Research Paper

Study of Big Five Personality Factors among Service Center Staff of the Mobile Industry

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ABSTRACT

The objective was to explore the BIG 5 factors amongst the service center staff in the Mobile 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 55 employees in the mobile 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.

Much research has been done evidencing to the personality and learning styles of the employees.

Komarraju 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) analysed 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 openness). Low conscientiousness and low agreeableness were found to be valid and

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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 behavioural genetic investigation of the Dark Triad and the Big 5".This research reports the first behavioural 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 analysed. Findings of the research indicated two high-order factors to be evident in all 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.

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.
Definition of BIG 5 personality traits:-
1.   **Openness to Experience**

This trait features characteristics such as imagination and insight, and those high in this trait also tend to have a broad range of interests. People who are high in this trait tend to be more adventurous and creative. People low in this trait are often much more traditional and may struggle with abstract thinking.

People who are high on the openness continuum are typically:

- Very creative
- Open to trying new things
- Focused on tackling new challenges
- Happy to think about abstract concepts

Those who are low on this trait:

- Dislike change
- Do not enjoy new things
- Resist new ideas
- Not very imaginative
- Dislikes abstract or theoretical concepts

2.   Conscientiousness

Standard features of this dimension include high levels of thoughtfulness, with good impulse control and goal-directed behaviours. Highly conscientiousness tend to be organized and mindful of details.

Those who are high on the conscientiousness continuum also tend to:

- Spend time preparing
- Finish important tasks right away
- Pay attention to details
- Enjoy having a set schedule

People who are low in this trait tend to:

- Dislike structure and schedules
- Make messes and not take care of things
- Fail to return things or put them back where they belong
- Procrastinate important tasks
- Fail to complete the things they are supposed to do

3.   Extraversion

Extraversion is characterized by excitability, sociability, talkativeness, assertiveness, and high amounts of emotional expressiveness.

People who are high in extraversion are outgoing and tend to gain energy in social situations. People who are low in extraversion (or introverted) tend to be more reserved and have to expend energy in social settings.

People who rate high on extraversion tend to:

- Enjoy being the center of attention
- Like to start conversations

- Enjoy meeting new people
- Have a wide social circle of friends and acquaintances
- Find it easy to make new friends
- Feel energized when they are around other people
- Say things before they think about them

People who rate low on extraversion tend to:

- Prefer solitude
- Feel exhausted when they have to socialize a lot
- Find it difficult to start conversations
- Dislike making small talk
- Carefully think things through before they speak
- Dislike being the center of attention

4. Agreeableness

This personality dimension includes attributes such as trust, altruism, kindness, affection, and other prosocial behaviours. People who are high in agreeableness tend to be more cooperative while those low in this trait tend to be more competitive and even manipulative.

People who are high in the trait of agreeableness tend to:

- Have a great deal of interest in other people
- Care about others
- Feel empathy and concern for other people
- Enjoy helping and contributing to the happiness of other people

Those who are low in this trait tend to:

- Take little interest in others
- Don't care about how other people feel
- Have little interest in other people's problems
- Insult and belittle others

5. Neuroticism

Neuroticism is a trait characterized by sadness, moodiness, and emotional instability. Individuals who are high in this trait tend to experience mood swings, anxiety, irritability and sadness. Those low in this trait tend to be more stable and emotionally resilient.

Individuals who are high in neuroticism tend to:

- Experience a lot of stress
- Worry about many different things
- Get upset easily
- Experience dramatic shifts in mood
- Feel anxious

Those who are low in this trait are typically:

- Emotionally stable
- Deal well with stress
- Rarely feel sad or depressed
- Don't worry much
- Very relaxed

Objectives of the research-
a)   To analyse the personality of the staff of the Service Center using the BIG 5 Personality Inventory.
b)   To interpret the Personality trait of the staff and discuss the behaviour associated with that personality.
c)   To measure performance of the staff by linking it with the Personality Trait of the staff. (to be done when we collect the maximum sample size)

METHOD

Participants

The research aimed at exploring the BIG 5 factors amongst the service center staff in the Mobile Industry. It is an exploratory research design. Purposive sampling was employed to gather a sample of 55 (6 males, 49 females) with the age range of 20-35 years.

