

The Effect of Personality Traits on Mobile Marketing Adoption Among Youth

Dr. Tamer A. Awad

Professor of Marketing in the German University in Cairo

Abstract

Plethora researches on user acceptance of mobile marketing have found that technological acceptance had significant effects on consumers' attitude towards mobile marketing. Nevertheless the effects of personality traits have hardly ever been scrutinized.

Purpose – the purpose of this research is to examine the effects of five personality traits namely: extraversion, agreeableness, conscientiousness, and neuroticism on user adoption of mobile marketing mediated by the perceived usefulness and perceived ease of use.

Methodology – the survey was conducted using self-administered questionnaire. A total of 500 surveys were distributed and 381 were returned with a response rate of 76.2%.

Results – using the SEM the results showed that conscientiousness, openness to experience, and agreeableness were positively related to mobile marketing adoption while introversion was negatively related. Perceived usefulness and perceived ease of use had a mediating effect on the relationship between the personality traits and the mobile marketing adoption. With the study providing evidence of the personality traits that are likely to impact the mobile marketing adoption among youth, marketers can further significantly segment their markets on personality related segments and target customers on this basis. Other implications for marketers, limitations and opportunity for further research are also discussed.