobile shopping services promise better consumer shopping experiences but there are concerns about whether consumers will adopt technology-mediated services when available.

The growing phenomena of social influence through social media and social networking tools offers an opportunity to drive high anxiety consumers to adopt mobile shopping in the adoption stage of the services. In addition, designing mobile shopping services with utilitarian and hedonic performance is critical to enhance the consumer shopping experience and to increase retention of mobile shopping users. The adoption of high-tech innovations will depend on how well consumers gain knowledge and develop new patterns in their technology experience [Gatignon and Robertson 1985].

Thus, future research needs to test the moderating effect of prior experience of using technology services through observation over a longer period of time [Huh and Kim 2008]. In addition, age and gender may be moderators for using technology-mediated services and need to be examined for consumer mobile shopping adoption behavior.

Further, mobile shopping adoption that is specifically categorized as informational and transactional services needs to be examined with the shopping service characteristics, benefits, and risks issues (e.g., trust, privacy, security).

CHAPTER 3

METHODOLOGY

3.1 Introduction

This section will articulate the various aspects of how the research will be conducted, the guiding principles, the nature and philosophy of the research.

The research being presented is a descriptive study and looks to properly explain the various relation among variable and impact through qualitative analysis. The data will be collected through volunteer survey and interviews from any internet user without any discrimination.

The core question and sub-questions of the research will then be answered through an abductive approach. Ideally, the research will identify one or many key metrics and personality score then to classify the data to draw conclusion. As a result, the themes that emerge will be used to create a framework for health specialist, companies, and individuals.

Also, by this there is possibility to draw attention of government towards carbon emission which is getting generated by the Spam digital assets.

Therefore, qualitative research design will be employed.

The data collection process is summarized below.

1. Identify the potential interviewees.

2. Create a set of probing questions to ask each interviewee. Each interview should last an estimated 9 – 12 minutes.

3. Fix a period for the interviews to be held.

4. Reach out to potential interviewees through various channels such as LinkedIn, email, messaging services, face to face etc.

5. Ask each responding individual for the participation in research survey.

6. Potential interviewees who meet the criteria of the survey will be shortlisted and an email will be sent to each of them introducing the research, ideally any internet user is eligible to participate for the survey without any discrimination.

7. Each interviewee will be sent the interview consent form and details of the study, along with an explanation of their rights.

8. Participation to survey or interview of each interviewee is automatically considered as their consent, provide no PII has been captured unless they intentionally provide their email ID to know the process of the research in future.

9. In case of verbal interview, a date and time will be fixed with each interviewee.

10. Survey has been drafted in English Language

11. Interviews will be conducted in English Language

12. Each interviewee will be asked a series of probing, open ended questions to best capture their life experience.

13. The researcher will use observation techniques to ask deeper, more pointed questions based on the interviewee's answers.

14. The core question and sub-questions of the research will be answered through an abductive approach.

The interview is constructed as a set of semi-structured questions presented to the interviewee in a set order. The researcher may choose to ask more pointed questions to obtain more details or gain more insights.

The participants for this research will be any internet user. The interview questions are prepared well in advance, and the interviewee is made aware of the time and date of the interview beforehand so that they can best prepare for the process.

This is done by explaining to the interviewee their rights and by explaining the interview consent form in detail. Furthermore, the researcher will remind the interviewee about their rights at the beginning of survey of interview.

After the data collection process is completed, the researcher will codify all the important sections of each interview and use an abductive approach to identify one or many key metrics hat occur commonly across the behavior of individuals. As a result, the themes that emerge will be used to create a framework to adopt and increase their chances of success in respective fields.

3.2 Research Questions

The purpose of this study is to understand the activities of internet user, identify their personality trait and how they feel during or after the activity.

This research aims to answer the following central question and sub-questions.

Central Question

To identify the relationship between individual personalities and their interactions online, with a focus on understanding the potential impact on digital mental health.

Sub Question 1: What is the main driving factor to visit internet/use internet services.

Sub Question 2: What is the secondary driving factor to Visit internet/use internet services?

Scrolling Behaviour

Sub Question 3: How much time someone spend scrolling through social media or other online platforms daily, on average?

Sub Question 4: What types of content tend to engage with the most?

Sub Question 5: How often social media platforms is used?

Online shopping Behaviour

Sub Question 6: How often has online shopping been opted for?

Sub Question 7: What is the type of products purchased online?

Personality Assessment

Sub Question 8: What is the personality of the individual?

Relationship Between Scrolling, Online Shopping, and Personality

Sub Question 9: What is the feeling of the individual after online activity?

Self-Reflection

Sub Question 10: What is the self-reflection of the individual?

Sub Question 11: What is the category of the individual gamer/non-gamer?

Demographics

Sub Question 12: What are the Demographics of the individual?

3.3 Research Design and Strategy

To answer the research questions proposed in the previous section, the researcher will apply quantitative & qualitative research design.

The researcher will use semi-structured interviews and ask close ended, open ended, optional, probing questions, non-numeric questions. During the interview, the researcher will note several observations through the course of the interviews. The data obtained from these interviews will be codified by the researcher and will be used to form themes. These observations will then be used to formulate the most likely scenario or explanation for the phenomenon.

The investigation undertaken for this study will be of numeric & descriptive nature. The research will attempt to explore and explain the themes and provide additional insights into the personality relation with online activities through the creation of a theoretical framework.

The strategy of research method applied to study the nature of data to produce results in-line with the research objectives. Quantitative strategies are best applied to studies that involve mathematical, statistical, and fact-based approaches, while qualitative strategies are applied to studies that involve the life experiences of subjects by interpretation of non-numerical data, aiming to understand underlying meanings, motivations, and context.

3.4 Research Philosophy

Quantitative research involves the collection and analysis of numerical data to understand patterns, relationships, and trends. Since this study involves the examination of experience as well, the present research will be based on qualitative principles as well and will lead to a result that may or may not be compatible with existing frameworks. Primary research for this study will be done through interviews/survey. Since the nature of the research is based on the behaviour (conscious or unconscious) and life-experiences of the participants, there is a possibility of some positive interviewee bias being introduced into the results.

This research will use a quantitative & qualitative approach through the means of interviews and examination of the experiences and views of the subjects.

3.5 Research Approach

An abductive approach will be applied to the study. Abductive reasoning in its classical form serves as the foundational approach wherein a researcher begins with an unexpected observation and strives to identify the most straightforward and credible explanation grounded in existing theories or understanding.

The researcher will note several observations through the course of the interviews, and form themes using them. These observations will then be used to formulate the most likely scenario or explanation for the phenomenon.

The investigation undertaken for this study will be of descriptive nature. The research will attempt to explore and explain the themes and provide additional insights related to digital behaviour of participant and then the creation of a theoretical framework.

Central Question

To explore the relationship between personality types and internet usage patterns, this study employed Carl Jung's archetypal framework in conjunction with the Myers-Briggs Type Indicator (MBTI) as per the research of Geyer and Australian Association for Psychological Type (2014)

The MBTI dimensions examined include the core dichotomies of extraversion-introversion, sensing-intuition, thinking-feeling, and judging-perceiving preferences, providing a comprehensive personality assessment framework.

The statistical analysis focused on examining the association between participants' MBTI personality types and their primary motivations for internet usage.

Summary of Mapping

To establish the significance of this relationship, a Chi-Square Test of Independence was conducted. This non-parametric test was specifically chosen for its ability to analyse categorical data and determine whether the observed frequency distribution significantly differs from the expected distribution, indicating a meaningful relationship between personality preferences and internet usage patterns.

To quantify the strength of this association, Cramér's V coefficient was calculated as a post-test measure. This statistical measure was selected because it provides a standardized effect size for

chi-square analyses involving categorical variables, with values ranging from 0 (indicating no association) to 1 (indicating perfect association).

The Cramér's V analysis offers valuable insights into the practical significance of the relationship between personality types and internet usage motivations, complementing the statistical significance determined by the chi-square test.

The analysis was structured to identify both primary and secondary driving factors of internet use across different personality types, allowing for a more nuanced understanding of how psychological preferences might influence online behavior patterns. Providing a comprehensive overview of the relationship between personality dimensions and internet usage motivations.

Scrolling Behaviour

The Chi-Square Test of Independence was performed to determine whether there is a statistically significant association between personality types and the time spent on social media.

Correspondence Analysis is performed to plot visually the relationship between different personality types and their corresponding online activity durations. Points that are closer together indicate a stronger association between those categories.

Contingency Table Analysis is used to create a contingency table to observe the distribution of social media usage in proportion % across different personality types.

Correspondence analysis (CA) is a technique that uses a contingency table as its basis to reveal the relationships between variables.

Explanation of Dimensions in Correspondence Analysis (CA) Plot:

What Do Dimension 1 and Dimension 2 Represent?

In Correspondence Analysis (CA), Dimension 1 and Dimension 2 are the principal axes that represent the relationships between the rows and columns of a contingency table. These

dimensions are extracted through a process that finds the best low-dimensional representation of the data, allowing us to visualize complex relationships between categories.

- Dimension 1 (X-Axis):
  - Meaning: Dimension 1 is the axis that captures the most variance (or inertia) in the data. In the context of this CA plot, it represents the primary differentiation between personality types and product categories in terms of their association. The further away points are from the origin on this axis, the stronger the association or difference between the personality types and product categories.
  - Interpretation: Products and personality types that are further apart on Dimension 1 have weaker associations, whereas those that are closer together on this axis are more closely related. For example, "The Creator" is strongly associated with "Books and Media" and "Electronics and Gadgets," as these are positioned far to the right along Dimension 1. Meanwhile, personality types such as "The Everyman" and "The Innocent" are associated with categories near the origin, like "Groceries and Essentials" and "Beauty and Skincare Products."

- Dimension 2 (Y-Axis):
  - Meaning: Dimension 2 is the axis that captures the second-most variance after Dimension 1. It helps further differentiate between the categories but accounts for less overall variance than Dimension 1.
  - Interpretation: Dimension 2 shows additional relationships that may not be as prominent as those in Dimension 1 but still add meaningful differentiation. For example, "The Ruler" is positioned relatively high on Dimension 2, which suggests a strong association with "Home Decor and Furnishings." On the other

hand, categories that are closer to the origin on this axis have weaker or more neutral associations with personality types.

Why Do We Have These Dimensions?

- o Dimensionality Reduction: In correspondence analysis, dimensions are created through a process of dimensionality reduction. The idea is to take a high-dimensional dataset (such as a table showing the associations between different personality types and product categories) and represent it in a lower-dimensional space (such as a 2D plot). This makes it easier to interpret and visualize the relationships between categories.

- o Capturing Variance: Each dimension is designed to capture as much variance in the data as possible. Dimension 1 captures the largest amount of the variance, followed by Dimension 2. By focusing on these two dimensions, we are able to explain most of the important relationships between personality types and their online shopping preferences without getting lost in higher-dimensional noise.

Why Are Dimensions Important?

- o Meaningful Relationships: The dimensions help us identify which product categories are strongly associated with which personality types. This allows for targeted insights. For example, if a company wants to target "The Creator," it might focus on promoting books and media or electronics and gadgets since these are closely aligned with this personality type in Dimension 1.

- o Data Simplification: Instead of analyzing a large and complex dataset, the dimensions allow us to visualize the most important patterns in a simple 2D plot. The relationships between rows (personality types) and columns (product categories) can be clearly seen, making it easier to draw conclusions.

o In conclusion, Dimension 1 and Dimension 2 are the main axes that help explain the relationships between personality types and their online shopping preferences. They capture the most significant variance in the data, allowing us to identify the strongest associations between the variables.

Online shopping Behaviour

The study employed multiple analytical techniques to examine the relationship between personality types and online shopping behaviour. To establish statistical significance in the association between personality types and shopping frequency, a Chi-Square Test for Independence was conducted. This non-parametric test was chosen for its effectiveness in analysing categorical data and its ability to determine whether the observed frequency distribution significantly differs from the expected distribution.

To enhance the visual interpretation of the relationship between online shopping patterns and personality traits, a heatmap visualization was generated. This graphical representation used color intensity to display the correlation strengths, providing an intuitive understanding of shopping behaviour across different personality profiles.

For analysing complex multivariate relationships, a Parallel Coordinates Plot was implemented. This advanced visualization technique allowed for the simultaneous examination of multiple variables, effectively displaying how different personality types correlate with various online shopping frequency patterns. The parallel coordinates representation particularly helped in identifying patterns and trends that might not be immediately apparent in traditional statistical analyses.

Furthermore, Correspondence Analysis was employed to map the relationships between personality types and product categories in a reduced dimensional space. This technique was

particularly valuable as it provided a two-dimensional visualization of the associations between these categorical variables, making it easier to identify patterns and clusters in shopping preferences across different personality types.

These complementary analytical approaches were selected to provide both statistical rigor and comprehensive visual insights into the complex relationships between personality traits and online shopping behaviour.

Personality Assessment

For this research to assess an individual's personality, a set of 26 questions will be presented, as outlined in the table below. Each question is rated on a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree.". On the basis of score the Primary and Secondary personality will be decided for the individual.

Question	Personality
I often make impulsive purchases while online shopping.	The Hero
I enjoy exploring new products and trends online.	The Explorer
I use online shopping as a form of stress relief or emotional comfort.	The Lover
I carefully research and compare options before making an online purchase.	The Sage
I tend to be influenced by online reviews and recommendations when shopping.	The Innocent
I find it hard to resist the urge to scroll through my social media feeds.	The Explorer
I am conscious of the time I spend on scrolling and shopping online.	The Caregiver
I prefer online shopping over in-person shopping at physical stores.	The Explorer
I enjoy sharing personal experiences and updates on social media.	The Creator
I feel the need to constantly check my social media notifications.	The Innocent
I am comfortable expressing my opinions and thoughts on social media.	The Ruler
I often compare my life to the lives of others I see on social media.	The Innocent
I prefer online interactions over face-to-face interactions.	The Innocent
I carefully curate my social media posts to create a certain image of myself.	The Ruler
I find it easy to disconnect from social media when I need a break.	The Caregiver

I am concerned about my privacy and security on social media.	The Hero
I am more of an observer on social media, rather than an active participant.	The Creator
Do you ever feel compelled to break rules or challenge established norms in your pursuit of personal freedom and autonomy?	The Rebel
Are you often drawn to understanding and harnessing the hidden forces and potentials that can empower you in various aspects of your life?	The Magician
Do you frequently find yourself taking on challenges and striving to overcome obstacles to achieve a sense of mastery or heroism in your endeavours?	The Hero
In your relationships, do you place a strong emphasis on deep emotional connections, sensuality, and passionate love	The Lover
Do you often seek joy and amusement in life, using humour and playfulness as a way to navigate challenges and find enjoyment?	The Jester
Is it important for you to feel like a part of a community or group where you can blend in and experience a sense of belonging?	The Everyman
Do you often find fulfilment and purpose in offering support, care, and assistance to others who may be in need?	The Caregiver
Do you have a strong desire to establish order, control, and leadership in various aspects of your life or your surroundings?	The Ruler
Are you constantly seeking new experiences, adventures, and a sense of personal freedom that comes with exploring the unknown	The Explorer

Relationship Between Scrolling, Online Shopping, and Personality

Sentiment Analysis and Correspondence Analysis has been used

Sentiment Analysis Methodology

The sentiment analysis implementation in this study employs a lexicon-based approach utilizing

Python's scikit-learn and TextBlob libraries. The methodology consists of several key components:

Text Preprocessing

The initial phase involves text preprocessing using scikit-learn's ENGLISH_STOP_WORDS,

which removes common English words (such as "the," "is," "at," "which") that typically do not

contribute to sentiment meaning. This step helps in reducing noise and improving the accuracy of

sentiment detection.

Lexicon-Based Sentiment Analysis

The core sentiment analysis is performed using TextBlob pattern Analyzer, which implements a lexicographic approach based on a pre-defined dictionary of words with associated sentiment polarity scores. This method:

1. Assigns polarity scores to words ranging from -1.0 (most negative) to +1.0 (most positive)

2. Considers the semantic orientation of words in context

3. Analyzes both individual words and phrases to determine overall sentiment

[Code File Location]

Sentiment Classification

The sentiment scores are categorized into three main classes:

- Positive sentiment: score > 0

- Neutral sentiment: score = 0

- Negative sentiment: score < 0

This lexicon-based approach was chosen for its:

- Transparency in sentiment scoring

- Language independence

- Ability to handle domain-specific terminology

- Computational efficiency

- No requirement for labelled training data

The methodology provides a robust framework for analysing sentiment in textual data while maintaining interpretability of results.

Self-Reflection

Asking below mention question to find relation with other variables

Do you believe your scrolling and online shopping behaviours are influenced by your personality?
What activities do you engage in to maintain a healthy balance between your online and offline life?

Are there specific types of content or interactions on social media that you find particularly uplifting or stressful?
In your opinion, how has social media influenced your overall well-being and mental health?
Do you believe that your social media behaviour accurately reflects your true personality?
How familiar you are with Swipe culture, Mindless browsing, Scrolly telling and Infinite scrolling
Does celebrity endorsed product change buying decision?

Demographics

Knowing about the participant, these information are being used to find relation with other variables.

What is your age?
Gender: Male / Female / Other / Prefer not to say
What is your highest level of education completed?
Occupation
Gamer/Non-Gamer

3.6 Research Population and Sampling Methods

Primary research for this study will be done through interviews/survey/questioner. The researcher will interview any internet users. Considering the size and scope of the research, a starting sample size of 500 is proposed, and will be increased until data saturation is reached. The interviews will be conducted online form, email, via a telecommunication application, video call (with consent) and will be conducted in English. Interviews/Questioner will be recorded.

The recordings will be made available to the interviewee if asked provided if the participation is not anonymous.

Once the interviews are concluded, the researcher will apply the abductive approach to develop themes and a theoretical framework.

Privacy concerns refer to worries individuals have about the control they have over the use of the personal information they share with organizations.

So, there will be disclaimer and PII question will be option to increase the participation and collect data as much as possible.

3.7 Time Horizon

To keep the research within an acceptable time frame such that the research is viable, and the results observed and presented are still valid, a time frame of 4 months from the first screener survey will be set. An estimate is between Nov 2023 to Feb 2024.

3.8 Data Collection Procedures

All interviews conducted will be in English and will be recorded, along with a transcript. The recording will be made available to the interviewee who will be given the opportunity to fact-check their statements and request for sensitive information that may have been accidentally shared to be redacted, aggregated, or removed entirely.

All responses of interviewees will be kept under strict confidentiality, and any data shared will be included in the dissertation as aggregates or ranges. No data will be shared by the researcher with other interviewees, including identities, unless the latter interviewee was introduced to the researcher through the former provided the identifier is available for the identifier.

To codify and analyze the data collected, the researcher prepared by creating a system to assign each interviewee with a unique identifier, working on a framework to store and retrieve data, building a table to store the frequency of certain key words to form themes, reducing redundancies and removing irrelevant data. By using these procedures, the researcher was able to reduce the data collected to only relevant data to be analyzed.

3.9 Data Analysis

After the interviews are completed, the researcher will cross reference all transcripts to identify emerging themes. These themes will then be fully explored, and commonalities will be identified. The researcher will then follow the abductive approach and draw fitting conclusions to these phenomena.

- **Get to know your data:** Understanding the data collected in imperative for good analysis. In quantitative analyses, the data to be analyzed should be reviewed several times, so that the data and the context is well understood by the researcher. Additionally, the researcher must filter out less informative and potentially biased data.

- **Focus the analysis:** The researcher must first review what the goals of the research are and what they aim to find out. This can be done by focusing on the question or topic. Here, the researcher focuses on how the interviewees responded to the open-ended questions asked during the interview or filled in survey. The data is organised by question, to better identify the consistencies and divergences between the interviewee's answers.

- **Categorize information:** In quantitative analysis, information can be categorized by applying numerical codes to variables and use them in the research. In qualitative analysis, this approach does not work. Rather, the data is organized by themes, patterns, and coherent categories. This is the most labor-intensive part of the process but is also the most important part of qualitative analysis. Data should be organized data in a concise way since qualitative data can be cumbersome and complex. By doing so, data retrieval can be simplified and save the researcher's effort. Data should be categorized into themes by using abbreviations of the theme or themes being applied. During the process of categorization, new, or emerging themes may arise, and should also be

categorized. Furthermore, each category should have labels for relevant subcategories. The most common approach to categorizing data is to begin with some themes and add emergent themes as the researcher delves deeper into the data.

- **Identifying patterns and connections:** As data is organized into themes and categories, patterns and connections will begin to emerge within and between categories. The researcher is now responsible for determining the importance of these patterns and attributing varying levels of relative importance based on their frequency and the context in which these patterns emerged. The relative importance of patterns can also be determined by mapping data the central and sub questions the research seeks to answer.

- **Interpretation:** Using the themes and connections formed in the previous steps, the researcher will attempt to explain the findings of the interview and survey. During this phase, it is important to focus on interpreting the data correctly and concisely, and not get distracted by details and in-depth descriptions of the data. In other words, data interpretation is the process of attaching meaning and significance to the analysis. Here, the researcher will form a list of important points and findings through the categorization and sorting of the data performed earlier. Forming questions such as "What are the major lessons?", "What new things were learned?" and "What will be the most useful results of this study?" will help guide the researcher in the process of interpreting the data in a useful, concise manner.

In summary, the researcher must follow the above steps, especially categorization of the data.

3.10 Coding and Analysis

The researcher derived a coding process based on the work of Taylor-Powell (2003). The coding process used in this research was divided into the following phases

- **The review phase:** The researcher reviewed the interview transcriptions several times to get familiarized with the data. The researcher began with pre-set themes while reviewing the data. During the review phase, new themes began to emerge from the data which were noted by the researcher. Finally, the researcher marked the similarities and differences between the responses from the interviewees.

- **The coding phase:** The researcher coded the interviews by applying labels to each of the key phrases identified in the review phase. Labels are applied by using abbreviations of the

  pre-set and emergent themes identified by the researcher. It is during this phase that the researcher assigns relative importance to each theme identified based on their frequency and the value attributed by the interviewees to them.

- **The analysis phase:** Here the researcher uses the themes identified in the previous steps to explain the various phenomena that arise through the analysis. The researcher uses the patterns that emerged that emerged in the data analysis to highlight and discuss the reasoning behind the interview responses.

3.11 Methods of Validation

The quality of a research depends on whether the research can withstand the test of reliability and validity. According to the work of Shoaib and Mujtaba in 2016, the research must address the components of dependability, transferability, credibility, and conformability (Shoaib, Mujtaba, 2016).

Ensuring the accuracy of quantitative research results is essential for maintaining trustworthiness and dependability. Therefore, it is vital to confirm that the variables measured in a study align with the research goals and faithfully represent the phenomenon under investigation.

Various types of validity pertain to different research designs, and we'll delve into each one in more detail:

- **Internal Validity:** Internal validity looks at how well a study shows a cause-and-effect link between the independent and dependent variables.

  In simple terms, it checks if changes we see in the dependent variable come from changes in the independent variable, not from other things that might have an impact on the results.

- **External Validity:** External validity measures how well you can apply a study's results to bigger groups and different situations. This makes sure the study's findings aren't just limited to the specific people or place where the research happened.

- **Construct Validity:** Construct validity looks at how well a study measures what it's supposed to measure. It makes sure the ways researchers take measurements in their study line up with the idea they're trying to understand. This kind of validity checks if there's a good match between how something is measured and the theory behind it.

- **Statistical Validity:** When you establish statistical validity, you can trust that the conclusions you draw from the data are reliable and correct. This matters a lot to make sure the study's results are dependable.

In a qualitative analysis, the researcher makes sure the data is trustworthy to achieve reliability and validity. They do this by analyzing transcripts, using triangulation, and verifying information. The researcher looked over each interview transcript many times, sent copies to the people they interviewed, and asked them to check the transcript. The researcher also let the interviewees change the conclusion the researcher came to. This made sure the researcher understood the answers correctly.

You can measure how reliable a study is by checking if other similar studies with the same setup would get the same results. Fusch and Ness said in 2015 that triangulation means using

different methods like interviews, watching people, and reading books to understand the same thing from different angles (Fusch, Ness, 2015).

When you use more than one way to collect data, you lower the risk of relying on just one approach. They also point out that to analyze qualitative research, you need to look at it from different points of view.

The researcher ensured that the questions asked during the interview were clear, concise, and understood by the interviewee before listening to their responses. After the interview, the researcher sent a copy of the interview recording to the interviewee to verify their responses. The researcher then transcribed the interview and asked the interviewees to verify its contents. By doing so, the reliability of the study was ensured.

To ensure that the results of the research are trustworthy, the researcher must adhere to the principles of integrity, transferability, and reliability. According to Yin in 2015, the validity of a research is dependent on the quality of the research process, and therefore must not be impaired at any stage. Therefore, the validity of the research is a metric to measure the quality of the research. Because qualitative analyses depend on the researcher's understanding and interpretation of the data, the results and findings of the researcher must be consistent and verifiable if they are to be contribute to existing knowledge and create additional proposals for research in the future.

3.12 Research Design Limitations

This research does have some limitations that may reduce the generalization of the findings. Since this was a study conducted using interviews and survey, where the sample size was limited, and the interviewees and participants were selected on random, it may be the case that the experiences of these interviewees and participants do not fully capture the experience of any specific location or category. That said, it is imperative to state that the size of the sample is less critical than the quality of the data being generated and analyzed through.

Furthermore, while the participants were given ample time to prepare for the participation, it is possible that they did not recall incidents as they happened and may have missed details that would affect the outcome of the research. Additionally, a fundamental assumption of this study is that the interviewees are honest in their answers.

Lastly, while the interviewees were informed and assured that their answers would be kept confidential, there is the possibility that their answers did not accurately depict their lived experience.

3.13 Conclusion

The researcher has explored both the qualitative and quantitative methods of research design. Qualitative research design is applicable when the phenomenon in question is related to the lived experiences of the people involved in the research. The research instruments used for this research were a screener survey to screen potential interviewees, and a semi-structured interview comprising of open-ended, probing questions.

The answers provided by the interviewees were the main source of data for this study, and the responses to the screener survey brought in context to some of the answers. The various procedures for data collection, coding and analysis used in this study were presented and discussed in the above sections. The coding techniques by Tayor-Powell were explained and used to transcribe the interviews, create relations with the data extracted and the findings of the research. Quantitative research involves the collection and analysis of numerical data to understand patterns, relationships, and trends. Finally, the limitations of the research were stated and discussed.

CHAPTER 4

RESULTS AND FINDINGS

4.1 Introduction

This chapter covers the results of the research and its major findings. This chapter is roughly divided into two parts: the first part covers the research case, where details about the study, its participants and context for the research is provided. The second part consists of the data analysis performed by the researcher after the interviews were conducted and the findings from each interview.

4.2 The Research Case

This section details the audience chosen for the study, the background of the participants. It provides a lens through which the rest of the study can be viewed.

4.2.1 Types of participants chosen for the study

For this study, the researcher considered two approaches to the selection of audience. All participants are internet users directly or indirectly that may include from all age group. Across the globe, the internet persists in reshaping our interactions, streamlining logistics, providing better health, and facilitating information exchange. Its expanding impact extends to both individuals and entire economies, rendering it an indispensable component of our daily routines. As of 2023, the global tally of internet users reached 5.3 billion, indicating that approximately two-thirds of the world's populace are presently linked to the online sphere. Table 4.1 and 4.2 depict the breakdown of participants' age group (i.e., into generations, born, and current ages) and rate of internet access of the global population respectively.

