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Big Five Personality and Influencer Marketing Related Behaviors and Attitudes – An Exploration

by

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Big Five Personality and Influencer Marketing Related Behaviors and Attitudes – An Exploration

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by

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Resumo

Com as redes sociais enraizadas na rotina das pessoas, o *influencer* marketing tornou-se uma das ferramentas de marketing mais utilizadas pelas marcas. No entanto, é ainda necessário desenvolver estudos empíricos para compreender melhor os fatores que afetam a resposta dos consumidores ao *influencer* marketing. Este estudo pretende contribuir para esta lacuna na investigação, ao explorar as relações entre a personalidade dos consumidores, suportada pela teoria de personalidade dos Cinco Fatores, e as suas atitudes e comportamentos face ao *influencer* marketing. Nesse sentido foram recolhidos dados através de um questionário junto de uma amostra de consumidores das gerações Millennial e Z.

Os resultados foram testados para a covariância e diferenças significativas de médias. As evidências indicam que existe uma correlação entre a extroversão e o envolvimento ativo com influenciadores e entre a conscienciosidade e as compras passadas, feitas devido a recomendações de *influencers*. No que diz respeito às plataformas, os utilizadores do LinkedIn, revelaram uma conscienciosidade mais alta, enquanto os do Twitter registaram um valor mais baixo nesta dimensão da personalidade. Por outro lado, os utilizadores do TikTok demonstraram um neuroticismo mais elevado e os do Twitch uma menor extroversão. Indivíduos que seguem *influencers* no LinkedIn denotam uma maior conscienciosidade e abertura a novas experiências, aqueles que os seguem no YouTube caracterizam-se por uma mais baixa abertura a novas experiências e os que o fazem no Twitch apresentam valores mais baixos de extroversão. Relativamente às categorias de conteúdo, os seguidores de conteúdos de celebridades revelaram valores mais altos de amabilidade, os de moda e beleza uma maior conscienciosidade, os de gamming uma menor conscienciosidade e os de humor uma menor extroversão do que não seguidores destes temas. Por último, o neuroticismo registou valores mais baixos em indivíduos que preferem conteúdo de viagens, a conscienciosidade foi mais elevada em quem prefere conteúdo de moda e beleza e a extroversão foi mais baixa em quem prefere conteúdo de estilo de vida.

Os resultados deste estudo contribuem para completar e alargar a literatura sobre *influencer marketing* e comportamento do consumidor, e trazem contributos relevantes para a definição da estratégia das marcas que recorrem a esta ferramenta.

Palavras-chave: marketing de influenciadores, personalidade, modelo de cinco fatores de personalidade, conteúdo de redes sociais, plataformas de redes sociais, intenção de compra, envolvimento online, personalidade do consumidor

Número de Palavras: 9078

Abstract

With social media deeply rooted into individual's lives, influencer marketing has become one of the most used marketing tools by brands. However, it is still necessary to conduct more empiric research to understand the factors involved in consumer's answers to influencer market. This study aims to explore relations between consumers' personality, supported by the Big Five personality theory, and influencer marketing related attitudes and behaviors. To do so, data was collected through an online survey targeted at Millennials and Generation Z.

Results were tested for covariance and significante mean differences. Findings indicate correlation between extraversion and active engagement with influencers, and between conscientiousness and previous purchases made by influencer recommendation. When it comes to platform utilization, there was evidence of higher conscientiousness in users of LinkedIn, while Twitter users showed a lower score in this personality trait. Meanwhile, TikTok users demonstrated higher neuroticism and Twitch users demonstrated lower extraversion. Higher conscientiousness and openness to experience were found in followers of influencers on LinkedIn, lower openness to experience was found in followers of influencers on YouTube, and lower extraversion when it comes to followers of influencers on Twitch. Additionally, higher agreeableness was found in followers of celebrities, higher conscientiousness in fashion and beauty followers, lower conscientiousness was found in gamming followers and lower extraversion in humor followers. Lastly neuroticism was lower in users preferring travel content, conscientiousness was higher in users preferring fashion and beauty content and extraversion was lower in users preferring lifestyle content.

This research intends to complement and extend the literature in influencer marketing and consumer behavior, and to provide relevant guidelines to the definition of brands' influencer marketing strategy.

Keywords: influencer marketing, personality, big five personality model, social media content, social media platform, purchase intention, online engagement, consumer personality

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Introduction

Society has been shaped by the rise of the Internet, in the last decades. More recently, social media has gained high relevance in the life of billions across the world (Statista, 2021). Younger generations have grown with it or were even born into it and digital natives have become a reality, with social media earning a key place into people's daily lives (PrakashYadav & Rai, 2017). It has changed the way individuals access information and news (Newman, 2011), how people buy, communicate and how commercial tools operate (Sharma & Kaswan, 2021).

The dissemination of social media has led to the appearance of influencers and to their growing not only as opinion makers (Belanche et al., 2021), but as a key part of marketing strategies, changing the way brands operate, and ultimately how consumers buy (Govindan & Alotaibi, 2021). Influencers originated an entire industry (Fornandez-Prados et al., 2021), as they are able to closely impact consumers and to introduce changes into their patterns of behaviors (Dhanesh & Duthler, 2019). The constant conversation that influencers establish with their followers contributes to the building of a sense of proximity that, over time makes them a source of information perceived as credible and authentic (Scholz, 2021). This makes them an important tool for brands, that cannot solely depend on traditional marketing strategies anymore. To brands, this perception of credibility is important (De Veirman et al., 2017), and if they collaborate with influencers that share their values and image, influencer marketing campaigns can favourably influence brand image and financial results (Belanche et al., 2021).

Though, there is still a lack of research on the role that consumer personality plays in this growing industry. Personality can be analyzed under the light of many theories, as the Big Five model. This theory considers five broad traits

(extraversion, neuroticism, agreeableness, conscientiousness and openness to experience) in which individuals differ and that all together influence their actions (McCrae & Costa, 2003; Meng & Leung, 2021; Paunonen, 2003). For this reason, studying how consumer personality relates with behaviors and attitudes towards influencer marketing can add insights to this subject.

