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The Impact of Personality Traits on Purchase Intentions in Restaurants and Cafés in Saudi Arabia

Lamees Alshami(1)

Saeed Badghish(2)

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Abstract:

This research project aimed to assess the extent of the impact of personality traits on purchase intentions in restaurants and cafés in Saudi Arabia by answering the following questions: (a) does extraversion, agreeableness, conscientiousness, emotional stability, and openness to experience affect purchase intentions in restaurants and cafés in Saudi Arabia?; and (b) is there a mediating relationship between income and openness to experience and purchase intentions—thereby helping marketers make marketing decisions based on its impact on personality? The current study used the deductive and quantitative approaches as appropriate research methods. Data was collected from 385 restaurant and café customers through a survey. Meanwhile, SPSS v.23 software and SmartPLS v.4 were used to analyze the results. The results showed that extraversion, conscientiousness, emotional stability, and openness to experience positively enhanced purchase intentions in restaurants and cafés.

(1) King Abdulaziz University (Jeddah – K.S.A.)
sbadghish@kau.edu.sa

(2) King Abdulaziz University (Jeddah – K.S.A.)

However, agreeableness is the only variable that did not align with the study's findings. Furthermore, income mediated the relationship between openness to new experiences and purchase intentions as indirect effects. The results will help restaurant and café owners to customize the marketing mix to each of the personalities interested in them.

Keywords: Personality traits, Income, Purchase intentions, Restaurants, Cafés

Introduction

This research focuses on personality and its impact on purchase intentions in cafés and restaurants because understanding the personality of customers aids in developing relevant strategies (Yakasai et al., 2021). Marketers need to understand consumer behavior to provide the best service. Saudi markets is an emerging and growing market with much migrant labor from different countries. A report by F. De Bel-Air (2018) stated that most non-nationals are from Asian countries like (India, Pakistan, Bangladesh and the Philippines). One of the factors that influences and plays an important role in a consumer's purchase decision is personality (Sarker et al., 2013). Personality is what makes a person unique and different from others and is the sum of social factors, environmental factors, and genes that a person inherits; despite the unique characteristics of people as individuals, members of groups may have similar personality traits (Sarker et al., 2013). Ali, Babak, and Seied (2014) define personality as a person's apparent reactions in society and his behavior in front of other people, whereas Mathai and Haridas (2014) define personality as the thoughts, feelings, and public behavior of a person due to his interaction with society. Meanwhile, Orji et al. (2017) cleared that in any person certain personality traits dominate. As a result, people are classified based on which personality trait is the most dominant.

The potential relationship between personality traits and purchase decisions has recently been explored with different variables. For example, Chaturvedi et al. (2020) affirmed the relationship between the Big Five personality traits and the purchasing intentions of organic food in India. Meanwhile, Iqbal et al. (2021) focused on measuring the direct association between the Big Five personality traits and online purchase intentions for

customers in Pakistan. Lissitsa and Kol (2021) explored the association between the Big Five personality traits and mobile shopping intentions for hedonistic products among four generations. On the other hand, Matz and Harari (2021) found that more extroverted people spent more time in cafés and restaurants; the agreeable people are positively related to spending time in cafés and restaurants, and students with a high conscientiousness score preferred studying in places such as cafés, where they felt less stressed. Meanwhile, Musa et al.'s (2018) findings showed that those with a high level of openness, agreeableness, and conscientiousness tended to make the decision to buy back into the culinary industry.

Indeed, a number of studies have explored the link between personality and purchase intentions. However, these studies have focused on sectors other than those mentioned in the current research. Also, they mostly used a cross-sectional time horizon, which means that they were limited at that time. According to Yakasai, Almunawar, & Anshari, (2021), marketers' understanding of the influence of the consumer's personality will help them make an informed decision on market segmentation and positioning, where products and services are directed at the right consumers with certain characteristics; thus developing relevant strategies accordingly.

This research examines the impact of personality on purchase intentions in restaurants and cafés in the Kingdom of Saudi Arabia. The scope of the study is limited to participants who are customers of restaurants and cafés in Saudi Arabia. This study will help fill the research gap as it will determine the impact of personality on purchase intentions in cafés and restaurants in Saudi Arabia, which will help marketers make marketing decisions based on its impact on personality.

Research Aim and Objectives

The aim of this research is to assess the extent of the impact of personality traits on purchase intentions in restaurants and cafés in the Saudi market. To achieve this, the following secondary objectives are taken into consideration:

- To identify the effect of extraversion on purchase intentions in restaurants and cafés in Saudi Arabia;
- To identify the effect of agreeableness on purchase intentions in restaurants and cafés in Saudi Arabia;
- To identify the effect of conscientiousness on purchase intentions in restaurants and cafés in Saudi Arabia;
- To identify the effect of emotional stability on purchase intentions in restaurants and cafés in Saudi Arabia;
- To identify the effect of openness to experience on purchase intentions in restaurants and cafés in Saudi Arabia and
- To identify the mediating relationship between income, openness to experience and purchase intentions.

Research Questions

This study also aims to provide answers to the following questions:

Research Question 1: Does extraversion affect purchase intentions in restaurants and cafés in Saudi Arabia?

Research Question 2: Does agreeableness affect purchase intentions in restaurants and cafés in Saudi Arabia?

Research Question 3: Does conscientiousness affect purchase intentions in restaurants and cafés in Saudi Arabia?

Research Question 4: Does emotional stability affect purchase intentions in restaurants and cafés in Saudi Arabia?

Research Question 5: Does openness to experience affect purchase intentions in restaurants and cafés in Saudi Arabia?

Research Question 6: Is there a mediating relationship between income openness to experience and purchase intentions?

Literature Review

Personality

Personality displays personal differences. An individual's personality is not only a response to sudden events but also part of a process of gradual maturation (Sarker et al., 2013). Although marketers cannot change consumer personalities to match their products, purchase decisions are significantly influenced by their personalities. In order to convince consumers, marketers should know and understand the different personalities of the target group, which will be considered when developing advertising campaigns with the intent of influencing purchase decisions (Orji et al., 2017). Knowing which personality traits can possibly influence certain consumer responses, marketers might attract relevant traits of the target customer group and convince them to make a purchase of the product advertised.