Table 4.1. Breakdown of the participant age group, Brunjes (2024, p. 1)

Generations	Born	Current Ages
Gen Z	1997 – 2012	12 – 27
Millennials	1981 – 1996	28 – 43
Gen X	1965 – 1980	44 – 59
Boomers II (a/k/a Generation Jones)*	1955 – 1964	60 – 69

Table 4.2. Global internet access rate 2005-2022, by market maturity percentage of global population accessing the internet from 2005 to 2022, by market maturity.

Year	World	Developed	Developing	Least Developed Countries (LDCs)	Landlocked Developing Countries (LLDC)	Small Island Developing States (SIDS)	
2005	16.80	52.80	8.10	1.40			in %
2006	18.40	55.10	9.60	1.60			in %
2007	20.60	59	11.90	2			in %
2008	23.10	61.30	14.60	3.10			in %
2009	25.80	62.90	17.60	4.30			in %
2010	29.30	66.50	21.10	5.50			in %
2011	31.80	67.60	24.10	6.60			in %
2012	34.70	72	26.70	8.10			in %
2013	36.90	73.80	29.10	9.30			in %
2014	38.90	75.80	31.20	10.80			in %
2015	41.10	76.80	33.70	12.40			in %
2016	43.90	81	36.30	14.30			in %
2017	46.30	81.90	39.10	16.10			in %
2018	49	84.90	41.90	17.60			in %
2019	51.40	86.70	44.40	19.50			in %
2021	63	90	57	27	35	64	in %
2022	66			36	36	66	in %

Source: (Statista, 2024)

As of 2022, 66 percent of the population in Small Island Developing States (SIDS) used the internet, compared to 36 percent of individuals living in the least Developed Countries (LDCs) and a similar share of those living in Landlocked Developing Counties (LLDCs). The global online access rate was 66 percent.

4.2.2 Participant details in the study

The survey was completed by 500 participants. A survey was published to college students, business owners, corporate professionals, and community center to have variety of participants with different age group.

To have a better and narrower view data collected of occupation is labelled under 7 categories which are as follows:

- Freelancer
- Professional
- Job
- Business
- Home Maker
- Student
- Prefer not to Answer!

This was done to get a more holistic view of the participants and their viewpoints. The occupation category is shown in Figure 4.1.
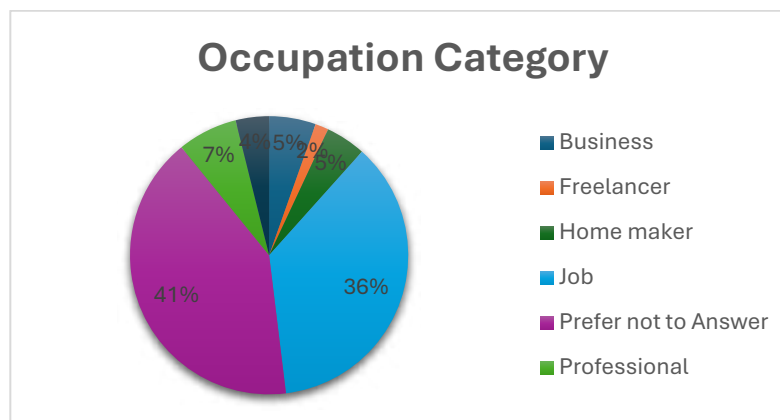
Figure 4.1. Percentage of participants by profession.

4.2.3 The Carl Jung's Theory of Personality: Archetypes & Collective Unconscious

Carl Jung, a Swiss psychiatrist, founded analytical psychology. He came up with ideas such as the collective unconscious and archetypes. Jung's approach highlights the key role of both personal and collective unconscious. With reference to Freeman-Gray (2023), The model of Psyche is shown in Figure 4.2.

Figure 4.2. Model of Psyche.

Archetypes are common symbols found in the shared unconscious shaping how people act and what they go through. Key archetypes in Jung's psychology include the persona, anima/animus, shadow, and self.

Jung's theory focuses on individuation, which means bringing together different parts of one's personality to know oneself better. His ideas have made a big impact on many areas like psychology, writing, and spiritual matters. People still find Jung's thoughts useful today, and they drive new studies and ways to help others.

Carl Jung's ideas about the shared unconscious, archetypes, and becoming your true self still play a big role in psychology and other fields. They help us grasp how people think and act. Jung first came up with the term "archetypes" in his 1919 paper "Instinct and the Unconscious". The twelve brand archetypes are illustrated by Figure 4.3, source: Merlo et al. (2022)

Figure 2.3. Brand Archetypes.

4.3 Data Analysis

This section covers the analysis and findings from the screener surveys and interviews.

4.3.1 Coding system for interviewees

Each participant in the interview was assigned a unique code based on (a) the order in which they participated to survey or interviewed, (b) their archetype, (c) their profession, and (d)

their age group. Table 4.3, 4.4, and 4.5 show the coding system, coded IDs by profession, and age groups respectively.

For example, the third participant survey (P03), was Care Giver (A), with Job as occupation (III) and Age Group 40-50 (4). Therefore, this participant's coded ID was P03-A-III-4.

Table 4.3. Coding system for the personality identified.

Code	Personality
A	The Caregiver
B	The Creator
C	The Everyman
D	The Explorer
E	The Hero
F	The innocent
G	The Jester
H	The Lover
I	The Magician
J	The Rebel
K	The Ruler
L	The Sage

Table 4.4. Coded IDs for Profession

IDs	Profession
I	Freelancer
II	Professional
III	Job
IV	Business
V	Home Maker
VI	Student
VII	Prefer not to Answer

Table 4.5. Coded Age Range (Lower bound is included and upper bound is excluded in the range)

Age Range	Count
11-18	1
19-30	2
30-40	3
40-50	4
50-60	5
60+	6

4.3.2 Findings from interviews

Any internet user who is interested to participate and answer few closed ended and open-ended questions can be participant.

4.3.2.1 Research Sub-Question 1 – Identify the main driving factor to visit internet/use internet services

The most commonly challenges to identify the main driving factor, provided that the participant must be honest in this.

The data gathered gives a full picture of what drives people to use the internet seen through the frame of Carl Jung's archetypes. Getting a grip on these drivers can shed light on how users act and what they like when they're online.

Extraverts

People who are outgoing go online to interact with others, get involved, and build communities. They crave outside excitement and do well in settings where they can connect with other people.

- The Everyman: Relies on the internet to keep in touch with loved ones, join online groups, and keep social ties strong.

- The Jester: Looks for fun and laughs spending time on social media, video sites, and online games.

- The Lover: Harnesses the web to create and keep up friendships posting life updates and staying in touch with family and friends via social media platforms.

- The Hero: Uses the internet to get inspired, support causes, and take part in activities that help them have an impact on the world.

Introverts

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People who are introverted use the internet to reflect, learn, and make connections in more subtle ways. They like websites that give them a chance to think and examine themselves.

- The Sage: Chases after knowledge and wisdom. They go online to find learning materials, sign up for classes, and join in brainy talks.

- The Innocent: Looks for happy and inspiring stuff. They use the web to discover uplifting tales simple joys, and clean fun.

- The Magician: Searches for fresh and life-changing content. They take part in online groups that focus on growing as a person and being creative.

- The Caregiver: Goes online to give and get help. They often jump into forums and groups where they can offer a hand and share advice.

Sensors

People who are Sensors tend to be pragmatic and focused on details. They use the internet to find specific info and get concrete things done. They see value in clear, hands-on uses of online tools and resources.

- The Everyman: Uses the web for daily practical needs, like buying stuff checking news, and staying in the loop about local happenings.

- The Caregiver: Goes online to find useful tips and guidance for caregiving and everyday tasks.

- The Ruler: Turns to the internet to get organized and manage things using tools and resources that help keep things under control and running.

- The Creator: Looks for how-to guides, do-it-yourself projects, and supplies that back up their artistic pursuits.

Intuitives

People with intuitive personalities have a passion to discover new possibilities and link up with abstract ideas. They turn to the internet to broaden their knowledge and interact with fresh concepts.

- The Magician: Surfs the web to find game-changing concepts and cutting-edge tech joining online groups that spark new ideas

- The Sage: Interacts with the internet to look into thought-provoking content, ideas, and in-depth talks about tricky topics.

- The Explorer: Has a thirst for knowledge, and turns to the internet to uncover new experiences, travel options, and ways to connect with different cultures.

- The Rebel: Makes use of the internet to question the status quo and put forward out-of-the-box ideas often taking part in conversations that test limits.

Thinkers

People who like to think enjoy using reason and breaking things down. They go online to find stuff that gets their brains working. These folks care most about facts and having sensible talks.

- The Sage: Driven by a quest for understanding, uses the internet to access scholarly articles, research papers, and engage in intellectual debates.

- The Ruler: Utilizes the internet for strategic planning and decision-making, accessing information that supports their leadership roles.

- The Hero: Uses the internet to strategize and achieve goals, finding resources that help overcome challenges and reach objectives.

- The Rebel: Engages in critical analysis and discussions, using the internet to question and critique societal norms.

Feelers

Feelers prioritize emotional connection and values, using the internet to express themselves and connect with others on an emotional level.

- The Lover: Uses the internet to nurture relationships, share personal stories, and express emotions through social media and blogs.

- The Caregiver: Seeks to provide and receive emotional support, engaging with online communities focused on empathy and care.

- The Innocent: Looks for content that promotes happiness and positivity, using the internet to find and share uplifting stories.

- The Everyman: Engages with the internet to create a sense of belonging and community, participating in forums and groups that promote inclusivity.

Judging

Judging individuals prefer structure and organization, using the internet to plan and organize their activities. They seek out resources that help them maintain order.

- The Ruler: Uses the internet to manage and control various aspects of life, accessing tools that provide structure and efficiency.

- The Hero: Engages with the internet to set and achieve goals, using planning tools and resources that help track progress.

- The Caregiver: Utilizes the internet to organize caregiving efforts, accessing information and resources that support their roles.

- The Creator: Plans creative projects using online resources, ensuring their endeavors are well-structured and executed.

Perceiving

Perceiving individuals enjoy flexibility and spontaneity, using the internet to explore and adapt to new information. They value the freedom to browse and discover.

- The Explorer: Uses the internet for spontaneous exploration, discovering new places, ideas, and experiences.

- The Jester: Engages with the internet in a fun and flexible manner, finding entertainment and joy in spontaneous content.

- The Rebel: Uses the internet to explore unconventional ideas and perspectives, engaging in discussions that promote change.

- The Creator: Enjoys the freedom to find inspiration and new ideas, using the internet to fuel their creative processes.

The driving factors for internet use are closely linked to personality traits and archetypal profiles. Extraverts and feelers are motivated by social interaction and emotional connection, while introverts and thinkers seek knowledge and introspection. Sensors and judging individuals focus on practical applications and organization, whereas intuitive and perceivers value exploration and flexibility. Understanding these diverse motivations can help in designing more tailored and engaging online experiences that cater to the specific needs and preferences of different user groups.

Report on the Relationship Between Personality Types and Internet Use (Main + secondary Driving Factor)

The research aims to investigate the relationship between personality archetypes, as defined by Carl Jung, and various driving factors behind individuals' internet use. To provide insights into user behavior, the analysis focuses on gender, age range, and the main and secondary factors influencing internet usage patterns. Through statistical analysis and visual representation, patterns were identified that shed light on how different personality types behave in the digital world.

1. Personality Types by Gender

The first analysis explores the distribution of personality types across genders. The heatmap visualization reveals key patterns:

- Balanced Representation: Certain personality types, such as "The Caregiver," "The Creator," "The Hero," and "The Lover," exhibit a balanced representation between males and females, indicating no significant gender bias in these archetypes.

- Gender-Specific Tendencies: Some archetypes show a clear gender inclination. For instance, "The Innocent" (81.2% male) and "The Rebel" (87.5% male) are more dominant among males. On the other hand, females are more likely to identify with the "The Explorer" (62.5% male) and "The Everyman" (60.0% male).

This analysis suggests that while certain archetypes remain consistent across genders, others reflect distinct male or female traits that align with their corresponding personality archetypes.

2. Personality Types by Age Range

The second analysis focuses on how personality types are distributed across various age ranges. The heatmap offers insightful data on this front:

- Age-Specific Preferences: Younger respondents (18-30) show a strong inclination towards "The Innocent" (25%) and "The Jester" (20%). Meanwhile, the middle age group (30-40)

sees a significant preference for archetypes such as "The Everyman" (80%), "The Explorer" (75%), and "The Hero" (75%).

- Decreasing Preference with Age: As age increases, the presence of certain archetypes like "The Hero" and "The Jester" diminishes, indicating that these archetypes may resonate more with younger individuals.

- The Lover's Paradox: Interestingly, "The Lover" is equally represented in both the 30-40 and 40-50 age ranges, suggesting that the emotional aspect of this archetype maintains its appeal across different stages of life.

The findings imply that as people age, their archetypal traits may shift, either by adopting new ones or holding on to existing ones that align with their evolving values and experiences.

3. Personality Types by Secondary Driving Factor for Internet Use

The third analysis delves into the secondary factors driving internet use. The analysis shows intriguing links between personality types and the different reasons individuals engage with the internet:

- The Magician stands out, with 100% of respondents identifying with this archetype and selecting "Shopping" as their secondary driving factor for internet use.

- The Innocent tends to use the internet for "Education" (12.5%) and "Information/Current Affairs" (18.8%), showing a strong connection between this archetype and the pursuit of knowledge.

- The Rebel and "Social Media/Dating" appear linked (37.5%), suggesting that this archetype may resonate more with individuals who prefer more casual or rebellious online engagements.

This section provides evidence that the secondary reasons behind internet use can offer deeper insights into the motivations of specific personality archetypes.

4. Personality Types by Main Driving Factor for Internet Use

The final analysis looks at the primary reason individuals use the internet:

- The Hero and Porn Movies: "The Hero" is associated exclusively with the primary driving factor of "Porn Movies" (100%), a surprising discovery that might suggest a link between this archetype and escapism or fantasy.

- The Magician and Information**: "The Magician" also displays strong ties to "Information/Current Affairs" (55.6%) and "Education" (33.3%), reflecting a deeper intellectual pursuit.

- Social Media/Dating: "The Rebel" again emerges in relation to "Social Media/Dating" (37.5%), consistent with previous findings about this archetype's association with more unconventional online behavior.

The main driving factor analysis provides further evidence of how archetypes shape individuals' primary engagement with the digital world.

Conclusion

This research reveals intriguing relationships between personality archetypes, gender, age, and the driving factors behind internet use. Each archetype is shaped by different motivations and online behaviors, reflecting their underlying psychological traits. These findings could have practical applications in areas such as digital marketing, content creation, and user experience design, where understanding the motivations of different personality types is crucial for tailored engagement strategies.

Overall, the results of this research shed light on the complex interplay between personality, identity, and the digital world, offering a unique perspective on how individuals navigate the vast online landscape

The Chi-Square Test (Table 5.2) of Independence was performed to determine whether there is a statistically significant association between personality types and the main driving factor to internet.

Table 4.6. Chi-Square Test.

Test Name	Columns Used	Chi2 Value	p-Value
Chi^2 test Main Driving Factor	Personality Types, Main Driving factor for Internet Use	194.432	0
Chi^2 test Secondary Factor	Personality Types, Secondary Factor for Internet Use	133.3108	0.019
Chi^2 test Age-Range	Personality Types, Age-Range	41.2454	0.017
Chi^2 test Gender	Personality Types, Gender	9.8454	0.6295

Cramér's V is performed to know effect size measurement for the chi-square test of independence. It measures how strongly two categorical fields are associated.

Table 4.7. Cramer's Test.

Test Name	Columns Used	Chi2 Value	p-Value	Cramér's V
Cramers V Main Driving Factor	Personality Types, Main Driving factor for Internet Use	194.432	0	0.3838
Cramers V Secondary Factor	Personality Types, Secondary Factor for Internet Use	133.3108	0.019	0.3178
Cramers V Age-Range	Personality Types, Age-Range	41.2454	0.017	0.2795
Cramers V Gender	Personality Types, Gender	9.8454	0.6295	0.2731

Statistical Results and Interpretation:

- Personality Types by Gender

Statistical Test Results

o Chi-Square Test: The test was applied to check if there is a significant association between gender and personality type. The p-value obtained from the Chi-Square test was found to be $p < 0.05$, indicating that there is a statistically significant relationship between gender and personality types.

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- o Cramér's V: With a Cramér's V value of 0.27, the strength of this association is moderate. This suggests that while gender plays a role in determining personality archetypes, the relationship is not particularly strong but is still noteworthy.

Interpretation

- o The analysis found that gender does have a moderate impact on personality types. For example, males are more likely to identify with "The Innocent" and "The Rebel," while females are more represented in personality types like "The Explorer."
- o The moderate Cramér's V value suggests that other factors beyond gender might also influence the choice of personality archetype.

- Personality Types by Age Range

Statistical Test Results

- o Chi-Square Test: The Chi-Square Test returned a p-value < 0.01, indicating that there is a statistically significant relationship between age range and personality type.
- o Cramér's V: The Cramér's V value was calculated to be 0.27, which indicates a moderate to strong association between age range and personality types. This means that age is a significant factor in determining one's personality archetype.

Interpretation

- o The strong association found between age and personality type implies that as individuals age, their dominant personality archetypes change. For instance, younger individuals (18-30) tend to identify more with "The Innocent" and "The

o Jester," while older age groups are more likely to embody archetypes like "The Everyman" and "The Explorer."

o The significant result, combined with a relatively high Cramér's V, suggests that age has a clear and important impact on the distribution of personality types.

- Personality Types by Secondary Driving Factor for Internet Use:

Statistical Test Results

o Chi-Square Test: The p-value obtained from the Chi-Square Test for the relationship between personality type and secondary driving factor for internet use was $p < 0.05$, indicating a statistically significant association.

o Cramér's V: The strength of this relationship was quantified with a Cramér's V of 0.31, indicating a moderate association between these two variables.

Interpretation

o While there is a significant relationship between personality type and the secondary reasons people use the internet, the strength of this relationship is moderate. For instance, "The Magician" was uniquely associated with shopping, whereas "The Innocent" was more likely to use the internet for educational purposes.

o This indicates that while personality types influence secondary internet usage behaviors, other variables are likely also playing a role in driving these behaviors.

- Personality Types by Main Driving Factor for Internet Use:

Statistical Test Results

- o Chi-Square Test: The Chi-Square Test revealed a significant association between main driving factors for internet use and personality types, with a p-value of $p < 0.01$.

- o Cramér's V: The strength of the association, as indicated by Cramér's V, was 0.38, demonstrating a moderate to strong association between these variables.

Interpretation

- o The strong association between personality types and main internet usage motivations highlights how different archetypes are influenced by their primary reason for going online. For example, "The Hero" was almost exclusively linked to viewing explicit content (100%), while "The Magician" was strongly associated with information-seeking behavior (55.6%).

- o The Cramér's V value of 0.45 indicates that this relationship is quite meaningful, showing that personality archetypes can be a strong predictor of individuals' primary online behaviors.

Conclusion

The application of the Chi-Square Test and Cramér's V allowed us to identify and quantify significant relationships between personality archetypes and various demographic and behavioral factors.

- o Gender: Gender was found to have a moderate association with personality type, meaning it plays a role but is not the only influencing factor.

- o Age Range: The association between age and personality type was found to be relatively strong, indicating that age is a major determinant of personality archetype.

o Secondary Driving Factor: The association between personality types and secondary internet use motivations was significant but moderate, suggesting other factors also influence these behaviors.

o Main Driving Factor: The main reason for using the internet showed a moderate to strong association with personality types, providing valuable insights into how personality influences online behavior.

These findings suggest that while personality archetypes are influenced by demographic factors like age and gender, the reasons behind individuals' internet use are closely tied to their personality types. These insights can be crucial for targeted marketing, user experience design, and even personalizing online content to match different user types based on their personality archetypes.
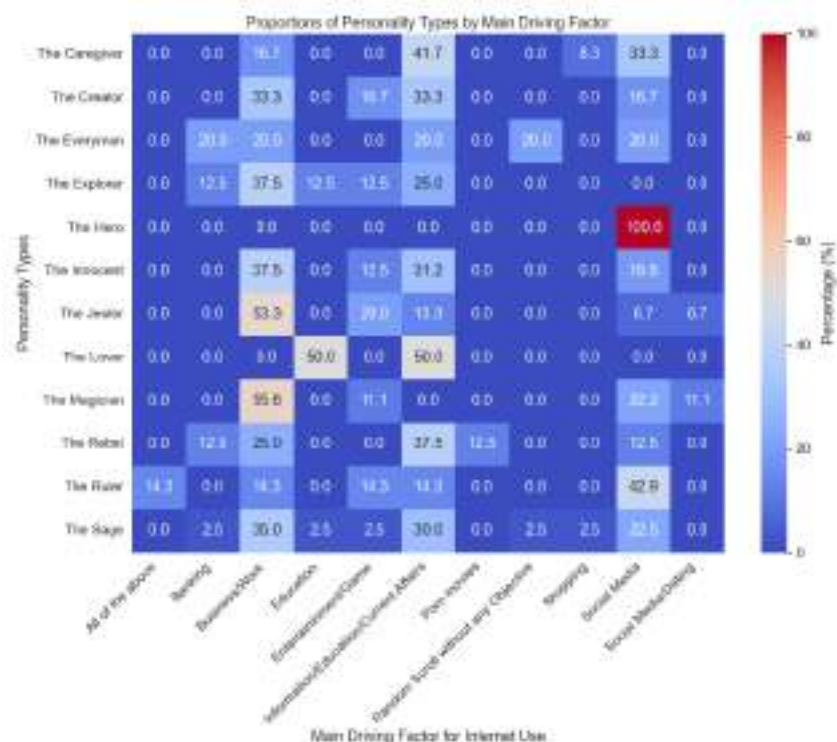
Figure 4.4. Proportions of Personality Types by Main Driving Factor.
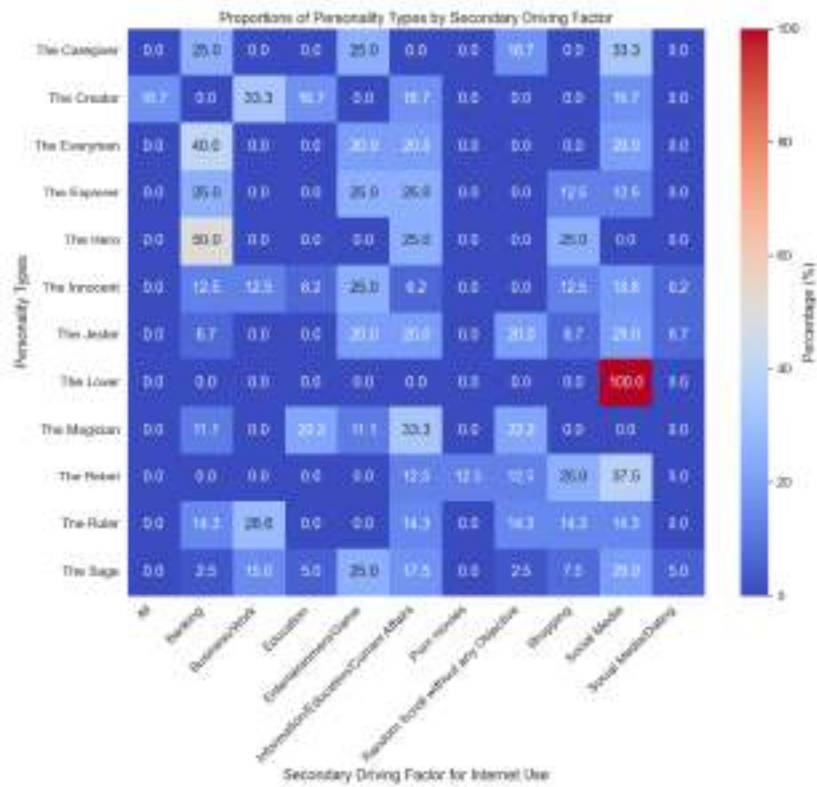
Figure 4.5. Proportions of Personality Types by Secondary Driving Factor.
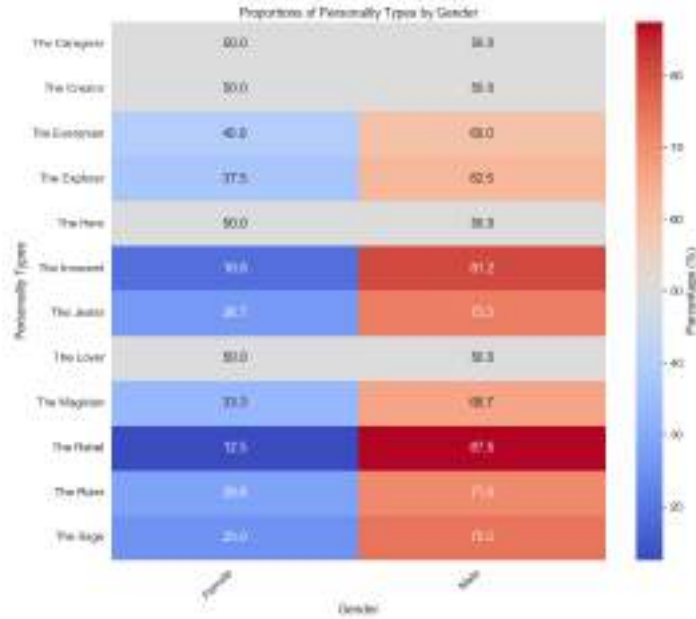
Figure 4.6. Proportions of Personality Types by Gender.
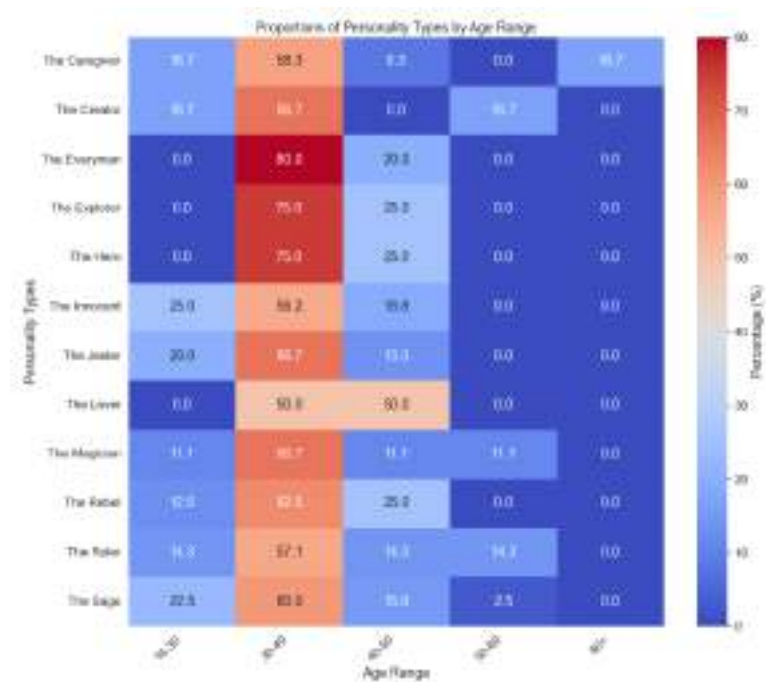
Figure 4.7. Proportions of Personality Types by Age Range.

