

Relationship between Personality and Effective Decision Making In Online Shopping - Introducing a Holistic Personality System: Enneagram

Authors

Mehmet Fatih Karakaya ^{1*}

Affiliations

¹Doctoral Program in Business Administration, Graduate School of Social Sciences
Yeditepe University, Istanbul, 34755, Turkey.

*To whom correspondence should be addressed; E-mail:
mehmetfatih.karakaya@std.yeditepe.edu.tr

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Abstract

Online shopping offers a different experience than traditional store shopping, and consumer behavior on this platform may change depending on different factors. Enneagram personality types help better define consumers' online shopping preferences and Purchase Intentions. This can help businesses better target customers and offer products and services that suit their needs. This study measures the effect of Enneagram personality types on online shopping decisions in Turkey. In the study, analyzes were made based on the answers of 392 participants who shopped online. According to the regression analysis results, Enneagram personality types of Type 2 (Helper), Type 8 (Challenger) and Type 9 (Peacemaker) do not have a significant effect on the online purchasing decision. The effect of other personality types on the purchasing decision is significant among the analysis findings. At the same time, the perception of reliability for the participants also affects the purchasing decision.

Keywords: Enneagram; online shopping; regression analysis

INTRODUCTION

The aim of this study is to examine the relationship between personality types and effective decision-making in online internet shopping and to contribute to the understanding of this relationship using a holistic personality system called Enneagram. In line with this purpose, the following goals have been determined:

1. Examination of the Basic Principles of the Enneagram: The thesis aims to explain the basic principles of the personality system called Enneagram. Understanding these principles will help us better understand how this system can impact online shopping decisions.
2. Defining Personality Types: The thesis will describe in detail the 9 different personality types of the Enneagram and investigate the potential effects of each type on online shopping decisions.
3. Examining the Effects on Online Shopping Decisions: The thesis will investigate how Enneagram personality types can affect online shopping decisions and analyze the potential effects of each personality type on online shopping preferences and habits.
4. Data Collection and Analysis: The aim of thesis is to define data collection and analysis methods to understand the relationship between Enneagram personality types and online shopping decisions. This will be accomplished by examining various online shopping experiences and assessing participants' personality types.
5. Evaluation of Results and Advances: The thesis will evaluate the effects of Enneagram personality types on online shopping decisions and present the findings in a general framework.

The theoretical framework of the thesis titled "The Relationship Between Personality Types and Effective Decision Making in Online Internet Shopping - Enneagram, a Holistic Personality System" can be explained under the following main headings:

1. Relationship Between Personality Theories and Online Shopping Decisions:
 - Theoretical foundations on personality types and behaviors.
 - Psychological and behavioral effects of online shopping.

- The effects of personality types on consumer decision-making processes.

2. Enneagram Personality System:

- Historical development and basic principles of the Enneagram.
- Definitions and characteristics of nine different personality types.
- Areas of use of the Enneagram and its place in psychological research.

3. Effects of Personality Types on Online Shopping Decisions:

- Online shopping preferences and habits of each Enneagram personality type.
- The effects of personality types on factors affecting online shopping decisions such as product selection, brand loyalty, price sensitivity.

4. Data Collection and Analysis Methods:

- Data collection methods: surveys, observation, focus group studies.
- Enneagram scales to be used to determine the personality types of the participants.
- Statistical analysis methods: regression analysis, factor analysis.

5. Previous Research and Findings:

- Summarizing similar studies and summarizing the findings.
- Comparison of previous research on the relationship between personality types and online shopping decisions.

6. Research Hypotheses:

- Formulating hypotheses that Enneagram personality types may have certain effects on online shopping decisions.

This theoretical framework explains the basic concepts and connections of the study.