Big Five Personality Traits and Purchase Intention

Based on the existing research of Gosling et al. (2003), the Big Five personality traits are a model of five broad traits that cover most individual

differences in human personality. This model is categorized into five broad domains, namely extraversion, agreeableness, conscientiousness, emotional stability, and openness to new experiences. Each can potentially determine purchase intention.

Extraversion

Extraversion highlights one of the characteristics that extroverts express—social communication. According to Costa & McCrae (1992), extroverts are active, energetic, optimistic, and socially talkative people who admire people and love gatherings. These individuals are firm, love excitement and stimulation, and tend to be cheerful. On the contrary, introversion is seen as the absence of extraversion and not the opposite. Introverted individuals are reserved, independent, and even paced, and despite not being lively like extroverts, they are not necessarily unhappy (Costa & McCrae, 1992). In the context of purchase intention, Matz and Harari (2021) found that the most extroverted people spend more time in social places such as cafés and restaurants and spend less time at home compared to those who are less extroverted. Therefore, it can be assumed that:

Hypothesis 1: A high degree of Extraversion enhances purchase intentions in restaurants and cafés.

Agreeableness

Agreeable people are sympathetic to others and willing to help, believing that others will do the same. An agreeable person is socially preferable, psychologically healthier, and more popular than antagonistic people, who are self-centred and, suspicious of people's intentions of others, competitive (Costa & McCrae, 1992). With the purchase intention context, Musa et al.'s

(2018) research found that people with high agreeableness scores tended to make the decision to repurchase in the culinary industry. Meanwhile, Matz and Harari (2021) concluded that agreeableness was positively associated with spending time in cafés and restaurants. Lastly, Mehl et al. (2006) found that spending time in public places such as restaurants and cafés was associated with being an agreeable person. Therefore, it is assumed that:

Hypothesis 2: A high degree of agreeableness enhances purchase intentions in restaurants and cafés.

Conscientiousness

Conscientiousness is a personality trait that is characterized by self-control, planning, organizing, and executing tasks. A conscientious person is purposeful, strong-willed, and determined. Those with high scores in conscientiousness are meticulous and reliable, whereas those with low scores are less strict in applying moral principles and more unwilling to act toward their goals (Costa & McCrae, 1992).

One found that people with high scores of conscientiousness tend to make decisions to repurchase in the culinary industry (Musa et al., 2018). Meanwhile, another study found that students with a high score of Conscientiousness preferred to study in other places such as a café, making them more efficient in their work style (Matz & Harari, 2021). It is therefore theorized that:

Hypothesis 3: High conscientiousness enhances purchase intentions in restaurants and cafés.

Emotional Stability

Emotional stability contrasts with neuroticism. People who score low on neuroticism are less likely to experience negative emotions, such as

anxiety, anger, and depression. According to Costa & McCrae. (1992), they are also more likely to bounce back from setbacks and to maintain a positive outlook on life. These individuals are usually calm, level-headed, relaxed, and able to face stressful situations without becoming upset. The essence of Neuroticism is the experience of negative influences such as fear, sadness, and embarrassment. Anger, guilt, and disgust, although not suggesting more than a vulnerability to psychological distress, may mean that people with a high score of neuroticism are at risk of developing some types of psychological problems. However, a high score of neuroticism should not be seen as a measure of psychopathology as it is possible to have a high score without having any diagnosable psychological disorder. An individual may suffer from antisocial personality disorder without having a high score of neuroticism. However, those who have a high score of neuroticism are more likely to have irrational thoughts and less able to control their impulses, coping worse than others with stress. (Costa & McCrae, 1992)

Matz and Harari (2021) was found that the students felt less nervousness when spending time in cafés and restaurants. Therefore, it can be assumed that:

Hypothesis 4: High emotional stability enhances purchase intentions in restaurants and cafés.

Openness to New Experiences

Open individuals feel curious, and their lives are entire experientially. These individuals are ready for new ideas and unconventional values and experience positive or negative emotions, both more than closed individuals. Individuals with low scores in Openness tends to be traditional

and conservative in behavior; open individuals prefer what is familiar; their emotional responses are somewhat muted, while their range of interests is narrower, and they tend to be socially and politically conservative (Costa & McCrae, 1992).

Relevant studies like Musa et al. (2018) found that those with a high level of Openness tended to decide to buy back in the culinary industry. Meanwhile, Mehl et al. (2006) concluded that the more open a person was, the more time they spent in restaurants and cafés. It is therefore assumed that:

Hypothesis 5: A high degree of Openness enhances purchase intentions in restaurants and cafés.

Income

Shebl et al. (2021) found that consumers with higher incomes are more likely to purchase fast food. This is because they have more disposable income to spend on non-essential items. The study also found that the most important factor when choosing a fast food restaurant is the income of consumers. This is because higher-income consumers are more likely to be willing to pay for a higher quality of food and service. In addition, Yahya et al. (2022) found a positive and statistically significant relationship between income and purchase intention among coffee consumers. This means that consumers with higher incomes are more likely to intend to purchase coffee. The study found that this is because consumers with higher incomes are more likely to be aware of coffee's health benefits and believe that coffee is a good value for their money. Both studies found that income is a significant factor in consumer purchasing behavior. This is because income can affect a number of factors, such as disposable income, willingness to

pay, and awareness of health benefits. Therefore, the following may be assumed:

Hypothesis 6: Income mediates the relationship between Openness to Experience and purchase intentions.

Conceptual Framework

After reviewing the previous literatures, a conceptual framework that describes the research questions was developed. The figure below depicts the effect of the Big Five personality traits (Extraversion, Agreeableness, Conscientiousness, Emotional Stability, and Openness to New Experiences) as independent factors and income as a mediating factor on purchasing intentions as a dependent factor.