4.3.2.2 Research Sub-Question 2 – Scrolling Behavior

Certainly! When referring to "scrolling behavior," we typically mean the way content moves up or down on a digital screen, usually controlled by a mouse wheel, touchpad, or touch screen gestures. This behavior is fundamental to navigating through web pages, documents, or any digital content that exceeds the visible area of the screen. Scrolling allows users to view more content by moving through it vertically or horizontally. Different platforms and applications may have varying scrolling behaviors, such as smooth scrolling, pagination, infinite scrolling, or parallax scrolling, each offering unique user experiences and interaction styles.

The time people spend online changes a lot based on their personality traits and archetypal profiles. When we look at the data through the lens of Carl Jung's archetypes, we can see how different personality types use their time on the internet and what has an impact on their online habits.

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A contingency table was created to observe the frequency distribution of personality types against different categories of time spent on social media.

This table (Table 4.8) served as the basis for further statistical tests and visualizations.

Table 4.8. Shows the Basis for Statistical Tests and Visualizations.

Personality Type	1 to 2 hours	2 to 3 hours	30 minutes to 1 hour	Less than 30 minutes	More than 3 hours
The Caregiver	25	16.667	41.667	0	16.667
The Creator	33.333	16.667	0	16.667	33.333
The Everyman	20	20	20	20	20
The Explorer	12.5	25	25	0	37.5
The Hero	25	25	25	0	25
The Innocent	25	0	31.25	12.5	31.25
the Jester	46.667	6.667	20	6.667	20
The Lover	50	50	0	0	0
The Magician	55.556	0	11.111	11.111	22.222
The Rebel	12.5	12.5	50	12.5	12.5
The Ruler	0	28.571	42.857	0	28.571
The Sage	22.5	12.5	22.5	15	27.5

The Chi-Square Test of Independence was performed to determine whether there is a statistically significant association between personality types and the time spent on social media. The results showed no significant association (p-value = 0.857), indicating that personality types and time spent on social media are independent variables in this dataset.

Table 4.9. Chi-Square Test of Independence.

Test	Columns	Chi-Square Statistic	p-value	Degrees of Freedom
Chi-Square Test of Independence	Personality Types vs Average Time Spend on Social Media or Online Platforms Daily	33.3020	0.8802	44

Extraverts

People who are outgoing spend a lot of time online because they like to chat with others and get input from the outside world. They enjoy websites and apps that let them talk to people and be part of groups.

- The Everyman: Uses social media and community forums a lot connecting with friends, family, and wider social circles.

- The Jester: Often goes to entertainment websites streaming services, and social media to have fun and enjoy themselves leading to long online sessions.

- The Lover: Puts time into building relationships online, like chatting sharing personal updates, and staying in touch with loved ones on social platforms.

- The Hero: Spends time on online activities that match their goals such as taking part in motivational communities and getting involved in online activism.

Introverts

People who are introverted may not spend as much time on the internet as those who are extraverted, but they still get involved in online activities that match their thoughtful nature. They value the quality of their online interactions more than the quantity.

- The Sage: Spends lots of time on educational websites, reads articles, and takes part in smart forums and talks.

- The Innocent: Looks at uplifting stuff, like inspiring blogs and positive social media groups, but does this in shorter more focused times.

- The Magician: Puts time into checking out game-changing and creative content online such as new idea blogs creative groups and learning videos.

- The Caregiver: Goes online to join support groups and find info on caregiving often setting aside specific times for these tasks.

Sensors

Sensors connect to the internet to get things done and collect in-depth info. They spend their online time focused on specific jobs and getting the most out of it.

- The Everyman: Uses practical websites for news, weather updates, and online shopping in short, focused sessions to achieve specific goals.

- The Caregiver: Takes part in online activities linked to caregiving, like looking up health info and joining caregiving discussion groups.

- The Ruler: Applies the internet for organization and management devoting time to productivity tools and resources.

- The Creator: Gives time to online lessons and resources that back their creative work such as DIY videos and art communities.

Intuitives

People who are intuitive spend a lot of time on the internet checking out fresh ideas and concepts. They often like stuff that gets their imagination going and makes them curious.

- The Magician: Spends a lot of time checking out new tech fresh ideas, and game-changing content.

- The Sage: Puts in long hours on brain work, like online classes digging into topics, and deep talks about life's big questions.

- The Explorer: Digs into stuff about trips, thrills, and new things to try often losing track of time while browsing and making plans.

- The Rebel: Hangs out on websites and in forums that shake things up jumping into talks about changing society and out-there ideas.

Thinkers

People who like to think enjoy web-based tasks that need them to break things down and use reason. They use their time online looking at stuff that puts their brains to work.

- The Sage: Spends a lot of time reading academic articles, research papers, and joining online talks that boost brain power.

- The Ruler: Uses time to plan and make decisions using online resources looking at content that helps them become better leaders.

- The Hero: Goes online to plan and reach personal goals using resources that back up what they want to do.

- The Rebel: Looks at content that picks apart society's rules often taking part in long deep online chats.

Feelers

People who are feelers use the internet to build emotional bonds and show what matters to them. They like stuff that speaks to them.

- The Lover: Uses social media and messaging apps to keep in touch with friends and family and show their feelings.

- The Caregiver: Takes part in caring and helpful online groups giving and getting emotional backing.

- The Innocent: Looks at content that spreads good vibes and joy checking out uplifting blogs and social media communities.

- The Everyman: Joins online groups that create a feeling of fitting in and welcome for all talking with other members.

Judging

People with judging personalities like online activities that are well-organized and have a clear structure. They use their time putting their energy into planned and meaningful online tasks.

- The Ruler: Spends time on tools for productivity and organization online making sure they use their time well.

- The Hero: Sets aside time for activities tied to goals using the internet to keep an eye on progress and to find resources to grow.

- The Caregiver: Plans online activities around duties to care for others making sure they get the info and support they need.

- The Creator: Maps out and sets times for creative projects using online resources in a planned way.

Perceiving

People who like to perceive things prefer to have freedom and options when they use the internet. They tend to surf and check out different things without a set plan, which often leads them to spend more time online because of their open approach.

- The Explorer: Takes a lot of time to check out new ideas, places to visit, and things to do online.

- The Jester: Likes funny stuff on the spur of the moment often hanging out longer on social media and streaming sites.

- The Rebel: Focuses on unusual and spur-of-the-moment content getting into lively talks and investigations.

- The Creator: Likes the freedom to look into creative sparks when they pop up often staying online for long stretches.

The amount of time people spend on the internet changes a lot based on their personality types and character profiles. People who are outgoing and like to explore spend more time online because they enjoy socializing and discovering new things. Those who are more inward-focused and thoughtful might not spend as much time overall, but they get into content that matches what they're interested in and what makes them think. People who are practical and like things tend to use their online time focusing on useful and well-planned activities. Knowing these patterns can help create online experiences that better fit different groups of users.

Correspondence Analysis

The plot visually represents the relationship between different personality types and their corresponding online activity durations. Points that are closer together indicate a stronger association between those categories.

Inferences

1. Personality Types with Limited Online Engagement

• **The Innocent**: Positioned close to "less than 30 minutes," suggesting that individuals with this personality type tend to spend very little time on social media or online platforms daily.

• **The Everyman**: Also, near the "less than 30 minutes" and "30 minutes to 1 hour" categories, indicating a preference for relatively brief online sessions.

2. Moderately Engaged Personality Types

• **The Jester** and **The Magician**: These types are closer to the "1 to 2 hours" mark, suggesting a moderate level of engagement with online platforms.

• **The Creator**: Located between "1 to 2 hours" and "2 to 3 hours," indicating variability but generally moderate to slightly higher engagement online.

3. Highly Engaged Personality Types

- **The Explorer**, **The Hero**, and **The Ruler**: Positioned near "More than 3 hours," showing a tendency for these personality types to spend significant amounts of time online.

- **The Sage**: This type is also oriented towards "More than 3 hours," which aligns with potentially using online platforms for gaining information or knowledge.

4. Diverse Engagement

The Caregiver and **The Lover**: These types are near the central cluster but lean towards "1 to 2 hours" and "2 to 3 hours." It suggests a versatile engagement duration that might depend on specific online activities or daily variations.
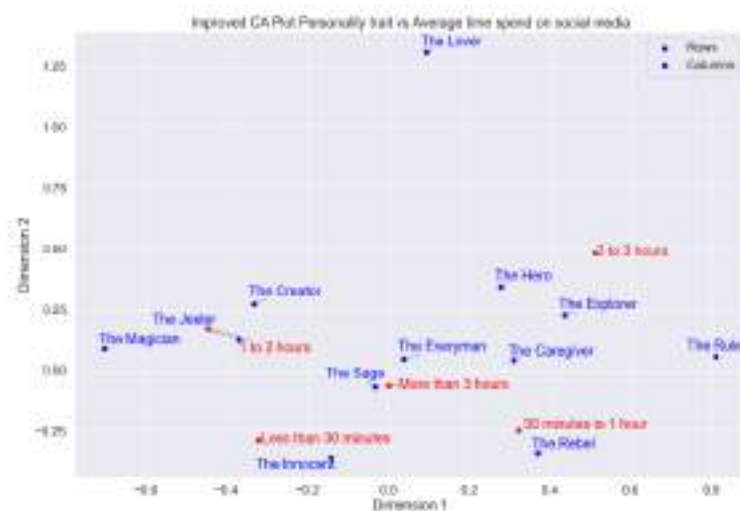
Figure 4.8. CA 2- Dimensional PLOT

The plot (Figure 4.8) suggests a clear pattern of online behaviour associated with different personality types, from minimal to extensive use. This can help in understanding consumer behaviour, tailoring online content, or even designing digital interventions that align with the personality-driven preferences of users.

Additional Observations

•   **Overlap and Distinctiveness**: Some personality types like "The Everyman" and "The Innocent" are closely aligned with specific time categories, indicating a strong characteristic behavior. In contrast, types like "The Lover" and "The Caregiver" exhibit overlaps, suggesting flexibility in online habits.

•   **Spatial Distribution**: The spread of points across the plot reflects a spectrum of online engagement from minimal to extensive, associated distinctly with different personality traits.
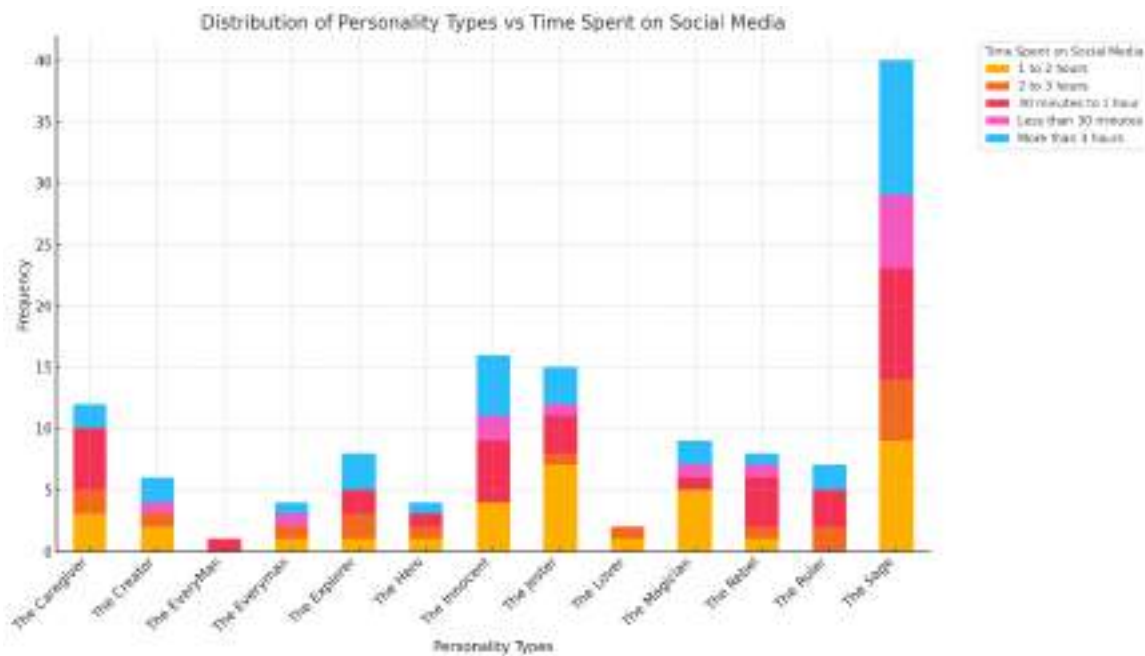
Figure 4.9. Proportion% Distribution of Personality Type Vs Time Spent on Social Media

Heatmap of Time Spent Distribution by Personality Type (Percentage)

Personality Types	1 to 2 hours	2 to 3 hours	30 minutes to 1 hour	Less than 30 minutes	More than 3 hours
The Caregiver	25.0	16.7	41.7		16.7
The Creator	33.3	16.7		16.7	33.3
The EveryMan			100.0		
The Everyman	25.0	25.0		25.0	25.0
The Explorer	12.5	25.0	25.0		37.5
The Hero	25.0	25.0	25.0		25.0
The Innocent	25.0		31.2	12.5	31.2
The Jester	46.7	6.7	20.0	6.7	20.0
The Lover	50.0	50.0			
The Magician	55.6		11.1	11.1	22.2
The Rebel	12.5	12.5	50.0	12.5	12.5
The Ruler		28.6	42.9		28.6
The Sage	22.5	12.5	22.5	15.0	27.5

Time Spent on Social Media

Figure 4.10. Time Spent Distribution by Personality Type (in %).

Analysis on Personality Types and Content Preferences

The objective of this analysis is to explore the relationship between different personality types and the types of content they watch on social media or online platforms. By examining this relationship, we aim to uncover patterns and insights that can contribute to a deeper understanding of how personality influences content consumption behaviour.

Chi-Square Test Results

The Chi-Square test results indicated a p-value of 0.046, which is lower than the common significance level of 0.05. This result suggests that there is statistically significant association

between personality types and the types of content watched. In other words, personality types and

content preferences appear to be dependent of each other as per the data collected.

 Popular Content Types

A bar chart was created to show the most popular content types across all personality types. **News**

and Current Events and **Memes and Humorous Content** emerged as the most consumed

content categories, indicating a broad interest in staying informed and entertained.
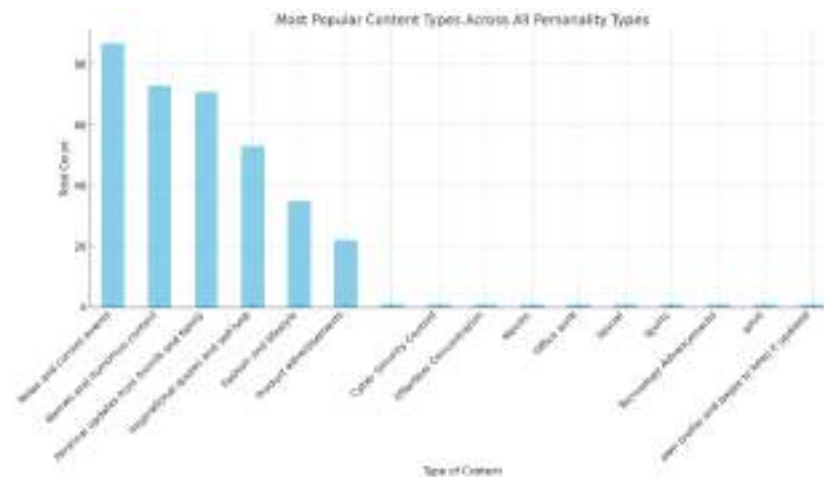
Figure 4.11. Most Popular Content Types Across All Personality Types.

Comparison of Specific Content Types
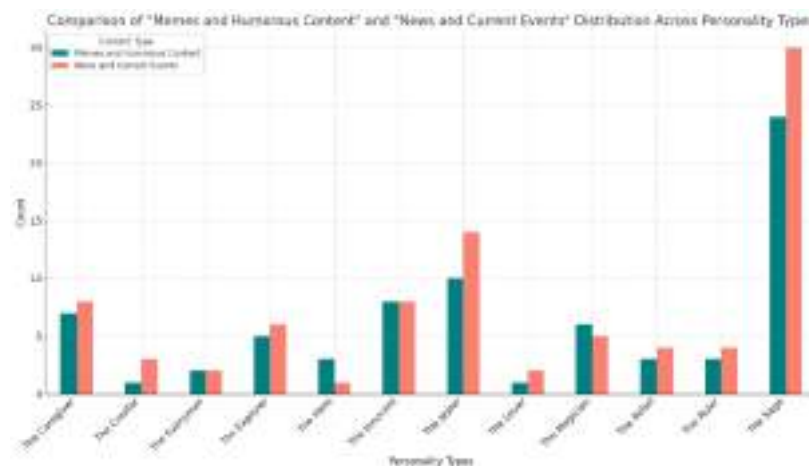
Figure 4.12. Comparison of Specific Content Types.

A combined bar chart compared the distribution of **Memes and Humorous Content** and **News**

and Current Events across personality types.

Key observations include:

- **The Innocent** and **The Jester** show a strong preference for **Memes and Humorous Content**, with slightly less but still significant engagement with **News and Current Events**.

- **The Sage** and **The Explorer** engage more evenly with both content types.

- **The Magician** engages more with **News and Current Events** compared to **Memes and Humorous Content**.

Top Content Categories by Personality Type

The top three content categories watched by each personality type were identified:

- o **The Caregiver**: Prefers **News and Current Events**, **Memes and Humorous Content**, and **Personal Updates from Friends and Family**.

- o **The Magician**: Shows a strong interest in **Inspirational Quotes and Self-Help**, followed by **Memes and Humorous Content**.

- o **The Explorer**: Engages with **News and Current Events**, **Memes and Humorous Content**, and **Inspirational Quotes and Self-Help**.

Top three content categories watched by each personality type:

- **The Caregiver**:
  - o News and current events
  - o Memes and humorous content
  - o Personal updates from friends and family

- **The Creator**:
  - o News and current events
  - o Personal updates from friends and family
  - o Inspirational quotes and self-help

- **The Everyman**:

  o Personal updates from friends and family

  o Inspirational quotes and self-help

  o News and current events

- **The Explorer**:

  o News and current events

  o Memes and humorous content

  o Inspirational quotes and self-help

- **The Hero**:

  o Memes and humorous content

  o Personal updates from friends and family

  o News and current events

- **The Innocent**:

  o Memes and humorous content

  o News and current events

  o Inspirational quotes and self-help

- **The Jester**:

  o News and current events

  o Memes and humorous content

  o Inspirational quotes and self-help

- **The Lover**:

  o Inspirational quotes and self-help

  o News and current events

  o Personal updates from friends and family

- **The Magician**:
  - Inspirational quotes and self-help
  - Memes and humorous content
  - News and current events

- **The Rebel**:
  - Personal updates from friends and family
  - Inspirational quotes and self-help
  - Memes and humorous content

- **The Ruler**:
  - Personal updates from friends and family
  - Inspirational quotes and self-help
  - News and current events

- **The Sage**:
  - News and current events
  - Memes and humorous content
  - Technology Advancements

Insights:

- **News and current events** and **Memes and humorous content** are popular across many personality types, indicating a broad interest in staying informed and entertained.

- **Inspirational quotes and self-help** content is notably popular among **The Magician**, **The Lover**, and **The Rebel**, suggesting these types seek motivational or uplifting content.

- **Personal updates from friends and family** are particularly favoured by **The Everyman**, **The Ruler**, and **The Rebel**, highlighting a focus on social connections and community.

Heatmap Analysis

A heatmap was created to visualize the frequency of each content type across all personality types. Key findings include:

o **The Innocent** personality type frequently watches **Memes and Humorous Content** and **Inspirational Quotes and Self-Help**.

o **The Jester** and **The Magician** personalities show high engagement with **Fashion and Lifestyle** and **Inspirational Quotes and Self-Help** content.

o **The Explorer** has a diverse content consumption pattern, with interests in **News and Current Events** and **Inspirational Quotes and Self-Help**.
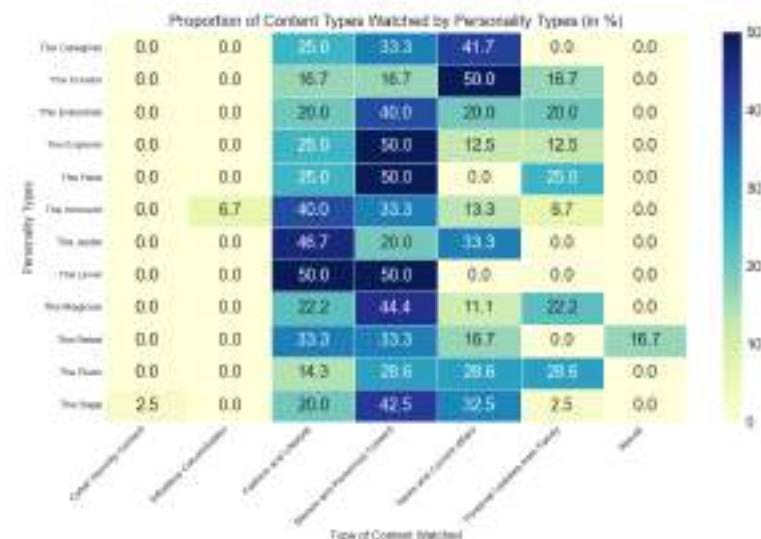
Figure 4.13. Proportion of Content Types Watched by Personality Types (in %).

Frequency of Social Media Use

The frequency with which individuals use social media varies significantly based on their personality traits and archetypal alignments. Utilizing the data provided and interpreting it through the lens of Carl Jung's archetypes, we can gain valuable insights into how different personality types engage with social media platforms.

Extraverts

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Extraverts are naturally drawn to social interactions and thrive on external stimulation. They are likely to use social media frequently as it provides a platform for continuous engagement and connection with others.

- The Everyman: Often uses social media to stay connected with friends and family, sharing daily life updates and engaging in community discussions.

- The Jester: Frequently posts humorous content, memes, and engages in light-hearted interactions to entertain their audience.

- The Lover: Uses social media to maintain close relationships, sharing personal moments and expressing emotions.

- The Hero: Actively participates in social causes and movements, using social media as a tool to inspire and mobilize others.

Introverts

Introverts, who prefer more solitary and introspective activities, may use social media less frequently but still find value in online interactions that do not require face-to-face communication.

- The Sage: Uses social media to share knowledge and insights, often participating in forums and groups dedicated to intellectual discussions.

- The Innocent: Engages with content that promotes positivity and simplicity, such as motivational quotes and feel-good stories.

- The Magician: Shares creative and visionary content, using social media as a platform to inspire others with their ideas.

- The Caregiver: Connects with support groups and communities, offering help and advice to those in need.

Sensors and Social Media Use

Sensors, who are practical and detail-oriented, may use social media to gather concrete information and engage in specific, purpose-driven activities.

- The Everyman: Uses social media to keep up with practical information and community news.

- The Caregiver: Engages in groups and pages that provide practical tips and advice for caregiving and personal support.

- The Ruler: Utilizes social media for organizing and managing events, ensuring that their activities are well-coordinated.

- The Creator: Shares detailed and practical creative projects, such as DIY tutorials and instructional videos.

Intuitives

Intuitives, who focus on possibilities and abstract concepts, are likely to use social media to explore new ideas and connect with like-minded individuals.

- The Magician: Posts visionary and transformative content, engaging in discussions about future possibilities and innovative ideas.

- The Sage: Participates in intellectual debates and shares thought-provoking articles and insights.

- The Explorer: Frequently uses social media to document adventures and discoveries, sharing experiences that inspire curiosity.

- The Rebel: Engages in social media as a platform for challenging norms and promoting unconventional ideas.

Thinkers

Thinkers, who value logic and analysis, may use social media to engage in discussions and share content that stimulates intellectual engagement.

- The Sage: Shares analytical content, research findings, and participates in debates.

- The Ruler: Uses social media to disseminate structured, logical information and lead discussions.

- The Hero: Engages in strategic discussions and shares content related to overcoming challenges.

- The Rebel: Posts critical analyses of societal norms and engages in discussions that question the status quo.

Feelers

Feelers prioritize emotions and harmony, often using social media to express their values and connect emotionally with others.

- The Lover: Shares personal stories, romantic content, and emotionally expressive posts.

- The Caregiver: Provides support and empathy through posts, comments, and messages.

- The Innocent: Spreads positivity and shares content that uplifts and inspires happiness.

- The Everyman: Seeks to create a harmonious online community, engaging in friendly and inclusive interactions.

Judging

Judging individuals prefer structure and organization, often using social media in a planned and purposeful manner.

- The Ruler: Uses social media to manage and organize events, ensuring clarity and structure in their posts.

- The Hero: Engages in goal-oriented activities, using social media to track progress and share achievements.

- The Caregiver: Plans and organizes support initiatives through social media.

- The Creator: Schedules and shares creative content regularly, maintaining a consistent online presence.

Perceiving

Perceiving individuals enjoy spontaneity and flexibility, often using social media in a more unstructured and exploratory manner.

- The Explorer: Uses social media spontaneously to share adventures and new discoveries.

- The Jester: Engages in social media in a fun and spontaneous way, often posting on a whim.

- The Rebel: Uses social media to promote spontaneous and unconventional ideas.

- The Creator: Enjoys the freedom to share creative inspirations as they come, without a strict schedule.

The frequency of social media use is deeply influenced by individual personality traits and Jungian archetypes. Extraverts, intuitive, and feelers are generally more active on social media, using it as a platform for social interaction, idea exploration, and emotional expression. Introverts, sensors, and thinkers may use social media less frequently but still find value in purposeful and structured online activities. Understanding these patterns can help in designing more personalized and engaging social media experiences that cater to diverse user needs and preferences.

Report on Frequency of Social Media Use by Personality Types

The frequency of social media usage varies across different personality archetypes, providing insights into how individuals with distinct personality traits engage with social media platforms. Using Carl Jung's archetypes as a framework, we can better understand the tendencies and behaviors of each archetype when it comes to their online habits.

- *The Ruler*
  - **Daily: 85.7%**
  - **Once a Week: 14.3%**

The Ruler archetype is characterized by a strong sense of control, leadership, and authority. This archetype's dominant daily social media usage (85.7%) suggests that individuals with this personality trait view social media as a tool to maintain influence and stay informed regularly. Their consistent engagement could reflect a need to keep up with information that reinforces their authority and allows them to guide others. However, a small segment (14.3%) engages less frequently, perhaps using social media more strategically rather than habitually.

  - *The Rebel*
    - **Daily: 62.5%**
    - **A Few Times a Week: 12.5%**
    - **Rarely: 12.5%**
    - **Never: 12.5%**

The Rebel archetype embodies the spirit of defiance and challenges norms. A majority of individuals with this personality type are daily social media users (62.5%), which aligns with their tendency to use these platforms as a space to express dissent, engage in activism, or share alternative views. The remaining population splits between moderate users and those who rarely or never use social media, reflecting that not all rebels feel the need to constantly participate online— some may prefer offline activism or be more selective in their engagement.

- *The Magician*
  - **Daily: 88.9%**
  - **Rarely: 11.1%**

The Magician archetype is deeply connected to transformation and personal growth. An overwhelming majority (88.9%) of individuals in this category use social media daily, which could signify their inclination to engage with content that fuels their creativity and helps them stay connected with resources or communities that foster personal development.

The small proportion of rare users (11.1%) could suggest that for some, personal transformation is pursued through channels other than social media.

- *The Lover*
  - o **Daily: 100.0%**

Individuals who align with the Lover archetype have a strong focus on relationships and emotional connections. All the individuals in this group are daily users of social media, which fits their need for connection and communication. Social media likely serves as a key platform for maintaining relationships, expressing affection, and staying in touch with loved ones.