Currently, research on these relations is still in its early stages. Previous researches suggest that indeed, personality traits can influence attitudes and perceptions of consumers towards the influencers they follow and the content they post (Mete, 2021) and that there are differences between how individuals express their personalities both in online and offline contexts (Bunker & Kwan, 2021). Furthermore, studies have been made on how particular traits relate to behaviors on social media (Katrimpouza et al., 2019; Klobas et al., 2018; Meng & Leung, 2021; Perugini & Solano, 2021; Yeo, 2010).

This research intends to contribute to existing literature by further exploring relations between consumer personality and influencer marketing related attitudes and behaviors. To achieve this goal, an exploratory research will be conducted, to understand these relations and to frame them considering the available literature. To collect quantitative data, an online survey will be conducted amongst Millennials and generation Z followers of influencers on social media, and the data will be latter statistically tested for covariances and significant mean differences.

This work is structured in five chapters. First, we present a review of the most relevant literature on the topics studied, then we present the research model, followed by the methodology. After that, we describe the results and in the following chapter, we discuss the findings. Finally, we will present the main conclusions of this study, its limitations, and directions for future research.

1. Theoretical Background

1.1 Influencer Marketing

The way individuals receive information has suffered big changes in the last years (Lou & Yuan, 2019). Social media platforms have reached a broad audience, with an estimated 3.6 billion users worldwide as of 2020 (Statista, 2021), and have earned a significant share of user's time, with an average time spent on social networks of two hours and twenty-four minutes a day, in 2020 (Henderson, 2020). These channels gained increasing relevance in delivering content and news to people, with 48% of U.S. adults stating they get news from social media platforms regularly (Walker & Matsa, 2021). By spending more time connected, the overall exposure to commercials and other advertising means also increases, as brands are shifting to these channels to attract customers and to establish digital relationships that allow online communities to form (Kucharska, 2019). Influencers are key elements of these communities as it has been stated that 92% of consumers trust influencers more than traditional marketing channels (Kim & Kim, 2021).

Influencer marketing is a marketing communication strategy in which brands work with influencers to endorse products or services, or to overall increase brand awareness (Geyser, 2021a). It takes advantage of the influence exerted by key individuals and opinion leaders on the purchasing habits of others (Lou & Yuan, 2019; Govindan & Alotaibi, 2021). In the past, brand endorsement strategies used to revolve around celebrities and other renowned people, then shifted to popular bloggers and currently are centered in consumers that earned great influence (Govindan & Alotaibi, 2021). These individuals become more

noticeable as their follower count increases, and they become appealing for brands (Belanche et al., 2021). Influencers actively engage with a certain niche of followers that relate to the topics explored on the account. They impact the purchasing decisions of followers, due to their relationship with the audience, knowledge, position, or authority (Geyser, 2021a). Their reputation is a consequence of their online footprint, their posts, and interactions with followers and as they usually communicate to a segmented audience that shares the same interests, they develop a status of expertise in their field (Belanche et al., 2021).

Influencers' inherent characteristics have a big impact on enticing marketeers, brands and even consumers to closely follow them (Lou & Yuan, 2019). These individuals have a key role in the positioning of brands and in the strategy of companies, but their influence has different outcomes in consumers with different personality traits. The set of characteristics each individual has, conditions its own perception of the message influencers share. How each trait impacts this perception is still mostly unresearched.

1.1.1 State of Social Media Today

Due to its nature, the social media panorama changes quickly, with some new platforms appearing and trends being born and others falling behind. As marketing influencer is a tool that takes place in media platforms, it is important to understand the current point these are at.

The Influencer Marketing industry's growth for 2022 is estimated to be approximately $16.4 Billion (Geyser, 2022). The main platforms where this

strategy is used are Facebook, YouTube, Instagram, TikTok, LinkedIn and Twitter (Govindan & Alotaibi, 2021; Geyser, 2021b) (see figure 1). As of 2021, Instagram was considered leading platform for such campaigns, with 68% of respondents of the Benchmark Report finding this social media important to their influencer marketing campaigns. TikTok has quickly become the second most important platform to respondents of the same study, surpassing Facebook, or YouTube (Geyser, 2021b).
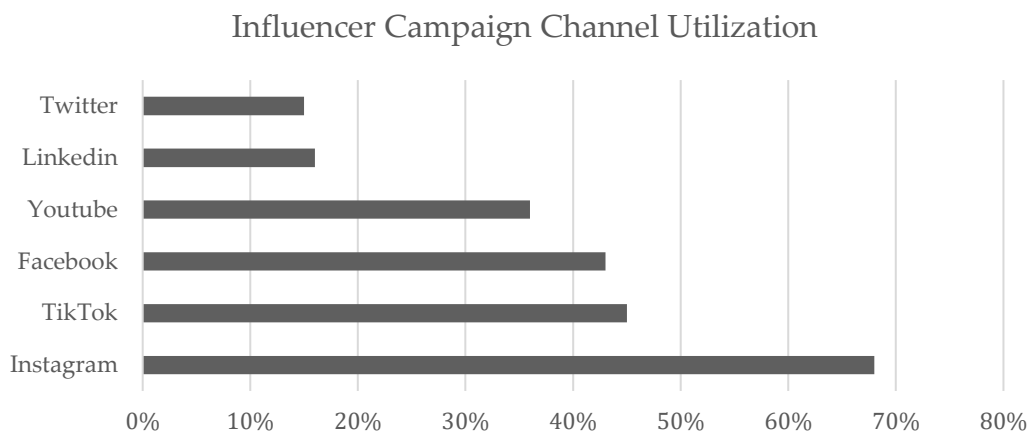
Figure 1 - Networks considered important for Influencer Marketing Campaigns (Geyser, 2021b)

As for the content categories explored by influencers in Instagram, both in 2021 and 2022, Lifestyle took the lead, followed by Beauty and Music. This ranking also included content topics such as Family, Humor and Fitness amongst others (Geyser, 2022).

It is currently estimated that global sales through social media will reach 958$ billion in 2022 and that more 1.3$ billion of venture capital has been invested in the content creation industry (Geyser, 2022).