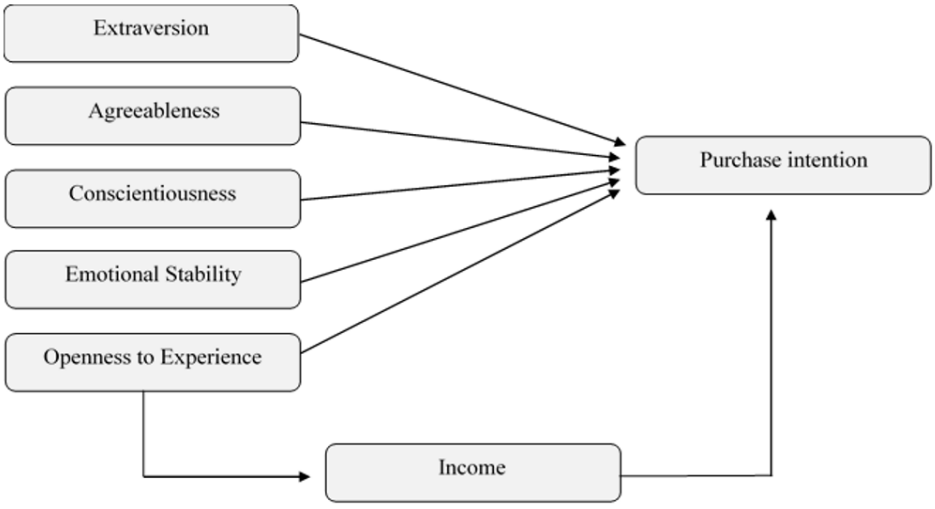


Figure 1. Conceptual Framework

Methodology

Important assumptions about the way in which the researcher views the world underpin the methods that are part of the research strategy and the strategy itself (Saunders et al., 2012). There are four major directions of research philosophy: positivism, interpretivism, pragmatism, and realism (Žukauskas et al., 2018). For the current research, the positivist research philosophy was adopted. The positivist research philosophy relies on the method of the deductive hypotheses to verify the prior hypotheses and on the assumption that there is one obvious reality that can be assumed, identified, and measured (Park et al., 2020). In the current research, the previously established hypotheses were investigated and the reality of the impact of personality on the purchasing intention in restaurants and cafés was determined without intervention, depending only on the results.

Research Type

According to Wilson, (2014), deductive research starts with a theory, which is a general explanation for something. The researcher then develops a hypothesis, which is a specific prediction about what will happen. The researcher then designs a study to test the hypothesis by gathering data. The data is analyzed to see if it supports the hypothesis. Quantitative research uses numbers to evaluate information and measure and estimate data, in which statistical analysis aids in evaluating, summarizing, comparing, or generalizing results (Goertzen, 2017). The current study used the deductive approach, and a quantitative approach as an appropriate research method, where hypotheses were developed and then tested by measuring the data in numbers to determine the relationship between personality and purchase intentions in cafés and restaurants in the Kingdom of Saudi Arabia.

The cross-sectional time horizon is also applied as it was time-bound and takes a snapshot of a specific point in time, not taking into account what happens before or after. Cross-sectional studies involve collecting relevant data at a specific point in time (Kesmodel, 2018).

Research Sample

The population of this study consisted of customers of restaurants and cafés, male and female, in the Kingdom of Saudi Arabia. The total population of Saudi Arabia is around 34.1 million people, according to the General Authority for Statistics (2021). Since it is not possible to reach every member of the population, this study selected 385 respondents using the purposive sampling technique, which a non-probability sampling technique that does not need basic theories as the researcher decided for himself what to know and proceeded with the deliberate selection of respondents based on these qualities (Etikan et al., 2016). This small sample from Saudi Arabia was studied because studying larger sample requires significant time, effort and high financial costs. The sample includes more female than male respondents, which is due to the researcher's personal relationships with these women.

To determine the validity and reliability of a research tool, a pilot sample was constructed from outside of main sample of the research and included 31 male and female customers of restaurants and cafés in the Kingdom of Saudi Arabia.

Data Collection Strategy

The study developed and uses survey questionnaires. Surveys have been defined as a method of collecting data or a tool for collecting information (Hackett, 1981). Questionnaires are typically used in survey situations,

mostly in conducting quantitative research, where the researcher wants to classify the sample in terms of numbers or calculate the frequency of occurrence of opinions, attitudes, experiences, processes, behaviors, or predictions, the purpose of which is to collect data from a relatively large number of people (Rowley, 2014).

Because some researchers lack the time and resources to exploit multi-item instruments, recognizing the need for shorter, brief rating instruments of the Big Five dimensions when time is limited, the researchers decided to conduct two studies (Gosling et al., 2003). The first study used the Five-Item Personality Inventory (FIPI) and the second study used the Ten-Item Personality Inventory (TIPI). The current research used the 10 Personality Inventory (TIPI) based on the previous results of Gosling et al. (2003). As for the purchase intention scale, five-point statements were used to measure the likelihood of the declared consumer purchasing a particular product/brand (Rodgers, 2003).

To validate the instrument, we conduct tests to influence the connections between construct and data (Wainer & Braun, 2013). Meanwhile, reliability involves internal consistency in measuring what a researcher needs to measure (Ary et al., 2018). Therefore, a result can be reliable if it gives the same results in different situations.

The questionnaire included three parts, the first of which was demographic information, which included four questions. The second part focused on the Big Five personality traits, and there were two questions for each personality trait. The third part was related to purchase intentions and included six questions.

In the course of conducting our research, we employed a methodical

online survey approach to recruit participants. This digital platform enabled us to efficiently reach a diverse group of respondents, whose profiles were determined based on three key demographics: age, education level, and income. To assure participants of the confidentiality and integrity of the study, we emphasized in our communication that all responses would be treated with the utmost confidentiality. We reassured them that their answers were being collected exclusively for research purposes. This assurance was vital in fostering trust and encouraging candid responses, thereby ensuring the reliability and validity of the data collected.

