



RESEARCH ARTICLE

THE EFFECT OF PERSONALITY AND CONSUMER BEHAVIOR ON HEALTHY BEHAVIOR.

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Abstract

The research was aimed at finding out the information about the effect of personality and consumer behavior on healthy behavior. An ex post facto method has been applied by involving $n = 60$ on head of family in Permata Regency Depok City. Design of this research was 2×2 factorial design. There were three instruments developed, instrument for measuring on healthy behavior which consist of 33 items, personality around 34 items, and consumer behavior around 31 items in which all instrument are valid and reliable. Data was analyzed by two-way ANOVA. Results revealed that there was significant difference of healthy behavior between those who have a most accurate personality and those who have less accurate personality; there was significant differences on healthy behavior between high consumptive with low consumptive behavior; (3) there was highly significant interaction effect between personality and consumer behavior on healthy behavior. Therefore, if head of family' healthy behavior would be improved, their personality and consumptive consumer behavior could not be neglected.

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Introduction:-

Human beings have a reciprocal relationship with the environment. Therefore, to maintain a continuously sustainable environment, it is necessary to have human beings who have healthy behaviors that are concerned about the environment. The Efforts to develop healthy behaviors on the environment can be done through environmental education. Environmental education is expected to change consumer behavior and personality who are concerned about the environment so as to reduce the various acts of vandalism and improve the quality of a healthy environment. Healthy behavior are actions and practices related to defend, maintain, and improve health. Healthy behavior is the basis of human prevention of various diseases of each person. Healthy behavior as a real manifestation of a healthy paradigm in the cultural life of individuals, families, and communities who are health oriented.

Personality is a set of relatively stable characteristics, trends, and temperament that have been significantly shaped by the legacy of social, cultural, and environmental factors. These are variables that determine similarities and differences in individual behavior (thoughts, feelings and actions) that have continuity over time and that cannot be easily understood as a sole result of social and biological.

Consumer behavior as a continuation of the global consumerism movement that begins with consumer awareness of their right to obtain the proper product and security that emerged during the seventies. Therefore, now more and

more demands on environmentally friendly products. Consumer behavior arises from awareness and the formation of individual consumer preferences of the products they wish to consume.

Based on that facts, healthy behavior related to personality and consumer behavior. Therefore, this study aims to determine the differences in healthy behavior that has the personality most accurate and less accurate as well as consumer behavior with high consumption and low consumption. The concept of behavior by Marin and Pear, essentially say that the behavior is everything done by someone. The behavior equated with activity, action, appearance, responses, and reactions. (Marin and Pear, 1992: 2) So, behavior is a characteristic that distinguishes it from others. Behavior can be maintained at a sufficient period of time. (Pervin and Oliver, 1997: 21) Meanwhile, according to Robbins (1998: 25), the behavior is defined as the handwork of someone who demonstrated an ongoing basis and tends to sustainable due to the circumstances at hand. So the behavior is the result of continuous action caused by the circumstances.

Closed behavior (covert behavior) is a behavior that is not real and is not immediately apprehended by the senses. (Sargent and Williamson, 1960: 8) So behavior are self-actualization of intention. Behavior oriented towards achieving certain goals. Therefore, the behavior occurs because of the motivation (motivation) or impulse (drive) or power (energy) and habits (habit) and the direction of action (direction). (Berliner and Calfee, 1996: 67-68) So the formation of behavior comes from motivation, habits, and actions of a person to achieve certain goals. Every individual has the basic psychological needs and motivated to meet those needs.

According to Conner and Norman (1996), *Interest in behaviors that have important impacts on our health and wellbeing is based upon two assumptions; (a) that a significant proportion of the mortality from the leading causes of death is caused by the behavior of individuals, and (b) that such behavior is modifiable.* So behavioral tendency that has an important impact on health are based on two assumptions; (A) a significant proportion of the major causes of death by the behavior of the individual, and (b) such behavior is modified. Another thing according to Baum and Posluszny (1999: 137-163), *behavior is held to exert its influence on health in three basic ways: by producing direct biological changes, by conveying health risks or protecting against them, or by leading to the early detection or treatment of disease.* Behavior that affect health consist of 3 (three) way is to produce biological changes instantly, delivering health risk or protection, and leads to early detection or treatment of disease.