1.2 The Big Five Model

Every individual has a natural predisposition to show differences in behavior, and that is the essence of personality (Winter & Grebitus, 2019). Understanding personality allows us to better comprehend the individual differences in behavior and experiences (John & Srivastava, 1999). Many models have been created to clarify individual personality, having as foundation areas of psychology, like cognitive theory, cross-culture psychology, psycholinguistics, and others (Digman, 1990). Considering the close link of this subject to linguistics and the numerous ways of describing human characteristics, early models were of high complexity, correlating a high number of factors (Digman, 1990).

Goldberg (1990) was able to construct an inventory of 1710 adjectives that reflected personality traits and that participants in this research used to rate their own personality. These traits belonged to groups of 75 semantic categories as compiled by Norman (1967) that were scored as scales, analyzed and tested for correlations (John & Srivastava, 1999). Five common groups of factors appeared consistently and without variations despite all the different methods of extraction and rotation used in the data (Goldberg, 1990).

These five factors of personality showed up in a recurring and strongly rotted way, grouping characteristics consistently and leaving outside of their scope nothing of any consequence (Tupes & Christal, 1961). Starting from Cattel's 22 and 35 items model's, these very broad factors were initially named as extraversion/surgency, agreeableness, conscientiousness, culture and emotional stability versus neuroticism (Norman, 1963). This effort to simplify personality theories was not made with the intent to reduce deeply complex personality

differences to five simple dimensions, but rather to portrait personality at its broadest level of abstraction (John & Srivastava, 1999).

No personality can be reduced to five aspects *per se*, but each of these aspects englobes a larger number of distinctive traits, more specific and detailed. This denomination is not meant to imply that this model has the ability of simplifying years of research and advances in comprehending detailed aspects of individuals personality, but to simply state that each of the five factors is very broad on its own (John & Srivastava, 1999).

Considering the Big Five theory, the individual features of a person can be grouped using five factors that are trait-descriptive, measurable aspects (McCrae & Costa, 1992). This model makes possible to characterize individuals through an enduring and common pattern of feelings, thoughts, and actions (Tuu, 2017) The Big-Five model is a reference in the trait theory of personality, and sheds light on the study of individual differences, using correlated traits that can be quantified to establish connections (TUU, 2017). The five traits are currently described as openness to experience, extraversion, agreeableness, conscientiousness, and neuroticism (Costa & Mccrae, 1992).

As mentioned, each of these trait groups represent broad segments, comprehending many concepts of personality. Extraversion, the first factor, relates to the perception of assertiveness, energy, talkativeness and power (John & Srivastava, 1999). It has been closely linked to one's ability to self-express and social extraversion (John, 1990). Extroverts are associated with strong positive feelings, being considered natural leaders, people-oriented, confident and affectionate (Mete, 2021; McCrae & Costa, 2003).

The second factor is agreeableness which is linked with the concept of cooperation, trustfulness and with the perception of good nature (John, 1990). High scorers in this trait are forgiving, tolerant, helpful and courteous (McCrae & Costa, 2003). These individuals show high scores on altruism, kindness and sympathy (Costa & Mccrae, 1992). Low scorers in this trait are described as hostile, skeptical and spiteful (Digman, 1990).

Conscientiousness is associated with responsibility, dependability, and the ability of being orderly (John & Srivastava, 1999). High scorers of this trait are achievement-oriented and organized (Mete, 2021). They are usually rational thinkers that value complete information on subjects on which they are supposed to make decisions (Mete, 2021). Another idea closely linked to this trait is will power and initiative (Costa et al., 1991). Oppositely, low scorers of this trait are associated with thoughtless decisions (Mete, 2021).

Neuroticism represents the opposite of the idea of emotional stability, calm, and not being easily upset (John & Srivastava, 1999; McCrae & Costa, 2003). People with high scores of this trait tend to worry, show nervousness and self-pity (Mete, 2021). Low self-esteem is also associated with high scores of neuroticism, as well as anxiety and unstable temperaments (Costa & Mccrae, 1992)

The last factor is openness to experience, which reflects intellectuality, a strong link with culture, being polished and open or independent-minded (John & Srivastava, 1999). This is considered the most difficult dimension to identify in research, and individual who score high on this factor are usually characterized as being imaginative, creative, curious, sensitive to aesthetics and broadminded (Mete, 2021). Such individuals are likely to value knowledge and to be

inquisitive. On the other hand, low scores for openness to experience may indicate a predisposition for conservative ideas (McCrae & Costa, 2003).

The Big Five model has been used to explore how personality interacts with many marketing aspects (Costa & Mccrae, 1992), from predicting personality types based on the colors of the content posted online by individuals (Khorrami et al., 2022), to predicting motives for social media use and the effects this usage has on well-being, based on personality (Perugini & Solano, 2021). Prior studies also analysed how influencer's extraversion affects perceived credibility and purchase intentions, mediated by the audience's personality (Argyris et al., 2021). Furthermore, research has compared differences between online and offline manifestation of personality traits, and explored its dimensional structure and predictive validity in terms of social media outcomes (Bunker & Kwan, 2021), among many others aspects. An initial study on how personality traits impact the attitudes towards social media influencers, has been made, mostly focusing on envy towards influencers, advertising content value, credibility and perceived trustworthiness (Mete, 2021). This being said, there is still the need to further explore how personality relates to influencer marketing associated behaviors and attitudes in order to contribute to the development of knowledge on this relevant topic. The developed state of the literature regarding the Big Five personality model, and the existence of validated scales are a strong starting point for such study.

2. Research Model

2.1 Framework

In this research we intend to understand how consumers different personality traits relate to the way they respond to influencer marketing. In the literature it is possible to find studies that explore the impact of influencer's personality on the way they are perceived and how consumers engage with them (Argyris et al., 2021). Studies also explored how specific brand personality dimensions influence brand engagement (Hou et al., 2021; Swaminathan & Kubat Dokumaci, 2021). Research regarding the potential relationships between consumer personality and the attitudes and behaviors towards influencer marketing is, however, one of the many related fields that is still in its early stages (Mete, 2021).

As mentioned above, personality is measured by several specific traits that combined, give a general overview of each person's features. Individuals might share similarities in certain traits, but the more complex the personality model is, the more evident it becomes that everyone has particularities. Nevertheless, sharing traits means sharing characteristics and potentially, similar perceptions and behaviors. In this context, individuals with a similar score in each of the five traits under analysis might share a certain predisposition to follow influencers, engage with them or buy products based on influencer recommendations.