Data Analysis

The researchers used SPSS v.23 and SmartPLS v.4 software to analyze the data. They used descriptive statistics (means and standard deviations) to describe the data, Cronbach's Alpha test to measure reliability, Pearson's correlation coefficient to measure internal reliability and the relationship between independent and dependent variables, and second-generation technique (Partial Least Square - Structure Equation Modeling (PLS-SEM)) to validate the hypotheses.

In simpler terms, the researchers used various statistical methods to analyze the data and test their hypotheses. The analysis results supported the hypotheses, which suggests that the research questions were answered, and the hypotheses were validated.

Results

SPSS v.23 and SmartPLS v.4 software were used to analyze data and test the model. Descriptive statistics and Partial Least Square-Structure Equation Modeling (PLS-SEM) from second-generation technique were carried out to examine the relationship between the research constructs.

Background and Demographic Information

The demographic information characteristics of study participants who answered the questionnaire, were analyzed and represented using frequencies and percentages. As shown in the table below, majority of samples are female with 85.5%, (n=329). Most of the participants, with 63.4% (n=244), are 18-30 years old. According to education level, approximately 59.2%, (n=228) of participant's have a Bachelor degree, and over 73%, (n=282) of the participants have less than 10000 SR monthly income.

Table 1. Demographic characteristics of participants

Variable	Category	Frequency	Percent
Gender	Male	56	14.5
	Female	329	85.5
Age	18-30	244	63.4
	31-40	83	21.6
	41-50	36	9.4
	51-60	16	4.2
	61-70	6	1.6
Educational	No education	1	3.
	Less than high school	10	2.6
	High school	63	16.4
	Diploma	26	6.8
	Bachelor	228	59.2
	Postgraduate degree ((Master's, PhD	57	14.8

Monthly income	Less than 10000 SR	282	73.2
	SR 14000 – 10000	63	16.4
	SR 19000 – 15000	19	4.9
	25000 - 20000	10	2.6
	More than 25000 SR	11	2.9

Assessment of the Constructs

Frequencies, means, and standard deviations were found for all constructs indicators when monitoring the values of standard deviations. To measure the mean for constructs indicators, the format of a typical Likert five level scale is shown in Table 2 below.

Table 2. Mean level format of typical five-level scale

Mean range	Scale
1 - 1.80	Strongly Disagree
1.81 - 2.60	Disagree
2.61 - 3.40	Neutral
3.41 - 4.20	Agree
4.21 - 5	Strongly Agree

On the other hand, Table 3 below shows that construct indicators (CONS1) and (PURINT4) have the largest Mean±SDs (3.98±1.13, and .98±1.19), respectively, with "Agree", while construct indicator (AGREE2) has the lowest Mean ± SD (2.07±1.05).

Table 3. Participants' assessment for construct indicators

Measurements	SDis. (1)	Dis. (2)	N. (3)	Ag. (4)	Sag. (5)	Total%	Mean ±SD	Scale
(Extraversion) construct indicators								
I see myself as extroverted, enthusiastic (EXT1)	19	50	99	146	71	385	3.52 ± 1.09	Agree
	4.9	13.0	25.7	37.9	18.4	100		
I see myself as reserved, quiet (EXT2)	25	50	76	142	92	385	3.59 ±1.17	Agree
	6.5	13.0	19.7	36.9	23.9	100		

Measurements	SDis. (1)	Dis. (2)	N. (3)	Ag. (4)	Sag. (5)	Total%	Mean ±SD	Scale
Agreeableness) construct indicators)								
I see myself as sympathetic, warm (AGREE1)	11	33	70	160	111	385	3.58± 1.03	Agree
	2.9	8.6	18.2	41.6	28.8	100		
I see myself as critical, quarrelsome (AGREE2)	145	115	85	33	7	385	2.07 ±1.05	Disagree
	37.7	29.9	22.1	8.6	1.8	100		

Conscientiousness) construct indicators)								
I see myself as dependable, self-disciplined (CONS1)	24	18	51	140	152	385	3.98± 1.13	Agree
	6.2	4.7	13.2	36.4	39.5	100		
I see myself as disorganized, careless (CONS2)	146	108	73	39	19	385	2.16 ±1.18	Disagree
	37.9	28.1	19.0	10.1	4.9	100		
1- (Emotional Stability) construct indicators								
I see myself as calm, emotionally stable (EMOT1)	23	43	113	141	65	385	3.47± 1.08	Agree
	6.0	11.2	29.4	36.6	16.9	100		
I see myself as anxious, easily upset (EMOT2)	43	74	111	116	41	385	3.07 ±1.17	Neither agree nor disagree
	11.2	19.2	28.8	30.1	10.6	100		
2- (Open to New Experiences) construct indicators								
I see myself as open to new experiences (OPNEX1)	24	35	96	135	95	385	3.63± 1.13	Agree
	6.2	9.1	24.9	35.1	24.7	100		

I see myself as conventional, uncreative (OPNEX2)	89	127	91	53	25	385	2.48 ±1.18	Disagree
	23.1	33.0	23.6	13.8	6.5	100		
3- (Purchase intention) construct indicators								
I am likely to make a purchase from restaurants (PURINT1)	46	38	63	93	145	385	3.66 ±1.38	Agree
	11.9	9.9	16.4	24.2	37.7	100.0		
I would like to have more information about restaurants (PURINT2)	20	31	85	88	161	385	3.88± 1.19	Agree
	5.2	8.1	22.1	22.9	41.8	100.0		
I am interested in restaurants (PURINT3)	38	46	104	77	120	385	3.51± 1.31	Agree
	9.9	11.9	27.0	20.0	31.2	100.0		
I am likely to make a purchase from cafés (PURINT4)	19	31	70	83	182	385	3.98 ±1.19	Agree
	4.9	8.1	18.2	21.6	47.3	100.0		
I would like to have more information about cafés (PURINT5)	49	49	77	93	117	385	3.47± 1.37	Agree
	12.7	12.7	20.0	24.2	30.4	100.0		

