

Research Paper

Exploration of Big Five Personality Factors among Employees of the Beverage Industry

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ABSTRACT

The objective was to explore the BIG 5 factors amongst the middle level executives in the Beverage Industry. Motivation for the research came from the understanding that working professionals exhibit different personality traits and how these different personality traits can affect the culture and efficiency of the workplace. An exploratory research design was used. Survey method was conducted among 50 employees in the beverage industry. The measuring instruments included BIG 5 Personality Inventory. The five factors have been described as- Openness to Experience, Conscientiousness, Extroversion, Agreeableness and Neuroticism. This research contributes to the knowledge that organizations must acknowledge different personality types at the workplace and must help the people adapt to the workplace in order to limit their conflicts.

Keywords: *BIG 5 Personality Factors; Openness To Experience; Conscientiousness; Extroversion; Agreeableness; Neuroticism; Beverage Industry*

Much research has been done evidencing to the personality and learning styles of the employees. Associations have been established between Big 5 Personality factors and achievement of the employees.

Komaraju et al. (2015) researched to determine how conscientiousness and agreeableness were positively related with all four learning styles and how neuroticism was negatively related with these four. Furthermore, extraversion and openness were only positively related to elaborative processing, and openness itself correlated with higher academic achievement.

Clarke and Robertson (2014) analyzed a meta-analytic review of the Big Five personality factors and accident involvement in occupational and non-occupational settings. The current study reports a meta-analysis of the relationship between accident involvement and the Big Five personality dimensions (extraversion, neuroticism, conscientiousness, agreeableness, and

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openness). Low conscientiousness and low agreeableness were found to be valid and generalizable predictors of accident involvement, with corrected mean validities of .27 and .26, respectively.

Hurtz and Donovan (2012) conducted a research on “Personality and job performance: The Big Five revisited.” This study sought to provide a meta-analytic estimate of the criterion-related validity of explicit Big 5 measures for predicting job performance and contextual performance. The results for job performance closely paralleled 2 of the previous meta-analyses, whereas analyses with contextual performance showed more complex relations among the Big 5 and performance.

Bartone and Snook (2011) conducted a research on "Big five personality factors, hardiness, and social judgment as predictors of leader performance". The purpose of this paper was to evaluate the influence of psychological hardiness, social judgment, and Big Five personality dimensions on leader performance in US military academy cadets at West Point. Results confirmed the importance of psychological hardiness, extroversion, and conscientiousness as factors influencing leader effectiveness, and suggest that social judgment aspects of emotional intelligence can also be important. These results also show that different Big Five personality factors may influence leadership in different organizational contexts.

Vernon and Harris (2010) researched to determine “A behavioral genetic investigation of the Dark Triad and the Big 5”. This research reports the first behavioral genetic investigation of the three Dark Triad variables (narcissism, Machiavellianism, and psychopathy) and their relationships with the Big 5 personality traits. A total of 278 adult twins completed questionnaire measures of the Dark Triad and the Big 5. The research found significant correlations among some of the Dark Triad variables and between each of the Dark Triad variables and some of the Big 5. At the univariate level, all traits showed the influence of genetic and non-shared environmental factors, with heritability ranging between .31 and .72; Machiavellianism alone also showed the influence of shared environmental factors.

Munro and Bore (2008) conducted a research on “Values in action scale and the Big 5: An empirical indication of structure”. Within this study self-report measures were used completed by 123 undergraduate students from an Australian university to investigate the validity of Peterson and Seligman’s [Peterson, C., & Seligman, M. E. P (2008). *Character strengths and virtues*. New York: Oxford.] The research also looked at how the 24 character strengths relate to the Five Factor Model of personality and to a measure of social desirability. Patterns of significant relationships between each of the 24 character strengths, the one and four factor solutions and the Five Factor Model of personality were found.

Digman and John (2007) conducted a research on “Higher-order factors of the Big Five.” Estimated factor correlations from 14 studies supporting the 5 factor, Big Five model of personality trait organization 5 studies based on children and adolescents, 9 on adults were factor analyzed. Findings of the research indicated two high-order factors to be evident in all

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studies. One was principally related to the Big Five trait dimensions Agreeableness, Conscientiousness, and Emotional Stability and the other dimensions were Extraversion and Intellect.