Conduct of the test-
A.   **Sample size**- Sample size of 55 staff were taken.
B.   **Location**- The location of the test was at Standardization CCO Training at Fortune Excalibur Hotel, Gurgaon.
C.   **Duration of the test**- The test was conducted within 15-30 minutes.
D.   **Tools used**- The data was interpreted and analysed using MS Excel.

About the Psychometric test:

The BIG 5 Personality Inventory was developed by Mc Crae & Costa in the year 1992. It comprises of the 5 Personality traits represented by the acronym- OCEAN.
The personality traits are as follows-
•   Openness to Experience
•   Conscientiousness
•   Extraversion
•   Agreeableness
•   Neuroticism

This model is also referred to as the "five factor model" on which traits are scored on a continuum from high to low.

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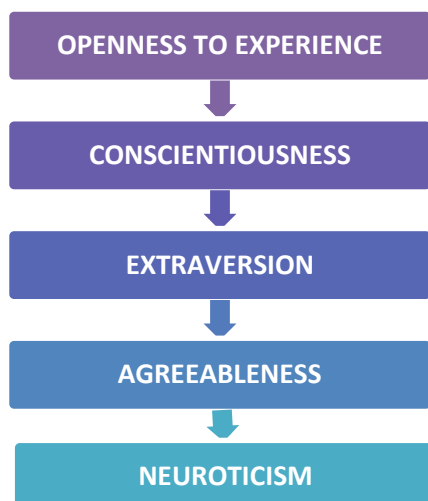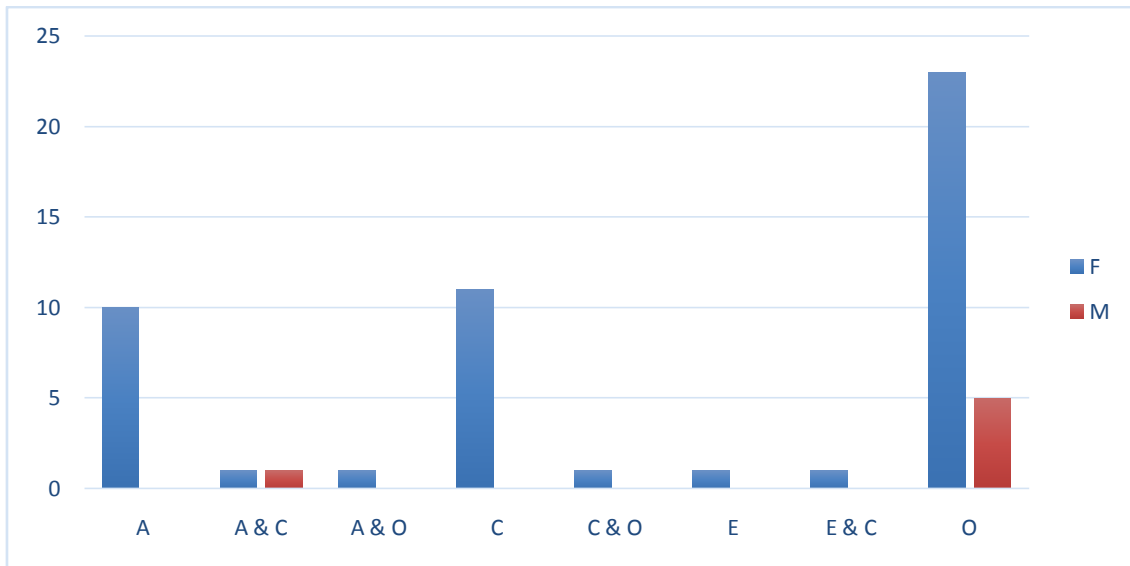

Analysis & interpretation-

Following were the analysis from the conducted test-

i.   **Analysis of BIG 5 personality traits-**

- As it can be observed from the table that the staff has high personality type of Openness to experience and extraversion.

- Whereas, neuroticism is not a personality type of any which shows a good sign as neuroticism is related with signs of emotional stability.