7. Research Model:

While developing the research model, appropriate studies in the literature were examined. Dang, V.T. and Pham, T.L. (2018) in their article "An empirical investigation of consumer perceptions of online shopping in an emerging economy: Adoption theory perspective" in

Asia Pacific Journal of Marketing and Logistics examined the model as shown in Figure 1:

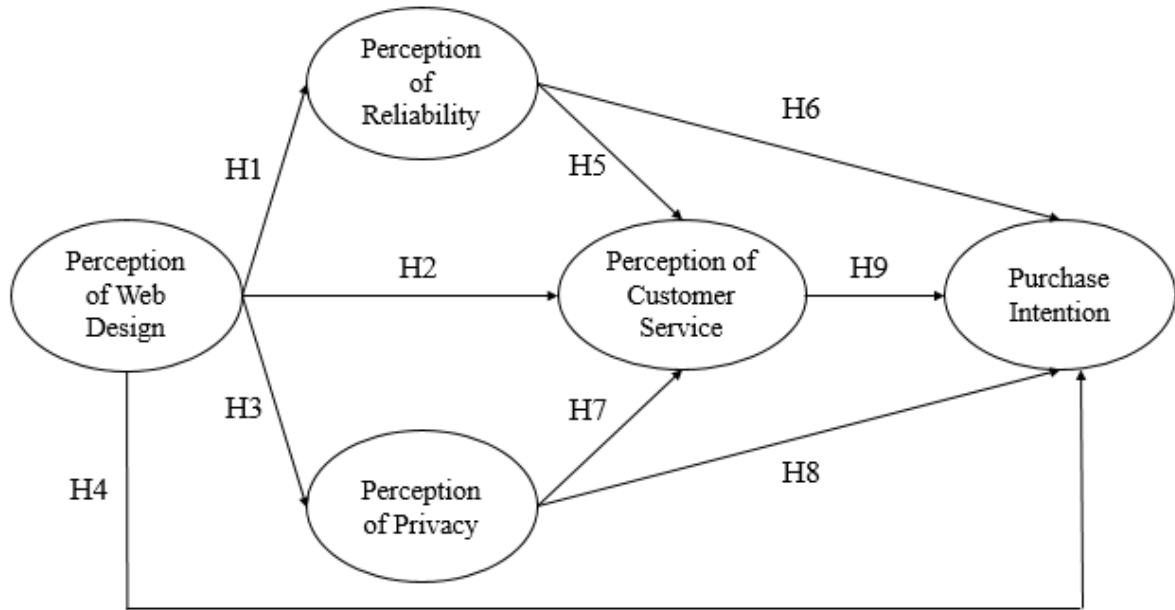


Figure 1. Sample Research Model of (Dang & Pham, 2018)

Considering the studies on the subject, the model suitable for the study was designed as follows.

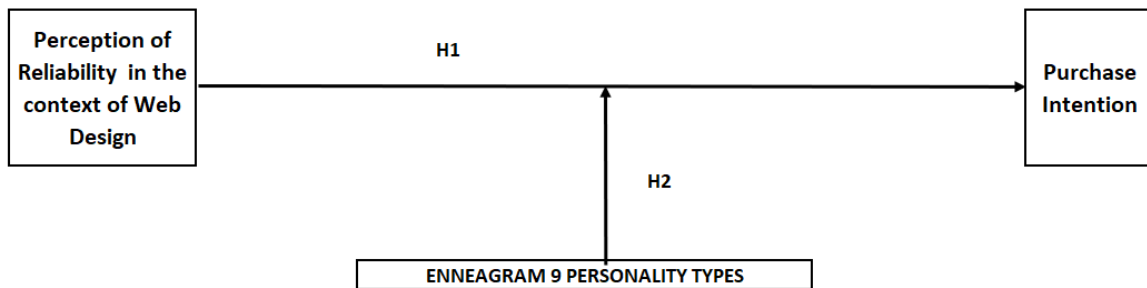


Figure 2. Research Model of the Thesis

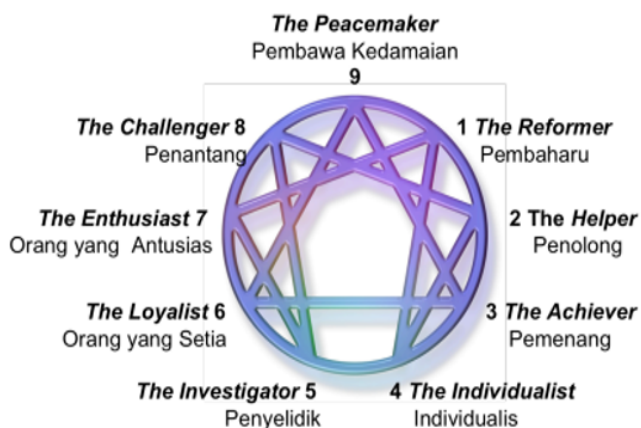
As can be seen from the figure above, there is a sequence from web design to purchase intention. The point to be noted here is that web design also has an effect on other scales. In the figure given, the relationships between the scales are shown as hypotheses.