Murray and Mount (2003) conducted a research on “The BIG five personality dimensions and job performance: a meta-analysis”. This study investigated the relation of the “Big Five” personality dimensions (Extraversion, Emotional Stability, Agreeableness, Conscientiousness, and Openness to Experience) to three job performance criteria (job proficiency, training proficiency, and personnel data) for five occupational groups (professionals, police, managers, sales, and skilled/semi-skilled). Results indicated that one dimension of personality, Conscientiousness, showed consistent relations with all job performance criteria for all occupational groups. For the remaining personality dimensions, the estimated true score correlations varied by occupational group and criterion type. Extraversion was a valid predictor for two occupations involving social interaction, managers and sales (across criterion types). Also, both Openness to Experience and Extraversion were valid predictors of the training proficiency criterion (across occupations). Other personality dimensions were also found to be valid predictors for some occupations and some criterion types, but the magnitude of the estimated true score correlations was small ($\rho < .10$). Overall, the results illustrate the benefits of using the 5-factor model of personality to accumulate and communicate empirical findings.

Caprara and Rabasca (2003) conducted a research on “A questionnaire for measuring the Big Five in late childhood”. The findings of the research indicated that Intellect/Openness and Conscientiousness resulted as important predictors of Academic Achievement. Externalizing problems were associated to low Conscientiousness and low Emotional Stability, Internalizing problems to low Emotional Stability.

Lucy and Sundstorm (2001) conducted a research on “Intelligence, Big Five personality traits, and work drive as predictors of course grade”. Research reveals that using a hierarchical multiple regression analysis, general intelligence accounted significantly for 16% of the variance in course grade; Big Five personality measures accounted significantly for an additional 7% of the variance; and work drive accounted significantly for an additional 4% of the variance.

ABOUT BIG 5 PERSONALITY TEST

The Big Five personality traits, also known as the Five Factor Model is based on common language descriptors of personality. These descriptors are grouped together using a statistical technique called factor analysis. This widely examined theory suggests five broad dimensions used by some psychologists to describe the human personality and psyche. The five factors have been described as- Openness to Experience, Conscientiousness, Extroversion, Agreeableness and Neuroticism often listed under the acronyms OCEAN or CANOE.

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Five Factors are-

1. Openness to experience

Also known as inventive/curious vs. consistent/cautious. This type of personality has appreciation for art, emotion, adventure, unusual ideas, curiosity, and variety of experience. Openness reflects the degree of intellectual curiosity, creativity and a preference for novelty and variety a person has.

Sample items

1. I have a vivid imagination.
2. I have excellent ideas.
3. I am quick to understand things.
4. I use difficult words.
5. I am full of ideas.
6. I am not interested in abstractions. (reversed)
7. I do not have a good imagination. (reversed)
8. I have difficulty understanding abstract ideas. (reversed)

2. Conscientiousness

Also known as efficient/organized vs. easy-going/careless. This personality has a tendency to be organized and dependable, show self-discipline, act dutifully, aim for achievement, and prefer planned rather than spontaneous behavior. High conscientiousness is often perceived as stubborn and obsessive. Low conscientiousness are flexible and spontaneous, but can be perceived as sloppy and unreliable. Conscientiousness is a tendency to show self-discipline, act dutifully, and aim for achievement against measures or outside expectations. It is related to the way in which people control, regulate, and direct their impulses. High scores on conscientiousness indicate a preference for planned rather than spontaneous behavior. The average level of conscientiousness rises among young adults and then declines among older adults.

Sample items

1. I am always prepared.
2. I pay attention to details.
3. I get chores done right away.
4. I like order.
5. I follow a schedule.
6. I am exacting in my work.
7. I leave my belongings around. (reversed)
8. I make a mess of things. (reversed)
9. I often forget to put things back in their proper place. (reversed)

3. Extraversion

Also known as outgoing/energetic vs. solitary/reserved. This personality type is energetic, reflects positive emotions, surgency, assertiveness, sociability and the tendency to

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seek stimulation in the company of others, and talkativeness. High extraversion is often perceived as attention-seeking, and domineering. Low extraversion causes a reserved, reflective personality, which can be perceived as aloof or self-absorbed.

Sample items

1. I am the life of the party.
2. I don't mind being the center of attention.
3. I feel comfortable around people.
4. I start conversations.
5. I talk to a lot of different people at parties.
6. I don't talk a lot. (reversed)
7. I think a lot before I speak or act. (reversed)
8. I don't like to draw attention to myself. (reversed)
9. I am quiet around strangers. (reversed)
10. I have no intention of talking in large crowds. (reversed)

4. Agreeableness

Also known as friendly/compassionate vs. analytical/detached. This personality type has a tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. It is also a measure of one's trusting and helpful nature, and whether a person is generally well-tempered or not. High agreeableness is often seen as naive or submissive. Low agreeableness personalities are often competitive or challenging people, which can be seen as argumentative or untrustworthy. The agreeableness trait reflects individual differences in general concern for social harmony. Agreeable individual's value getting along with others.