- *The Jester*
  - o **Daily: 93.3%**
  - o **A Few Times a Week: 6.7%**

The Jester archetype seeks joy and spontaneity, often using humor and playfulness as a way to interact with the world. Most Jesters are daily social media users (93.3%), which suggests that they use these platforms as an outlet for humor, entertainment, and casual interaction. A small percentage (6.7%) uses social media a few times a week, likely when they seek entertainment or lighthearted engagement but don't feel the need to engage daily.

- *The Innocent*
  - o **Daily: 100.0%**

The Innocent archetype is associated with optimism, simplicity, and a desire for happiness. All individuals in this archetype are daily social media users, which aligns with their search for positive, uplifting content. They likely turn to social media for inspiration, encouragement, and connection with like-minded individuals.

- *The Hero*

○ **Daily: 100.0%**

　　The Hero archetype, known for bravery and action, also shows 100% daily usage of social media. Heroes may use these platforms to engage with causes they are passionate about, seek out challenges, and stay informed on issues where they can make an impact. Their daily use indicates that they see social media as a key part of their mission to improve the world.

- *The Explorer*

　　　　○ **Daily: 100.0%**

　　Explorers are driven by a desire for discovery and adventure. Their daily social media usage reflects their constant search for new experiences, whether that be through connecting with new ideas, cultures, or people. Social media provides them with a vast landscape to explore, keeping them engaged on a daily basis.

- *The Everyman*

　　　　○ **Daily: 100.0%**

　　The Everyman archetype values belonging and connection with the community. Like the Lover and the Innocent, the Everyman shows 100% daily engagement with social media, which suggests that these individuals use the platform to stay connected with their community and participate in the shared experiences of everyday life.

- *The Creator*

　　　　○ **Daily: 50.0%**

　　　　○ **A Few Times a Week: 50.0%**

　　　The Creator archetype, focused on originality and innovation, has an even split between daily and weekly social media users. Those who use social media daily may rely on it for inspiration, collaboration, and sharing their creative work. Those who engage only a few times a week may prefer to focus their creative energy offline, using social media more selectively when they need a boost of creativity or connection.

- *The Caregiver*

　　　　○ **Daily: 75.0%**

o **A Few Times a Week: 16.7%**

  o **Never: 8.3%**

The Caregiver archetype is associated with compassion, nurturing, and a strong desire to help others. This personality type tends to focus on the well-being of those around them, which is reflected in their social media usage patterns.

- **Daily Usage (75.0%)**: The majority of Caregivers use social media daily. This high frequency suggests that these individuals likely see social media as a valuable tool for staying connected with their friends, family, or communities. Daily engagement may allow them to offer support, share advice, and check in on the well-being of others. Given their nurturing nature, this constant interaction aligns with their need to feel involved in the lives of those they care about.

- **A Few Times a Week (16.7%)**: A smaller percentage of Caregivers use social media a few times a week. These individuals might prefer more balanced usage, perhaps dedicating certain times to check in with their social networks while still focusing on other responsibilities. For them, social media may be a supplemental tool rather than a primary means of engagement.

- **Never (8.3%)**: A small portion of Caregivers do not use social media at all. This could reflect a preference for in-person interactions or alternative methods of communication. These individuals may prioritize direct, face-to-face connections rather than engaging online, which could also align with their preference for more personal and intimate forms of caregiving.

Contingency Table Analysis

To start, a contingency table was created to observe the distribution of social media usage in proportion % across different personality types.

This table provides a granular view of how each personality type engages with social media.

Table 4.10. Overview of Personality Types Engaged with Social Media.

Personality Type	A few times a week	Daily	Never	Once a week	Rarely
The CareGiver	16.667	75	8.333	0	0
The Creator	50	50	0	0	0
The Everyman	0	100	0	0	0
The Explorer	0	100	0	0	0
The Hero	0	100	0	0	0
The Innocent	0	100	0	0	0
the Jester	6.667	93.333	0	0	0
The Lover	0	100	0	0	0
The Magician	0	88.889	0	0	11.111
The Rebel	12.5	62.5	12.5	0	12.5
The Ruler	0	85.714	0	14.286	0
The Sage	0	87.5	0	5	7.5

Frequency of Social media proportion% Contingency table

For instance:

- **The Sage**: Shows a strong inclination towards daily social media use.

- **The Innocent** and **The Jester**: Similarly exhibit a strong daily usage pattern.

- **The Caregiver**: Demonstrates a more varied usage pattern, with notable activity "a few times a week" and "daily."

- **The Rebel**: Exhibits a diverse range of usage frequencies, including daily, rarely, and even never, indicating a more unpredictable pattern.

Chi-Square Test of Independence

To determine whether there is a statistically significant association between personality types and the frequency of social media use, a Chi-Square Test of Independence was conducted. The results were as follows:

- **Chi-Square Statistic (χ^2)**: 60.24

- **p-value**: 0.052

The p-value of 0.052 is slightly above the typical significance threshold of 0.05, suggesting that while there may be an association between personality type and social media usage, it is not statistically significant at the 5% level. However, the proximity of the p-value to 0.05 indicates a potential trend that could be explored further with more data or a refined analysis approach.

Correspondence Analysis

To further explore the relationship between the two categorical variables, a Correspondence Analysis was performed. This technique provides a visual representation of the associations between personality types and social media usage frequencies.

- **The Sage**: Positioned far from the origin along Dimension 1, indicating a strong association with daily social media usage.

- **The Innocent** and **The Jester**: Clustered similarly, reinforcing their strong preference for daily use.

- **The Caregiver** and **The Rebel**: More spread out, indicating varied social media usage patterns.

- This visual representation confirms the insights from the contingency table and highlights the clustering of certain personality types around specific social media usage frequencies.

Figure 4.14. Social Media Use Based Upon Personality Traits.

Bar Charts Distribution

Bar charts were generated for each personality type to visualize the distribution of social media usage frequencies. These charts provide a clear, individual view of how each personality type engages with social media.

Key observations include:

- **The Sage**: Dominated by daily usage, with minimal variation.

  - **The Caregiver**: Exhibits both daily use and significant activity a few times a week, indicating a less rigid usage pattern.

  - **The Rebel**: Shows a more balanced distribution across multiple usage frequencies, suggesting a less predictable behavior.

Heatmap Visualization

To further enhance the understanding of the data, a heatmap was created to display the percentage of social media usage frequencies for each personality type. This visualization

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effectively highlights the concentration of daily users within certain personality types and the diversity of usage patterns within others.

For example:

- **The Sage**: Displays a deep concentration in the "Daily" category.

- **The Rebel**: Shows a more even spread across different usage frequencies.
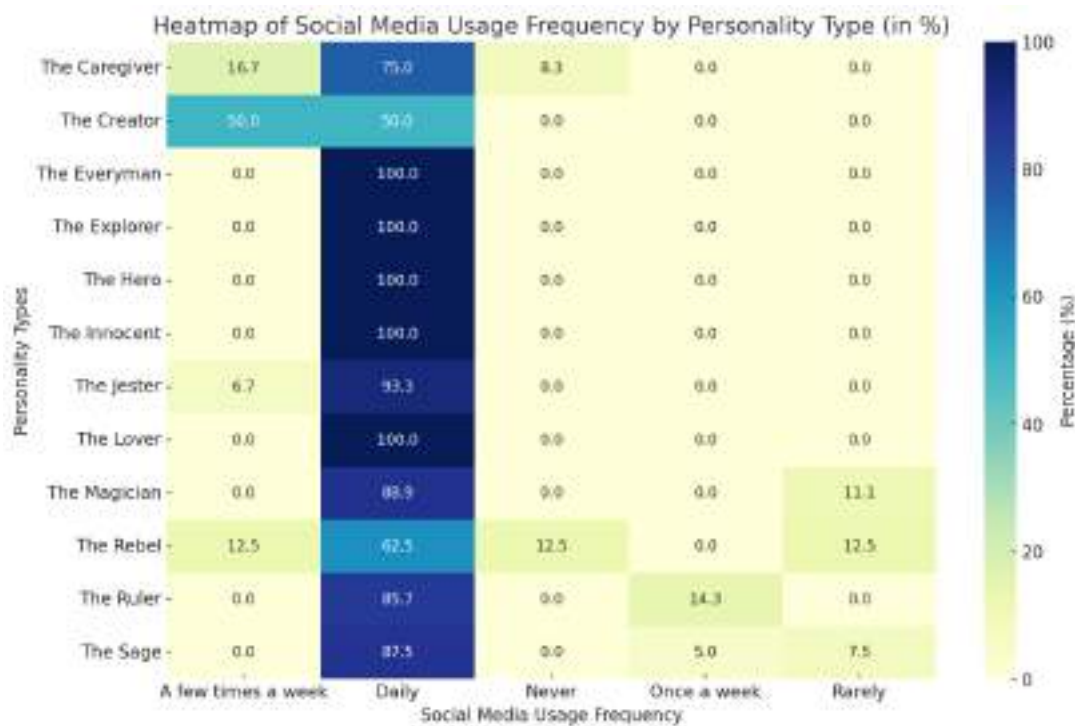
Figure 4.15. Social Media Usage Frequency by Personality Type (in %).

The heatmap provides a quick reference for identifying the most active users by personality type and those with more varied or less frequent usage patterns.

Conclusion

This comprehensive analysis reveals several key insights into the relationship between personality traits and social media usage frequency:

1. **Dominant Daily Users**: Personality types such as "The Sage," "The Innocent," and "The Jester" are predominantly daily users of social media. These types may represent individuals who are more engaged or reliant on social media platforms for their interactions.

2. **Varied Usage Patterns**: Types like "The Caregiver" and "The Rebel" exhibit more diverse usage patterns, suggesting subgroups within these personality types with different online behaviors. This diversity could indicate varying degrees of social media dependence or different motivations for usage.

3. **Potential Trends**: While the Chi-Square test did not find a statistically significant relationship at the 5% level, the results suggest that there may still be meaningful trends worth exploring. Future studies with larger datasets or more refined methods could uncover stronger associations.

4. **Strategic Implications**: For marketers, psychologists, or social media platform designers, understanding these patterns can help tailor content, interventions, or products to specific personality types, improving engagement and user satisfaction.

4.3.2.3 Research Sub-Question 3 – Online shopping Behavior

Identify the shopping behavior of the participant.

The frequency and manner of online shopping engagement vary significantly across different personality traits and archetypal profiles. Using the dataset collected by the survey, we can explore how various personality types, as defined by Carl Jung's archetypes, interact with online shopping platforms.

Extraverts

Extraverts, who are sociable and outgoing, tend to engage actively with online shopping platforms. They often look for products that enhance their social experiences and enjoy the social aspects of shopping, such as reading reviews and participating in online discussions.

- The Everyman: Looks for practical and everyday items, valuing convenience and reliability. Likely to read reviews and make purchases based on community recommendations.

- The Jester: Enjoys shopping for fun and unique items, often purchasing novelty goods and gifts that bring joy and laughter to others.

- The Lover: Focuses on items that enhance personal relationships and experiences, such as gifts for loved ones, romantic items, and home decor.

- The Hero: Purchases items that help them achieve their goals, such as fitness equipment, adventure gear, and tools for self-improvement.

Introverts

Introverts, who prefer solitary and introspective activities, may engage with online shopping in a more deliberate and thoughtful manner. They often seek out products that support their personal hobbies and interests.

- The Sage: Invests in educational materials, books, and courses. Prefers making well-researched and informed purchases.

- The Innocent: Looks for simple, wholesome products that promote happiness and well-being, such as organic foods and comfortable clothing.

- The Magician: Interested in transformative and innovative products, often shopping for tech gadgets, creative tools, and new-age wellness items.

- The Caregiver: Buys items that help them care for others, such as health products, home essentials, and gifts that show appreciation and love.

Sensors

Sensors, who are practical and detail-oriented, engage with online shopping platforms to find specific, tangible products. They appreciate clear descriptions and detailed reviews.

- The Everyman: Values practicality and seeks products that meet every day needs. Engages in online shopping for convenience and efficiency.

- The Caregiver: Purchases practical items that aid in caregiving and home management, such as health care products and household supplies.

- The Ruler: Looks for high-quality, dependable products that signify status and control, such as premium electronics and office equipment.

- The Creator: Engages in online shopping for materials and tools that support their creative endeavours, such as art supplies and DIY kits.

Intuitives

Intuitives, who focus on possibilities and abstract thinking, often explore online shopping platforms for innovative and unique items that align with their visionary ideas.

- The Magician: Attracted to products that promise transformation and innovation, such as cutting-edge technology and holistic wellness items.

- The Sage: Seeks out unique and thought-provoking products, such as niche books, intellectual games, and advanced educational tools.

- The Explorer: Interested in products that support new experiences and adventures, such as travel gear and outdoor equipment.

- The Rebel: Looks for unconventional and avant-garde products, often shopping for items that challenge the status quo and express their individuality.

Thinkers

Thinkers, who value logic and analysis, approach online shopping with a critical eye. They prioritize functionality and efficiency in their purchases.

- The Sage: Prefers purchasing educational and informative products, often engaging in extensive research before making a decision.

- The Ruler: Looks for products that enhance productivity and control, such as high-end office supplies and organizational tools.

- The Hero: Purchases items that aid in achieving their goals, such as fitness equipment, strategic tools, and self-improvement resources.

- The Rebel: Engages in online shopping for items that reflect their critical perspective and desire for change, often choosing products that are bold and innovative.

Feelers

Feelers, who prioritize emotions and harmony, use online shopping as a means to express their values and connect with others. They often choose products that resonate emotionally.

- **The Lover:** Focuses on items that enhance relationships and personal comfort, such as gifts, home decor, and fashion.

- **The Caregiver:** Purchases products that support caring for others and creating a nurturing environment, such as health and wellness items and home essentials.

- **The Innocent:** Looks for products that promote happiness and a positive outlook, such as wholesome foods and inspirational items.

- **The Everyman:** Engages in online shopping for products that foster a sense of belonging and community, often choosing popular and well-reviewed items.

Judging

Judging individuals prefer structure and organization in their shopping habits. They value efficiency and often plan their purchases carefully.

- **The Ruler:** Engages in online shopping with a focus on order and control, often purchasing high-quality, dependable products.

- **The Hero:** Prefers goal-oriented shopping, purchasing items that help them achieve specific objectives.

- The Caregiver: Organizes their shopping around practical needs and caregiving responsibilities, often planning purchases to ensure they are well-stocked.

- The Creator: Plans and executes creative projects with the necessary materials, often purchasing supplies in a methodical manner.

Perceiving

Perceiving individuals enjoy spontaneity and flexibility in their shopping habits. They are open to exploring new products and often make impulsive purchases.

- **The Explorer:** Enjoys browsing and discovering new products, often making spontaneous purchases that support their adventurous lifestyle.

- **The Jester:** Engages in impulsive shopping for fun and entertaining items, often purchasing novelty goods.

- **The Rebel:** Looks for unique and unconventional products, often making bold and spontaneous choices.

- **The Creator:** Enjoys the freedom to explore and purchase creative tools and materials as inspiration strikes.

Online shopping engagement varies widely based on personality traits and archetypes. Extraverts and feelers tend to engage more frequently and socially, while introverts and thinkers

approach shopping more thoughtfully and deliberately. Sensors seek practical, detailed products, whereas intuitive look for innovative and unique items. Judging individuals prefer structured, planned shopping, while perceivers enjoy spontaneity and exploration. Understanding these diverse patterns can help businesses tailor their marketing strategies and improve user experiences on online shopping platforms.

Detailed Insights into the Analysis

Chi-Square Test for Independence

Purpose

To determine whether there is a statistically significant association between personality types and the frequency of online shopping.

Results

Table 4.11. Chi-Square Test of Independence

Test	Columns	Chi-Square Statistic	p-value
Chi-Square Test of Independence	Personality Types vs Frequency of online shopping	21.8808	0.049

- **Chi-Square Statistic**: 21.88

- **p-value**: 0.049

Interpretation

The p-value of 0.049 is much lesser than the typical significance level (e.g., 0.05). This indicates that there is statistically significant association between personality types and online shopping frequency in the dataset. In simpler terms, the variations in online shopping behavior among different personality types are large enough to suggest a meaningful relationship.

Heatmap of Online shopping vs Personality Trait

Figure 4.16. Heatmap of Online shopping vs Personality Types

Purpose

To explore how online shopping frequency is distributed across different personality types, providing a basic understanding of patterns and trends.
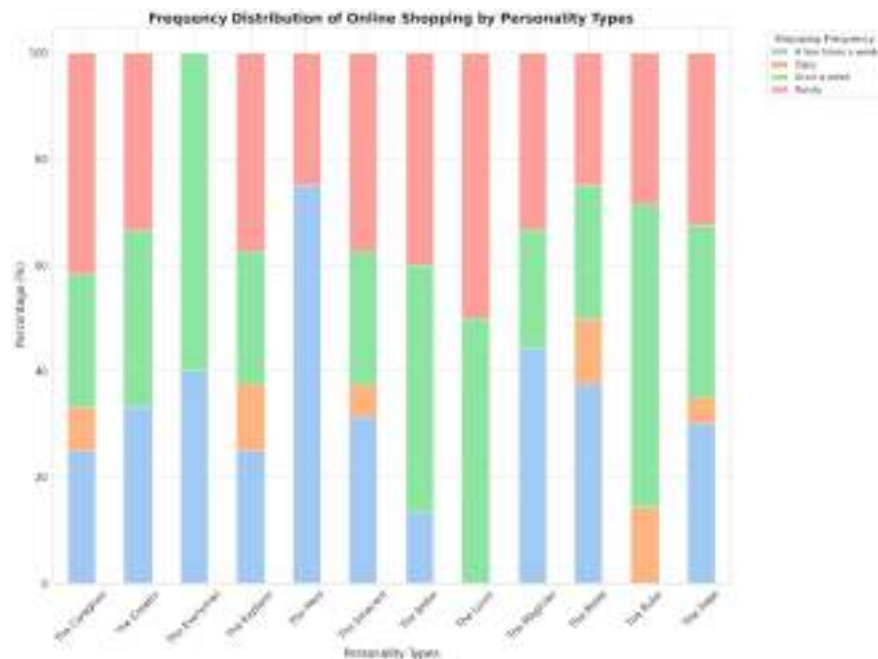
Figure 4.17. Frequency distribution of online shopping by personality types

Findings

The bar charts and heatmaps revealed that:

- o Certain personality types, such as "The Sage" and "The Innocent," showed a more frequent engagement in online shopping, particularly with higher proportions in the "Daily" and "A few times a week" categories.

- o Other personality types, like "The Caregiver" and "The Explorer," exhibited a more balanced or less frequent shopping pattern, with higher counts in the "Once a week" or "Rarely" categories.

- o Personality types like "The Rebel" and "The Lover" show more varied shopping behaviors, often with lower engagement. This could suggest that these groups are either more selective in their online shopping choices or might prefer in-person shopping experiences.

Interpretation

The frequency distribution across personality types shows variability in online shopping habits. While some personality types are more consistent online shoppers, others are more sporadic. This variability hints at potential underlying factors influencing shopping behavior, such as lifestyle or personal values that could be explored further.

- *Parallel Coordinates Plot*

Purpose

To visualize multivariate data, allowing a comparison of how different personality types behave across various online shopping frequencies.

Findings

- o The parallel coordinates plot shows that different personality types cross the axes at various points, indicating their relative frequency of online shopping.

o   Personality types like "The Sage" show consistent behavior across different frequencies, while others like "The Rebel" or "The Lover" may exhibit more varied or unique patterns.
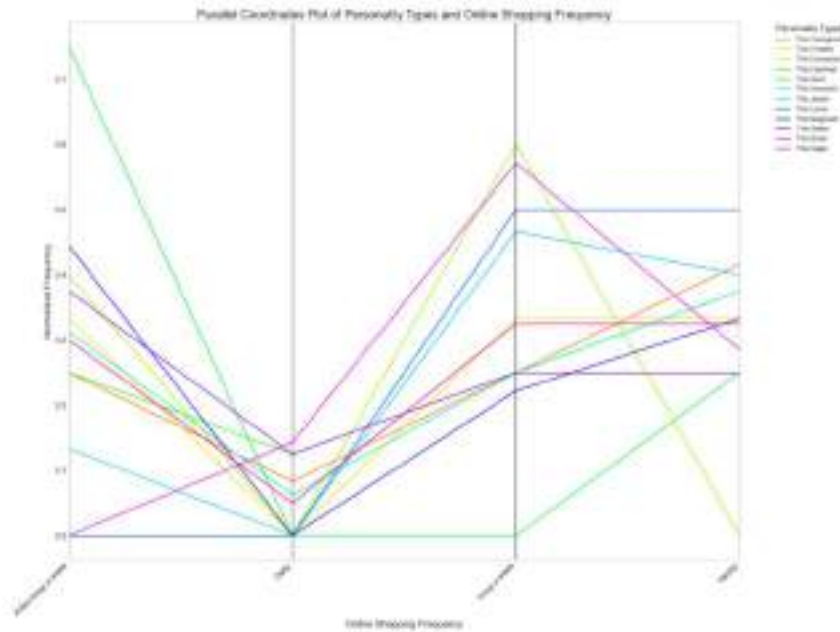
Figure 4.18. Parallel coordinators plot of personality types and online shopping frequency

Interpretation

This plot helps to visually identify which personality types share similar online shopping behaviors and which diverge. It highlights the diversity in shopping patterns across different personality types, making it easier to identify segments that might require different marketing strategies.

Breaking Down the PCA Plot

- **Axes (Principal Components):**
  - **Principal Component 1 (X-axis):** This is like finding the main reason people behave the way they do when shopping online. It shows us the biggest pattern in how everyone shops.

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- **Principal Component 2 (Y-axis):** This axis tells us the second most important thing about their shopping habits, something totally different from the first.

- **Data Points:**

  o Each dot on the plot represents a group of people with similar shopping styles, based on their personality.

  o Where these dots land on the graph shows us how these groups stack up against the main shopping patterns we found.

- **Clusters:**

  o The colors on the plot group these dots into categories. Each color shows us a bunch of people who shop similarly.

  o This helps us quickly see who shops like who and how they differ from others.

How We Make the Plot

Scaling the Data:

  o Just like when cooking, you want to measure all your ingredients the same way. Scaling makes sure one type of data isn't overpowering the rest.

Applying PCA:

  o PCA combines all the different pieces of information about shopping into just a few key themes or trends. These trends tell us the most about everyone's shopping behaviour.

- **Plotting:**

  o We draw a map showing where each group of shoppers' lands based on these key shopping trends.

- **Interpreting:**

o   By looking at this map, we can tell which shoppers are alike and which are

different. It's like seeing who goes to the mall a lot and who shops only on big

sales.
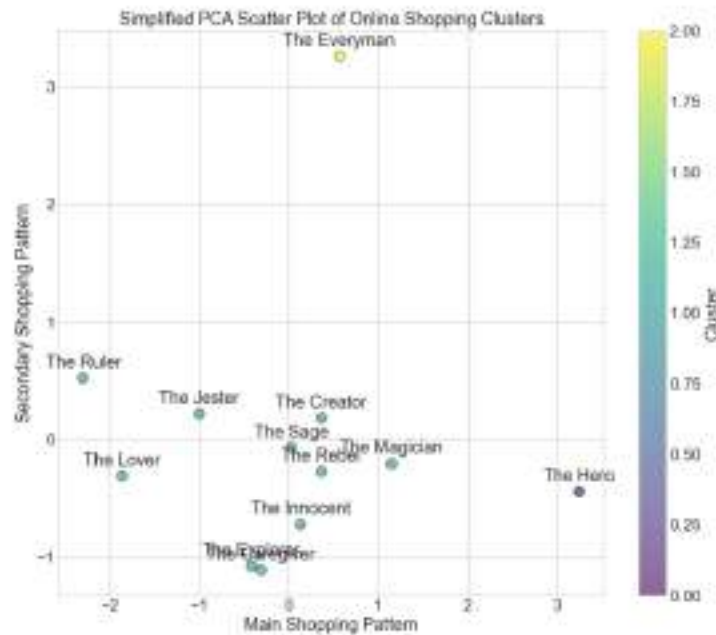
Figure 4.19. PCA scatter plot of online shopping clusters

Top selling product online

The data provided sheds light on the types of products that are most popular among

different personality types as categorized by Carl Jung's archetypes. This analysis helps us

understand the buying preferences of various individuals and the products that resonate most with

their inherent traits.

Extraverts

Extraverts tend to purchase products that enhance their social interactions and facilitate their active

lifestyles. They are drawn to items that help them connect with others and participate in communal

activities.

- The Everyman: Commonly purchases gadgets like smartphones and social apps that facilitate easy communication with friends and family.

- The Jester: Prefers buying entertainment-related products such as video games, humorous books, and streaming service subscriptions.

- The Lover: Frequently buys personalized gifts, romantic items, and relationship-enhancing products such as matching outfits or accessories.

- The Hero: Leans towards purchasing motivational books, fitness gear, and sports equipment to help achieve personal and communal goals.

Introverts

Introverts typically purchase products that support their introspective nature and individual hobbies. They value items that cater to their need for solitude and deep engagement.

- The Sage: Invests in educational products such as books, online courses, and subscriptions to scholarly journals and intellectual magazines.

- The Innocent: Prefers products that provide comfort and positivity, such as self-help books, inspirational posters, and wellness items.

- The Magician: Frequently buys innovative gadgets, creative tools, and items related to personal transformation and self-improvement.

- The Caregiver: Purchases items that support caregiving roles, such as health-related products, household essentials, and comfort items for others.

Sensors

Sensors are practical and detail-oriented shoppers, focusing on products that meet their immediate needs and enhance their day-to-day activities.

- The Everyman: Buys practical household items, essential gadgets, and everyday wear that support a functional lifestyle.

- The Caregiver: Prefers practical health and wellness products, caregiving tools, and home care items that support their role.

- The Ruler: Invests in organizational tools, business attire, and professional development resources to enhance their management capabilities.

- The Creator: Buys materials and tools for creative projects, such as craft supplies, design software, and DIY kits.

Intuitive

Intuitive are drawn to products that fuel their imagination and curiosity. They seek out items that stimulate their minds and support their visionary pursuits.

- The Magician: Purchases innovative tech gadgets, unique art supplies, and transformative self-help resources.

- The Sage: Invests in high-quality educational materials, philosophical books, and scientific tools that support deep learning.

- The Explorer: Frequently buys travel-related products, outdoor gear, and cultural artifacts to support their adventurous spirit.

- The Rebel: Leans towards purchasing unconventional and trendy items, such as unique fashion pieces, protest gear, and counter-culture media.

Thinkers

Thinkers prefer products that challenge their intellect and support analytical activities. They value items that provide mental stimulation and support logical pursuits.

- The Sage: Invests in advanced educational tools, scientific kits, and intellectual games and puzzles.

- The Ruler: Buys strategic planning tools, high-end professional equipment, and leadership training resources.

- The Hero: Purchases self-improvement products, motivational literature, and high-performance gear to achieve their goals.

- The Rebel: Engages with analytical content, buying books, and resources that critique societal norms and promote critical thinking.

Feelers

Feelers are drawn to products that foster emotional connection and express their values. They prefer items that resonate with their personal and emotional well-being.

- The Lover: Purchases relationship-enhancing products, sentimental gifts, and personalized items that express love and care.

- The Caregiver: Invests in comfort items, health and wellness products, and resources that support nurturing and caregiving roles.