I am interested in cafés (PURINT6)	66	58	86	70	105	385	3.23± 1.44	Neither agree nor disagree
	17.1	15.1	22.3	18.2	27.3	100.0		

PLS Path Modeling

A PLS path model consists of two elements, the first of which is a structural model, which displays the relationships (paths) between the constructs (latent variables in model). Secondly, there are the measurement models which display relationships between the constructs and the indicator variables. The symbols (EXT1, EXT2) represent construct indicator related to construct latent variable "Extraversion" (AGREE1, AGREE2), represent construct indicator related to construct latent variable "Agreeableness" (CONS1, CONS2), represent construct indicator related to construct latent variable "Conscientiousness" (EMOT1, EMOT2), represent construct indicator related to construct latent variable "Emotional Stability" (OPNEX1, OPNEX2), represent construct indicator related to construct latent variable "Open to New Experiences," and (PURINT1,…, PURINT2) represent construct indicator related to construct latent variable "purchase intentions." Figure 4.1 represents the initial path model (initial confirmatory factor Analysis (CFA model).

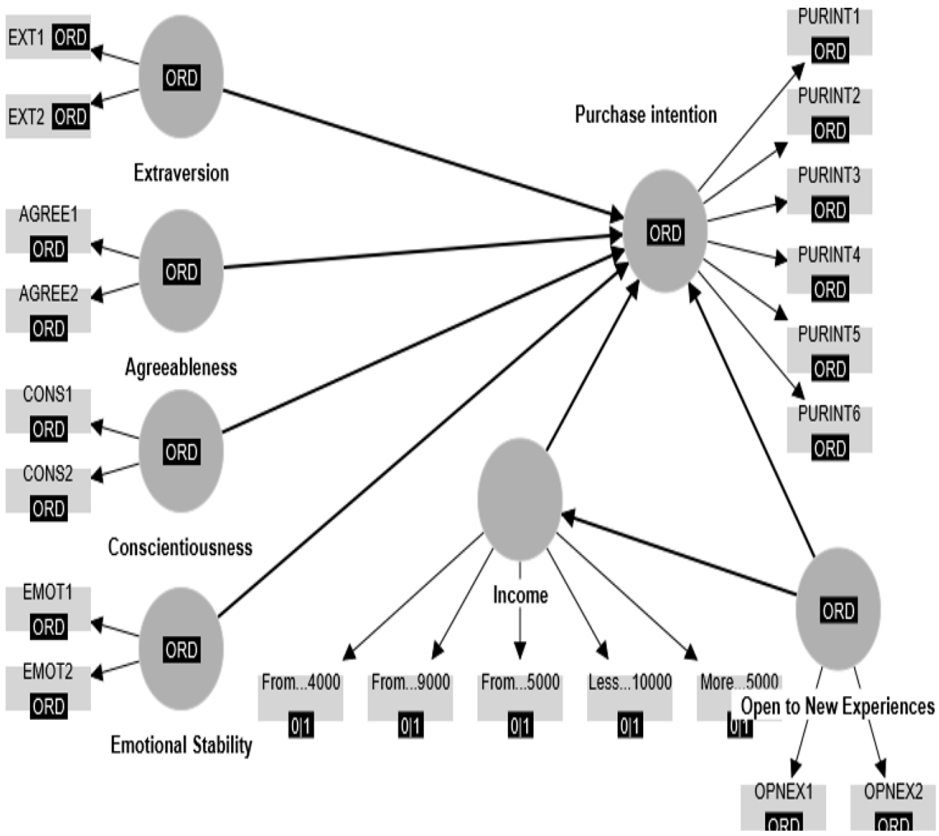


Figure 2. Path model (initial CFA model)

SmartPLS v.4 was used for performing the path model. The path model includes two sub-models, the first of which is the reflective measurement model, and the second is structural model that displays the relationships (paths) between the constructs (latent variables).

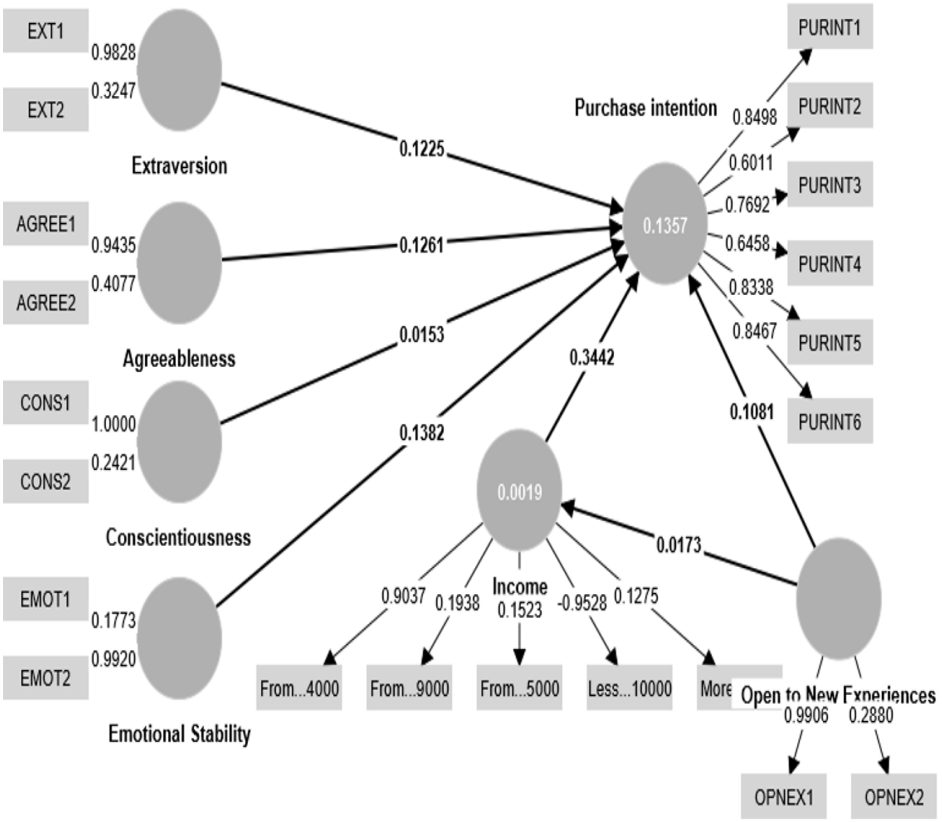


Figure 3. Path model (Final)