I- RESULTS

The questions in the first part of the research are aimed at getting information about the socio-economic and demographic characteristics of the survey participants. The questions in question; gender, marital status, age group, education, monthly average income, occupation. The other group of questions are about the online shopping habits of the participant. The second group of questions includes the participant's online shopping status, the frequency of online shopping and the reasons for shopping online. These questions are summarized in the table below.

The third group questions of the research constitute the questions to determine the Enneagram personality types in the research model. The sources of the scales used in the study and the abbreviations used in the analysis are shown below.

Figure 3. *The Enneagram Nine types of Personality – Riso-Hudson*



Source: Riso, D. R., & Hudson, R. (2000)

The abbreviations used in the analysis of the Enneagram personality types given above are as follows:

- The Reformer – **REF**
- The Helper – **HELP**
- The Achiever – **ACH**
- The Individualist – **IND**
- The Investigator – **INV**
- The Loyalist – **LOY**
- The Enthusiast – **ENTH**
- The Challenger – **CHAL**
- The Peacemaker - **PEACE**

The survey questions created for Enneagram personality types are given in the table below:

Table 1. Enneagram Personality Scale

Factor Name	Variable Code and Question Item
REF	REF ₁ : Certain standards and rules are very important to me. I am a planned and detail oriented person
	REF ₂ : I am a principled person who cares that the work done is done perfectly in accordance with certain rules
	REF ₃ : I am an idealist who cares about all individuals doing their jobs perfectly
HELP	HELP ₁ : By recognizing the needs of individuals in advance, I provide the necessary support
	HELP ₂ : I am someone who cares about being needed, being validated, getting attention, and spending time with people
	HELP ₃ : I am an indispensable individual in line with the interest, love and help I have made for my environment
ACH	ACH ₁ : Competition, image and status are indispensable elements and I am an internally motivated person
	ACH ₂ : I am a person who dynamically finishes the work I need to do, eliminates my competitors and can stand out
	ACH ₃ : I am someone who applies fast and practical methods in business solutions
IND	IND ₁ : I am a person who uses my own style in my works and has an original and deep style
	IND ₂ : I am a person who can overcome all obstacles with my personal style and special talents
	IND ₃ : Although I am an emotional person, I have a structure that cares about aesthetics and difference
INV	INV ₁ : I am a researcher and observer who avoids communication with people
	INV ₂ : I am someone who always manages to control my emotions when communicating
	INV ₃ : I am a rational and planned person who considers specialization in my work
LOY	LOY ₁ : I am a distrustful and responsible person who first notices possible dangers
	LOY ₂ : I have an inquiring nature that follows the rules set
	LOY ₃ : I'm always an inquisitive and loyal person
ENTH	ENTH ₁ : I am a cheerful person who likes change and I have a structure that can think quickly and find practical solutions
	ENTH ₂ : I have a structure that likes spontaneous life, multiplies options and has energy
	ENTH ₃ : I am a person who ignores risks, likes to joke and is positive towards innovation
CHAL	CHAL ₁ : I am strong, resilient, confident and tough (charismatic) looking
	CHAL ₂ : I am a determined person who is perceived as a brave and natural leader in my environment, who analyzes the power balances well
	CHAL ₃ : I am a self-confident person who comes forward boldly to solve problems and does not like rejection
	PEACE ₁ : I am a harmonious, understanding and non-angry person who avoids conflict and always maintains peace and tranquility

PEACE	PEACE₂ : I am a habitual, integrative and accommodating person who never makes a decision without exploring all options
	PEACE₃ : I am a forgiving and sharing person who is fond of comfort, sees a share of truth in everyone's opinion, does not like to talk about other people's mistakes

The survey questions created in line with the perception of reliability (**REL**) and purchasing decision (**PURCH**) that affect online purchasing behavior are given in the table below.

