

A Study of Personality Traits affecting Facebook Engagement: A case study of popular Facebook pages in Thailand

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Abstract— Nowadays social media has become an essential tool that marketers cannot ignore. It was employed to develop customer engagement, monitor customers' feedback, and eventually increase company's profit. The aim of this study was to examine two out of "Five-Factor Model" (FFM) of personality traits which consist of extraversion and openness to experience. Individuals with these two personality traits tend to interact not only with the close-knit group of people, but also the larger group of unknown people to satisfy their self-interest. This could be reflected in the form of liking and commenting behaviors in Facebook. From marketers' perspectives, this would help to increase the engagement level between the customers and the brand. Therefore, this research was conducted to demonstrate the linkage between the above mentioned variables. Online questionnaire was used to collect the data from 261 respondents. It was designated to those heavy users of Facebook who considered surfing Facebook as their daily activities. The data was then analyzed by descriptive and correlation analysis. The result of this study proved the validity and reliability of the conceptual framework. The findings indicated that openness to experience has positive relationship with broadcasting interaction. While broadcasting also related to both Facebook's likes and comments. These results shed the light for company's management concerning to their social media strategies that they choose for their target customers. They may also employ the visual information strategy that could be more effective in terms of the content communication (Mitchell and Olsen, 1981).

Keywords— Facebook, Personality Traits, Interaction Mode, Online behavior

I. INTRODUCTION

Social Networks changed our lives from browsing via personal home page discussion forums, blogs and websites, into a place where people can interact and show their preferences or life styles publically (Hall, 2009). It is exploited as a tool for many companies to get closer to numerous amounts of their potential customers in the market (Strategic Direction, 2012, p. 25). Drilling down into a corporate leader for social media platform, Facebook has 1.39 billion of users around the world; it is considered to be

19.28% of the world population (Zocial Inc, 2015). Many companies begin to see this as an opportunity to leverage Facebook as another online marketing channel with the purpose to build brand awareness and drive customers' engagement at the same time (Malhotra *et al.*, 2013; Rohm *et al.*, 2013). Facebook provides features for its users to interact directly with the brand and express their opinions by clicking like, comment and share, they would feel like being part of the brand which eventually reflects in strengthening relationship between customers and the brand itself (Wallace *et al.*, 2012). Hence, it is crucial for the brand marketers to really understand the factors that can affect Facebook behavior, so that it would shed the light for them in terms of increasing brand engagement and create desired outcomes in the long run.

Personality characteristics play a vital role as relevant factor determining online behavior (Amichai-Hamburger, 2002a). This study applies 2 dimensions of dominant personality theory or Big-Five Personality traits, which are extraversion and openness to experience to demonstrate relationship between personality traits and individuals' online behavior as like and comment. From previous empirical researches, Michikyan *et al.* (2014) found that there was a positive correlation between extraversion and high engagement of Facebook activity level. While, Correa *et al.* (2010) also suggested similar findings that extraversion, emotional stability and openness to experience are all related to the uses of social media. Furthermore, Amichai-Hamburger *et al.* (2002b) offered interesting finding that while those extroverts locate their "real-me" via face to face or traditional interaction, neurotic people tend to express their "real me" through activities on social media¹.

This study examines the relationship of the above mentioned personality traits that are expected to relate with online behaviors as Facebook's likes and comments, by demonstrating 10 popular Facebook fan pages measured by the engagement level as the case study (figure 1). This would benefit the companies that intend to utilize Facebook as their marketing tools to deeper understand that different