The path model was assessed for testing composite reliability varying between 0 and 1, with higher values indicating higher levels of reliability (Nunnally & Bernstein, 1994). Indicator reliability is the square value of indicator loading value. Convergent validity (AVE) is the extent to which a measure correlates positively with alternative measures of the same construct. AVE should be higher than 0.50 (Hair et al. 2011, p. 107). If the indicator loading with it is construct is greater than it is loading with other constructs in the study, then it may be argued that there is discriminant validity. Table 4 demonstrates that there is discriminant validity (Fornell-

Larcker criterion) between the study's constructs since each value in diameter is greater than any value at the same column in the table. It also shows the results summary for reflective measurement models.

Table 4. Discriminant validity (Fornell-Larcker criterion)

	Agreeableness	**Conscientiousness**	**Emotional Stability**	**Extraversion**	**Income**	**Open to New Experiences**	**Purchase intention**
Agreeableness	**0.7268**						
Conscientiousness	0.4569	**0.7275**					
Emotional Stability	0.2175	0.2732	**0.7126**				
Extraversion	0.4018	0.4353	0.1605	**0.7319**			
Income	-0.0271	-0.0103	-0.097	-0.0092	**0.6002**		
Open to New Experiences	0.3941	0.489	0.0895	0.5092	0.0432	**0.7295**	
Purchase intention	0.2512	0.2154	0.1857	0.2557	0.1243	0.246	**0.7642**

Meanwhile, Table 5 below shows the PLS-SEM results, demonstrating that the measurement indicators satisfied discriminant validity, and the study constructs satisfied convergent validity (AVE) and model satisfied composite reliability. The results also show that there were some indicators loadings at less than the threshold range (0.40 and 0. 70).

Table 5. Results summary for reflective measurement models

Latent Variable (Construct)	Indicators	Loadings	Indicator Reliability	Composite Reliability	Convergent validity (AVE)	Discriminant Validity?
Extraversion	EXT1	0.9828	0.9659	0.6480	0.5357	Yes
	EXT2	0.3247	0.1054			
Agreeableness	AGREE1	0.9435	0.8902	0.6593	0.5282	Yes
	AGREE2	0.4077	0.1662			
Conscientiousness	CONS1	1.0000	1.0000	0.6210	0.5293	Yes
	CONS2	0.2421	0.0586			
Emotional Stability	EMOT1	0.1773	0.0314	0.5814	0.5078	Yes
	EMOT2	0.9920	0.9841			
Open to New Experiences	OPNEX1	0.9906	0.9813	0.6360	0.5321	Yes
	OPNEX2	0.2880	0.0829			

Purchase intention	PURINT1	0.8498	0.7222	0.8923	0.5841	Yes
	PURINT2	0.6011	0.3613			
	PURINT3	0.7692	0.5917			
	PURINT4	0.6458	0.4171			
	PURINT5	0.8338	0.6952			
	PURINT6	0.8467	0.7169			

Hypotheses Testing

To examine the relationship between the study constructs (Extraversion, Agreeableness, Conscientiousness, Emotional Stability, Openness to New Experiences, and Purchase Intentions), consistent PLS-SEM bootstrapping using SmartPLS software v.4. Table 4 shows results summary for hypotheses testing.

Table 6. Results summary for hypotheses testing

Hypothesis	Path coefficient	P values	R^2
Agreeableness -> Purchase intentions	-0.6037	0	0.129
Conscientiousness -> Purchase intentions	0.0208	0	
Emotional Stability -> Purchase intentions	0.5549	0	
Extraversion -> Purchase intentions	0.5445	0	
Openness to New Experiences -> Purchase intentions	0.3209	0	

Table 4 as well depicts that there is statistical significance since (p-value =0) is less than the significance level ($\alpha = 0.05$) positive impact (with path coefficient = 0.5445) of extraversion on purchase intentions. This finding indicates that a high degree of Extraversion enhances (positively)

purchase intentions in restaurants and café (H_1 is satisfied). The results as well highlights that there is statistical significance since (p-value =0) is less than the significance level ($\alpha = 0.05$) for the negative impact (with path coefficient = -0.6037) of Agreeableness on purchase intentions. This finding indicates that a high degree of Agreeableness enhances (negatively) purchase intentions in restaurants and cafés (H_2 is not satisfied).

There is statistical significance since (p-value =0) is less than the significance level ($\alpha = 0.05$) positive impact (with path coefficient = 0.0208) of Conscientiousness on purchase intention. This finding indicates that *Conscientiousness enhances (positively) purchase intentions in restaurants and cafés (H_3 is partially satisfied).* The analysis confirms that there is statistical significance since (p-value =0) is less than the significance level ($\alpha = 0.05$) for the positive impact (with path coefficient = 0.5549) of Emotional Stability on purchase intention. This finding indicates that *a high degree of Emotional Stability enhances (positively) purchase intentions in restaurants and cafés (H_4 is satisfied).*

Moreover, the results as well demonstrate that there is statistical significance since (p-value =0) is less than the significance level ($\alpha = 0.05$) for the positive impact (with path coefficient = 0.3209) of Openness to New Experiences on purchase intentions. This finding indicates that *Openness to New Experiences enhances (positively) the purchase intention in restaurants and cafés (H_5 is partially satisfied).*

Mediation Testing

The mediation analysis was conducted with Openness to New Experiences as exogenous, purchase intention as endogenous constructs, and income as mediator. The mediation analysis based on the analysis of

indirect effects was based on the guideline by Baron and Kenny (1986) classical approach. It has been performed by using the direct and indirect effects based on bootstrap procedures and bias-corrected bootstrap confidence interval (95%). The results are provided in Table 5.