Table 2. Online Purchasing Behavior

Factor Name	Variable Code and Question Item
REL	REL₁ : Online shopping sites are more interested in selling me products and making a profit
	REL₂ : Online shopping sites have no limits on solving problems I may encounter
	REL₃ : Online shopping sites are truly customer satisfaction oriented
	REL₄ : Most of the information about products on online shopping sites is not correct
	REL₅ : Some of the claims of online shopping sites about their services are exaggerated
	REL₆ : I think I know what to expect from online shopping sites
	REL₇ : I can trust online shopping sites
PURCH	PURCH₁ : If I need a product, I would consider buying it from online stores
	PURCH₂ : I intend to continue online shopping in the future
	PURCH₃ : I will use online stores regularly in the future

II.1. Demographic Characteristics of Participants

Table 3. Distribution of Research Participants by Gender

Gender	Frequency	Percentage (%)
Male	123	31,4
Female	269	68,6
Total:	392	100.0

Table 6. Distribution of Research Participants by Education

Education	Frequency	Percentage (%)
High School	3	0.8

Table 4. Distribution of Research Participants by Age

Age	Frequency	Percentage (%)
18-25	26	6.6
26-35	121	30.9
36-45	159	40.6
46-55	69	17.6
55+	17	4.3
Total:	392	100,0

Table 5. Distribution of Research Participants by Marital Status

Marital Status	Frequency	Percentage (%)
Single	111	28,3
Married	281	71,7
Total:	392	100,0

Table 7. Distribution of Research Participants by Working Status

Occupation	Frequency	Percentage (%)
Student	23	5.9
Retired	2	0.5
Public Employee	94	24.0
Private Sector Employee	163	41.6
Business owner	33	8.4
Self-employment	68	17.3
Other	9	2.3
Total:	392	100,0

Table 8. Distribution of Survey Participants by Monthly Average Income

Average Monthly Income	Frequency	Percentage (%)
0-8500 TL	27	6.9
8501-10500 TL	30	7.7
10501-12500 TL	16	4.1
12501-14500 TL	24	6.1
14501+ TL	295	75.3
Total:	392	100,0

II.2. R

The internal consistency or reliability of the scale was determined by finding the Cronbach's alpha coefficient. Cronbach's alpha is a reliability index associated with calculating the reliability of items that are not scored as true versus false (Wallen 2003). The higher the score, the more reliable the scale. The Cronbach Alpha coefficient (α) takes a value between 0 and 1 (Hair et. al., 2007: 336).

Table 9. Values for the Reliability Analysis of the Enneagram “The Reformer” Personality Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
REF ₁	3.5995	.85244	392
REF ₂	3.7959	.83662	392
REF ₃	3.6352	.85948	392

Table 10. Statistical Values for the Reliability Analysis of the Enneagram “The Reformer” Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REF ₁	7.4311	2.205	.464	.695
REF ₂	7.2347	1.991	.600	.528
REF ₃	7.3954	2.076	.522	.626
Cronbach's Alpha Value = 0.709				

Table 1. Values for the Reliability Analysis of the Enneagram “The Helper” Personality Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
HELP ₁	3.5893	.73089	392
HELP ₂	3.5153	1.03384	392
HELP ₃	2.9949	.85822	392

Table 12. Statistical Values for Reliability Analysis of the Enneagram “The Helper” Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HELP ₁	6.5102	2.378	.288	.482
HELP ₂	6.5842	1.538	.373	.347
HELP ₃	7.1046	1.986	.347	.386
Cronbach's Alpha Value = 0.715				

Table 13. Values for the Reliability Analysis of the Enneagram “The Achiever” Personality Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
ACH ₁	2.9286	1.18170	392

ACH ₂	2.9592	1.07678	392
ACH ₃	4.0281	.74787	392

Table 14. Statistical Values for the Reliability Analysis of the Enneagram “The Achiever” Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ACH ₁	6.9872	1.793	.399	.082
ACH ₂	6.9566	1.597	.623	-.450 ^a
ACH ₃	5.8878	4.177	-.093	.776
Cronbach's Alpha Value = 0.450				

Table 15. Values for Reliability Analysis of the Enneagram “The Individualist” Personality Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
IND ₁	3.9209	.73729	392
IND ₂	3.7474	.69708	392
IND ₃	3.9515	.66724	392