Research conducted by Fennis (2002: 316), with the title of Health Behavior Theory and cumulative knowledge regarding health behaviors: are we moving in the right direction?. The results showed that consumer behavior approach to health promotion, based on the relationship between healthy behavior and consumer behavior as a result of advertising achieved. Further research by Shoham, Saker, and Gavish (2005: 589-595) with the title of Preventive Healthy Behaviors - The Psycho-Marketing Approach. Focusing on the consumer application of preventive healthy behavior (PHB). The results showed that PHB are influenced by motivation of health and health knowledge, while for the lower affected by the response of self-efficacy. Self-efficacy response is influenced by self-motivation.

The research by Baban and Craciun (2007: 45-67) titled Changing health-risk behavior: A Review of Theory and Evidence-Based Interventions and Health Psychology. The results showed that changing health behaviors shown to reduce morbidity and mortality and improve quality of life. Further research by Cheng, Weiss & Siegel (2015: 21-43) titled Personality traits and healthy behavior as predictors of Subjective wellbeing among a multiethnic sample of college-attending young adults emerging. The results show that healthy behaviors are correlated in three dimensions of well-being: affective (positive affect), physical / mental (overall health), and cognitive (quality of life), which gives the effect of personality traits. Implications for designing health and welfare programs to improve the welfare and quality of life among adults.

Based on relevant research it can be synthesized that research has focused on: 1) personality plays an important role in consumer purchasing behavior. 2) five factors of human personality in adults. 3) a potential approach to consumer behavior as a means of using television advertising for the purposes of health promotion. 4) consumer application of preventive healthy behavior (PHB). 5) healthy behavior proven to reduce morbidity and mortality and improve quality of life. 6) healthy behavior correlated in three dimensions of well-being: affective (positive affect), physical / mental (overall health), and cognitive (quality of life), which gives the effect of personality traits. 7) customer's health values has a positive effect on the attitudes and intentions of behaviors and attitudes of customers towards low-fat or low-calorie menu items positively influenced behavioral intentions.

The difference in this study is to investigate about the personality on five dimensions of personality "Big Five" and consumer behavior towards healthy behavior. On consumer behavior with high consumptive, a health behavior that has the most accurate personality higher than the less accurate personality; and contrary to the consumer behavior with low consumption, healthy behavior that have less accurate personality is smaller than the most accurate personality.

Methods:-

This research was conducted using an ex post facto method with 2 x 2 factorial design (Best, 1982: 290). The population was all of head of families who Permata Regency Depok City. Sampling procedure was conducted by using multi stage random sampling with 60 head of families as sample.

This study was carried out to find out the effect of one variable to another variable. In this research, there are three variables which consist of: healthy behavior as the dependent variable (Y), personality as the main effect (A), which consisted of the most accurate personality (A₁) and personality less accurate (A₂); Consumptive consumer behavior as a simple affect (B), which consisted of high consumptive consumer behavior (B₁) and a low consumptive consumer behavior (B₂).

Table 1:- Research Design

<i>Consumer behavior (B)</i>	<i>Personality (A)</i>	
	<i>Most accurate (A₁)</i>	<i>Less accurate (A₂)</i>
High consumptive (B ₁)	A ₁ B ₁	A ₂ B ₁
Low consumptive (B ₂)	A ₁ B ₂	A ₂ B ₂

Results and Discussion:-

Referring to the two trials, it is known that the pre-requisite for the completion of each hypothesis test, will use the analysis of variance (ANOVA) for the first, second, and fifth hypothesis. As for the third and fourth hypothesis was multiple comparative Tukey test. Test results of personality and consumer behavior influences on healthy behavior can be seen on the results of two different test groups and interactions using two-way ANOVA test (see table 2).

Table 2:- Two-Way ANOVA Table

Source of Variance	df	Sum Squares	Mean of Sum squares	F _{cal}	F _{table}	
					.05	.01
Between groups	3	2.913.2	971.1	15.7**	2.77	4.15
In Group	56	3.461,8	61.8			
Effect A	1	268.8	268.8	4.3*	4.00	7.08
Effect B	1	350.4	350.4	5.7*		
Int A X B	1	2.294	2.294	37.1**		
Total	59	6.375				

** p < .01; *p < .05

Based on test results of the first hypothesis test results that the null hypothesis is rejected stating that "there are differences in healthy behavior that has a most accurate personality with less accurate personality." So, it was found that of F = 4.3; while for F_{table} or at $\alpha = .05 = 4.00$ so it F_{cal} > F_{table} or 4.3 > 4.00. This means that there are significant differences between healthy behavior that have the most accurate personality and has a less accurate personality.