COUNT OF BIG 5 PERSONALITY TRAIT	COLUMN LABELS		
ROW LABELS	F	M	GRAND TOTAL
A	10		10
A & C	1	1	2
A & O	1		1
C	11		11
C & O	1		1
E	1		1
E & C	1		1
O	23	5	28
Grand Total	**49**	**6**	**55**

ii.   Gender- wise analysis

As it can be observed from the table that females were in large proportion as compared to men.

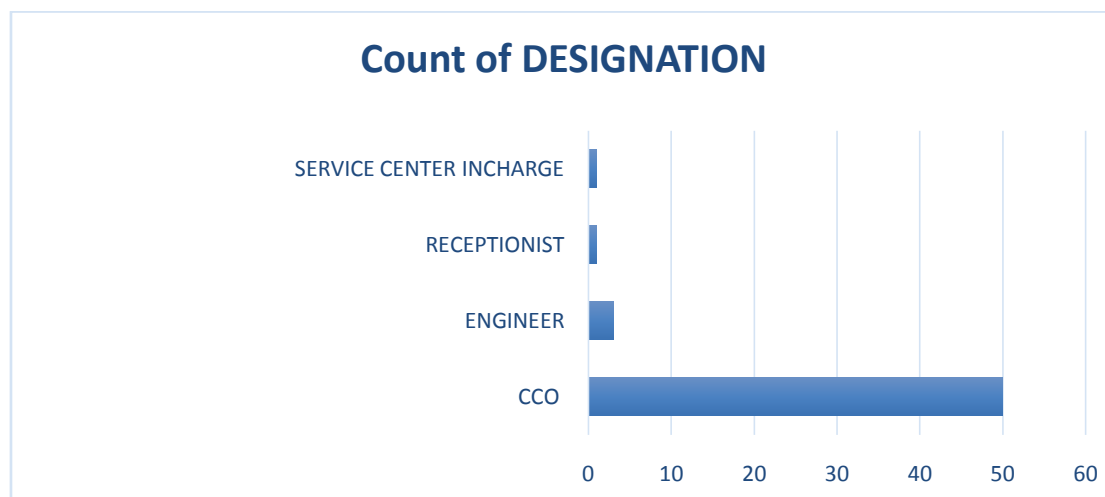| GENDER	COUNT
F	49
M	6
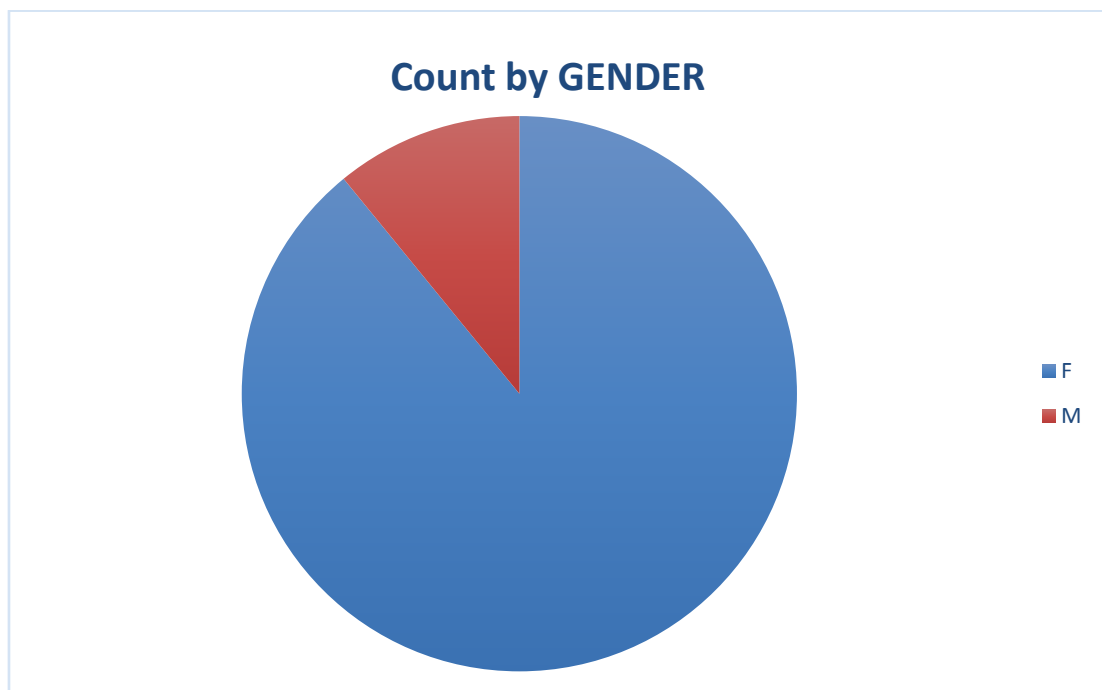
iii.   Designation analysis