Sample items

1. I am interested in people.
2. I sympathize with others' feelings.
3. I have a soft heart.
4. I take time out for others.
5. I feel others' emotions.
6. I make people feel at ease.
7. I am not really interested in others. (reversed)
8. I insult people. (reversed)
9. I am not interested in other people's problems. (reversed)
10. I feel little concern for others. (reversed)

5. Neuroticism

Also known as assensitive/nervous vs. secure/confident. This personality type has a tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, and vulnerability. Neuroticism also refers to the degree of emotional stability and impulse control and is sometimes referred to by its low pole, "emotional stability". A high need for stability manifests as a stable and calm personality, but can be seen as uninspiring and unconcerned. A low need

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for stability causes a reactive and excitable personality, often very dynamic individuals, but they can be perceived as unstable or insecure.

Sample items

1. I get irritated easily.
2. I get stressed out easily.
3. I get upset easily.
4. I have frequent mood swings.
5. I worry about things.
6. I am much more anxious than most people.
7. I am relaxed most of the time. (reversed)
8. I seldom feel blue. (reversed)

The big five personality traits are the best accepted and most commonly used model of personality in academic psychology. The big five come from the statistical study of responses to personality items.

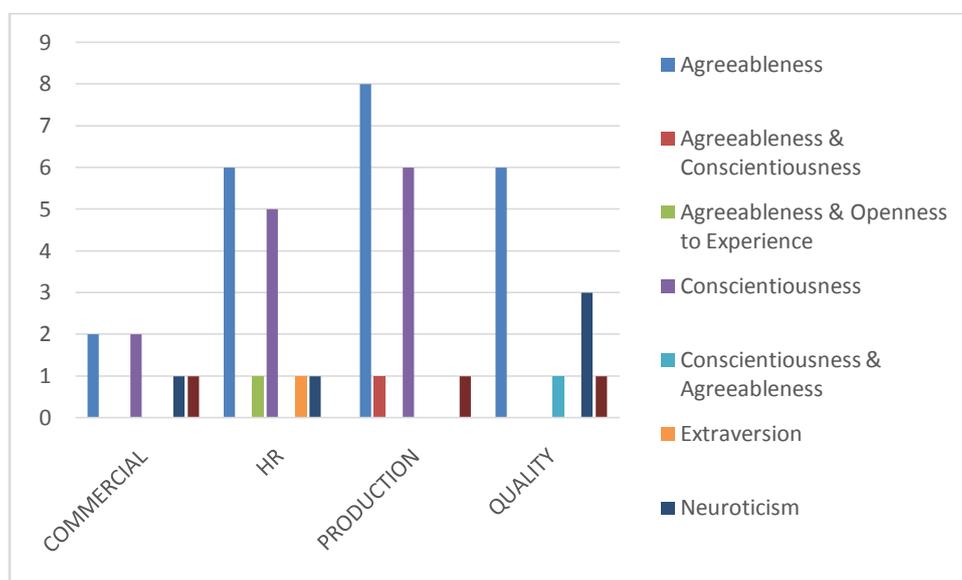
METHODOLOGY

Participants

The research aimed at exploring the BIG 5 factors amongst the middle level executives in the Beverage Industry. It is an exploratory research design. Purposive sampling was employed to gather a sample of 100 (50 males, 50 females) with the age range of 30- 40 years. Indian employees were chosen working in private sector with a minimum experience of 3-4 years in the same organization.

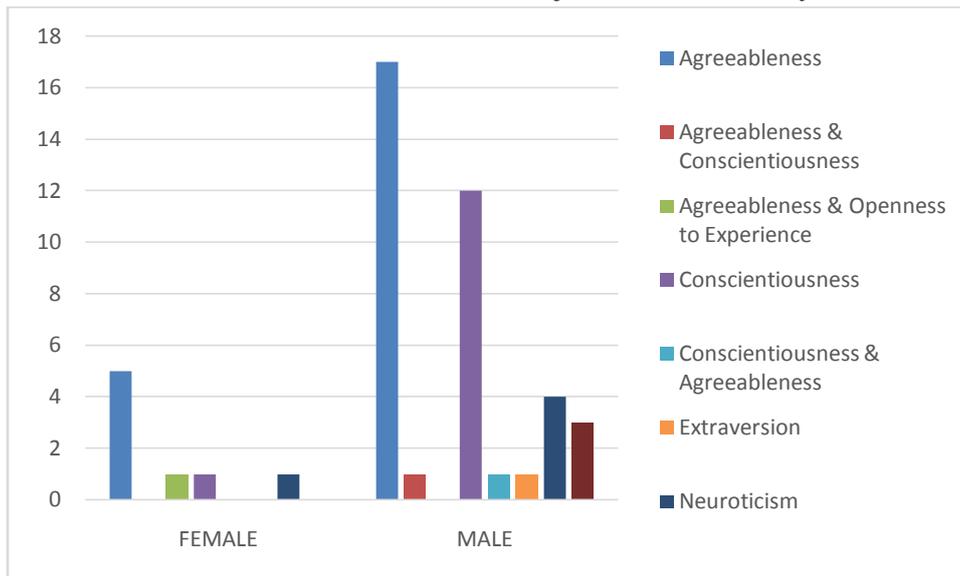
RESULTS AND DISCUSSION

Table 1- Department wise distribution of BIG 5 Personality traits



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Table 2- Gender wise distribution of BIG 5 Personality traits