Therefore, the goal of this research is to find significant relations between the five personality traits of respondents and their attitudes and behaviors towards influencer marketing (see figure 2). Each personality trait will be measured as a separate variable. The influencer marketing related variables tested will be the

number of influencers followed, engagement - measured in two separate variables, the first being the frequency of likes on influencer content, and the second the frequency of commentaries and shares on influencer content, previous purchases made based on influencer recommendations and intention to buy due to influencers' recommendations.

Additionally, another set of variables will be tested. The social media related behavioral characteristics – social media platforms used, social media platforms used for following influencers, content categories of the influencers followed, preferred content categories of influencers – will be taken under analysis to explore possible relations between respondents' attitudes and their personality traits.

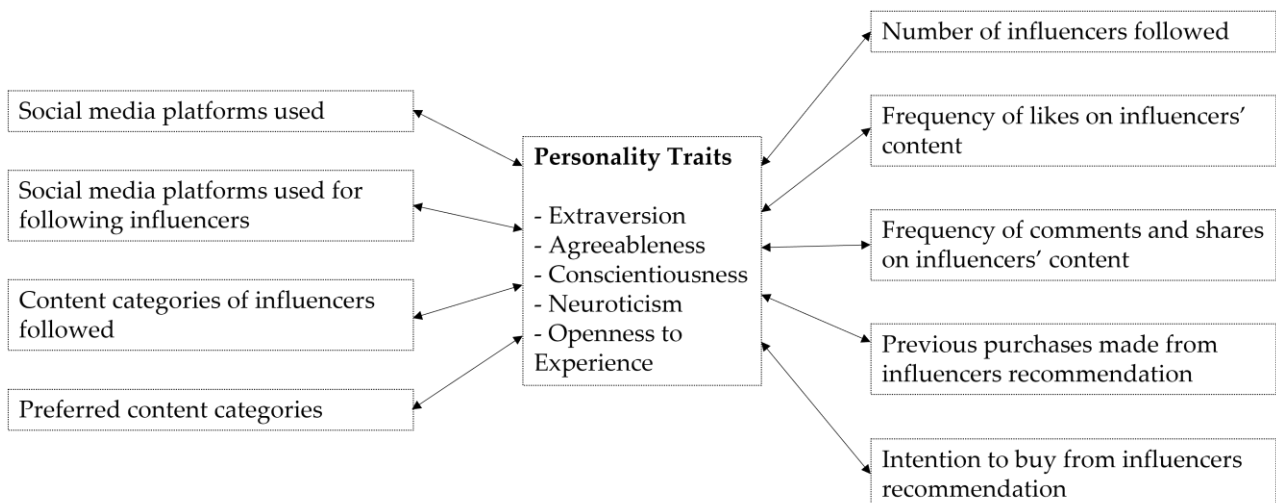| Social media platforms used		Number of influencers followed
Social media platforms used for following influencers	**Personality Traits**	Frequency of likes on influencers' content
Content categories of influencers followed	- Extraversion - Agreeableness - Conscientiousness - Neuroticism - Openness to Experience	Frequency of comments and shares on influencers' content
Preferred content categories		Previous purchases made from influencers recommendation
		Intention to buy from influencers recommendation

Figure 2 – Research Framework

From a managerial point of view, this can provide additional information to companies on whether influencer marketing is an appropriate strategy, considering the profile of their targeted costumers. Influencer marketing is still a novel tool, and many managers still lack information on how and in which cases to apply it.

3. Methodology

3.1 Data Collection

To collect data about people's behavior towards influencer marketing and personality, an online survey in Portuguese was published and disseminated on social media platforms such as Instagram and WhatsApp, from 6 of January 2022 to 27 of January 2022. The survey was elaborated on Qualtrics and included brief information on the study and assurance about the anonymity of the collected data. The sample was selected through a mix of non-probabilistic snowball sampling and convenience sampling, since this exploratory study required rapid access to individuals with some shared characteristics.

To fit the pre-established target of this research, respondents needed to use social media platforms, follow influencers, and belong to either Millennials or Generation Z. People born between the early 1980s to mid-1990s are commonly referred to Generation Y/Millennials (Schwieger & Ladwig, 2021) and people born from the mid-1990s forward are considered Generation Z (PrakashYadav & Rai, 2017). These two generations are the first to be considered digital natives, are technologically savvy and interact with social media in a daily routinely manner (Schwieger & Ladwig, 2021). This study's goal is to research how personality interacts in influencer marketing related behaviors so, to reduce possible pre-existing generational bias towards social media, only these generations were included. Responses outside this age gap were not processed. The survey was elaborated so that within the first four questions respondents that did not use social media or follow influencers would finish it and could be ruled out.

The questionnaire itself was designed to firstly collect behavioral influencer-related data, secondly personality related data and lastly demographic data. Questions 1 to 7 focused on social media and influencer marketing related behaviors. Questions 8 to 12 collected information about the number of influencers followed, the level of engagement with them and the respondents' buying behaviors induced by influencer marketing. Question 13 measured the score in every personality trait, using a pre-validated scale. Lastly, questions 14 to 18 focused on demographic and socio-cultural data. As an incentive for respondents' truthfulness and to avoid dropouts in the beginning it was mentioned that by the end, personality results would be displayed, and consequentially, the last survey window was a summary of the respondent's score in each trait. In total, 18 questions were made and the average responding time was 5 minutes.

The variables closely related with influencer marketing were measured in a direct way. The number of influencers followed was asked directly and respondents needed to provide their answers in numerical categories, since it is hard to identify the exact number of influencers that one follows. Engagement was divided into two types of active engagement. The first, less active was measured by the frequency of likes in influencers' content and the second, through the frequency of comments, or shares of influencers' content. This was measured through a simplified version of Hollebeek et al.'s (2014) scale, as the intention was not to measure engagement as a whole, but to analyze particular dimensions of this variable. Purchase intention was measured according Dodds et al.'s (1991) scale of intention, using frequency.