Table 16. Statistical Values for the Reliability Analysis of the Enneagram “The Individualist” Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
IND ₁	7.6990	1.050	.381	.226
IND ₂	7.8724	1.165	.345	.303
IND ₃	7.6684	1.429	.185	.559
Cronbach's Alpha Value = 0.694				

Table 17. Values for the Reliability Analysis of the Enneagram “The Investigator” Personality Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
INV ₁	2.7219	1.08074	392
INV ₂	3.1990	.88245	392
INV ₃	3.8699	.59056	392

Table 18. Statistical Values for the Reliability Analysis of the Enneagram “The Investigator” Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
INV ₁	7.0689	1.338	.240	.315
INV ₂	6.5918	1.654	.297	.466
INV ₃	5.9209	2.411	.190	.385
Cronbach's Alpha Value = 0.714				

Table 19. Values for the Reliability Analysis of the Enneagram “The Loyalist” Personality Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
LOY ₁	3.7041	.72879	392
LOY ₂	3.8801	.73175	392
LOY ₃	3.9541	.62180	392

Table 20. Statistical Values for the Reliability Analysis of the Enneagram “The Loyalist” Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
LOY ₁	7.8342	1.392	.422	.675
LOY ₂	7.6582	1.274	.508	.559
LOY ₃	7.5842	1.435	.555	.514
Cronbach's Alpha Value = 0.786				

Table 21. Values for the Reliability Analysis of the Enneagram “The Enthusiast” Personality Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
ENTH ₁	3.8801	.76256	392
ENTH ₂	3.2296	.96398	392
ENTH ₃	3.2372	1.00502	392

Table 2. Statistical Values for the Reliability Analysis of the Enneagram “The Enthusiast” Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ENTH ₁	6.4668	2.643	.423	.533
ENTH ₂	7.1173	2.027	.480	.430
ENTH ₃	7.1097	2.123	.389	.577
Cronbach's Alpha Value = 0.715				

Table 23. Values for Reliability Analysis of the Enneagram “The Challenger” Personality Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
CHAL ₁	3.1276	1.04334	392
CHAL ₂	3.1658	.94100	392
CHAL ₃	3.3750	.92959	392

Table 24. Statistical Values for Reliability Analysis of the Enneagram “The Challenger” Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CHAL ₁	6.5408	2.607	.604	.658
CHAL ₂	6.5026	2.982	.573	.690
CHAL ₃	6.2934	2.980	.588	.675
Cronbach's Alpha Value = 0.757				

Table 25. Values for the Reliability Analysis of the Enneagram “The Peacemaker” Personality Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
PEACE ₁	3.3673	.92022	392
PEACE ₂	3.6250	.85207	392
PEACE ₃	3.6480	.87800	392

Table 26. Statistical Values for the Reliability Analysis of the Enneagram “The Peacemaker” Personality Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PEACE ₁	7.2730	1.560	.260	.080
PEACE ₂	7.0153	2.056	.091	.426
PEACE ₃	6.9923	1.731	.217	.183
Cronbach's Alpha Value = 0.739				

Table 273. Values Regarding Reliability Analysis of Reliability Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
REL ₁	2.7219	1.06405	392
REL ₂	2.4847	1.00116	392
REL ₃	2.8367	.79890	392
REL ₄	2.7015	.71534	392
REL ₅	3.8240	.77831	392
REL ₆	4.0102	.58533	392
REL ₇	3.4974	.72936	392

Table 28. Statistical Values Regarding Reliability Analysis of Reliability Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REL ₁	19.3546	4.449	.292	.220
REL ₂	19.5918	4.268	.393	.142
REL ₃	19.2398	5.907	.090	.362
REL ₄	19.3750	7.064	-.179	.477
REL ₅	18.2526	5.923	.096	.357
REL ₆	18.0663	5.494	.385	.234
REL ₇	18.5791	6.132	.064	.372
Cronbach's Alpha Value = 0.760				

Table 29. Values Regarding the Reliability Analysis of the Purchase Intention Scale

Factor	Arithmetic Mean	Standard Deviation	Sample Size
PURCH ₁	4.0077	.58318	392
PURCH ₂	4.2730	.47922	392
PURCH ₃	4.0000	.70075	392

Table 30. Statistical Values Regarding the Reliability Analysis of the Purchase Intention Scale

Factor	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PURCH ₁	8.2730	1.186	.484	.747
PURCH ₂	8.0077	1.138	.756	.539
PURCH ₃	8.2806	.878	.588	.702
Cronbach's Alpha Value = 0.757				

II.3. Findings Regression Results of Relationship Between The Perception Of Reliability And Purchase Intention

The results of the regression analysis performed to test the relationship between the perception of reliability and purchase intention are summarized in the table below.