CONCLUSION

According to the research conducted in the paper entitled- “Exploration of BIG Five personality factors amongst employees of the beverage industry” the following can be concluded:-

1. The middle level executives of the commercial department are high on Agreeableness and Conscientiousness and low on Neuroticism.
2. The middle level executives of the HR department are high on Conscientiousness and Agreeableness and low on Neuroticism & Extroversion.
3. The middle level executives of the Production department are high on Agreeableness and Conscientiousness.
4. The middle level executives of the Quality department are high on Neuroticism and low on conscientiousness and agreeableness. It is a sign of caution has a high score of neuroticism isn't good for any professional function or career. The employees must be considered for training to improve their personality traits and characteristics which reveal such kind of trait.

Moreover, according to the gender wise distribution of the BIG 5 personality traits, it can be observed that the Female population in the beverage industry reveal high personality trait of Agreeableness. However, on the other hand, the male proportion demonstrates high personality trait of Conscientiousness & Agreeableness.

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**APPENDIX
BIG FIVE PERSONALITY TEST**

Instructions for Test

In the table below, for each statement 1-50 mark how much you agree with on the scale 1-5, where 1=disagree, 2=slightly disagree, 3=neutral, 4=slightly agree and 5=agree, in the box to the left of it.

Test

Rating	I....	Rating	I....
	1. Am the life of the party.		26. Have little to say.
	2. Feel little concern for others.		27. Have a soft heart.
	3. Am always prepared.		28. Often forget to put things back in their proper place.
	4. Get stressed out easily.		29. Get upset easily.
	5. Have a rich vocabulary.		30. Do not have a good imagination.
	6. Don't talk a lot.		31. Talk to a lot of different people at parties.
	7. Am interested in people.		32. Am not really interested in others.
	8. Leave my belongings around.		33. Like order.
	9. Am relaxed most of the time.		34. Change my mood a lot.
	10. Have difficulty understanding abstract ideas.		35. Am quick to understand things.
	11. Feel comfortable around people.		36. Don't like to draw attention to myself.
	12. Insult people.		37. Take time out for others.
	13. Pay attention to details.		38. Shirk my duties.
	14. Worry about things.		39. Have frequent mood swings.
	15. Have a vivid imagination.		40. Use difficult words.
	16. Keep in the background.		41. Don't mind being the center of attention.
	17. Sympathize with others' feelings.		42. Feel others' emotions.
	18. Make a mess of things.		43. Follow a schedule.
	19. Seldom feel blue.		44. Get irritated easily.
	20. Am not interested in abstract ideas.		45. Spend time reflecting on things.
	21. Start conversations.		46. Am quiet around strangers.
	22. Am not interested in other people's problems.		47. Make people feel at ease.
	23. Get chores done right away.		48. I am exacting in my work.
	24. Am easily disturbed.		49. Often feel blue.
	25. Have excellent ideas.		50. Am full of ideas.

E = 20 + (1) ___ - (6) ___ + (11) ___ - (16) ___ + (21) ___ - (26) ___ + (31) ___ - (36) ___ + (41) ___ - (46) ___ = ___

A = 14 - (2) ___ + (7) ___ - (12) ___ + (17) ___ - (22) ___ + (27) ___ - (32) ___ + (37) ___ + (42) ___ + (47) ___ = ___

C = 14 + (3) ___ - (8) ___ + (13) ___ - (18) ___ + (23) ___ - (28) ___ + (33) ___ - (38) ___ + (43) ___ + (48) ___ = ___

N = 38 - (4) ___ + (9) ___ - (14) ___ + (19) ___ - (24) ___ - (29) ___ - (34) ___ - (39) ___ - (44) ___ - (49) ___ = ___

O = 8 + (5) ___ - (10) ___ + (15) ___ - (20) ___ + (25) ___ - (30) ___ + (35) ___ + (40) ___ + (45) ___ + (50) ___ = ___

The highest score amongst the above demonstrates your dominant personality trait. The scores you calculate should be between zero and forty.