To measure individual personality a pre-validated scale was applied. The scale is the 44-item Big Five Inventory (BFI) created by John et al., (1991). BFI

allows efficient and flexible assessment of individual personality dimensions without internally discriminating all the individual facets that compose each trait, leading to a simpler set of items than alternative scales used for this purpose. Considering that this research does not intend to explore the components of each trait, further differentiation of items was not considered beneficial, and for that reason BFI was selected. Each dimension is measured with 8 to 10 items, included reversely formulated ones. Overall, extraversion was measured with 8 items, agreeableness with 9, conscientiousness with 9, neuroticism with 8 and openness to experience with 10 items. Originally BFI was constructed in English, but for the purposes of this research it was translated to Portuguese.

3.2 Statistic Procedures

The data collected in the questionnaire was explored through several statistical procedures, performed through SPSS (IBM SPSS version 28.0.0.0 (190)).

The first step of the analysis was the characterization of the sample, through descriptive analysis. It was divided into gender, age, country of residence, educational background, occupation, social media platforms used, frequency of social media usage, social media platforms used to follow influencers, categories of content followed and favorite content categories.

Subsequently, a descriptive analysis was performed both on the dependent and independent variables. After that, a reliability analysis was performed to test the internal consistency and reliability of the scale applied in the survey, using Cronbach's α.

Afterwards, the correlation of the variables under analysis was tested applying the Spearman correlation test. This was chosen considering that one numerical dependent variable was measured in an ordinal categorical way.

The last statistical procedures performed were a set of t-students tests. The purpose was to identify possible differences and patterns in the personality of respondents, depending on their social media and influencer related behavioral data. T-tests were used in detriment of ANOVA because behavioral data was collected using two options of answers, leaving only two groups under analysis, to cross with the personality traits.

4. Results

4.1 Sample Description

For this research, a total sample of 463 questionnaires was collected. Considering the purpose of this study, only respondents that use social media platforms and that follow influencers were considered. The population under analysis in this study were Millennials and Generation Z, comprehending respondents aged up to 40 years old, leaving a convenience sample of 318 respondents (see table 1).

From the population of this study, 269 respondents (84.6%) were female, 48 respondents (15.1%) were male and 1 identified itself as other (0.3%). The age gap with more representation in this study is in-between the ages of 24 and 28 with 202 respondents (63.5%), followed by the group in-between 18 and 23 with 90 respondents (28.3%) and then the group in-between the ages of 29 and 34 with 18 respondents (5.7%). The other groups all together represented 2.5%, with 8 respondents. When it comes to country of origin, 100 % of the respondents were Portuguese and 291 respondents (91.5%) resided in Portugal. Regarding the educational background of the respondents, the levels with more representation are master that sum up 152 respondents (47.8%), and bachelor with 127 respondents (39.9%). In respect to respondents' occupation, 200 (62.9%) are currently working for someone else, 67 (21.1%) are students, 30 (9.4%) are working students, 13 (4.1%) are self-employed, 5 (1.6%) are unemployed and 3 (0.9%) prefer not to answer.

		Nº of Respondents	Percentage (%)
Gender	Female	269	84.6
	Male	48	15.1
	Other	1	0.3
Age	Less than 18	7	2.2
	18 to 23	90	28.3
	24 to 28	202	63.5
	29 to 34	18	5.7
	35 to 40	1	0.3
Educational background	Basic Education	3	0.9
	Secondary Education	32	10.1
	Bachelor	127	39.9
	Master	152	47.8
	Doctoral or Higher	1	0.3
	Prefer not to say	1	0.3
	Other	2	0.6
Occupation	Student	67	21.1
	Working student	30	9.4
	Self-employed worker	13	4.1
	Employee	200	62.9
	Unemployed	5	1,8
	Prefer not to say	3	0,9

Table 1 - Social Demographic Characteristics. Source: Output from SPSS.

When asked about the frequency of utilization of social media platforms, 221 individuals (68.6%) use them very frequently, 92 individuals (28.9%) use them frequently and 8 individuals (2.5%) use them occasionally (see table 2).

To better understand the sample's use of social media, respondents were asked which platforms they use, having the option to select multiple answers. Of the 318 individuals who answered this question, 315 (99.1%) use Instagram, 243

(76.4%) use Facebook, 242 (76.1%) use YouTube, 232 (73.0%) use LinkedIn, 145 (45.6%) use Pinterest, 112 (35.2%) use TikTok, 94 (29.6%) use Twitter, 9 (2.8%) use Twitch and 4 (1.2%) use other platforms (see table 2).

Regarding the social media platforms where they follow influencers, 312 respondents (98.1%) use Instagram, 123 (38.7%) Youtube, 65 (20.4%) Tiktok, 35 (11.0%) Facebook, 26 (8.2%) Twitter, 20 (6.3%) Linkedin, 11 (3.5%) Pinterest and 2 (0.6%) Twitch (see table 2).

Concerning the content categories followed by respondents, 246 (77.4%) follow celebrities, 223 (70.1%) follow lifestyle, 191 (60.1%) follow fashion and/or beauty, 181 (56.9%) follow travel, 181 (56.9%) follow humor, 154 (48.4%) follow sport and/or fitness, 14 (4.4%) follow gamming, and 20 (6.3%) follow other categories, amongst which there is no common thematic (see table 2).

Individuals were also asked to select up to three categories of content that they considered the most interesting. Lifestyle was selected by 171 respondents (53.8%), travel by 149 (46.9%), fashion and/or beauty by 115 (36.2%), humor by 116 (36.5%), sport and/or fitness by 106 (33.3%), celebrities by 104 (32.7%), gamming by 10 (3.1%) and 12 respondents (3.8%) selected other categories with no common theme amongst them (see table 2).

		Nº of Respondents	Percentage (%)
Frequency of social media utilization	Rarely	0	-
	Occasionally	8	2.5
	Frequently	92	28.9
	Very Frequently	218	68.6
Social media platforms used	Instagram	315	99.1%
	Facebook	243	76.4%

	Youtube	242	76.1%
	Linkedin	232	73.0%
	Pinterest	145	45.6%
	Tiktok	112	35.2%
	Twitter	94	29.6%
	Twitch	9	2.8%
	Other	4	1.2%
Social media used to follow influencers	Instagram	312	98.1%
	Youtube	123	38.7%
	Tiktok	65	20.4%
	Facebook	35	11.0%
	Twitter	26	8.2%
	Linkedin	20	6.3%
	Pinterest	11	3.5%
	Twitch	2	0.6%
Content categories of influencers followed	Celebrities	246	77.4%
	Lifestyle	223	70.1%
	Fashion and/or Beauty	191	60.1%
	Travel	181	56.9%
	Humor	181	56.9%
	Sport and/or Fitness	154	48.4%
	Gamming	14	4.4%
	Others	20	6.3%
Preferred content categories	Lifestyle	171	53.8%
	Travel	149	46.9%
	Fashion and/or Beauty	115	36.2%
	Humor	116	36.5%
	Sport and/or Fitness	106	33.3%
	Celebrities	104	32.7%
	Gamming	10	3.1%
	Others	12	3.8%

Table 2 - Social Media Related Characteristics. Source: Output from SPSS.