Based on test results of the second hypothesis that the null hypothesis was rejected stating that "there is a difference between healthy behavior that have high consumptive consumer behavior with low consumption consumer behavior". With the rejection criteria H₀: reject H₀ if F_{count} larger than F_{table} at significance level $\alpha = .05$. Thus obtained that of F_{count} = 5.7. While for F_{table} or at $\alpha = .05 = 4.00$ so it F_{cal} > F_{table} or 5.7 > 4.00. This means that there are significant differences between healthy behavior that have high consumptive consumer behavior with low consumption consumer behavior.

The third hypothesis verified in this study was "for a high consumptive consumer behavior towards healthy behavior that has a most accurate personality larger than less accurate personality". Hypothesis testing is done by using the Tukey test with the testing criteria reject H_0 if the value $Q_{\text{count}} > Q_{\text{table}}$. The results of the analysis of the results proved that the value $Q_{\text{count}} = 11.62$ while Q_{table} value = 3.86. So it can be concluded that the high consumption consumer behavior towards healthy behavior that has a most accurate personality larger than less accurate personality.

The fourth hypothesis in this study is "for low consumptive consumer behavior towards healthy behavior that has most accurate personality smaller than less accurate personality". Hypothesis testing is done by using the Tukey test with the testing criteria reject H_0 if the value $Q_{\text{cal}} > Q_{\text{table}}$. The results of the analysis of the results proved that the value $Q_{\text{cal}} = 5.67$ while the value $Q_{\text{table}} = 3.86$. So it can be concluded that the low consumptive consumer behavior towards healthy behavior have the most accurate personality lower than less accurate personality

The fifth hypothesis tested in this study is: "There is no interaction between personality and consumer behavior towards healthy behavior." With the rejection criteria H_0 : reject H_0 if F_{cal} larger than F_{table} at significance level $\alpha = .05$. Thus obtained that of $F_{\text{cal}} = 37.1$; while for F_{table} or at $\alpha = .05 = 4.00$. So there is interaction between personality and consumer behavior towards healthy behavior.

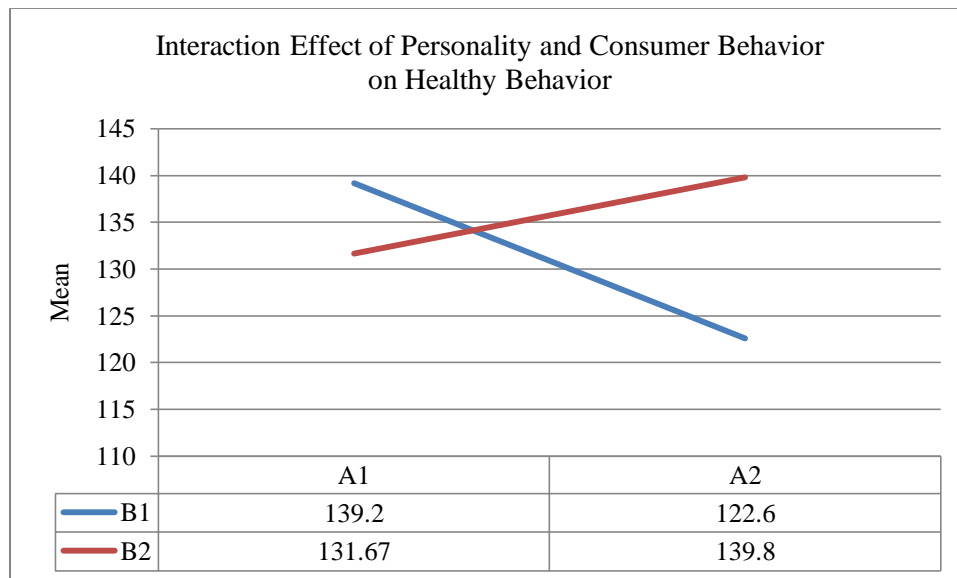


Figure 1:- Interaction Effect

People personality is very diverse, yet on this research focused on the most accurate personality and less accurate personality. Both personality has been known to have a significant influence in shaping the healthy behavior of households. The head of the family that owns most accurate personality, has a healthy behavior which has a less accurate personality.

In this research it is known that head of families who have high consumptive consumer behavior, have a higher healthy behavior than the low consumptive consumer behavior.

Conclusion:-

Based on those findings, it could be concluded that people with most accurate personality would not always have a more positive healthy behavior. It depends on whether people have high consumptive behavior or not, therefore, if people healthy behavior would be improved to be more positive, factor such as the level of people consumptive behavior could not be neglected.

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