Table 7. Mediation variable analysis

.H. No	Path	Total Effects	Direct Effects	Indirect Effects	Remarks
H_6	Open to New Experiences -> Income -> Purchase intention	0.3296***	0.3209***	0.0087***	Income is a mediator variable between Openness to New Experiences and purchase intentions

More so, the results show that income mediates the relationship between Openness to new experiences and purchase intentions as indirect effects are significant. Moreover, the loading value for the category 10000 to 14000 SR has the greatest loading.

Discussion

Indeed, H1 and H4 are satisfied, and the results show that a high degree of both extraversion and emotional stability enhances positively the purchase intention in restaurants and cafés. H3 and H5, namely that Conscientiousness and Openness to New Experiences enhance positively purchase intentions in restaurants and cafés, respectively, are partially satisfied. H2, which posits that a high degree of Agreeableness enhances positively the purchase intentions in restaurants and cafés, the results showed is not satisfied. H6 is satisfied, and the results show that income

mediates the relationship between Openness to New Experiences and purchase intentions as indirect effects are significant.

Interpretation of Findings

A high degree of Extraversion enhances (positively) purchase intentions in restaurants and cafés (H1 is satisfied), which aligns with the findings of existing research (Matz & Harari, 2021). It was found that the most extroverted people spend more time in social places such as cafés and restaurants. One reason for this finding could be that one of the characteristics that extroverts express is sociability as they are socially talkative people who admire people and love gatherings (Costa & McCrae, 1992), and it is possible for cafés and restaurants to increase their social opportunities as they gather many people.

A high degree of Agreeableness enhances (positively) purchase intentions in restaurants and cafés (H2 is not satisfied), which is not aligned with the findings of an existing study (Musa et al., 2018), which found that people with high scores of Agreeableness tended to make the decision to repurchase in the culinary industry. Furthermore, another study (Matz & Harari, 2021) found that Agreeableness was positively associated with spending time in cafés and restaurants, and another (Mehl et al., 2006) indicated that spending time in public places such as restaurants and cafés was associated with Agreeableness. One reason for this outcome could be that there were other mediating factors that led to this result that were not studied in this research.

Conscientiousness enhances (positively) purchase intentions in restaurants and cafés (H3 is partially satisfied), which aligns with the findings of existing research (Musa et al., 2018) that found that people with

high scores of Conscientiousness tended to make the decision to repurchase in the culinary industry. Another study (Matz & Harari, 2021) found that students with a high score of Conscientiousness preferred to study in other places such as a café. One reason for this finding could be that a conscientious person has a more active process of planning, organizing, and executing tasks, making them purposeful, strong-willed, determined (Costa & McCrae, 1992), and immersed in achieving their goals, which limits their free time and motivates them to buy from restaurants. Furthermore, this individual may dedicate more time to achieving professional, preventing them from spending time at home and giving them the opportunity spend his time at restaurants and cafés to organize their ideas and goals,

A high degree of Emotional Stability enhances (positively) purchase intentions in restaurants and cafés (H4 is satisfied), which aligns with the findings of existing research (Matz & Harari, 2021), which found that students felt less nervousness when spending time in cafés or restaurants. One reason for this outcome could be that the individuals are emotionally stable. They are usually calm and level-headed (Costa & McCrae, 1992), which could make them more likely to enjoy time and entertain themselves in restaurants and cafés.

Openness to New Experiences enhances (positively) purchase intentions in restaurants and cafés (H5 is partially satisfied), which aligns with the findings of existing research (Musa et al., 2018). Those with a high level of Openness tend to make the decision to buy back into the culinary industry, and another study (Mehl et al., 2006) found that, the more open that a person was, the more time that they spent in restaurants and cafés. One reason for this outcome could be that open individuals feel curious, and their lives are full in terms of experientially. They are ready for new ideas

and unconventional values (Costa & McCrae, 1992), which can make them more willing to try new restaurants and cafés, especially those that offer new products and services on an ongoing basis.

Income mediated the relationship between openness to new experiences and purchase intention as indirect effects are significant (H6 was satisfied), which was aligned with an existing study (Shebl, 2021). The results show that there is a positive relationship between consumer income and the purchasing power of customers, as found in another study (Yahya et al., 2022), which found a positive and statistically significant relationship between income and consumer purchase intention among coffee consumers. One reason for this outcome could be that, when income decreases, people may want to save money. On the other hand, as cafés and restaurants increase expenses, when income increases, there may be an increase in purchase intentions from restaurants and cafés.

Recommendations

Several recommendations were developed and considered helpful to different facets and industries or markets where personality traits can be useful. For one, at the societal level, the influence of personality on purchase intentions must be understood given the need for companies to aspire to success in the Saudi market. As the food and beverage industry continues to grow and develop, it is essential for restaurant and café owners to understand the different personality traits of their customers and how they influence their purchasing decisions. Marketers can also use the knowledge gained from this study to customize their marketing mix to meet the different personality types of their customers.

Moreover, the results of this study are of particular important to

companies, as there is no recent research on the influence of personality on purchase intentions in cafés and restaurants. This research provides valuable information to business owners and marketers who are looking to retain customers in the food and beverage industry by improving their marketing strategies and better understanding their customers' preferences. Hence, it is recommended that business owners design menu offerings, decor and customer service to suit the specific personality traits of the target Saudi market consumers. Businesses must also differentiate themselves and offer unique value propositions to attract and retain customers.

This study has certain limitations, which can be addressed by future researchers. One is the lack of descriptions for the nationalities of the survey respondents, considering how the study places emphasis on the different personality traits and how it can affect purchase intentions. Future research works can therefore investigate the potential link between nationality and purchase intentions. Meanwhile, the research is mainly spotlighting the customers in Saudi Arabia. Future researchers can use the variables in this study and apply them in another emerging country with similar or even dissimilar care and restaurant cultures.