4.2 Descriptive Analysis

In order to explore the relationships between the variables under research, a descriptive analysis was performed.

The first dependent variable measured was the number of influencers followed by the respondents. This was measured using ordinal categories instead of a scale due to the difficulty individuals have stating the precise number of influencers they follow.

To measure engagement respondents were asked two different questions that imply two different levels of engagement. First, a less involved state of engagement was measured by the frequency of likes given to content posted by influencers. A second level, that implies a bigger engagement was measured by the frequency of commentaries and shares given to content posted by the same influencers. Results regarding these variables are presented in table 3.

The last two variables under analysis, regarding influencer marketing are previous purchases made following influencers' recommendations and intention to buy in the future due to recommendations of influencers (see table 3)

		Nº of Respondents	Percentage (%)
Number of influencers followed	Less than 5	35	11.0%
	5 to 15	132	41.5%
	16 to 30	74	23.3%
	31 to 45	29	9.1%

	46 to 100	30	9.4%
	More than 100	18	5.7%
Frequency of likes on influencers' content	Never	8	2.5%
	Rarely	48	15.1%
	Occasionally	116	36.5%
	Frequently	101	31.8%
	Very Frequently	45	14.2%
Frequency of comments and shares on influencers' content	Never	117	36.8%
	Rarely	143	45.0%
	Occasionally	51	16.0%
	Frequently	5	1.6%
	Very Frequently	2	0.6%
Previous purchases made from influencers recommendation	Never	73	23.0%
	Rarely	108	34.0%
	Occasionally	111	34.9%
	Frequently	22	6.9%
	Very Frequently	4	1.3%
Intention to buy from influencers recommendation	Never	20	6.3%
	Rarely	108	34.0%
	Occasionally	142	44.7%
	Frequently	41	12.9%
	Very Frequently	7	2.2%

Table 3 – Dependent Variables (Descriptive). Source: Output from SPSS.

4.3 Reliability Analysis

Once all data was collected, the scales used were analyzed to ensure their reliability and quality. To do so, the Cronbach's α was employed, using SPSS, in every scale used. According to Fields (2009), values between 0.7 and 0.8 are considered appropriate to a reliable scale. Over that value a scale has a good reliability. Regarding individual personality scales, lower values can be accepted, due to the variety of constructs being measured, the differences of interpretation and the difficulty of respondents to clearly position themselves (Kazi, 2013).

Initially, results ranged between 0.656 and 0.848. After evaluating the impact of all items of each scale in their reliability, and considering that cultural context, translation related issues and other factors might have conditioned their interpretation, the items that damaged the reliability of the scales were removed from the analysis. This was applied to the scales measuring conscientiousness and extraversion. Even though agreeableness had a lower reliability, considering the assumptions found in the literature, this is considered acceptable (Kazi, 2013). As every other result is in the interval considered positive in literature, this confirmed the reliability and consistency of the scale used (see table 4).

Items	Nº of Items	Cronbach's Alpha
Extraversion	7	0,866
Neuroticism	8	0,836
Agreeableness	9	0,660
Conscientiousness	8	0,773
Openness to experience	10	0,795

Table 4 – Personality Traits (Items' Reliability). Source: Output from SPSS

4.4 Relations Between Variables

In order to study the relations between dependent and independent variables the first step was to analyze the correlations between every variable. To do so, using SPSS, a bivariate correlation teste was performed.

It was possible to identify a significant positive correlation between the extraversion trait and the content commented or shared, within a confidence interval of 95%, and also a positive correlation between the conscientiousness trait and previous purchases made due to the recommendation of an influencer, within a confidence interval of 90% (see table 5).

	Mean	Median	SD	1	2	3	4	5	6	7	8	9	10
1. Extraversion	3.60	3.57	.761	1									
2. Neuroticism	2.96	2.88	.700	-,120*	1								
3. Agreeableness	3.88	3.88	.490	,040	-.286**	1							
4. Conscientiousness	3.49	3.38	.618	,122*	-.068	.170**	1						
5. Openness	3.68	3.70	.568	,203**	-.007	.095	.044	1					
6. Nº of influencers followed	-	-	-	.003	.104	.006	.010	-0.53	1				
7. Content liked	3.40	3.00	.989	.092	.001	.085	-.073	.060	.177**	1			
8. Content commented/shared	1.84	2.00	.791	.166**	.045	.095	.026	.087	.215**	.347**	1		
9. Previous purchase	2.30	2.00	.940	.072	.021	.029	.139*	-.092	.282**	.193**	.231**	1	
10. Intention to buy	2.71	3.00	.851	.015	.031	.085	.084	-.079	.276**	.244**	.190**	.642**	1

Note: SD = Standard Deviation. ** two tailed correlation at 0,01 level * two tailed correlation at 0,05 level

Table 5 – Variables' covariance analysis. Source: Output from SPSS.

Performing independent t-tests we compared those different groups using the 5 traits of personality, with the goal of finding significant differences amongst them.

Table 6 presents the differences between people that use LinkedIn, Twitter, TikTok and Twitch and their personality traits score. Although users and non-users of these social networks have share similarities in some traits, we found significant differences in openness to experience and conscientiousness for LinkedIn users. The users of this platform have a higher openness to experience and conscientiousness. In the case of Twitter, users and non-users of this platform have significant differences in conscientiousness, with users showing significatively lower conscientiousness. Regarding TikTok, there are significant differences when it comes to neuroticism, with users of this platform showing a higher presence of this trait. Last interesting finding regarding platform utilization regards Twitch, here significant differences were found in extraversion. Users of this platform showed lower extraversion that non-users.