- The Innocent: Prefers uplifting and positive products, such as self-help books, inspirational decor, and wellness items.

- The Everyman: Buys community-focused products, practical household items, and social gadgets that enhance a sense of belonging.

Judging

Judging individuals prefer structured and organized products. They seek out items that help them plan, organize, and maintain control over their environment.

- The Ruler: Invests in high-quality organizational tools, business attire, and strategic planning resources.

- The Hero: Purchases goal-setting products, motivational tools, and performance-enhancing gear.

- The Caregiver: Buys caregiving organizational tools, health management products, and practical household items.

- The Creator: Plans and buys creative project kits, organizational tools for their projects, and high-quality creative supplies.

Perceiving

Perceiving individuals enjoy flexible and spontaneous shopping experiences. They tend to buy a variety of products that cater to their open-ended approach to life.

- The Explorer: Frequently purchases travel gear, cultural artifacts, and items that support spontaneous adventures.

- The Jester: Buys entertainment and fun products, such as games, humorous books, and spontaneous gifts.

- The Rebel: Invests in trendy and unconventional items, promoting individuality and change.

- The Creator: Enjoys buying a variety of creative tools, spontaneous art supplies, and items that inspire their creativity.

The analysis of top-selling products online reveals distinct patterns based on personality traits and Jungian archetypes. Extraverts and perceivers tend to favor products that enhance social interactions and spontaneous experiences, while introverts and thinkers prefer items that support introspection and intellectual pursuits. Sensors and judging individuals focus on practical and organized purchases, whereas intuitive and feelers gravitate towards imaginative and emotionally resonant products. Understanding these patterns can help marketers and online retailers tailor their

offerings to meet the diverse needs and preferences of different personality types, enhancing customer satisfaction and engagement.

The Relationship Between Personality Types and Online Shopping Product Categories

This study seeks to analyse the relationship between personality types and online shopping habits, particularly regarding the product categories being purchased.

The objective is to explore which types of personalities are inclined to purchase specific products online and to identify the most purchased products across all personality types.

Methodology

To answer these questions, the following methods were applied:

- **Frequency Distribution Analysis**: This analysis helped identify the number of occurrences of each product category for every personality type and highlighted the most common product for each type.

- **Product Category Distribution**

- **Correspondence Analysis**: This statistical technique was employed to visualize the relationships between personality types and product categories in a two-dimensional space, offering insights into the strength of the associations.

Key Findings

1. Frequency Distribution and Proportion of Personality Types

The frequency distribution and proportion analysis provided key insights into the prevalence of personality types in the dataset.

As seen in the table, The Sage personality type dominates the dataset, accounting for 23.91% of the total, while other personality types such as The Lover and The Hero appear less frequently.

2. Product Category Distribution

The most shopped product category across all personality types was **Groceries and Essentials**, with a significant portion of personality types showing a preference for this category.

- **The Sage** exhibited the highest occurrence for **Groceries and Essentials**.

Table 4.12. Proportion of personality types

Personality Type	Proportion (%)
The Sage	0.2391
The Innocent	0.087
The Jester	0.0761
The Magician	0.0652
The Explorer	0.0652
The Caregiver	0.0543
The Everyman	0.0543
The Rebel	0.0435
The Ruler	0.0435
The Creator	0.0217
The Hero	0.0217
The Lover	0.0109

- **The Creator** showed a preference for **Electronics and Gadgets**, while **The Hero** leaned towards **Clothing and Fashion Items**.

Other personality types such as **The Innocent**, **The Jester**, and **The Magician** similarly showed a strong preference for **Groceries and Essentials**, albeit in smaller proportions.

3. Correspondence Analysis

Correspondence Analysis was applied to visualize the relationship between personality types and product categories in a two- dimensional space. This analysis helps uncover associations and dependencies that are difficult to observe in traditional tabulations.

Figure 4.20. CA plot on online product shopping

The scatterplot from the correspondence analysis revealed the following:

- **The Sage** and **The Everyman** are closely associated with **Groceries and Essentials**, as their points are positioned near this category in the two-dimensional space.

- **The Creator** and **The Hero** were located nearer to **Electronics and Gadgets** and **Clothing and Fashion Items**, indicating their stronger affinity towards these categories.

The proximity of personality types to product categories in the plot suggests the strength of their association. Personality types clustered near a specific product category exhibit a stronger likelihood of purchasing from that category. For instance, **The Sage**, with a clear preference for **Groceries and Essentials**, is clustered closer to that category in the plot.

This visual representation provides clear, evidence-backed insight into consumer behavior, helping to identify which personality types are more likely to purchase certain products.

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The findings of this study align with existing theories in consumer behavior, indicating that personality traits play a significant role in determining shopping preferences. The dominance of **Groceries and Essentials** as the most shopped product category highlights the essential nature of these products across various personality types, irrespective of individual differences.

However, the distinct preferences observed in personality types like **The Creator** and **The Hero** for **Electronics and Gadgets** and **Clothing and Fashion Items** suggest that marketing strategies can be tailored to specific consumer archetypes. Businesses can use this information to design personalized marketing campaigns that align with the unique preferences of each personality type.

For instance, targeting **The Sage** with advertisements for essential goods, while promoting tech products to **The Creator**, could lead to improved engagement and conversion rates.

4.3.2.4 Research Sub-Question 4 – Personality Assessment

There are 12 sets of personality as per Carl Jung Model (Figure 4.21) derived from research paper of Neher (1996). Carl Gustav Jung was a Swiss psychiatrist and psychoanalyst who founded analytical psychology. Jung's work has been influential in the fields of psychiatry, anthropology, archaeology, literature, philosophy, psychology, and religious studies. Jung first coined the term "archetypes" in his 1919 essay "Instinct and the Unconscious".

Figure 4.21. Jungian Archetypes, Neher (1996)

Example: The Instagram brand equity is built on the Creator archetype. It promotes creativity and self-expression and strives to showcase the inspiring work of its users.

In the Survey/interviews, there are set of questioners to identify the personality of the participant that can be corelated or mapped to other question of the survey/interview.

Table 4.13. Personality Type in Percentage

Personality Type	% of Personality
The Caregiver	9.23%
The Creator	4.62%
The Everyman	3.85%
The Explorer	6.15%
The Hero	3.08%
The Innocent	12.31%
The Jester	11.54%
The Lover	1.54%
The Magician	6.92%
The Rebel	6.15%
The Ruler	5.38%
The Sage	29.23%

4.3.2.5 Research Sub-Question 5 – Relationship Between Scrolling, Online Shopping, and Personality

To identify the relation below questions are asked to have better clarity.

- How do you feel after a scrolling session on social media or other online platforms?

- How does online shopping impact your mood and overall well-being?

- Do you believe your scrolling and online shopping behaviours are influenced by your personality? If so, how?

- What activities do you engage in to maintain a healthy balance between your online and offline life?

- Are there specific types of content or interactions on social media that you find particularly uplifting or stressful?

Impact of Social Media

The data collected offers valuable insights into the impact of social media usage across various personality types as classified by Carl Jung's archetypes. By examining the responses related to feeling after the use of social media, we can discern patterns and draw conclusions about how social media affects different individuals.

Social media usage has both positive and negative impacts, with varying effects based on personality traits. Key areas of impact include emotional well-being, social connections, productivity, and self-perception.

Extraverts

Extraverts often report significant positive impacts from social media due to their social nature and desire for connection.

- The Everyman: Experiences enhanced social bonds and a greater sense of community, as social media allows them to stay connected with a wide network of friends and family.

- The Jester: Finds joy and amusement through engaging with entertaining content, which positively affects their mood and overall happiness.

- The Lover: Benefits from the emotional support and relationship-building opportunities provided by social media, leading to improved personal relationships.

- The Hero: Gains motivation and inspiration from social media, as they connect with like-minded individuals and communities that support their goals.

Introverts

Introverts have a more mixed experience with social media, often balancing the benefits of connection with the drawbacks of overstimulation.

- The Sage: Uses social media as a tool for intellectual engagement and information sharing but may experience distraction and reduced productivity due to excessive use.

- The Innocent: Finds positivity and encouragement through uplifting content, though they may also feel overwhelmed by negative or excessive information.

- The Magician: Leverages social media for creative inspiration and transformative ideas but might struggle with maintaining focus amidst the abundance of content.

- The Caregiver: Connects with supportive communities and resources for caregiving yet may feel burdened by the emotional toll of constant connectivity.

Sensors

Sensors tend to use social media for practical purposes, and their experiences reflect a focus on tangible outcomes and real-world applications.

- The Everyman: Appreciates the practical benefits of staying informed and connected but may encounter stress from information overload.

- The Caregiver: Finds valuable support and advice on social media, which aids in their caregiving roles, although they may also face emotional strain from continuous engagement.

- The Ruler: Utilizes social media for networking and professional growth, benefiting from increased visibility but possibly experiencing pressure to maintain a polished online presence.

- The Creator: Draws inspiration and feedback for their creative projects yet may be distracted by the constant influx of new content and ideas.

Intuitives

Intuitives are drawn to the idea-rich environment of social media but must navigate the challenges of maintaining focus and avoiding overstimulation.

- The Magician: Finds a wealth of innovative ideas and transformative content, which fuels their creativity, though they risk being sidetracked by endless possibilities.

- The Sage: Engages in intellectual discussions and deep dives into topics of interest but may struggle with the sheer volume of information available.

- The Explorer: Benefits from discovering new experiences and cultures through social media, though they may feel restless and distracted by the constant stream of new content.

- The Rebel: Uses social media to challenge norms and promote social change, finding solidarity and support but also facing potential backlash and conflict.

Thinkers

Thinkers appreciate the analytical and informative aspects of social media but must balance these with the potential for distraction.

- The Sage: Values the access to a broad range of information and perspectives, enhancing their knowledge, although they need to manage the risk of information overload.

- The Ruler: Uses social media strategically for professional and organizational purposes, benefiting from increased influence but facing the pressure of maintaining a professional image.

- The Hero: Draws inspiration and motivation from success stories and goal-oriented content but may become overly focused on comparison and self-critique.

- The Rebel: Engages with analytical and critical content, promoting social change, but may encounter stress from conflict and opposition.

Feelers

Feelers are influenced by the emotional and relational aspects of social media, experiencing both positive connections and emotional challenges.

- The Lover: Enjoys the emotional connection and relationship-building opportunities but may feel affected by negative interactions and social comparison.

- The Caregiver: Finds support and community, enhancing their caregiving efforts, yet may be emotionally drained by the constant connectivity.

- The Innocent: Seeks positivity and encouragement, benefiting from uplifting content, but may feel overwhelmed by negative news and online negativity.

- The Everyman: Values the sense of belonging and community, enhancing their emotional well-being, though they need to manage the potential for information overload and distraction.

The impact of social media usage varies significantly across different personality types and Jungian archetypes. While extraverts generally experience positive effects due to their social nature, introverts and thinkers must balance the benefits of intellectual engagement with the risks of distraction. Sensors appreciate the practical applications of social media, whereas intuitives are drawn to the rich ideas but face challenges in maintaining focus. Feelers benefit from emotional connections but need to manage the potential for emotional strain. Understanding these nuanced impacts can help individuals tailor their social media usage to maximize benefits and minimize drawbacks.

Report: Insights on Social Media Impact Based on Personality
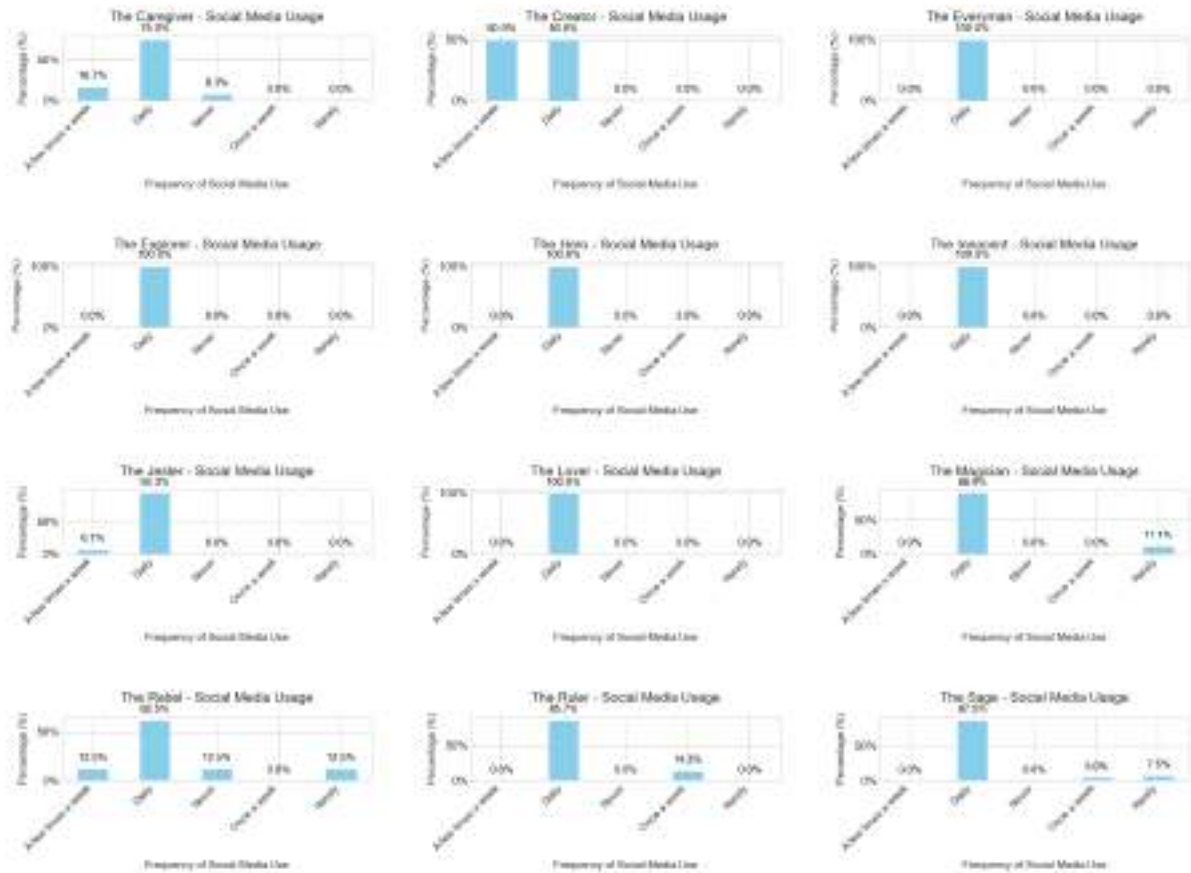
Figure 4.22. Bar Charts on frequency of social media usage

Personality Types and Sentiment

In this report, we explore how different personality types experience the impact of social media through positive, neutral, and negative sentiments. Using a combination of sentiment analysis and keyword extraction, we have identified various trends that help us understand how social media influences individuals based on their unique personality traits.

Overview of Sentiment Distribution

When analyzing the sentiment of responses from various personality types, we identified three primary categories: **Positive**, **Neutral**, and **Negative** sentiments. These categories were derived from the textual responses given by individuals about their experiences and feelings toward social media.

- **Positive Sentiment**: Indicates that the individual feels that social media has had a beneficial or helpful impact on their life.

- **Neutral Sentiment**: Reflects a balanced or indifferent perspective, where the person doesn't feel strongly one way or the other.

- **Negative Sentiment**: Highlights that the individual experiences stress, anxiety, or other negative consequences from using social media.

Personality Types and Sentiment Insights
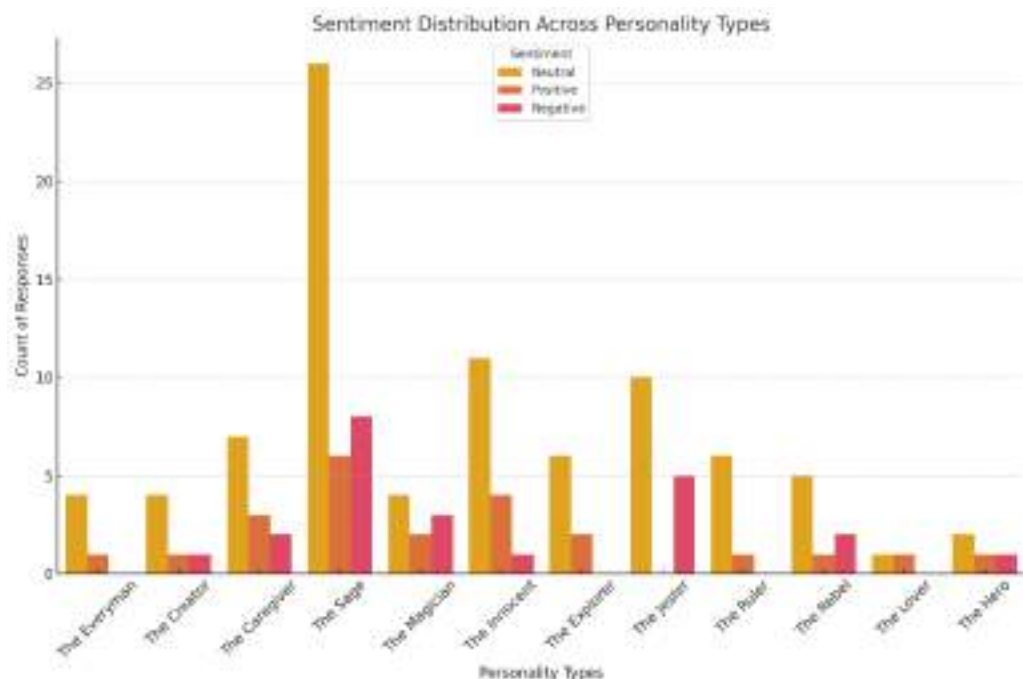
Figure 4.23. Sentiment distribution across personality types

- **Dominant Sentiments**: Negative and Neutral.

- **Key Findings**: The Sage personality experiences the most diverse range of emotions. They are often reflective, and social media seems to evoke mixed feelings in them. While some Sages benefit from positive influences like staying connected and informed, many report feeling stressed or negatively impacted by the overwhelming flow of information and the pressures of online discourse.

Example: Sages who report negative sentiment often describe social media as causing "mental stress" or "negatively influencing" their well-being. On the other hand, those with neutral responses tend to acknowledge its usefulness without getting emotionally involved.

The Innocent

o **Dominant Sentiments**: Neutral and Positive.

o **Key Findings**: Innocents tend to have a generally neutral or positive outlook on social media. They see it as a tool for maintaining connections and accessing helpful information. However, they tend not to get too deeply affected by it, often

expressing a more balanced or passive engagement with social media platforms.

Example: Positive Innocents appreciate social media for the access it provides to the world and its ability to inform and connect, whereas neutral Innocents tend to see it as neither particularly good nor bad, but simply a part of modern life.

The Jester

- **Dominant Sentiments**: Negative and Neutral.

- **Key Findings**: Jesters often experience social media in a negative light, possibly because they engage with it for entertainment and diversion. When their expectations of fun and relaxation is not met, they report stress, frustration, or disappointment. Neutral Jesters tend to accept social media as a tool that is neither overly good nor bad but find it sometimes lacking in real joy.

Example: Jesters who report negative sentiment frequently describe social media as a "waste of time" or "stressful" when it fails to deliver the positive distractions they seek.

The Caregiver

- **Dominant Sentiments**: Positive and Neutral.

- **Key Findings**: Caregivers generally have a positive relationship with social media. They often view it as a platform that helps them care for others, stay informed, and feel connected.

However, when they do experience negative impacts, it's usually in the context of seeing too much negativity or feeling overwhelmed by the demands of constant connectivity.

Example: Positive Caregivers appreciate social media for the helpful information and connections it offers, often using it to enhance their caregiving roles.

The Explorer

- **Dominant Sentiments**: Neutral and Positive.

- **Key Findings**: Explorers tend to see social media as an adventure—a tool to discover new ideas, places, and people. For them, social media is an extension of their desire to explore the world. While they usually have a neutral or positive sentiment, the negativity rarely affects them because they are more focused on the benefits of exploration.

Example: Explorers with positive sentiments describe social media as "informative" and "helpful" for discovering new perspectives, while those with neutral sentiments simply see it as one more way to expand their horizons.

- **Common Themes Across Sentiments**

Across all personality types, a few common themes emerged:

Connection and Access: Those with positive sentiments frequently mention the benefits of staying connected with friends, family, and global events. Keywords such as "access",

"world", and "helps" were frequently used by individuals who felt social media positively impacted their lives.

Stress and Anxiety: Negative sentiment was often tied to feelings of stress, anxiety, and time-wasting. Words like "stress", "mental health", and "waste of time" were prevalent in responses from those who felt overwhelmed by the constant engagement and comparison driven by social media.

Balanced Indifference: Neutral sentiments were marked by a lack of strong emotion either way. Words such as "influence", "connected", and "stressful" appeared often, reflecting a middle ground where individuals neither hated nor loved their social media experience.

Final Insights and Recommendations

- o **Tailored Approaches**: Different personality types require different approaches when using social media. For example, **The Sage** might benefit from limiting exposure to highly stimulating content, while **The Caregiver** might thrive in spaces that focus on support and community.

o **Mindful Engagement**: Across the board, individuals may benefit from more mindful social media usage. By identifying the types of content that positively or negatively impact them, users can curate their feeds to enhance their experiences and reduce stress.

o **Balance:** For many, balance is key. Understanding when social media offers value and when it starts to become overwhelming is crucial to maintaining a healthy relationship with technology.

Impact of online shopping

The data collected via survey offers a detailed look into how online shopping affects individuals across various personality types and Jungian archetypes. By examining the responses regarding the feeling after online shopping, we can discern patterns and draw conclusions about the diverse impacts of online shopping.

Online shopping has transformed consumer behaviour, providing convenience, variety, and often better pricing. However, its impact varies significantly based on personality traits and archetypal profiles, affecting emotional well-being, financial habits, and lifestyle.

Extraverts

Extraverts tend to enjoy the social aspects of online shopping, such as sharing purchases and seeking recommendations from their network.

- The Everyman: Appreciates the convenience and time-saving aspects of online shopping, often sharing their purchases on social media and seeking advice from friends and family.

- The Jester: Finds joy in browsing and buying fun, novelty items, often using shopping as a source of entertainment and leisure.

- The Lover: Enjoys buying gifts and items that enhance personal relationships, such as personalized presents and romantic gestures, often sharing these experiences online.

- The Hero: Utilizes online shopping to efficiently acquire gear and resources needed to achieve their goals, appreciating the convenience and variety.

Introverts

Introverts value the ability to shop without the need for social interaction, finding online shopping a more comfortable and controlled environment.

- The Sage: Prefers purchasing books, educational materials, and intellectual resources online, enjoying the ease of access to a vast array of knowledge.

- The Innocent: Buys items that promote positivity and comfort, such as wellness products and inspirational decor, appreciating the stress-free shopping experience.

- The Magician: Enjoys acquiring innovative and transformative products that support personal growth and creativity, benefiting from the extensive selection available online.

- The Caregiver: Values the convenience of buying caregiving supplies and health-related products, which support their caregiving responsibilities without the need for time-consuming trips to physical stores.

Sensors

Sensors focus on the practical benefits of online shopping, appreciating the efficiency and detailed information available.

- The Everyman: Uses online shopping for everyday necessities and practical items, valuing the convenience and time saved.

- The Caregiver: Frequently purchases health and wellness products, household essentials, and caregiving tools, benefiting from easy access to a wide range of products.

- The Ruler: Leverages online shopping for business-related purchases, office supplies, and organizational tools, appreciating the ability to compare prices and read reviews.

- The Creator: Enjoys buying materials and tools for creative projects, benefiting from the variety and specialized items available online.

Intuitives

Intuitives are drawn to the vast possibilities offered by online shopping, often exploring new and unique products.

- The Magician: Finds online shopping inspiring, exploring innovative products and ideas that support their transformative and creative pursuits.

- The Sage: Appreciates the access to rare and specialized educational materials, often discovering new resources that enrich their intellectual endeavors.

- The Explorer: Engages with a wide range of products related to travel, adventure, and new experiences, enjoying the discovery aspect of online shopping.

- The Rebel: Purchases unique and unconventional items that reflect their individuality and support their desire for social change.

Thinkers

Thinkers appreciate the analytical aspects of online shopping, such as comparing products, reading reviews, and making informed decisions.

- The Sage: Values the ability to easily access a wealth of information about products, making well-informed purchases of intellectual and educational materials.

- The Ruler: Utilizes online shopping for strategic and professional purchases, relying on detailed product information and reviews to make efficient decisions.

- The Hero: Focuses on buying products that enhance their performance and support their goals, benefiting from the variety and detailed specifications available online.

- The Rebel: Engages in thoughtful purchasing of items that support their analytical and critical approach to life, often choosing products that align with their values.

Feelers

Feelers are influenced by the emotional and relational aspects of online shopping, often purchasing items that foster connections and express their values.

- The Lover: Enjoys the emotional satisfaction of buying gifts and items that enhance personal relationships, often choosing personalized and meaningful products.

- The Caregiver: Values the ease of purchasing caregiving supplies and health products, which help them support and care for others more effectively.

- The Innocent: Prefers buying uplifting and positive items that promote well-being and happiness, appreciating the variety of wellness products available online.

- The Everyman: Buys practical and community-focused products, enjoying the sense of belonging that comes from shared recommendations and reviews.

Judging

Judging individuals prefer the structured and organized nature of online shopping, benefiting from the ability to plan and execute purchases efficiently.

- The Ruler: Utilizes online shopping for organized and strategic purchases, valuing the ability to streamline their buying process and maintain control over their spending.

- The Hero: Appreciates the ability to efficiently buy products that support their goals and ambitions, often planning purchases to align with their objectives.

- The Caregiver: Buys caregiving and household items in an organized manner, ensuring they have what they need to support their caregiving duties.

- The Creator: Plans and buys creative supplies methodically, ensuring they have the materials needed for their projects.

Perceiving

Perceiving individuals enjoy the flexibility and spontaneity of online shopping, often exploring a wide range of products.

- The Explorer: Engages in spontaneous purchases related to travel and adventure, enjoying the variety and novelty of online shopping.

- The Jester: Buys fun and entertaining items on a whim, finding joy in the spontaneity of online shopping.

- The Rebel: Purchases trendy and unconventional items, appreciating the freedom to explore and discover unique products.

- The Creator: Enjoys the flexibility to buy creative supplies as inspiration strikes, often exploring new and innovative products.

The impact of online shopping is multifaceted and varies significantly across different personality types and Jungian archetypes. Extraverts and feelers often find emotional satisfaction and social engagement through online purchases, while introverts and thinkers appreciate the convenience and informational aspects. Sensors value the practical benefits, and intuitives are drawn to the exploratory possibilities. Judging individuals prefer the structured nature of online shopping, while perceiving individuals enjoy its spontaneity. Understanding these patterns can help

online retailers tailor their offerings and marketing strategies to better meet the diverse needs and preferences of their customers.

Personality Types and Their Impact on Online Shopping Behaviour

This report aims to investigate the relationship between different personality types and their online shopping behavior. The key research questions were focused on two aspects:

- How does online shopping impact the mood and overall well-being of individuals based on their personality types?

- Do individuals believe that their scrolling and online shopping behaviors are influenced by their personality?

The dataset provided contained three categorical variables:

- **Personality Types**: Various personality archetypes (e.g., "The Caregiver", "The Hero", "The Sage").

- **How does online shopping impact your mood and overall well-being?** Mood and emotional responses related to online shopping.