Table 31. ANOVA Results on Reliability and Purchase Intention Factor

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.379	1	.379	5.056	.029 ^b
	Residual	3.526	47	.075		
	Total	3.906	48			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), Reliability						

Table 324. Regression Analysis Results on Reliability and Purchase Intention Factor

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.551	.352		7.248	.000
	Reliability	.194	.086	.312	2.249	.029

a. Dependent Variable: PURCH

The results of the regression analysis performed to examine the relationship between perception of reliability and purchasing are shown in the table above. According to the results obtained, the regression model is statistically significant. The F statistic, which shows the significance of the F model in the ANOVA table, was determined to be statistically significant. In addition, according to the regression analysis results, reliability perception has a positive and statistically significant effect on purchase intention.

II.4. The Varying Effect of Enneagram Personality Types on Purchase Decision

II.4.1. The Effect of “The Reformer” Personality Type

In the study, the Effect of “The Reformer” personality type on purchasing through the perception of reliability was examined.

Table 5. The Effect of of “The Reformer” Personality Type ANOVA Results

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.346	3	1.782	9.793	.000 ^b
	Residual	78.44	388	.224		
	Total	83.866	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_ref, Zscore(REF), Zscore(REL)						

Table 34. The Effect of “The Reformer” Personality Type

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.065	.044		92.386	.000
	Zscore(REL)	.466	.019	.053	24.52	.003
	Zscore(REF)	.084	.021	.144	4.011	.009

	moderator_ref	.075	.022	.169	3.409	.001
a. Dependent Variable: PURCH						

II.4.2. Effect of “The Helper” Personality Type

In the study, the Effect of “The Helper” personality type on purchasing through the perception of reliability was examined.

Table 35. Effect of “The Helper” Personality Type ANOVA Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	154.791	3	51.597	4.66E+16	.000 ^b
	Residual	.000	388	.000		
	Total	154.791	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_help, Zscore(HELP), Zscore(REL)						

Table 36. Effect of “The Helper” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	4.774	.023		207.565	.000
	Zscore(REL)	.773	.057	.446	13.561	.004
	Zscore(HELP)	-.036	.041	-.056	-.878	.496
	moderator_help	-.053	.037	-.047	-1.43	.263
a. Dependent Variable: PURCH						

II.4.3. The Effect of “The Achiever” Personality Type

In the study, the Effect of “The Achiever” personality type on purchasing through the perception of reliability was examined.

Table 37. Effect of “The Achiever” Personality Type ANOVA Results

ANOVA						
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Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.776	3	1.258	5.486	.001 ^b
	Residual	80.067	388	.206		
	Total	83.843	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_ach, Zscore(REL), Zscore(ACH)						

Table 38. The Effect of “The Achiever” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.092	.027		151.556	.000
	Zscore(REL)	.035	.022	.083	1.545	.130
	Zscore(ACH)	.045	.023	.092	1.957	.075
	moderator_ach	.069	.021	.139	3.286	.009
a. Dependent Variable: PURCH						

II.4.4. The Effect of of “The Individualist” Personality Type

In the study, the Effect of “The Individualist” personality type on purchasing through the perception of reliability was examined.

Table 39. The Effect of “The Individualist” Personality Type ANOVA Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.646	3	.549	2.497	.052 ^b
	Residual	81.883	388	.211		
	Total	83.529	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_ind, Zscore(REL), Zscore(IND)						

Table 40. The Effect of of “The Individualist” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.573	.028		163.321	.000
	Zscore(REL)	.052	.024	.109	2.167	.037
	Zscore(IND)	-.048	.027	-.083	-1.778	.084
	moderator ind	-.013	.026	-.025	-.5479	.007
a. Dependent Variable: PURCH						

II.4.5. Effect of “The Investigator” Personality Type

In the study, the Effect of “The Investigator” personality type on purchasing through the perception of reliability was examined.