	LinkedIn's Users, Mean (SD)	LinkedIn's Non-Users, Mean (SD)	*t*-value	*p*-value
Extraversion	3.62 (.724)	3.56 (.857)	.585	.559
Neuroticism	2.94 (.687)	3.03 (.733)	-1.003	.317
Agreeableness	3.87 (.492)	3.89 (.488)	-.216	.829
Conscientiousness	3.54 (.603)	3.33 (.635)	2.811	.005**
Openness to experience	3.73 (.543)	3.56 (.618)	2.342	.020**
	Twitter's Users, Mean (SD)	Twitters's Non-Users, Mean (SD)	*t*-value	*p*-value
Extraversion	3.51 (.808)	3.65 (.739)	-1.492	.137
Neuroticism	3.01 (.753)	2.94 (.677)	.767	.444
Agreeableness	3.90 (.509)	3.87 (.483)	.491	.623
Conscientiousness	3.38 (.638)	3.53 (.606)	-2.048	.041**

			t-value	p-value
Openness to experience	3.61 (.532)	3.71 (.581)	-1.454	.147
	TikTok's Users, Mean (SD)	**TikTok's Non-Users, Mean (SD)**	**t-value**	**p-value**
Extraversion	3.61 (.721)	3.60 (.784)	.138	.890
Neuroticism	3.07 (.701)	2.90 (.694)	2.054	.041**
Agreeableness	3.87 (.482)	3.88 (.495)	-.250	.803
Conscientiousness	3.40 (.633)	3.53 (.607)	-1.761	.079
Openness to experience	3.67 (.563)	3.68 (.572)	-.133	.894
	Twitch's Users, Mean (SD)	**Twitch's Non-Users, Mean (SD)**	**t-value**	**p-value**
Extraversion	2.89 (.695)	3.63 (.754)	-2.892	.004**
Neuroticism	2.67 (.681)	2.97 (.700)	-1.283	.200
Agreeableness	3.99 (.453)	3.87 (.491)	.687	.493
Conscientiousness	3.21 (.451)	3.49 (.621)	-1.365	.173
Openness to experience	3.76 (.492)	3.68 (.571)	.405	.686

** $p < 0.05$; SD standard deviation.

Table 6 - Mean values, standard deviations and t-test results for LinkedIn, Twitter, TikTok and Twitch utilization.

When analyzing differences between platforms used for following influencers and personality traits, relevant additional information came up, as seen on table 7. Although, followers and non-followers of influencers in the different social networks share similarities in some traits, there are significant differences with respect to some of their personality traits. Regarding LinkedIn, we found significant differences in two traits between users who follow influencers and those who do not, with the first showing higher conscientiousness and openness to experience. When it comes to YouTube, significant differences appeared on openness to experience, as people who follow influencers in this platform have lower openness to experience. Regarding Twitch, respondents who follow influencers on this platform have significantly lower extraversion.

	Influencers on LinkedIn, Mean (SD)	No Influencers on LinkedIn, Mean (SD)	t-value	p-value
Extraversion	3.871 (.813)	3.59 (.756)	1.625	.105
Neuroticism	2.98 (.940)	2.96 (.683)	.130	.896
Agreeableness	3.94 (.406)	3.87 (.496)	.643	.520
Conscientiousness	3.83 (.463)	3.46 (.622)	2.558	.011**
Openness to experience	3.95 (.515)	3.66 (.568)	2.210	.028**
	Influencers on YouTube, Mean (SD)	No Influencers on YouTube, Mean (SD)	t-value	p-value
Extraversion	3.54 (.760)	3.64 (.762)	-1.151	.251
Neuroticism	3.01 (.706)	2.93 (.696)	1.067	.287
Agreeableness	3.85 (.465)	3.89 (.506)	-.686	.493
Conscientiousness	3.51 (.589)	3.47 (.637)	.565	.572
Openness to experience	3.59 (.570)	3.73 (.562)	-2.145	-.033**
	Influencers on Twitch, Mean (SD)	No Influencers on Twitch, Mean (SD)	t-value	p-value
Extraversion	2.29 (1.01)	3.61 (.754)	-2.476	.014**
Neuroticism	2.69 (.265)	2.96 (.702)	-.555	.580
Agreeableness	3.94 (.088)	3.88 (.492)	.179	.858
Conscientiousness	2.88 (.707)	3.49 (.617)	-1.402	.162
Openness to experience	3.65 (.353)	3.68 (.570)	-.074	.941

** p < 0.05; SD standard deviation.

Table 7 - Mean values, standard deviations, and t-test results for Following influencers on LinkedIn, YouTube and Twitch.

The next step of this analysis was to compare differences of personality traits amongst people who follow particular content categories (see table 8). Followers and non-followers of celebrity content share similarities in some traits, but significant differences were found in agreeableness, with followers of this category showing higher values of this trait. Regarding fashion and beauty followers, significant differences were found in conscientiousness, with followers denoting higher values for this trait. On the other hand, amongst people who

follow gamming content, the conscientiousness trait marked significantly lower. Lastly, regarding humor, respondents that follow this category have significantly lower extraversion scores.

	Celebrity Follower, Mean (SD)	Celebrity Non-Follower, Mean (SD)	t-value	p-value
Extraversion	3.62 (.761)	3.56 (.767)	.541	.589
Neuroticism	2.97 (.703)	2.94 (.695)	.282	.778
Agreeableness	3.91 (.481)	3.77 (.513)	1.998	.047**
Conscientiousness	3.46 (.622)	3.57 (.602)	-1.284	.200
Openness to experience	3.67 (.558)	3.72 (.603)	-.624	.533
	Fashion and Beauty Follower, Mean (SD)	Fashion and Beauty Non-Follower, Mean (SD)	t-value	p-value
Extraversion	3.62 (.745)	3.57 (.787)	.595	.553
Neuroticism	3.00 (.740)	2.91 (.637)	1.065	.288
Agreeableness	3.91 (.500)	3.83 (.474)	1.352	.177
Conscientiousness	3.55 (.606)	3.39 (.628)	2.297	.022**
Openness to experience	3.66 (.546)	3.71 (.603)	-.714	.476
	Gamming Follower, Mean (SD)	Gamming Non-Follower, Mean (SD)	t-value	p-value
Extraversion	3.34 (.832)	3.62 (.757)	-1.346	.179
Neuroticism	3.13 (.760)	2.95 (.698)	.894	.372
Agreeableness	3.82 (.382)	3.88 (.503	-.421	.647
Conscientiousness	3.09 (.503)	3.50 (.618)	-2.471	.014**
Openness to experience	3.75 (.374)	3.68 (.576)	-472	.637
	Humor Follower, Mean (SD)	Humor Non-Follower, Mean (SD)	t-value	p-value
Extraversion	3.52 (.747)	3.71 (.770)	-2.235	.026**
Neuroticism	3.01 (.666)	2.90 (.741)	1.393	.165
Agreeableness	3.87 (.467)	3.88 (.521)	-.247	.805
Conscientiousness	3.44 (.612)	3.55 (.623)	-1.605	.110
Openness to experience	3.66 (.569)	3.71 (.567)	-.848	.397