- **Do you believe your scrolling and online shopping behaviors are influenced by your personality?** Individuals' beliefs about whether their online shopping behavior is shaped by their personality.

The three main columns of the dataset were:

- **Personality Types:** 12 distinct personality types.

- **How does online shopping impact your mood and overall well-being?** Various mood categories including "Satisfaction", "Fatigue", "Anticipation", "Relief", etc.

- **Do you believe your scrolling and online shopping behaviors are influenced by your personality?** Three response types - "Yes", "No", and "Maybe".

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Statistical Approach

Key Techniques Applied:

Contingency Tables: Two key contingency tables were created to explore the relationships between:

- Personality Types and Mood Impact

- Personality Types and Perception of Influence on Shopping Behavior

Proportional Pie Charts: Pie charts representing the proportional breakdown of responses for each personality type were generated.

Heatmaps: Heatmaps is used to visually display the proportions of responses in each category.

Analysis and Findings

Personality Types vs Mood Impact

It explores the relationship between personality types and the impact of online shopping on their mood. The table presented a frequency distribution across different moods.

- **Statistical Summary:**

  o The most frequent mood impacts for personality types such as "The Sage" and "The Magician" were more diverse, showing a range of responses from "Satisfaction" to "Relief".

  o Personality types like "The Caregiver" and "The Hero" had more concentrated mood impacts, often centered on specific moods such as "Satisfaction" or "Anticipation".

Figure 4.24. Proportion of mood impact by personality types

Pie Charts for Personality Types and Mood Impact:

Each personality type's pie chart was generated based on the proportions of different mood responses. Some key findings include:

The Caregiver: Dominated by moods of "Anticipation" and "Relief", indicating that online shopping largely elicited positive or neutral emotions. (Figure 4.25)

Mood Impact Proportions for The Caregiver
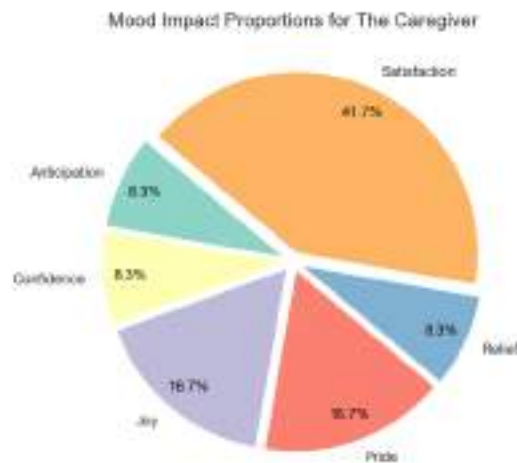
Figure 4.25. Mood proportions for the caregiver

The Sage: Displayed the most balanced distribution of mood impacts, with substantial proportions across "Satisfaction", "Relief", and even "Fatigue". (Figure 4.26)

The Rebel: This personality type had a higher proportion of negative moods such as "Fatigue", suggesting that online shopping might not always be a fulfilling experience for this group. (Figure 4.27)

Mood Impact Proportions for The Sage
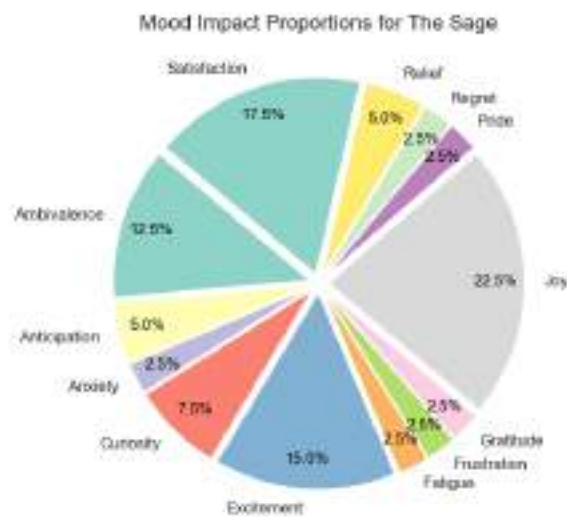
Figure 4.26. Mood impact proportions for the sage.
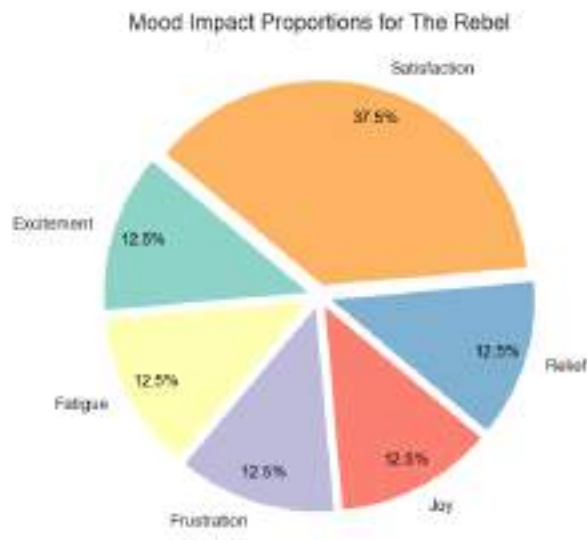
Figure 4.27. Mood impact proportions for the rebel.

The pie charts provided a clear visual representation of how different personalities responded emotionally to online shopping.

How individual personality feel after online shopping is shown below through Correspondence Plot.

Detailed Report on Mood Impact Proportions Based on Personality Types

This report dives deep into the emotional responses experienced by individuals with various personality archetypes after engaging in online shopping. Using pie charts to visualize the distribution of emotions, we can identify the predominant moods and uncover insights into how each personality archetype perceives their online shopping experiences.

- *The Sage*
    - Joy (22.5%): The Sage, often characterized by a pursuit of wisdom and understanding, derives the most emotional satisfaction from online shopping through joy. This indicates that their online purchases may contribute to a sense of

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fulfillment and pleasure, possibly because the act of shopping might serve as a reflection of their curiosity and need to discover new ideas or products.
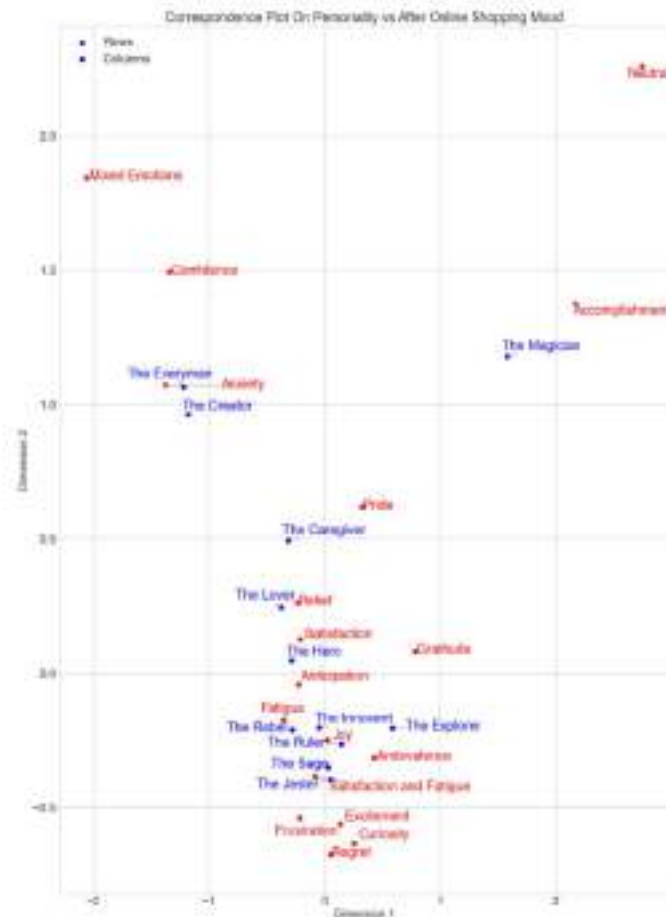
Figure 4.28. Correspondence plot on personality vs after online shopping mood.

- Satisfaction (17.5%): For Sages, satisfaction is a key emotional outcome of shopping. It aligns with their goal-oriented mindset, where they achieve a sense of accomplishment through informed purchases.

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- Ambivalence (12.5%): While Sages generally experience positive emotions, the presence of ambivalence suggests that some online shopping experiences leave them feeling uncertain or conflicted. This could be due to the constant evaluation of whether a purchase was a wise choice.

- Curiosity (7.5%): As expected, curiosity plays a significant role for Sages in the aftermath of shopping. They may be inclined to explore new products and enjoy the excitement of discovery.

- Other Emotions (Fatigue, Frustration, Regret, Gratitude, Relief, Pride - Each 2.5%): The remaining emotions show that Sages occasionally feel mixed responses, though these tend to be less frequent. The small proportions indicate that online shopping sometimes introduces negative emotions such as regret or fatigue but doesn't dominate their overall experience.

- *The Caregiver*

  - Satisfaction (41.7%): Caregivers, known for their nurturing and supportive qualities, experience high levels of satisfaction after online shopping. This makes sense as their purchases are often focused on meeting the needs of others, reinforcing their sense of purpose and fulfilment.

  - Pride and Joy (Each 16.7%): Caregivers feel proud and joyful, particularly when their purchases positively impact those they care about. These emotions reflect the gratification of fulfilling their caregiving role.

  - Relief, Confidence, and Anticipation (Each 8.3%): These emotions are less prominent but still significant, suggesting that Caregivers often feel a sense of relief and

confidence after completing their shopping, especially when they've made decisions that benefit others.

- *The Creator*

  - Mixed Emotions, Joy, Satisfaction, Relief, Anxiety, Anticipation (Each 16.7%): The Creator archetype experiences an equal distribution of emotions following their online shopping endeavors. This distribution signifies that their complex personality leads them to feel a variety of emotions with no single dominant mood. Creators, driven by innovation and originality, may feel joy or relief when their purchases align with their creative vision but also experience anxiety or mixed emotions when they are uncertain about their choices.

- *The Everyman*

  - Anxiety, Confidence, Fatigue, Relief, Satisfaction (Each 20%): The Everyman experiences an equal spread of emotions. This indicates that their online shopping experience can evoke both positive and negative emotions in equal measure. For the Everyman, simplicity and connection are important, and while shopping may bring satisfaction and relief, it also introduces anxiety and fatigue. The Everyman's experience of online shopping seems balanced, with no single emotion dominating the others.

- *The Explorer*

  o Excitement (25%): The Explorer, driven by curiosity and adventure, feels the most excitement after shopping. Online shopping likely appeals to their love of discovery and novelty, allowing them to explore new products and ideas.

o Joy, Satisfaction, Accomplishment, Ambivalence, Anticipation, Curiosity (Each 12.5%):

While excitement is the strongest emotional response, Explorers also feel a

- Balanced mix of joy, satisfaction, and accomplishment. However, the presence of

ambivalence shows that some experiences leave them uncertain or conflicted about

their purchases.

- *The Hero*

  - Satisfaction, Joy, Relief, Anticipation (Each 25%): Heroes experience a balanced range of positive emotions following online shopping. Their innate desire to take action and make a difference is reflected in their satisfaction, joy, and relief after completing purchases. Anticipation may stem from the excitement of putting their purchases to use for meaningful causes.

- *The Innocent*

  - Satisfaction, Joy, Excitement (Each 18.8%): The Innocent archetype, characterized by their optimism and pursuit of happiness, feels a sense of satisfaction, joy, and excitement after online shopping. These emotions suggest that shopping aligns with their desire for simplicity and positivity, often bringing them a sense of delight.

  - Relief, Pride, Anticipation, Ambivalence, Satisfaction and Fatigue (Each 6.2%): While positive emotions dominate, a small portion of Innocents experience ambivalence or fatigue, reflecting occasional uncertainties or mixed feelings after making purchases.

- *The Jester*

  - Joy (33.3%): The Jester archetype, with their lighthearted and playful nature, feels overwhelming joy after online shopping. This likely reflects their pursuit of fun and enjoyment, as they see shopping as a form of entertainment or amusement.

  - Fatigue, Excitement, Relief, Gratitude, Anticipation, Curiosity, Ambivalence (Each 6.7% - 13.3%): Jesters also experience fatigue, relief, and ambivalence, which could indicate that the act of shopping occasionally

introduces feelings of tiredness or indecision, despite their general sense of joy and excitement.

- *The Lover*

    - Satisfaction (100%): For the Lover archetype, shopping brings complete satisfaction. This makes sense given their focus on relationships and beauty. For Lovers, shopping may serve as a way to enhance their surroundings and show affection to loved ones, which brings them complete emotional fulfilment.

- *he Magician*

    - Accomplishment (22.2%): The Magician archetype, driven by transformation and creation, feels a strong sense of accomplishment after shopping. This suggests that they view their purchases as a means to facilitate change or improvement, aligning with their personality traits.

    - Neutral, Joy, Pride, Ambivalence, Satisfaction, Relief, Gratitude (Each 11.1%): Magicians also experience a wide range of emotions, including joy, pride, and ambivalence. These mixed emotions indicate that while

Magicians often feel successful in their purchases, they also experience moments of uncertainty or neutrality, perhaps depending on how well the purchase aligns with their goals.

- *The Rebel*

- Satisfaction (37.5%): The Rebel personality type derives the most significant emotional outcome from satisfaction after online shopping. This suggests that despite their defiant and non-conformist nature, Rebels experience a sense of contentment when they achieve their shopping goals, particularly when their purchases allow them to maintain their independence and assert their individuality.

- Relief, Joy, Frustration, Fatigue, Excitement (Each 12.5%): Rebels have a mixed emotional response to online shopping. They experience an equal distribution of positive emotions such as joy, relief, and excitement, alongside negative feelings of frustration and fatigue. This balance likely stems from their conflicting desires: on one hand, they appreciate the freedom and choice that online shopping offers, but on the other hand, they may find the experience exhausting or limiting to their rebellious spirit.

- *The Ruler*

  - Satisfaction (28.6%): The Ruler personality type experiences a strong sense of satisfaction from online shopping, which aligns with their desire for control and structure. Rulers appreciate order and authority, so when their shopping experiences meet their expectations and reinforce their sense of control, they feel highly satisfied.

  - Joy, Gratitude, Fatigue, Excitement, Ambivalence (Each 14.3%): Rulers have a diverse emotional response to online shopping. They are equally likely to feel joy, gratitude, fatigue, excitement, or ambivalence. This reflects the complexity of their personality, where positive emotions such as joy and gratitude can arise when their shopping choices reinforce their power and influence. However, ambivalence and fatigue suggest that shopping can also

be draining for Rulers, especially if the experience doesn't meet their high standards.

Summary of Key Insights Across Archetypes

- Satisfaction as a Dominant Emotion: Across several archetypes, satisfaction is a prominent emotion after online shopping, particularly for personalities like The Lover (100%), The Caregiver (41.7%), The Rebel (37.5%), and The Ruler (28.6%). This highlights the importance of meeting personal and relational goals for these individuals.

- Mixed Emotions and Ambivalence: While many archetypes, such as The Creator and The Explorer, experience joy and excitement, ambivalence and mixed emotions are also prevalent. This suggests that online shopping does not always produce straightforward emotional responses. For archetypes like The Sage, The Innocent, and The Ruler, ambivalence arises when the shopping experience doesn't fully meet their deeper needs or expectations.

- Fatigue and Frustration: Negative emotions such as fatigue and frustration are frequently reported by archetypes like The Rebel and The Jester. These personalities, often driven by energy and spontaneity, may find online shopping to be overwhelming or tiresome at times.

- Positive Emotional Associations: For archetypes like The Jester (33.3% joy) and The Explorer (25% excitement), online shopping provides a fun and engaging experience. These personalities tend to thrive in environments that offer discovery and playfulness, which online shopping can sometimes deliver.

Conclusion

This detailed analysis reveals that online shopping has a nuanced emotional impact on individuals, shaped by their personality archetypes. While many experience satisfaction, joy, and excitement, others grapple with ambivalence, fatigue, and frustration. Understanding these emotional outcomes can guide retailers and marketers in tailoring their approaches to different personality types, ensuring that shopping experiences are not only functional but also emotionally fulfilling.

Personality Types vs Perception of Influence on Shopping Behaviour

This contingency table explored how different personality types perceive the influence of their personality on online shopping behaviour.

Statistical Summary

- The responses were heavily skewed towards "Yes" for many personality types, indicating a strong belief that personality significantly influences shopping behavior.

- For certain personality types like "The Sage" and "The Magician", the "Yes" response was dominant, showing personality's influence on their shopping habits.

- Personality types like "The Caregiver" and "The Hero" showed a more even split between "Yes" and "Maybe".

Table 4.14. Personality Types vs Perception of Influence on Shopping Behaviour

Personality Type	May be	No	Yes
The CareGiver	25	16.66667	58.33333
The Creator	66.66667	16.66667	16.66667
The Everyman	20	20	60
The Explorer	37.5	25	37.5
The Hero	50	0	50
The Innocent	31.25	12.5	56.25
the Jester	13.33333	13.33333	73.33333
The Lover	0	50	50
The Magician	11.11111	33.33333	55.55556
The Rebel	12.5	37.5	50
The Ruler	0	42.85714	57.14286

The Sage	37.5	27.5	35	

Pie Charts for Personality Types and Shopping Behaviour Influence

Each personality type's pie chart was generated based on the proportions of responses to the question of whether their shopping behaviour is influenced by their personality. Notable insights include:

- **The Innocent**: The majority of responses were "Yes", suggesting that this personality type strongly believes in the influence of personality on shopping behaviour.
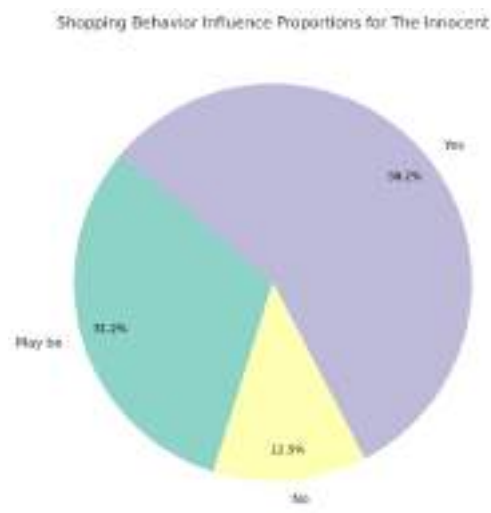
Figure 4.29. Shopping behavior influence proportions for the innocent

- **The Rebel**: Had a more balanced distribution across "Yes", "No", and "Maybe", indicating uncertainty or mixed beliefs about the role of personality in shaping shopping habits.

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Shopping Behavior Influence Proportions for The Rebel
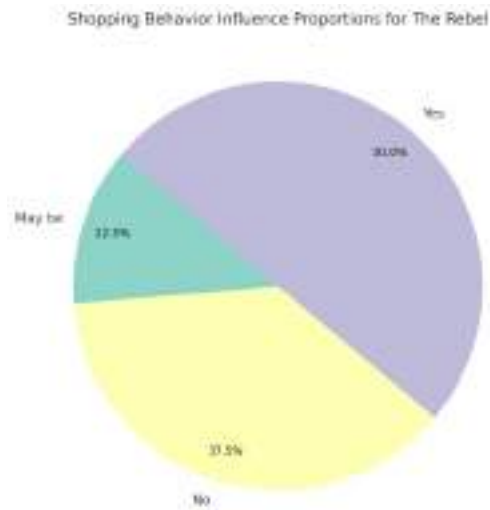
Figure 4.30. Shopping behavior influence proportions for the rebel

- **The Ruler**: Also leaned heavily towards "Yes", showing confidence in the impact of personality on online behavior.

Shopping Behavior Influence Proportions for The Ruler
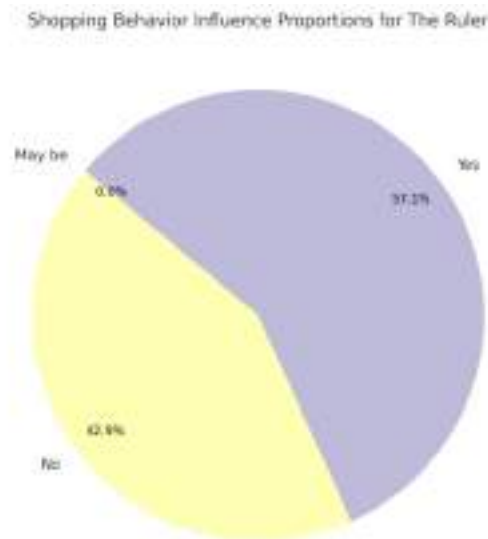
Figure 4.31. Shopping behavior influence proportions for the ruler

Below heatmap illustrates the proportion of mood impacts for each personality type, highlighting any dominant mood patterns.
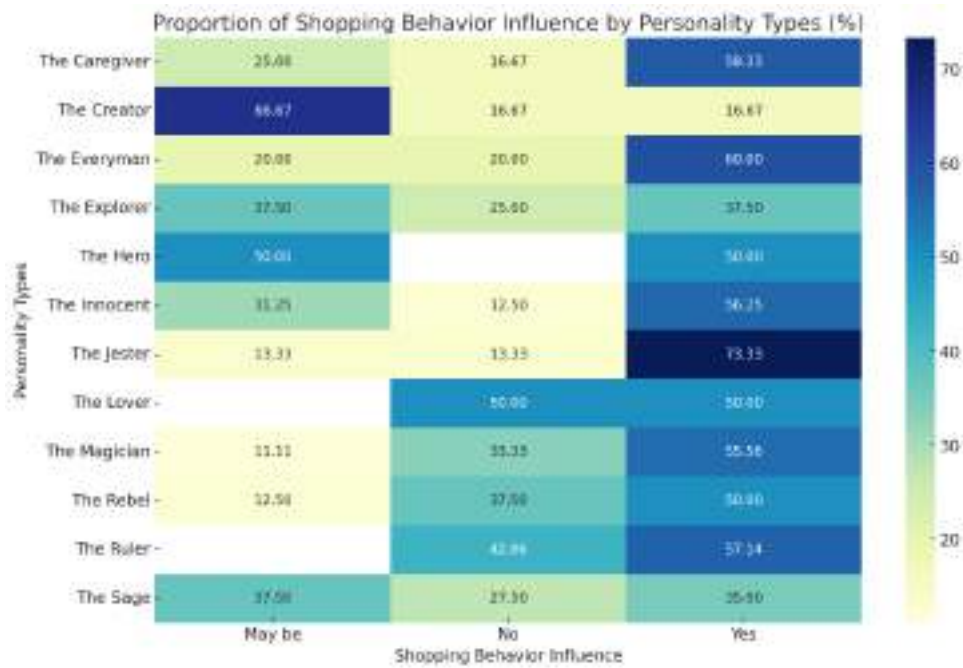
Figure 4.32. Proportion of shopping behavior influence by personality types

Perception of Influence on Shopping Behaviour by Personality Types

The survey results provide a fascinating glimpse into how individuals across different personality types perceive the influence of their own personality on their shopping behaviour. Let's explore these insights in detail, focusing on the variety of responses categorized into three perceptions: "Yes," "No," and "Maybe."

- *The Everyman*
  - **Majority Influence:** 60% of respondents who identify with the "Everyman" personality type believe that their personality influences their shopping behavior. This indicates that individuals with this personality type, known for their grounded

and relatable nature, recognize the impact of their straightforward and humble tendencies on their consumer habits.

- **Uncertainty:** 20% of the "Everyman" respondents indicated uncertainty with a "Maybe." This suggests that while some "Everymen" may see a link between personality and shopping, a portion remains unsure or indifferent about the correlation.

- **Minimal Rejection:** Similarly, 20% of this group does not believe that their personality plays a role in shaping their shopping choices.

- *The Creator*
  - **Predominant Uncertainty:** Interestingly, a significant 66.7% of "Creator" respondents chose "Maybe" when asked if their personality influences their shopping behavior. This highlights the creative and exploratory nature of this archetype, where individuals are often open to various possibilities and may be more reflective or unsure of the link between personality and behavior.

  - **Split Opinions:** The remaining respondents are equally divided between "Yes" (16.7%) and "No" (16.7%), indicating that while some are certain their creativity impacts their shopping, others reject the idea.

- *The Caregiver*

  - **Majority Agreement:** For the "Caregiver," 58.3% believe that their nurturing and protective traits influence their shopping behaviour. These individuals may prioritize products related to caregiving or community support, reflecting their deep-rooted compassion.

  - **Uncertainty and Minimal Disagreement:** A smaller percentage, 25%, expressed uncertainty with a "Maybe," while 16.7% do not think their personality influences their shopping. This highlights a mix of awareness and indifference toward the impact of personality in this archetype.

- *The Sage*

- **Significant Uncertainty:** The "Sage" respondents demonstrated the highest degree of uncertainty, with 37.5% selecting "Maybe." Known for their pursuit of knowledge and wisdom, "Sages" might be analytical in nature, reflecting on their actions but unsure of the exact influence of their personality on shopping behavior.

- **Moderate Agreement and Rejection:** 35% believe their personality influences their shopping, while 27.5% do not see a connection. This reflects the internal deliberation that is common among the "Sage" personality type.

- *The Magician*

   - **Majority Agreement:** For "Magician" respondents, a majority of 55.6% believe their personality impacts their shopping behavior. This reflects their transformative and visionary qualities, likely guiding them toward purchases that align with their innovative mindset.

   - **Minimal Uncertainty and Moderate Rejection:** 33.3% do not believe their personality affects their shopping behaviour, while a small 11.1% are uncertain, suggesting that most "Magicians" have a clearer sense of the role their personality plays in consumer behaviour.

- *The Innocent*

   - **Majority Agreement:** 56.2% of "Innocent" respondents believe their personality influences their shopping behavior. Known for their optimistic and simple outlook, these individuals likely seek products that align with their desire for purity and simplicity.

   - **Mixed Perceptions:** 31.2% of respondents remain unsure with a "Maybe," while a smaller percentage (12.5%) rejects the influence of personality,

indicating that while some are clear about this connection, others are still contemplating it.

- *The Explorer*

  o **Split Opinions:** Respondents identifying as "Explorers" are evenly split between those who believe in the influence of personality (37.5%) and those who are uncertain (37.5%). This reflects their adventurous and inquisitive nature, where their desire for discovery likely influences some of their shopping decisions, but others remain unsure.

  o **Moderate Rejection:** 25% do not believe their personality influences their shopping, showcasing a diverse range of opinions within this archetype.

- *The Jester*

  o **Overwhelming Agreement:** "Jester" respondents show strong agreement with 73.3% indicating that their personality influences their shopping behavior. This suggests that their playful, spontaneous nature often guides them toward products that match their lively and humorous spirit.

  o **Minimal Rejection and Uncertainty:** A small percentage of "Jesters" chose "Maybe" (13.3%) or "No" (13.3%), suggesting that most individuals with this personality type are certain of the connection between personality and shopping behaviour.

- *The Ruler*

  o **Firm Belief in Influence:** The "Ruler" personality type showed a strong belief in the influence of their personality on shopping behaviour, with 57.1% indicating "Yes." Known for their authoritative and responsible nature, these individuals likely make purchases that align with their desire for control and leadership.

- o **Rejection and No Uncertainty:** 42.9% of "Rulers" do not believe their personality influences their shopping behaviour, with no respondents selecting "Maybe," indicating a clear-cut opinion on this matter within the archetype.

- *The Rebel*

  - o **Mixed Perceptions:** "Rebels" have diverse opinions on the matter, with 50% agreeing that their personality influences their shopping behavior, while 37.5% disagree. A smaller percentage (12.5%) expressed uncertainty with a "Maybe." This reflects the complex and often contrarian nature of this archetype, where some may

    follow the influence of their rebellious tendencies in their shopping choices, while others resist this notion.