Practical Implications for Businesses

With the rise of the global economy and the increasing importance of the emerging market, understanding the impact of personality on purchase intentions is essential for businesses looking to succeed in this region. As the food and beverage industry continues to grow and evolve, it is essential for restaurant and café owners to understand the different personality traits of their customers and how they influence their purchasing decisions, where they can use the knowledge gained from this study to customize

their marketing mix to cater to the different personality types of their customers. They can also tailor their menu offerings, décor, and customer service to appeal to the specific personality traits of their target audience. This customization can enhance customer satisfaction, positive word-of-mouth marketing, and loyalty and lead to increased profitability for the business; this is particularly important in the highly competitive market, where businesses must differentiate themselves and offer unique value propositions to attract and retain customers.

Moreover, the results of this study are particularly relevant for businesses in Saudi Arabia, where there is a lack of recent research on the impact of personality on purchase intentions in cafés and restaurants. This research provides valuable information for business owners and marketers looking to retain customers in the food and beverage industry by improving their marketing strategies and a better understanding of their customers' preferences. By offering menu items and services that align with the different personality traits of their customers, businesses in Saudi Arabia can differentiate themselves from their competitors and gain a competitive advantage in the market.

Although this research fills a gap in recent research in Saudi Arabia, it can be applied to other emerging countries with similar café and restaurant cultures. These businesses can use the findings of this study to develop targeted marketing campaigns and promotions that appeal to the different personality traits of their customers. They can also incorporate the results of this research into their market segmentation strategies to improve their understanding of their customer base and tailor their offerings accordingly.

Conclusion, Limitations and Future Research

The primary purpose of this research was to measure the impact of the Big Five personality traits (Extraversion, Agreeableness, Conscientiousness, Emotional Stability, and Openness to Experience) on purchase intentions in cafés and restaurants in Saudi Arabia, the results showed that the following hypotheses are satisfied:

H1: A high degree of extraversion enhances purchase intentions in restaurants and cafés;

H3: A high degree of Conscientiousness enhances purchase intentions in restaurants and cafés;

H4: A high degree of Emotional Stability enhances purchase intentions in restaurants and cafés;

H5: A high degree of Openness enhances purchase intentions in restaurants and cafés; and

H6: Income mediates the relationship between Openness to Experience and purchase intentions.

On the other hand, the following hypothesis was not accepted:

H2: A high degree of Agreeableness enhances purchase intentions in restaurants and cafés.

This study has a number of limitations, though these limitations offer opportunities for future research. Firstly, this study used a cross-sectional time horizon, which is time-bound and takes a snapshot of a specific point in time, not taking into account what happens before or after, therefore

limiting the applicability of the findings. Secondly, this research used the Ten-Item Personality Inventory (TIPI) because of a lack of time and resources. Although considered an adequate instrument if when needed, it is inferior to standard multi-item instruments (Gosling et al., 2003). Thirdly, H2 was not supported, which contradicts existing research (Musa et al., 2018), which has found that people with high Agreeable scores of tend to make the decision to repurchase in the culinary industry. One study (Matz & Harari, 2021) found that Agreeable was positively associated with spending time in cafés and restaurants, and another indicated that spending time in public places such as restaurants and cafés was associated with agreeable individuals (Mehl et al., 2006). This study did not sufficiently investigate other mediating factors that may have led to this result, which was in contrast with what has been found in the literature review. Fourthly, in this research, the sample included more female than male respondents, which is due to the researcher's personal relationships with these women. For a more comprehensive understanding, it is possible that future research will include a sample of a closer number of both male and female respondents.

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تأثير سمات الشخصية على نوايا الشراء في المطاعم والمقاهي في المملكة العربية السعودية

لميس سليم الشامي[1]

سعيد علي بادغيش[2]

ملخص البحث:

يهدف هذا البحث إلى تقييم مدى تأثير سمات الشخصية على نوايا الشراء في المطاعم والمقاهي في المملكة العربية السعودية من خلال الإجابة عن ما يلي: هل أن الانبساط، التوافق، الضمير، الاستقرار العاطفي، والانفتاح على التجربة تؤثر على نوايا الشراء في المطاعم والمقاهي في المملكة العربية السعودية؟ هل هناك علاقة وساطة بين الدخل والانفتاح على التجربة ونوايا الشراء؟ - مما يسهل للمسوقين اتخاذ قرارات تسويقية بناءً على تأثيرها على الشخصية. استخدمت الدراسة الحالية المنهج الاستنتاجي والمنهج الكمي كأسلوب بحث مناسب، وتم جمع البيانات من 385 عميلا من عملاء المطاعم والمقاهي من خلال استبيان، واستخدم برنامج SPSS v.23 و SmartPLS v.4 لتحليل النتائج من أجل الإجابة عن أسئلة الدراسة، والتحقق من فرضيات البحث. وأظهرت النتائج أنه مع السعوديين، فإن «الانبساط ، الضمير، الاستقرار العاطفي، والانفتاح على التجربة، إيجابيا حسن نوايا الشراء في المطاعم والمقاهي، في حين أن التوافق لم يكن كذلك، وهو الأمر الوحيد الذي لم يتماشَ مع نتائج دراسة سابقة. علاوة على ذلك، لقد توسط «الدخل» في العلاقة بين الانفتاح على التجارب الجديدة ونوايا الشراء كآثار غير مباشرة، وستساعد النتائج أصحاب المطاعم والمقاهي على تخصيص المزيج التسويقي للبحث في كل من الشخصيات المهتمة بها

الكلمات الدالة: السمات الشخصية، الدخل، نوايا الشراء، المطاعم، المقاهي.

(1) جامعة الملك عبدالعزيز (جدة - المملكة العربية السعودية)
sbadghish@kau.edu.sa

(2) جامعة الملك عبدالعزيز (جدة - المملكة العربية السعودية)