Table 41. Effect of “The Investigator” Personality Type ANOVA Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.874	3	1.958	9.643	.000 ^b
	Residual	78.337	388	.202		
	Total	84.211	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator inv, Zscore(REL), Zscore(INV)						

Table 42. Effect of “The Investigator” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.446	.024		185.212	.000
	Zscore(REL)	.054	.022	.156	2.455	.014
	Zscore(INV)	-.136	.024	-.222	-5.667	.000
	moderator inv	-.052	.023	-.135	-2.261	.036
a. Dependent Variable: PURCH						

II.4.6. The Effect of “The Loyalist” Personality Type

In the study, the Effect of “The Loyalist” personality type on purchasing through the perception of reliability was examined.

Table 43. Effect of “The Loyalist” Personality Type ANOVA Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.935	3	1.645	7.485	.000 ^b
	Residual	78.951	388	.226		
	Total	83.866	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_loy, Zscore(REL), Zscore(LOY)						

Table 44. The Effect of “The Loyalist” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.367	.025		174.68	.000
	Zscore(REL)	.085	.024	.157	3.542	.013
	Zscore(LOY)	.036	.017	.144	2.118	.023
	moderator_loy	-.064	.025	-.137	-2.563	.006
a. Dependent Variable: PURCH						

II.4.7. Effect of “The Enthusiast” Personality Type

In the study, the Effect of “The Enthusiast” personality type on purchasing through the perception of reliability was examined.

Table 6. The Effect of “The Enthusiast” Personality Type ANOVA Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.673	3	.990	4.422	.005 ^b
	Residual	80.897	388	.232		
	Total	83.866	391			
a. Dependent Variable: PURCH						

b. Predictors: (Constant), moderator_enth, Zscore(ENTH), Zscore(REL)

Table 7. Effect of Personality Type of “The Enthusiast” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.483	.025		179.32	.000
	Zscore(REL)	.063	.024	.167	2.625	.013
	Zscore(ENTH)	-.034	.025	-.064	-1.368	.153
	moderator_enth	.063	.026	.129	2.423	.017

a. Dependent Variable: PURCH

II.4.8. Effect of “The Challenger” Personality Type

In the study, the Effect of “The Challenger” personality type on purchasing through the perception of reliability was examined.

Table 8. Effect of “The Challenger” Personality Type ANOVA Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.236	3	.412	2.975	.046 ^b
	Residual	82.653	388	.213		
	Total	83.889	391			

a. Dependent Variable: PURCH

b. Predictors: (Constant), moderator_chal, Zscore(CHAL), Zscore(REL)

Table 9. The Effect of “The Challenger” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.092	.026		158.140	.000
	Zscore(REL)	.046	.028	.095	1.642	.102
	Zscore(CHAL)	.048	.026	.098	1.835	.067
	moderator_chal	.007	.030	.013	.218	.828

a. Dependent Variable: PURCH

II.4.9. The Effect of of “The Peacemaker” Personality Type

In the study, the Effect of “The Peacemaker” personality type on purchasing through the perception of reliability was examined.

Table 10. Effect of “The Peacemaker” Personality Type ANOVA Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.368	3	1.123	5.885	.004 ^b
	Residual	80.653	388	.208		
	Total	84.021	391			
a. Dependent Variable: PURCH						
b. Predictors: (Constant), moderator_peace, Zscore(REL), Zscore(PEACH)						

Table 11. The Effect of “The Peacemaker” Personality Type

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	4.891	.025		195.642	.000
	Zscore(REL)	.041	.023	.065	1.783	.097
	Zscore(PEACE)	.078	.025	.129	3.127	.006
	moderator_peace	-.039	.026	-.067	-1.542	.124
a. Dependent Variable: PURCH						

Perception of reliability is a critical factor that can online consumers' purchase intentions when shopping online. This result provides important insight for marketing and businesses. According to the results obtained, perception of reliability has an impact on purchase intention for Enneagram personality types. In other words, the main hypothesis (“The effect of perception of Reliability in the context of web design on purchase intention varies with different Enneagram personality types”) to be investigated in the study is accepted. The other hypothesis also investigated in the study was accepted in the analysis results. The hypothesis that there is a significant relationship between reliability perception and

purchase intention was tested. According to the analysis, a significant relationship was determined between reliability perception and purchase intention.

