The Interplay of Consumer Personality and Tweet Content on the Intention to Purchase Music from Emerging American Artists

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MOTIVATION FOR RESEARCH

- Understand how Consumer Personality and Message Content of artist's tweets affect Consumer's Purchase Intention.
- Create a framework of what drives consumer' Engagement Intention and subsequent Purchase Intention on social media platforms Twitter.
- Analyze the effect of different message content types--brand awareness, promotional, seasonal, and engagement--on future engagement intention
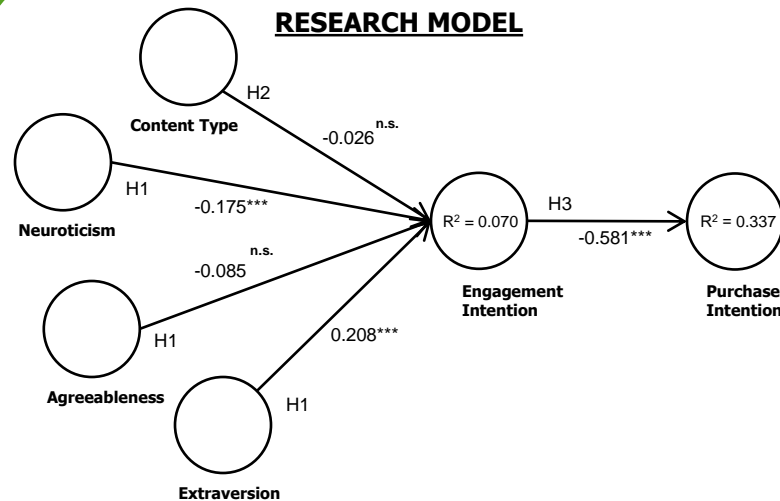- Understand the relationship between Engagement Intention and Purchase Intention

RESEARCH QUESTIONS

- How do different types of Tweets from emerging American artists' tweets affect a consumer's engagement intention with that artist?
- Do various characteristics of the consumer's personality--namely extraversion, agreeableness, and neuroticism--affect intention to engage with an artists tweets?
- How does engagement intention with emerging American artists on Twitter reflect the consumer's purchase intention?

RESEARCH METHOD

- Sampling method: Convenient sampling
- Data Collection Method: Online Survey
- Each participant was shown 24 tweets from three emerging American artists and were asked three questions after each tweet, indicating how likely he was likely to engage with the content (favorite, comment, retweet).
- Each participant was asked after seeing the 8 tweets from an artist how likely they were to purchase merchandise or media content from the artist
- After seeing all three artists, the participant was asked to rate their personality based on the Big 5 Personality
- Data Analysis Method: Structural Equation Modeling using SmartPLS to test validity of measurement model

RESEARCH MODEL

Content Type — H2 — -0.026 n.s.

Neuroticism — H1 — -0.175***

Agreeableness — H1 — -0.085 n.s.

Extraversion — H1 — 0.208***

Engagement Intention ($R^2 = 0.070$) — H3 — -0.581*** — Purchase Intention ($R^2 = 0.337$)

* significant at 0.05 level; ** significant at 0.01 level; *** significant at 0.001 level

PARTICIPANT DEMOGRAPHICS

Female 45%
Male 55%

- 124 participants
- 69 Males
- 56 Females
- Ages 18-31

Hypotheses

- H1: Extraverted, Agreeableness and Neurotic consumers are more likely to engage with emerging Artists on Twitter
- H2: Engagement Intention levels differ according to messaging content type
- H3: Engagement Intention is positively correlated with Purchase Intention

Results

H1 (Personality):
- Extraverted personalities were more likely to engage with tweets from emerging artists on Twitter
- The more neurotic the participants were, the less likely they are to engage with tweets from emerging artists on Twitter
- Agreeable personality was not significant in determining the consumer's engagement intention

H2 (Message Content):
- Different content types do not significantly impact a consumer's intention to engage

H3 (Engagement and Purchase Intention):
- Engagement intention is in fact negatively correlated with purchase intention

Limitations

- Sample type – only undergraduate students
- Length - Questions regarding a single artist could lead to better retention, better attention
- The negative relationship between Engagement Intention and Purchase Intention could be explained by students' unwillingness to purchase from an artist no matter the content

Implications

- Due to this research, we now know that people with different personality traits are more or less likely to engage with social media.
- Engagement on Twitter seems to be driven more by the artist itself as well as the personality of the consumer

Future Research

- The research can be replicated across different social media platforms to see if findings are consistent or platform specific.
- Doing the research on a larger scale to get a national random sample will allow researches to see if the negative relation between engagement intention and purchase intention were specific to only the sample type tested in this research.