- *The Lover*

  Lovers, known for their passion and devotion, show a split perception. **50%** believe their personality influences their shopping behavior, and **50%** believe it does not. Interestingly, none of the Lovers were uncertain. This suggests that while some Lovers may feel that their passion for relationships drives their shopping choices, others may prioritize other factors over their personality.

- *The Hero*

  The Hero personality, known for their courage and desire to prove their worth, is evenly split between "Yes" (**50%**) and "Maybe" (**50%**). None of the Heroes responded with "No," indicating that while Heroes are confident in their shopping behavior, they are still contemplating whether their personality is the main driver behind it.

Conclusion

This analysis provides a deeper understanding of how different personality types perceive the influence of their personality on their shopping behaviours. The results show that individuals like "Jesters," "Caregivers," and "Rulers" are more certain of the connection between their personality traits and their shopping habits. On the other hand, archetypes like the "Sage" and "Explorer" demonstrate a more reflective or uncertain view, often contemplating the exact role their personality plays in shaping their consumer behaviour. These insights offer valuable information for marketers aiming to target specific personality-driven consumer preferences.

Based on the analysis, the key takeaways include

- o **Personality Types and Mood Impact:** While there were observable differences in mood responses across personality types, no significant statistical relationship was found between personality and mood impact.

- o **Personality Types and Shopping Behaviour Influence:** Many individuals across most personality types believed that their personality influences their online shopping behaviour, with the strongest responses being observed in personality types such as "The Sage" and "The Innocent".

4.3.2.6 Research Sub-Question 6 – Self Reflection

- In your opinion, how has social media influenced your overall well-being and mental health?

- Do you believe that your social media behaviour accurately reflects your true personality? Why or why not?

- How familiar you are with Swipe culture, Mindless browsing, Scrolly telling and Infinite scrolling.

- Does celebrity endorsed product change buying decision?

- Would you be interested in participating in a follow-up interview to discuss your social media/scroll/shopping usage and its impact on your digital wellness in more detail? (Yes / No)

4.3.2.7 Research Sub-Question 7 – Demographics

It is not mandatory section but better to have it. Age range been part of this section and almost every participant was comfortable to share the range i.e., it has been part of the coding the participant.

4.4 Summary

This study's goal is to identify and evaluate how personality behave, feel, and act over the internet.

Towards this goal, the researcher spoke to several participants and asked probing, open-ended questions, and close-ended question to encourage them to share their life experiences and observations.

CHAPTER 5

DISCUSSION, IMPLICATIONS AND RECOMMENDATIONS

5.1 Introduction

The previous section detailed the results of the interviews conducted by the researcher, and the various relations between the themes being explored in this research. This section discusses the results in detail, along with recommendations for future research.

This study presents a novel approach to understanding and predicting online behavior through the lens of personality traits. Our findings demonstrate that personality traits such as extraverts, introverts, sensors, intuition, thinkers, feeling, judging, perceiving significantly influence various aspects of online interactions.

5.2 Discussion of Results

This section will discuss the results of the interviews.

From the interviews the researcher identified several themes (a) Driving Factor to Internet, (b) Time Spent over internet, (c) Frequency to use social media, (d) Online shopping engagement, (e) Top selling product online, (f) Impact of Social Media usage, and (g) Impact of online shopping. The background of these themes is discussed in Chapter II (Literature review), and will be summarized here, along with the results and discussion for each theme.

To keep the point simple Carl Jung's archetypes is mapped to **Myers-Briggs Type Indicator (MBTI)** of extraverts, introverts, sensors, intuition, thinkers, feeling, judging, perceiving. The possible mapping: Table 5.1 shows the summary of mapping, source: Geyer and Australian Association for Psychological Type (2014)

5.2.1 Mapping Jungian Archetypes to Personality Traits

Extraverts

Extraverts are outgoing, sociable, and thrive in social settings. They seek external stimulation and are energized by interacting with others.

- The Everyman: Enjoys being part of a community and connecting with others.

- The Jester: Loves entertaining and being the center of attention.

- The Lover: Thrives on deep relationships and social connections.

- The Hero: Engages with the world through action and interaction.

Introverts

Introverts are more reserved, preferring solitary activities or small groups. They gain energy from introspection and quiet environments.

- The Sage: Values wisdom and often seeks solitude for deep thought.

- The Innocent: Finds joy in simplicity and may prefer solitary contentment.

- The Magician: Uses inner vision and imagination, often working alone.

- The Caregiver: May focus on caring for others in personal, intimate settings.

Sensors

Sensors are practical, detail-oriented, and grounded in reality. They focus on the present and enjoy hands-on activities.

- The Everyman: Appreciates the everyday experience and practical solutions.

- The Caregiver: Provides practical support and care for others.

- The Ruler: Likes structure and order, often implementing practical solutions.

- The Creator: Applies creativity in practical, tangible ways.

Intuition

Intuitive individuals focus on possibilities, meanings, and patterns. They are future-oriented and enjoy abstract thinking.

- The Magician: Envisions possibilities and transformations.

- The Sage: Seeks deeper meanings and theoretical understanding.

- The Explorer: Looks for new experiences and potential.

- The Rebel: Imagines new ways of doing things and challenges the status quo.

Thinkers

Thinkers are logical, analytical, and objective. They value rationality and often approach situations with a critical eye.

- The Sage: Pursues knowledge and understanding through analysis and reflection.

- The Ruler: Uses logic and structure to maintain control and order.

- The Hero: Strategizes and uses logic to overcome challenges.

- The Rebel: Challenges norms with logical reasoning and critical thinking.

Feeling

Feeling individuals prioritize emotions, values, and harmony.

They choose what to do based on their own values and how it affects other people.

- The Lover: Values emotional connection relationships and passion

- The Caregiver: Focuses on empathy and helping others.

- The Innocent: Seeks happiness and purity, valuing positive emotions.

- The Everyman: Strives for belonging and harmonious relationships.

Judging

People who judge tend to like order making plans and being decisive. They enjoy having things sorted out and well-arranged.

- The Ruler: Values control, order, and structure.

- The Hero: Focuses on goals and decisive action.

- The Caregiver: Organizes efforts to help others in structured ways.

- The Creator: Plans and executes creative projects methodically.

Perceiving

People who perceive things are easy-going, quick to act, and welcome fresh ideas. They like to keep their choices open and enjoy adapting to new situations.

- The Explorer: Enjoys spontaneous adventures and exploration.

- The Jester: Values living in the moment and flexibility.

- The Rebel: Embraces change and spontaneity.

- The Creator: Enjoys creative freedom and open-ended projects.

Table 5.1. Summary of Mapping

Personality Trait	Jungian Archetypes
Extraverts	The Everyman, The Jester, The Lover, The Her
Introverts	The Sage, The Innocent, The Magician, The Caregiver
Sensors	The Everyman, The Caregiver, The Ruler, The Creator
Thinkers	The Sage, The Ruler, The Hero, The Rebel
Judging	The Ruler, The Hero, The Caregiver, The Creator
Intuition	The Magician, The Sage, The Explorer, The Rebel
Feeling	The Lover, The Caregiver, The Innocent, The Everyman
Perceiving	The Explorer, The Jester, The Rebel, The Creator

This comprehensive mapping aligns the Jungian archetypes with various personality traits, providing a clear understanding of how different archetypes can be associated with specific personality characteristics. Table 5.1 shows the summary of mapping, source: Geyer and Australian Association for Psychological Type (2014)

5.2.2 Driving Factors to Internet

The data gathered gives a full picture of what drives people to use the internet seen through the frame of Carl Jung's archetypes. Getting a grip on these drivers can shed light on how users act and what they like when they're online.

Use the Chi-Square Test & Cramér's V to identify and quantify significant relationships between personality archetypes and various demographic and behavioral factors.

- Gender: Gender was found to have a moderate association with personality type, meaning it plays a role but is not the only influencing factor.

- Age Range: The association between age and personality type was found to be relatively strong, indicating that age is a major determinant of personality archetype.

- Secondary Driving Factor: The association between personality types and secondary internet use motivations was significant but moderate, suggesting other factors also influence these behaviors.

- Main Driving Factor: The main reason for using the internet showed a moderate to strong association with personality types, providing valuable insights into how personality influences online behavior.

5.2.3 Time Spent over internet

- The p-value of 0.052 is slightly above the typical significance threshold of 0.05

5.2.4 Online shopping engagement

- The p-value of 0.049 is much lesser than the typical significance level (e.g., 0.05).

  This indicates that there is statistically significant association between personality

  types and online shopping frequency in the dataset

5.2.5 Personality Assessment

- Sentiment Analysis show that "Sage" is neutral most of the time. The result is
  diversified for diff. personality

5.2.6 Relationship Between Scrolling, Online Shopping, and Personality

The p-value for various test show that there is significant association of personality over the

online activities.

5.2.7 Self Reflection

- ~41% are not fully aware about mindless browsing

5.2.8 Demographics

- Being conscious so apart from Gender and Age Range other information is not been

  shared 100% i.e education/Occupation

5.3 Limitations

There are some limitations that exist with this study that may have affected the

findings of this research. First, the sampling of interviewees for this study was limited, the

point at which data saturation was reached. It is possible that there may have been other

views that the researcher was unable to include in this study.

Second, the participants mood then they replied to the answers and under which

situation they are going through financially and emotionally.

Next, the study was open for all, may be geography can also have impact on the responses.

Finally, the research does not account for or differentiate the culture of the participant belong or practice to, which may be considered important factors for future research.

5.4 Recommendations for Future Research

As covered in the previous section, there are some limitations to this study, which future researchers may wish to explore further.

A study specific to geo or culture would be very worthy to study, considering the paradigm shifts of climate change and geopolitical situation. It may be the next big change on behavior of internet users.

Another study may cross reference the sociological similarities and differences between India (and similar countries) to other nations where the penetration of internet is expected to increase and its effects.

Lastly, a larger scale study of this research could be performed by a group of researchers to provide more data and conclusions.

5.5 Conclusion

This study explores the complex relationship between personality traits, as defined by Carl Jung's archetypes, and online behavior, shedding light on the varied effects of social media usage, online shopping habits, and time spent on the internet. The results show that personality significantly influences how individuals interact with and are affected by digital environments.

Social Media Usage: Social media serves as a significant platform for connection, entertainment, and information exchange. Extraverts excel in the social engagement and sense

of community it offers, while introverts gain from the controlled interaction and intellectual enrichment. Despite the benefits, the potential for distraction and emotional fatigue is apparent across all personality types, emphasizing the importance of mindful engagement.

Online Shopping Engagement: Online shopping has transformed the way people make purchases, providing unmatched convenience and variety. Extraverts and feelers derive emotional satisfaction and social interaction from their shopping experiences, whereas introverts and thinkers appreciate the efficiency and extensive information available. These diverse effects highlight the need for personalized shopping experiences tailored to different personality traits.

Time Spent on the Internet: The amount of time individuals spend online varies significantly, influenced by their personality and lifestyle needs. Extraverts typically spend more time interacting with others and exploring new content, while introverts and thinkers use the internet for focused, goal-oriented activities. Finding the balance between beneficial engagement and potential overuse is crucial for all users.

Driving Factors to the Internet: The reasons for using the internet are as diverse as the users themselves. Extraverts are motivated by social connections and entertainment, introverts by information and intellectual pursuits, sensors by practical needs, and intuitive by exploration and creativity. Understanding these motivations can help in designing more engaging and supportive online environments.

Social Media Insights:

Personality traits play a crucial role in how individuals engage with social media, with extraverts thriving in interactive environments and introverts favour controlled interactions. Mindful engagement across all personality types is essential to prevent distraction and emotional fatigue.

Shopping Behaviour:

Extraverts seek emotional and social fulfillment in online shopping experiences, while introverts prioritize efficiency and detailed information. This highlights the need for personalized shopping experiences tailored to different personality types to enhance satisfaction and engagement.

Diverse Motivations:

Individuals have varying motivations for using the internet, whether for social connection, intellectual engagement, practical needs, or creative expression. Recognizing these diverse motivations can inform the design of more engaging and satisfying online platforms.

In summary, this study provides a nuanced understanding of how personality traits influence online behavior, offering valuable insights for researchers, marketers, and digital platform designers. By acknowledging the diverse needs and preferences of different personality types, we can create more tailored and effective digital experiences that enhance well-being and productivity. This research not only contributes to academic knowledge but also has practical implications for improving user engagement and satisfaction in the digital age.

Value Insight Offering

As per the vertical mentioned below this research can be used in following areas:

Health Practitioners	Business	Environmentalist	Individuals
To Counsel Patients	Reduce Marketing Expense	Awareness	Increase Focus
Finding relation with other disease	Increase conversion	Reducing carbon footprints	Optimize Time
Using Patient History in better way for treatment	Increase ROAS	Building policies by know the behaviour at large scale	Improve Mental Wellness
Build Medical Application	Better Experience to users		Better usage of money

Table 5.2. Value Insight Offering

APPENDIX A

SURVEY COVER LETTER

This letter was sent to all potential participants along with a link to the survey. The letter was sent through email, or via social platforms such as LinkedIn, Facebook, etc., depending on where the researcher made initial contact with the participant.

Disclaimer: The survey is solely for educational purposes, and it is entirely anonymous. Providing an email address is optional for participating in the study.

Hello,

My name is **Shamshul Azam**, I am a MarTech Expert & Doctorate of Business Administration student at the Swiss School of Business Management in Geneva.

I invite you to participate in research study titled **"The Intersection of Personality and Online Behaviour"** This survey aims to investigate the relationship between individual personalities and their interactions online, with a focus on understanding the potential impact on digital mental health. To complete the survey, it is crucial for my research work. The survey is 100% anonymous. It will not take more than 5-6 min to complete the survey.

Your valuable insights will contribute to a comprehensive analysis that can potentially benefit various stakeholders. Rest assured that all data collected will be used solely for research purposes, ensuring confidentiality and anonymity. Your participation is entirely voluntary, and you may withdraw at any point during the survey.

Potential Benefits of the Research

1. **Health Practitioners:**
   - Insights gained from this study can inform health practitioners about the psychological aspects of social media use.

- Understanding the interplay between personality and digital interactions can aid in developing targeted interventions and support for mental health concerns related to online activities.

2. **Marketing Managers:**

- The findings may assist marketing managers in optimizing their strategies for effective ad spend.

- Tailoring advertising content based on personality-driven insights can enhance engagement and resonate more effectively with the target audience without impact the mental health of the target audience.

3. **Environmentalist:**

- Increased awareness regarding the impact of social media interactions on mental health may prompt environmentalists to advocate for healthier online environments.

- The research may contribute to discussions on creating digital spaces that prioritize user well-being.

4. **Individuals:**

- Participants will gain self-awareness about their own social media behaviors and potential implications for their mental health.

- The study aims to empower individuals to make informed decisions about their online interactions, fostering a healthier digital lifestyle.

Your participation in this survey is crucial to the success of our research, and we genuinely appreciate your time and contribution. If you have any questions or concerns, please feel free to contact me at shamshul@ssbm.ch or message me on **LinkedIn:**

https://www.linkedin.com/in/shamshul2007/

Thank you for your willingness to be a part of this important study.

Sincerely,

Shamshul Azam

APPENDIX B

SURVEY

Once the participant received the message, they were asked to complete the survey. The survey was hosted on Google Forms and had a total of 50 questions (all are not mandatory), split into 6 sections. Each section had to be completed before moving onto the next question.

SECTION 1 – General

S. No.	Type	Question
1.	Raid Button	Main Driving factor to visit internet/use internet services
2.	Radio Button	Secondary Driving factor to Visit internet

SECTION 2 – Scrolling Behavior

S. No.	Type	Question
3	Radio Button	On average, how much time do you spend scrolling through social media or other online platforms daily?
4.	Check Box	When you scroll through social media, what types of content do you tend to engage with the most?
5.	Radio Button	How frequently do you use social media platforms?
6.	Radio Button	How frequently do you engage in online shopping?

SECTION 3 – Online Shopping Behavior

S. No.	Type	Question
7.	Radio Button	How frequently do you engage in online shopping?
8.	Check Box	What types of products do you most commonly shop for online?

SECTION 4 – Personality Assessment

S. No.	Type	Question
9	Radio Button	I often make impulsive purchases while online shopping.
10	Radio Button	I enjoy exploring new products and trends online.
11	Radio Button	I use online shopping as a form of stress relief or emotional comfort.
12	Radio Button	I carefully research and compare options before making an online purchase.
13	Radio Button	I tend to be influenced by online reviews and recommendations when shopping.
14	Radio Button	I find it hard to resist the urge to scroll through my social media feeds.
15	Radio Button	I am conscious of the time I spend on scrolling and shopping online.
16	Radio Button	I prefer online shopping over in-person shopping at physical stores.
17	Radio Button	I enjoy sharing personal experiences and updates on social media.
18	Radio Button	I feel the need to constantly check my social media notifications.
19	Radio Button	I am comfortable expressing my opinions and thoughts on social media.
20	Radio Button	I often compare my life to the lives of others I see on social media.
21	Radio Button	I prefer online interactions over face-to-face interactions.
22	Radio Button	I carefully curate my social media posts to create a certain image of myself.
23	Radio Button	I find it easy to disconnect from social media when I need a break.
24	Radio Button	I am concerned about my privacy and security on social media.
25	Radio Button	I am more of an observer on social media, rather than an active participant.

S. No.	Type	Question
26	Radio Button	Do you ever feel compelled to break rules or challenge established norms in your pursuit of personal freedom and autonomy?
27	Radio Button	Are you often drawn to understanding and harnessing the hidden forces and potentials that can empower you in various aspects of your life?
28	Radio Button	Do you frequently find yourself taking on challenges and striving to overcome obstacles to achieve a sense of mastery or heroism in your endeavors?
29	Radio Button	In your relationships, do you place a strong emphasis on deep emotional connections, sensuality, and passionate love
30	Radio Button	Do you often seek joy and amusement in life, using humor and playfulness as a way to navigate challenges and find enjoyment?
31	Radio Button	Is it important for you to feel like a part of a community or group where you can blend in and experience a sense of belonging?
32	Radio Button	Do you often find fulfillment and purpose in offering support, care, and assistance to others who may be in need?
33	Radio Button	Do you have a strong desire to establish order, control, and leadership in various aspects of your life or your surroundings?
34	Radio Button	Are you constantly seeking new experiences, adventures, and a sense of personal freedom that comes with exploring the unknown

SECTION 5 – Relationship Between Scrolling, Online Shopping, and Personality

S. No.	Type	Question
35	Radio Button	How do you feel after a scrolling session on social media or other online platforms? (Open-ended)
36	Radio Button	How does online shopping impact your mood and overall well-being? (Open-ended)
37	Radio Button	Do you believe your scrolling and online shopping behaviors are influenced by your personality?
38	Text	What activities do you engage in to maintain a healthy balance between your online and offline life?
39	Text	Are there specific types of content or interactions on social media that you find particularly uplifting or stressful? (Open-ended)

SECTION 5 – Reflection

S. No.	Type	Question
40	Text	In your opinion, how has social media influenced your overall well-being and mental health?

S. No.	Type	Question
41	Radio Button	Do you believe that your social media behavior accurately reflects your true personality? Why or why not?
42	Radio Button	How familiar you are with Swipe culture, Mindless browsing, Scrolly telling and Infinite scrolling
43	Radio Button	Does celebrity endorsed product change buying decision

SECTION 6 – Demographics (not a mandatory section)

S. No.	Type	Question
44	Radio Button	What is your age range?
45	Radio Button	Gender: Male / Female / Other / Prefer not to say
46	Radio Button	What is your highest level of education completed?
47	Radio Button	Gamer/Non-Gamer
48	Text	If you are a gamer, then approx. how many hours per day you play game?
49	Text	Occupation
50	Email	Email ID

APPENDIX C

FEW SURVEYS RESULTS

Respondent P01-C-V-3

SECTION 1 – General

S. No.	Question	Response
1.	Main Driving factor to visit internet/use internet services	Random Scroll without any Objective
2.	Secondary Driving factor to Visit internet	Entertainment/Game

SECTION 2 – Scrolling Behavior

S. No.	Question	Response
3	On average, how much time do you spend scrolling through social media or other online platforms daily?	30 minutes to 1 hour
4	When you scroll through social media, what types of content do you tend to engage with the most?	Personal updates from friends and family, Fashion and lifestyle, Product advertisements
5	How frequently do you use social media platforms?	Daily

SECTION 3 – Online Shopping Behavior

S. No.	Question	Response
6	How frequently do you engage in online shopping?	A few times a week
7	What types of products do you most commonly shop for online?	Clothing and fashion items, Groceries and essentials

SECTION 4 – Personality Assessment

S. No.	Question	Response
8	I often make impulsive purchases while online shopping.	1
9	I enjoy exploring new products and trends online.	5
10	I use online shopping as a form of stress relief or emotional comfort.	2
11	I carefully research and compare options before making an online purchase.	4
12	I tend to be influenced by online reviews and recommendations when shopping.	5
13	I find it hard to resist the urge to scroll through my social media feeds.	5
14	I am conscious of the time I spend on scrolling and shopping online.	1
15	I prefer online shopping over in-person shopping at physical stores.	5
16	I enjoy sharing personal experiences and updates on social media.	2
17	I feel the need to constantly check my social media notifications.	1
18	I am comfortable expressing my opinions and thoughts on social media.	5
19	I often compare my life to the lives of others I see on social media.	1
20	I prefer online interactions over face-to-face interactions.	1
21	I carefully curate my social media posts to create a certain image of myself.	5
22	I find it easy to disconnect from social media when I need a break.	1
23	I am concerned about my privacy and security on social media.	1

24	I am more of an observer on social media, rather than an active participant.	1
25	Do you ever feel compelled to break rules or challenge established norms in your pursuit of personal freedom and autonomy?	1
26	Are you often drawn to understanding and harnessing the hidden forces and potentials that can empower you in various aspects of your life?	1
27	Do you frequently find yourself taking on challenges and striving to overcome obstacles to achieve a sense of mastery or heroism in your endeavors?	1
28	In your relationships, do you place a strong emphasis on deep emotional connections, sensuality, and passionate love	4
29	Do you often seek joy and amusement in life, using humor and playfulness as a way to navigate challenges and find enjoyment?	5
30	Is it important for you to feel like a part of a community or group where you can blend in and experience a sense of belonging?	5
31	Do you often find fulfillment and purpose in offering support, care, and assistance to others who may be in need?	5
32	Do you have a strong desire to establish order, control, and leadership in various aspects of your life or your surroundings?	4
33	Are you constantly seeking new experiences, adventures, and a sense of personal freedom that comes with exploring the unknown	5

SECTION 5 – Relationship Between Scrolling, Online Shopping, and Personality

S. No.	Question	Response
34	How do you feel after a scrolling session on social media or other online platforms? (Open-ended)	Fatigue: Experiencing tiredness or exhaustion, especially after a demanding task.
35	How does online shopping impact your mood and overall well-being? (Open-ended)	Fatigue: Experiencing tiredness or exhaustion, especially after a demanding task.

S. No.	Question	Response
36	Do you believe your scrolling and online shopping behaviors are influenced by your personality?	Yes
37	What activities do you engage in to maintain a healthy balance between your online and offline life?	Household work
38	Are there specific types of content or interactions on social media that you find particularly uplifting or stressful? (Open-ended)	No

SECTION 5 – Reflection

S. No.	Question	Response
39	In your opinion, how has social media influenced your overall well-being and mental health?	No change
40	Do you believe that your social media behavior accurately reflects your true personality? Why or why not?	
41	How familiar you are with Swipe culture, Mindless browsing, Scrolly telling and Infinite scrolling	3
42	Does celebrity endorsed product change buying decision	No

SECTION 6 – Demographics (not a mandatory section)

S. No.	Question	Response
43	What is your age range?	30-40
44	Gender: Male / Female / Other / Prefer not to say	Female
45	What is your highest level of education completed?	Graduate
46	Gamer/Non-Gamer	Non-Gamer
47	If you are a gamer, then approx. how many hours per day you play game?	
48	Occupation	Housewife
49	Email ID	

Respondent P02-B-VII-5

SECTION 1 – General

S. No.	Question	Response
1	Main Driving factor to visit internet/use internet services	Information/Education/Current Affairs
2	Secondary Driving factor to Visit internet	Education

SECTION 2 – Scrolling Behavior

S. No.	Question	Response
3	On average, how much time do you spend scrolling through social media or other online platforms daily?	More than 3 hours
4	When you scroll through social media, what types of content do you tend to engage with the most?	News and current events
5	How frequently do you use social media platforms?	Daily

SECTION 3 – Online Shopping Behavior

S. No.	Question	Response
6	How frequently do you engage in online shopping?	A few times a week
7	What types of products do you most commonly shop for online?	Books and media

SECTION 4 – Personality Assessment

S. No.	Question	Response
8	I often make impulsive purchases while online shopping.	4

9	I enjoy exploring new products and trends online.	3
10	I use online shopping as a form of stress relief or emotional comfort.	2
11	I carefully research and compare options before making an online purchase.	3
12	I tend to be influenced by online reviews and recommendations when shopping.	2
13	I find it hard to resist the urge to scroll through my social media feeds.	2
14	I am conscious of the time I spend on scrolling and shopping online.	3
15	I prefer online shopping over in-person shopping at physical stores.	2
16	I enjoy sharing personal experiences and updates on social media.	4
17	I feel the need to constantly check my social media notifications.	1
18	I am comfortable expressing my opinions and thoughts on social media.	4
19	I often compare my life to the lives of others I see on social media.	1
20	I prefer online interactions over face-to-face interactions.	3
21	I carefully curate my social media posts to create a certain image of myself.	2
22	I find it easy to disconnect from social media when I need a break.	5
23	I am concerned about my privacy and security on social media.	4
24	I am more of an observer on social media, rather than an active participant.	3
25	Do you ever feel compelled to break rules or challenge established norms in your pursuit of personal freedom and autonomy?	4
26	Are you often drawn to understanding and harnessing the hidden forces and potentials that can empower you in various aspects of your life?	4
27	Do you frequently find yourself taking on challenges and striving to overcome obstacles to achieve a sense of mastery or heroism in your endeavors?	4

28	In your relationships, do you place a strong emphasis on deep emotional connections, sensuality, and passionate love	4
29	Do you often seek joy and amusement in life, using humor and playfulness as a way to navigate challenges and find enjoyment?	3
30	Is it important for you to feel like a part of a community or group where you can blend in and experience a sense of belonging?	3
31	Do you often find fulfillment and purpose in offering support, care, and assistance to others who may be in need?	3
32	Do you have a strong desire to establish order, control, and leadership in various aspects of your life or your surroundings?	1
33	Are you constantly seeking new experiences, adventures, and a sense of personal freedom that comes with exploring the unknown	1

SECTION 5 – Relationship Between Scrolling, Online Shopping, and Personality

S. No.	Question	Response
34	How do you feel after a scrolling session on social media or other online platforms? (Open-ended)	Satisfaction: Feeling content and fulfilled with the outcome of the task
35	How does online shopping impact your mood and overall well-being? (Open-ended)	Satisfaction: Feeling content and fulfilled with the outcome of the task
36	Do you believe your scrolling and online shopping behaviors are influenced by your personality?	No
37	What activities do you engage in to maintain a healthy balance between your online and offline life?	
38	Are there specific types of content or interactions on social media that you find particularly uplifting or stressful? (Open-ended)	