DISCUSSION

The Enneagram personality system is a popular framework for understanding human personality and behavior. It categorizes individuals into nine distinct personality types, each with its own set of core motivations, fears, desires, and tendencies. While the Enneagram is primarily used for personal growth and interpersonal relationships, its impact extends beyond the realm of self-awareness and can be of significant importance in understanding consumer behavior, particularly in the context of online purchasing. Recognizing and understanding the Enneagram personality types of your target audience allows marketers to create more personalized and targeted marketing campaigns. Different personality types have varying preferences, pain points, and motivations. Tailoring advertisements and product recommendations to align with these characteristics can significantly improve the effectiveness of online marketing efforts.

Online retailers often use recommendation algorithms to suggest products to their customers. By factoring in Enneagram personality types, these algorithms can provide more accurate and relevant product recommendations. For example, a Type 1, who values perfection and responsibility, might appreciate practical and high-quality items, while a Type 7, who seeks novelty and adventure, might prefer unique and experiential products. Enneagram types influence how individuals make decisions. Some types are more analytical and deliberative, while others are more impulsive or emotionally driven. Understanding these decision-making tendencies can help e-commerce businesses streamline their sales processes, optimize their user interfaces, and create content that resonates with different personality types. Effective customer service involves understanding and empathizing with customers' needs and concerns. Recognizing a customer's Enneagram type can provide insights into their communication style and the type of support they might require. For instance, a Type 6, who tends to be anxious and cautious, may need reassurance and clear information, while a Type 8, who is assertive and confident, may respond better to direct and assertive communication.

This research uses the Enneagram, a holistic personality system, to understand the relationship between personality types, perception of trustworthiness and purchase intention in online internet shopping. This study is important from an academic and practical perspective because it contributes for the following reasons:

- Use of the Enneagram in the Context of Personality and Consumer Behavior: This study shows how the Enneagram can be used to understand consumer behavior. It offers a more detailed and in-depth analysis by using the Enneagram instead of traditional personality measurements.

- Relationship between Perception of Reliability and Purchase Intention: The analysis results show that there is a significant relationship between perception of reliability and purchase intention. This highlights how much importance consumers place on reliability when shopping online and how this perception influences purchase intention.

- Personality Types and Their Significant Effect: The research reveals that different Enneagram personality types have significant effects on the relationship between trustworthiness and purchase intention. In particular, it focuses on how Reformer, Achiever, Individualist, Investigator, Loyalist and Enthusiast personality types can shape this relationship. These findings emphasize the need to design marketing strategies taking personality types into consideration.

Reformer personality type significantly affects the relationship between perception of reliability and purchase intention. This shows that consumers with the Reformer personality type have a more pronounced effect on the relationship between trustworthiness perception and purchase intention. It is conceivable that reformers have higher expectations of trustworthiness, and therefore perceptions of trustworthiness may shape greater purchase intentions.

Achiever personality type significantly affects the the relationship between trustworthiness and purchase intention. This result shows that the perception of reliability of individuals with the Achiever personality type may affect Purchase Intention and that this relationship may differ compared to other personality types.

Individualist personality type significantly affects the the relationship between trustworthiness and purchase intention. This explains how the perception of

trustworthiness of consumers with the Individualist personality type can influence purchase intention. Investigator, Loyalist and Enthusiast personality types significantly affect the relationship between trustworthiness and purchase intention. These results suggest that these three personality types may influence the relationship between trustworthiness perception and purchase intention in different ways. There is no significant effect for Challenger and Peacemaker personality types. This suggests that these two personality types do not have a significant impact on the relationship between trustworthiness perception and purchase intention.

CONCLUSION

These findings help us understand how marketing strategies can be tailored to specific personality types and shape consumers' perceptions of trustworthiness. Additionally, it contributes to a better understanding of how the Enneagram can be used in the field of consumer behavior and the effects of personality types on online shopping decisions. In conclusion, this study helped us better understand the factors affecting consumers' online shopping decisions and emphasized the role of personality types in this process. This information can help businesses develop more effective marketing strategies and provide better service to consumers.

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