As it can be observed from the table that the maximum number of staff represented designation of a CCO followed by Engineers, receptionist and service center incharge.

DESIGNATION	COUNT OF DESIGNATION
CCO	50
ENGINEER	3
RECEPTIONIST	1
SERVICE CENTER INCHARGE	1

Count of DESIGNATION

iv. **Analysis of designation by gender**

As it can be observed from the table that the females were in high proportion and represented designation of a CCO.

COUNT OF DESIGNATION	GENDER	
DESIGNATION	F	M
CCO	48	2
ENGINEER		3
RECEPTIONIST	1	
SERVICE CENTER INCHARGE		1
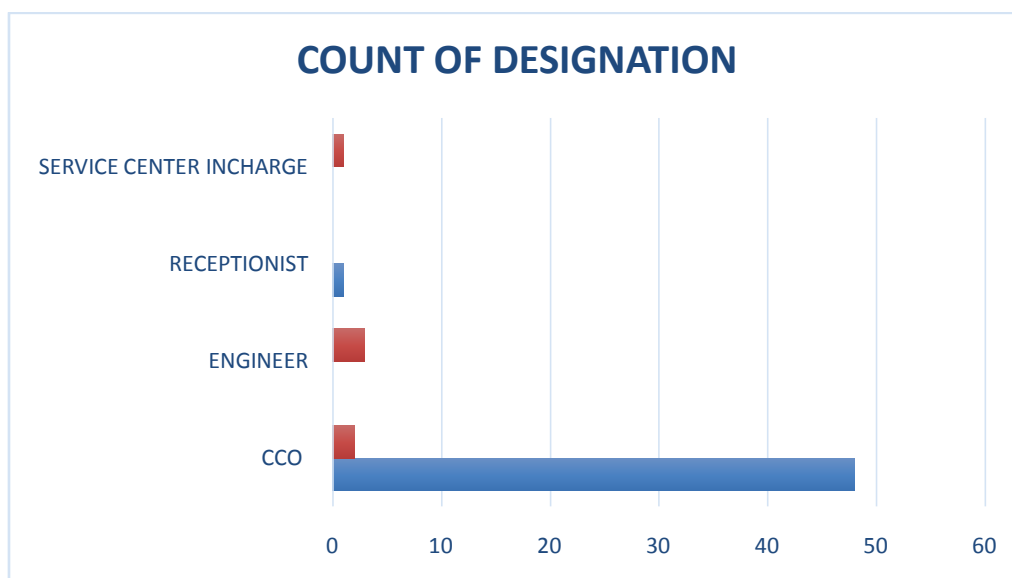
COUNT OF DESIGNATION

v. Location wise analysis

As it can be observed from the table that the maximum staff was represented by the location Maharashtra followed by Tamil Nadu & Uttar Pradesh. The lowest number of staff was represented by the location Assam, Delhi & Jharkhand.