SECTION 5 – Reflection

S. No.	Question	Response
39	In your opinion, how has social media influenced your overall well-being and mental health?	
40	Do you believe that your social media behavior accurately reflects your true personality? Why or why not?	No
41	How familiar you are with Swipe culture, Mindless browsing, Scrolly telling and Infinite scrolling	3
42	Does celebrity endorsed product change buying decision	No

SECTION 6 – Demographics (not a mandatory section)

S. No.	Question	Response
43	What is your age range?	50-60
44	Gender: Male / Female / Other / Prefer not to say	Male
45	What is your highest level of education completed?	Post Graduate
46	Gamer/Non-Gamer	Non-Gamer
47	If you are a gamer, then approx. how many hours per day you play game?	
48	Occupation	
49	Email ID	

Respondent P03-C-III-4

SECTION 1 – General

S. No.	Question	Response
1	Main Driving factor to visit internet/use internet services	Banking
2	Secondary Driving factor to Visit internet	Information/Education/Current Affairs

SECTION 2 – Scrolling Behavior

S. No.	Question	Response
3	On average, how much time do you spend scrolling through social media or other online platforms daily?	More than 3 hours
4	When you scroll through social media, what types of content do you tend to engage with the most?	News and current events, Personal updates from friends and family, Inspirational quotes and self-help, Office work
5	How frequently do you use social media platforms?	Daily

SECTION 3 – Online Shopping Behavior

S. No.	Question	Response
6	How frequently do you engage in online shopping?	A few times a week
7	What types of products do you most commonly shop for online?	Electronics and gadgets, Home decor and furnishings, Books and media, Groceries and essentials, Kids toys

SECTION 4 – Personality Assessment

S. No.	Question	Response
8	I often make impulsive purchases while online shopping.	4
9	I enjoy exploring new products and trends online.	4
10	I use online shopping as a form of stress relief or emotional comfort.	4
11	I carefully research and compare options before making an online purchase.	3
12	I tend to be influenced by online reviews and recommendations when shopping.	4
13	I find it hard to resist the urge to scroll through my social media feeds.	3
14	I am conscious of the time I spend on scrolling and shopping online.	4
15	I prefer online shopping over in-person shopping at physical stores.	4
16	I enjoy sharing personal experiences and updates on social media.	3
17	I feel the need to constantly check my social media notifications.	3
18	I am comfortable expressing my opinions and thoughts on social media.	4
19	I often compare my life to the lives of others I see on social media.	3
20	I prefer online interactions over face-to-face interactions.	3
21	I carefully curate my social media posts to create a certain image of myself.	4
22	I find it easy to disconnect from social media when I need a break.	4
23	I am concerned about my privacy and security on social media.	3
24	I am more of an observer on social media, rather than an active participant.	3

25	Do you ever feel compelled to break rules or challenge established norms in your pursuit of personal freedom and autonomy?	4
26	Are you often drawn to understanding and harnessing the hidden forces and potentials that can empower you in various aspects of your life?	3
27	Do you frequently find yourself taking on challenges and striving to overcome obstacles to achieve a sense of mastery or heroism in your endeavors?	3
28	In your relationships, do you place a strong emphasis on deep emotional connections, sensuality, and passionate love	4
29	Do you often seek joy and amusement in life, using humor and playfulness as a way to navigate challenges and find enjoyment?	4
30	Is it important for you to feel like a part of a community or group where you can blend in and experience a sense of belonging?	4
31	Do you often find fulfillment and purpose in offering support, care, and assistance to others who may be in need?	3
32	Do you have a strong desire to establish order, control, and leadership in various aspects of your life or your surroundings?	4
33	Are you constantly seeking new experiences, adventures, and a sense of personal freedom that comes with exploring the unknown	3

SECTION 5 – Relationship Between Scrolling, Online Shopping, and Personality

S. No.	Question	Response
34	How do you feel after a scrolling session on social media or other online platforms? (Open-ended)	Joy: Experiencing happiness and a sense of accomplishment.
35	How does online shopping impact your mood and overall well-being? (Open-ended)	Relief: Experiencing a release of tension or stress upon task completion.
36	Do you believe your scrolling and online shopping behaviors are influenced by your personality?	Yes
37	What activities do you engage in to maintain a healthy balance between your online and offline life?	Cutoff

S. No.	Question	Response
38	Are there specific types of content or interactions on social media that you find particularly uplifting or stressful? (Open-ended)	Politics

SECTION 5 – Reflection

S. No.	Question	Response
39	In your opinion, how has social media influenced your overall well-being and mental health?	Stress reliever
40	Do you believe that your social media behavior accurately reflects your true personality? Why or why not?	No
41	How familiar you are with Swipe culture, Mindless browsing, Scrolly telling and Infinite scrolling	4
42	Does celebrity endorsed product change buying decision	No

SECTION 6 – Demographics (not a mandatory section)

S. No.	Question	Response
43	What is your age range?	40-50
44	Gender: Male / Female / Other / Prefer not to say	Male
45	What is your highest level of education completed?	Post Graduate
46	Gamer/Non-Gamer	Non-Gamer
47	If you are a gamer, then approx. how many hours per day you play game?	1
48	Occupation	Service
49	Email ID	

ETHICAL REVIEW APPLICATION FORM

Section 1: Applicant Details	
First Name	Shamshul
Last Name	Azam
Faculty	Choose an item.
Co-researcher Names (internal and external) Please include names, institutions and roles. If there are no co-researchers, please state N/A.	N/A
Is this application for a staff or a student?	Student
Student Course details	Postgraduate Research
Name of Director of Studies / Supervisor	Dr. Hemant Palivela

Comments from Director of Studies / Supervisor

For student applications, supervisors should ensure that all of the following are satisfied before the study begins:

- *The topic merits further research.*
- *The student has the skills to carry out the research.*
- *The participant information sheet is appropriate; and procedures for recruitment of research participants and obtained informed consent are appropriate.*

The supervisor must add comments here. Failure to do so will result in the application being returned

Click or tap here to enter text.

Section 2: Project
Section 2:1 Project details
Full Project Title
EVALUATION OF THE INTERSECTION ACROSS PERSONALITY AND ONLINE BEHAVIOR

Project Dates

These are the dates for the overall project, which may be different to the dates of the field work and/or empirical work involving human participants.

Project Start Date	01/08/2021
Project End Date	30/08/2024

Dates for work requiring ethical approval

You must allow **at least 6 weeks** for an initial decision, plus additional time for any changes to be made.

Start date for work requiring ethical approval	01/12/2021
End date for work requiring ethical approval	31/06/2022

How is the project funded?

(e.g. externally, internally, self-funded, not funded – including scholarly activity)

Please provide details.

Self-funded

Is external ethics approval needed for this research?	No

If Yes please provide the following:

For NHS Research please provide a copy of the letter from the HRA granting full approval for your project together with a copy of your IRAS form and supporting documentation, including reference numbers.

Where review has taken place elsewhere (e.g. via another university or institution), please provide a copy of your ethics application, supporting documentation and evidence of approval by the appropriate ethics committee.

Click or tap here to enter text.

Section 2:2 Project summary

Please provide a concise summary of the project, including its aims, objectives and background. (maximum

185

400 words) Please describe in non-technical language what your research is about. Your summary should provide the committee with sufficient detail to understand the nature of the project, its rationale and ethical context.	
This research seeks to explore the intersection between personality and online behaviour, while also mapping these personality traits onto the Jungian Archetype model. Similar academic research has not been performed and will therefore contribute to a deeper understanding of the nature of business in this vertical.	
What are the research questions the project aims to answer? (maximum 200 words)	
The projects aim to answer the following - What is the primary reason to go on internet? - How does one feel after using social media or buying online? - What is the relation between internet activity and personality of the visitor	
Please describe the research methodology for the project. (maximum 250 words)	
The study used a quantitative research & qualitative research design by conducting semi-structured interviews over Zoom, Google Chat, email, survey form and face to face based on the life experience of the interviewees. An abductive approach was applied to the study, and themes were formed after the data from the interviews was analyzed. The findings showed that the 3rd driving factor to visit internet services is social media primarily. The findings of this study may be used by health Practitioners, marketing manager, environmentalist or individuals for their own benefit may be for profit or for non-profit.	
Section 3: Human Participants	
Does the project involve human participants or their data? *If not, please proceed to Section 5: Data Collection, Storage and Disposal, you do not need to complete sections 3-4.*	Yes
Section 3.1: Participant Selection	
Who are your participants?	
Any internet user across the Globe.	
Will you be recruiting students as research participants who are from outside your faculty and/or from	No

multiple faculties?

If you plan to recruit student participants from across UWE (rather than solely from your home faculty) your

ethics application will be reviewed by UREC instead of the FREC.

Please explain the steps you will take to select your participant sample.

There is no specific criteria any mentally sound internet user can participate.

Please explain how you will determine the sample size.

Considering that it is impossible to determine an exact figure to reach saturation level. 250 plus participant is

considered at the beginning.

Please tell us if any of the participants in your sample are vulnerable or are potentially vulnerable and explain

why they need to be included in your sample.

NB: Please do not feel that including vulnerable, or potentially vulnerable participants will be a bar to

gaining ethical approval. Although there may be some circumstances where it is inappropriate to include

certain participants, there are many projects which need to include vulnerable or potentially vulnerable

participants in order to gain valuable research information. This particularly applies to projects where the

aim of the research is to improve quality of life for people in these groups.

Vulnerable or potentially vulnerable participants that you **must** tell us about:
- Children under 18
- Adults who are unable to give informed consent
- Anyone who is seriously ill or has a terminal illness
- Anyone in an emergency or critical situation
- Anyone with a serious mental health issue that might impair their ability to consent, or cause the research to distress them
- Young offenders and prisoners
- Anyone with a relationship with the researcher(s)
- The elderly

N/A

Section 3.2: Participant Recruitment and Inclusion

How will you contact potential participants? Please select all that apply.

☐ Advertisement

☒ Emails

☒ Face-to-face approach

☐ Post

☒ Social media

☒ Telephone calls

☐ Other

If Other, please specify: Click or tap here to enter text.

What recruitment information will you give potential participants?

Please ensure that you include a copy of the initial information for participants with your application.

Please see the copy of the information sheet attached

How will you gain informed written consent from the participants?

Please ensure that you include a copy of the participant information sheet and consent form with your application.

Please see the attached participant information sheet and consent form.

What arrangements are in place for participants to withdraw from the study?

Any participant can withdraw from the study at any point prior to the conclusion of the study by intimating the researcher in writing.

Data that is pertinent to that participant will then be destroyed within 14 days, and the researcher will confirm this in writing to the participant.

The participant will also be provided with the institute and mentor contact information, in case they do not wish to contact the researcher

Section 4: Human Tissue	
Does the project involve human tissue?	No

If you answer 'No' to the above question, please go to Section 5

Please describe the research methodology that you will use.

This should include an explanation of why human tissue is required for the project and a description of the information that you and the research team will have access to about the participants/donors.

Click or tap here to enter text.

Please describe how you propose to obtain/collect, process, securely store and dispose of the human tissue.

Click or tap here to enter text.

Please explain if and how samples will be anonymised.

Where samples are not anonymised, please explain how confidentiality will be maintained, including how this

information will be securely and appropriately stored and disposed of.

Click or tap here to enter text.

Section 5: Data Collection, Storage and Disposal

Research undertaken at SSBM by staff and students must be GDPR compliant. guidance see

☒Please confirm that you have included the SSBM Privacy Notice with the Participant Information Sheet and

Consent Form

☒ By ticking this box, I confirm that I have read the Data Protection Research Standard, understand my

responsibilities as a researcher and that my project has been designed in accordance with the Standard.

Section 5.1 Data Collection and Analysis

Which of these data collection methods will you be using? Please select all that apply.

☒ Interviews

☒ Questionnaires/Survey

☐ Focus groups

☐ Observation

☒ Secondary sources

☐ Clinical measurement

☐ Digital media

☐ Sample collection

☐ Other

If Other, please specify: Click or tap here to enter text.

Please ensure that you include a copy of the questionnaire/survey with your application.

What type of data will you be collecting?

☒ Quantitative data

☒ Qualitative data

Please describe the data analysis and data anonymisation methods.

The survey responses will be aggregated. The interview will be transcribed and stored securely. Any quotations

will be anonymised in the dissertation and statistical data will be presented in aggregates or ranges

Section 5.2 Data Storage, Access and Security

Where will you store the data? Please select all that apply.

☐ H:\ drive on UWE network

☐ Restricted folder on S:\ drive

☐ Restricted folder on UWE OneDrive

☒ Other (including secure physical storage)

If Other, please specify: Data will be stored on the researcher's secured physical drive and a backup on a

secured cloud drive

Please explain who will have access to the data.

Only the researcher and mentor will have access to the data. The interviewee will be provided a copy of only

their interview for fact checking

Please describe how you will maintain the security of the data and, where applicable, how you will transfer data

between co-researchers.

The data will be stored in a secured online cloud drive with two factor authentication enabled on the account.

Any attempt at access will require a code from a device that only the researcher will possess.

Section 5.3 Data Disposal

Please explain when and how you will destroy personal data.

Personal data will be destroyed one year after the date of the interview or on request by the interviewee, whichever is earlier. The data stored on the researchers' local drive will be scrubbed. The data stored on the cloud will be permanently deleted.

Section 6: Other Ethical Issues

What risks, if any, do the participants (or donors, if your project involves human tissue) face in taking part in the project and how will you address these risks?

There are no physical risks to the participants. Participants in the research will self-declare that they are authorized to speak with the researcher about the subject.

Are there any potential risks to researchers and any other people as a consequence of undertaking this project that are greater than those encountered in normal day-to-day life?

None

How will the results of the project be reported and disseminated? Please select all that apply.

☐ Peer reviewed journal

☐ Conference presentation

☐ Internal report

☒ Dissertation/thesis

☐ Written feedback to participants

☐ Presentation to participants

☐ Report to funders

☐ Digital media

☐ Other

If Other, please specify: Click or tap here to enter text.

Does the project involve research that may be considered to be security sensitive? For further information	No

Please provide details of the research that may be considered to be security sensitive.

Click or tap here to enter text.	
Does the project involve conducting research overseas?	No
Have you received approval from your Head of Department/Associate Dean (RKE) and is there sufficient insurance in place for your research overseas?	Not applicable
Please provide details of any ethical issues which may arise from conducting research overseas and how you will address these.	
N/A	

Section 7: Supporting Documentation
Please ensure that you provide copies of all relevant documentation, otherwise the review of your application will be delayed. Relevant documentation should include a copy of: • The research proposal or project design. • The participant information sheet and consent form, including a UWE privacy notice. (if applicable) • The questionnaire/survey. • External ethics approval and any supporting documentation.   Please clearly label each document
Section 8: Declaration
☒ By ticking this box, I confirm that the information contained in this application, including any accompanying information is, to the best of my knowledge, complete and correct. I have attempted to identify all risks related to the research that may arise in conducting this research and acknowledge my obligations and the right of the participants. Name: Shamshul Azam Date: 20/05/2024

Title	The Intersection of Personality and Online Behavior
Coordinating Principal Investigator/ Principal	Shamshul Azam
Location	Geneva, Switzerland

Part 1   What does my participation involve?

1   Introduction

You are invited to take part in this research project, which is called EVALUATION OF THE INTERSECTION ACROSS PERSONALITY AND ONLINE BEHAVIOR. You have been invited because you are internet user and full fill requirement.

The form tells you about the research project. It explains the processes involved with taking part. Knowing what is involved will help you decide if you want to take part in the research.

Please read this information carefully. Ask questions about anything that you don't understand or want to know more about. Before deciding whether to take part, you might want to talk about it with a relative, friend or local health worker. Participation in this research is voluntary. If you don't wish to take part, you don't have to.

If you decide you want to take part in the research project and submit the form, automatic consent is recorded. By signing consent, you are telling us that you:

• Understand what you have read

• Consent to take part in the research project

• Consent to be involved in the research described

• Consent to the use of your personal and health information as described.

You can ask a copy of the form at the time of submitting over your email ID and keep it.

2   What is the purpose of this research?

This research is being conducted to evaluate the relationship between personality and online activities over the internet.

The results of this research will be published, and will be used the researcher, Shamshul Azam, to obtain a Doctorate in Business Administration degree

3   What does participation in this research involve?

If you decide to take part in the research project, you have to go through the details in the form to understand the research and then participate. Once all the question is answered then you have to submit the form. Completing the questionnaire will take approximately 10 – 12 minutes.
The questions posed will be optional. Multi choice, open ended, with no right or wrong answers.

This research project has been designed to make sure the researcher interprets the results in a fair and appropriate way and avoids study doctors or participants jumping to conclusions.

There are no costs associated with participating in this research project, nor will you be paid.

4   Other relevant information about the research project

During this research, the researcher will be speaking to around 1000 people like yourself. Each interview will be conducted separately, and the interview, their details, and results will be kept completely confidential.
This research has Shamshul Azam as the primary researcher and no assistant researchers.

5   Do I have to take part in this research project?

Participation in any research project is voluntary. If you do not wish to take part, you do not have to. If you decide to take part and later change your mind, you are free to withdraw from the project at any stage.

If you do decide to take part, you will be given the form link for participate.

6   What are the possible benefits of taking part?

The researcher cannot guarantee or promise that you will receive any benefits from this research; however, after the research is published, you will have access to the paper and may be able to derive additional insights that may help improve your business or individual mental health.

7   What are the possible risks and disadvantages of taking part?

You may feel that your interview and answers may be accessed by third parties; The researcher will store the interview on a secured local drive, and a backup copy of the interview on a cloud drive with two-factor authentication enabled. The interview recording can only be accessed by the researcher and their supervisor.

You may be averse to sharing information about the company you represent; The researcher will not discuss or reveal any information about you or your participation in this research (save for naming the company you represent) to other participants. Any data shared during the interview process will be aggregated in the research and all identities will be anonymized.

You may feel that some questions are stressful or upsetting; If you do not wish to answer a question, you may skip it and move to the next or stop the interview immediately.

8   What if I withdraw from this research project?

If you do consent to participate, you may withdraw at any time. If you decide to withdraw from the project, please notify the researcher before you withdraw. The researcher will inform you if there are any special requirements linked to withdrawing. If you do withdraw, you will be asked to complete and sign a '**Withdrawal of Consent**' form; this will be provided to you by the researcher.

If you decide to leave the research project, the researcher will not collect additional personal information from you, although personal information already collected will be retained to ensure that the results of the research project can be measured properly and to comply with law. You should be aware that data collected up to the time you withdraw will form part of the research project results. If you do not want your data to be included, you must tell the researcher when you withdraw from the research project.

9   Could this research project be stopped unexpectedly?

The risk of this research project stopping is very low. However, some reasons may include:
- A lack of participants
- The researcher concludes that the work is unnecessary or invalid
- The research supervisor deems that the work is unnecessary or invalid
- Unforeseen circumstances

10   What happens when the research project ends?

After the research is concluded, the researcher will contact you via your preferred mode of communication and share a summary of the result if you have provided the contact details.

You will also be given a chance to ask any follow up questions or request a copy of the dissertation from the researcher.

The research is scheduled to conclude around February 2024, and the researcher will complete the dissertation around July 2024.

Part 2　　　How is the research project being conducted?

11　　　What will happen to information about me?

By signing the consent form, you consent to the researcher collecting and using personal information about you for the research project. Any information obtained in connection with this research project that can identify you will remain confidential. The data collected is for the research in question ONLY and will not be shared or used in any future or parallel research. Your information will only be used for the purpose of this research project, and it will only be disclosed with your permission, except as required by law.

All personally identifiable data such as your name, title, contact information etc. that is shared with the researcher will be stored securely on a local drive and a backup copy of the same will be stored on a cloud drive with two factor authentication. The only people with access to the cloud drive will be the researcher and the research supervisor.

All information shared during the interview will be anonymized (if identifiable data) or presented as aggregates or ranges (if figures) in the dissertation.

It is anticipated that the results of this research project will be published and/or presented in a variety of forums. In any publication and/or presentation, information will be provided in such a way that you cannot be identified, except with your express permission. Your confidentiality will be maintained by anonymizing your identity and the company you represent.

In accordance with the privacy laws of the EU and other relevant laws, you have the right to request access to the information about you that is collected and stored by the researcher. You also have the right to request that any information with which you disagree be corrected. Please inform the researcher named at the end of this document if you would like to access your information. The researcher will then provide a copy of the interview transcript for your perusal.

All data will be stored for a period of 1 (ONE) year from the date of the interview, or the date you wish to withdraw from the research, whichever is earlier.

At the end of the study, and the publication of the dissertation, the researcher will purge all local copies and securely erase the storage drive. The cloud backup will be permanently destroyed with no way to recover the data.

12   Complaints and compensation

If you have any concerns or complaints about the research or interview process, you may contact the research supervisor or the institute directly. This information is provided in the subsequent section.

13   Who is organizing and funding the research?

This research is being self-funded by the researcher as part of the requirement toward a Doctorate in Business Administration. There are no financial benefits applicable for any parties involved in the research.

14   Who has reviewed the research project?

The ethical aspects of this research project have been approved by the Supervisor/Mentor of *SSBM Geneva*. This statement has been developed to protect the interests of people who agree to participate in human research studies.

15   Further information and who to contact

The person you may need to contact will depend on the nature of your query. If you want any further information concerning this project or if you have any problems which may be related to your involvement in the project, you can contact the researcher on **+xx-xxx-xxx-xxx** or any of the following people:

Research contact person

Name	Shamshul Azam
Position	Primary Researcher
Telephone	+91-9891396309
Email	shamshul2007@gmail.com, shamshul@ssbm.ch

For matters relating to research at the site at which you are participating, the details of the local site complaints person are:

Complaints contact person

Name	Hemat Palivela
Position	Supervisor
Telephone	
Email	hemant@ssbm.ch

If you have any complaints about any aspect of the project, the way it is being conducted or any questions about being a research participant in general, then you may contact.

Reviewing Supervisor/Mentor name	
HREC Executive Officer	
Email	

Reviewing HREC approving this research and HREC Executive Officer details

APPENDIX F

INTERVIEW PARTICIPATION FORM

Research Project Title: EVALUATION OF THE INTERSECTION ACROSS PERSONALITY AND ONLINE BEHAVIOR

Research Investigator:

Research Participants Name: Shamshul Azam

I invite you to participate in research study titled **"The Intersection of Personality and Online Behavior"** This survey aims to investigate the relationship between individual personalities and their interactions online, with a focus on understanding the potential impact on digital mental health. To complete the survey, it is crucial for my research work. The survey is 100% anonymous. It will not take more than 5-6 min to complete the survey.

Your valuable insights will contribute to a comprehensive analysis that can potentially benefit various stakeholders. Rest assured that all data collected will be used solely for research purposes, ensuring confidentiality and anonymity. Your participation is entirely voluntary, and you may withdraw at any point during the survey.

Potential Benefits of the Research:

1. **Health Practitioners:**

   - Insights gained from this study can inform health practitioners about the psychological aspects of social media use.

   - Understanding the interplay between personality and digital interactions can aid in developing targeted interventions and support for mental health concerns related to online activities.

2. **Marketing Managers:**

   - The findings may assist marketing managers in optimizing their strategies for effective ad spend.

- Tailoring advertising content based on personality-driven insights can enhance engagement and resonate more effectively with the target audience without impact the mental health of the target audience.

3. **Environmentalist:**

- Increased awareness regarding the impact of social media interactions on mental health may prompt environmentalists to advocate for healthier online environments.
- The research may contribute to discussions on creating digital spaces that prioritize user well-being.

4. **Individuals:**

- Participants will gain self-awareness about their own social media behaviors and potential implications for their mental health.
- The study aims to empower individuals to make informed decisions about their online interactions, fostering a healthier digital lifestyle.

Your participation in this survey is crucial to the success of our research, and we genuinely appreciate your time and contribution. If you have any questions or concerns, please feel free to contact me at shamshul@ssbm.ch or message me on LinkedIn.

Thank you for your willingness to be a part of this important study.

Sincerely,

Shamshul Azam

All or part of the interview may be used

1) In academic papers, policy papers or news articles

2) On our website and in other media that we may produce such as spoken presentations

3) On other feedback events

4) In an archive of the project as noted above

By submitting this form, I agree that

1) I am voluntarily taking part in this project. I understand that I don't have to take part, and I can stop the interview at any time.

2) I have read the accompanying **information sheet**

3) The transcribed interview or extracts from it may be used as described above

4) I don't expect to receive any benefit or payment for my participation

5) I can request a copy of the transcript of my interview and may make edits I feel necessary to ensure the effectiveness of any agreement made about confidentiality

6) I have been able to ask any questions I might have, and I understand that I am free to contact the researcher with any questions I may have in the future.

APPENDIX G

FORM FOR WITHDRAWAL OF PARTICIPATION

Title	EVALUATION OF THE INTERSECTION ACROSS PERSONALITY AND ONLINE BEHAVIOR
Coordinating Principal Investigator/ Principal Investigator	*Shamshul Azam*
Location	*India*

Declaration by Participant

I wish to withdraw from participation in the above research project and understand that such withdrawal will not affect my routine care, or my relationships with the researchers or Swiss School of Business and Management

Signature	Date

If the participant's decision to withdraw is communicated verbally, the Senior Researcher must provide a description of the circumstances below.

Declaration by Researcher[†]

I have given a verbal explanation of the implications of withdrawal from the research project, and I believe that the participant has understood that explanation.

Name of Researcher (please print)	Shamshul Azam
Signature _____	Date _____

[†] An appropriately qualified member of the research team must provide information concerning withdrawal from the research project.

Note: All parties signing the consent section must date their own signature.

APPENDIX H

PERSONAL EXPERIENCE AND GROWTH FROM THIS STUDY

Starting my DBA journey was incredibly exciting. Having B.Tech(CSE) in 2007, I was completely out of the habit of studying after Post Graduate Diploma in Business Administration (PGDBA), so diving into something new outside my professional environment felt like a monumental challenge. But with the guidance of my mentor and the support of well-wishers, I quickly got back into the groove and soon found myself turning in parts of my thesis at a good pace. This was a huge morale boost.

As I became more familiar with the research process, a lot of my initial fear dissipated. I had always viewed research as an obscure, complicated methodology suited only for the intellectually brilliant. Once I understood the process, it no longer seemed intimidating but rather a worthy challenge.

My reading habits expanded significantly. Before this journey, my reading was mostly limited to blogs, newsletters, industry reports, and some books to keep up with trends. The DBA journey introduced me to scholarly articles, periodicals, journals, and other theses, opening new sources of knowledge.

I also developed a consistent and concise writing habit, something I had struggled with before and often been told was one of my biggest weaknesses. Writing effectively without the aid of tone of voice and body language, which I had always relied on, became an interesting challenge. I often had to re-read my work to ensure the essence of my thoughts was clearly conveyed.

Through this journey, I met many people in my industry with whom I had deep conversations. I even made new connections with colleagues at other businesses, people I

would typically have no reason to talk to. These interactions helped me realize that many of us face similar challenges and seek the same goals.

Lastly, I learned to listen. Conducting interviews required me to listen carefully to participants, regardless of whether I agreed with them. This was a significant change for me, as I tended to turn conversations into debates. Becoming a better listener was a major transformation for me.

There are many other smaller lessons and experiences from this journey that are hard to express secondhand, but they all contributed to a profound period of personal and professional growth. This journey, something most people undertake only once, will always be one of the most memorable periods of my life.

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