COUNT OF LOCATION	Column Labels		
Row Labels	**F**	**M**	**Grand Total**
ANDHRA PRADESH	3		3
ASSAM	1		1
CHHATISGARH	2		2
DELHI	1		1
HARYANA	4		4
HP		2	2
JHARKHAND	1		1
KERELA	2		2
MAHARASHTRA	11		11
MP	3		3
PUNJAB	2	1	3
TAMIL NADU	8	1	9
TELANGANA	2		2
UTTAR PRADESH	5	2	7
WEST BENGAL	4		4
Grand Total	**49**	**6**	**55**
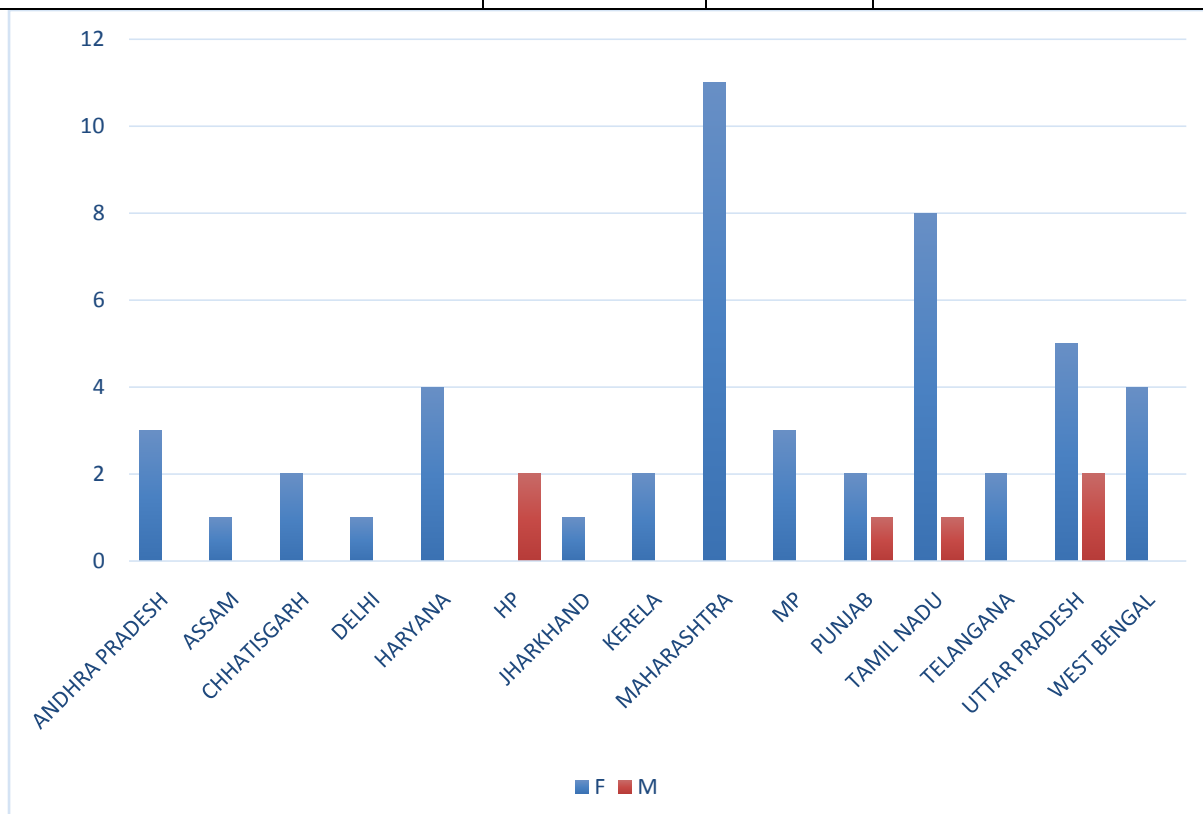
CONCLUSION

According to the research conducted in the paper entitled- "Study of BIG Five personality factors amongst service center staff of the mobile industry" the following can be concluded:-

a) The service center staff has high personality type of Openness to experience and extraversion. This exhibits the fact that staff having openness to experience is very creative, open to try new things, focused on tackling new challenges and happy to think about abstract concepts. Whereas, staff representing extraversion enjoy being the center of attention, like to start conversations, enjoy meeting new people, have a wide social circle of friends and acquaintances, find it easy to make new friends, feel energized when they are around other people and say things before they think about them.

b) According to the gender wise distribution of the BIG 5 personality traits, it can be observed that the female population in the mobile industry reveal high personality trait of Openness to experience.

c) The male proportion demonstrates high personality trait of Conscientiousness & Openness to experience.

d) Amongst all the personality trait, conscientiousness represented the third highest trait amongst the service center staff.

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