Table 8 - Mean values, standard deviations, and t-test results for following content about Celebrities, Fashion and Beauty, Gamming and Humor.

The last set of t-tests was meant to compare differences in personality traits depending on respondent's favorite content categories. Regarding the travel category, respondents that prefer this category, score significantly lower on neuroticism, than those who do not. As for fashion and beauty, we found that respondents that prefer this type of content have significantly higher conscientiousness marks. Lastly, we found that extraversion is significantly lower in respondents that prefer the lifestyle content category, when compared with those who do not favor this category.

	Travel Preferred, Mean (SD)	Travel Non-Preferred, Mean (SD)	*t*-value	*p*-value
Extraversion	3.60 (7.56)	3.60 (.769)	-.004	.997
Neuroticism	2.88 (.710)	3.04 (.685)	-2.018	.044**
Agreeableness	3.90 (.446)	3.85 (.526)	-.874	.383
Conscientiousness	3.51 (.585)	3.47 (.648)	.552	.581
Openness to experience	3.73 (.593)	3.63 (5.43)	1.586	.114
	Fashion and Beauty Preferred, Mean (SD)	Fashion and Beauty Non-Preferred, Mean (SD)	*t*-value	*p*-value
Extraversion	3.71 (.759)	3.55 (.759)	1.815	.070
Neuroticism	2.96 (.770)	2.96 (.659)	-.116	.908
Agreeableness	3.91 (.510)	3.86 (.479)	.925	.347
Conscientiousness	3.61 (.671)	3.42 (.577)	2.652	.008**
Openness to experience	3.62 (.530)	3.72 (.587)	-1.479	.140
	Lifestyle Preferred, Mean (SD)	Lifestyle Non-Preferred, Mean (SD)	*t*-value	*p*-value
Extraversion	3.51 (.723)	3.71 (.793)	-2.343	.020**
Neuroticism	3.02 (.699)	2.89 (.697)	1.686	.093
Agreeableness	3.84 (.493)	3.91 (.486)	-1.250	.212

Conscientiousness	3.54 (.571)	3.42 (.666)	1.662	.098
Openness to experience	3.64 (.591)	3.72 (.539)	-1.280	.202

** p < 0.05; SD standard deviation.

Table 9 - Mean values, standard deviations, and t-test results for preferring content about Travel, Fashion and Beauty and Lifestyle.

5. Discussion

The impact that personality traits have on many aspects of human behavior has been subject of extensive research for decades (Costa & Mccrae, 1995; Han & Pistole, 2017; McCrae & Costa, 2003; Paunonen, 2003). With the growing relevance that social media has in society, this topic has also been studied under the scope of personality theories (Bunker & Kwan, 2021; Hou et al., 2021; Khorrami et al., 2022; Perugini & Solano, 2021). Influencer marketing, one of the current most relevant marketing strategies, is a product of the social media culture. To understand this tool, personality aspects of both influencers and brands, have already been studied (Argyris et al., 2021; Huang et al., 2012; Mete, 2021). Though, to our knowledge there is no empirical study that analyses the relation between consumer personality and consumer's attitudes and behaviors towards influencer marketing. The purpose of this research was to contribute to the fulfillment of this research gap.

One of the first findings of this research was that there was a significant correlation between being extraverted and sharing and commenting content on influencers accounts. This might be intrinsically linked with what makes someone extraverted. As found in literature, extraverts are usually talkative, have higher self-expression skills and are confident individuals (John, 1990; McCrae & Costa, 2003). It is interesting to observe that these characteristics translate to online interactions made through social media. According to Bunker & Kwan (2021) the way individuals express their personality in Big Five personality scales differs from online to offline contexts, with means lowering all across five traits in online contexts. The authors found evidence that, overall, people with high extraversion offline, score lower for this trait in online contexts,

as their social needs might be satisfied offline, leaving less need for using social media for this purpose. Our finding that social media users who are more extraverted tend to comment and share more influencer content, indicates that extraverts perceive influencers as part of their social circle and naturally include them in their range of regular interactions, more than less extraverted individuals. Although, less extraverted individuals could perceive social media as a less threatening channel to interact, we could not find evidence that they actually have a higher social engagement in this channel. In future research, it would be interesting to understand what specific traits of extraversion make people more prone to interact with influencer content.

Another relevant finding is related with the correlation between conscientiousness and past purchases made by recommendation of influencers. This result might be explained by the fact that people that have high scores in this trait are usually rational thinkers (Mete, 2021). Considering that this variable measures purchases made in the past, results might indicate that high-scorers in this trait have a deeper understanding of the decision process that led them to complete these purchases and recognize the impact of influencers' recommendations. Considering that all the respondents in this research follow influencers, it is acceptable to assume that they are all exposed to recommendations and publicity at some level. Lower scorers in this trait might overlook the overall effect that this type of endorsement has on their purchases as they do not associate their decisions with the effects of this marketing tool. Individuals that rationalize more the decision process might be more capable of identifying moments in the past in which influencers' recommendations were part of the motives that led to their decision to purchase, as previously mentioned by Aggad et al., (2021).

Regarding the significant differences in some of the personality traits between users and non-users of particular social media platforms, the first result worth mentioning is, that LinkedIn users show evidence of higher conscientiousness and openness to experience than non-users. Considering that this platform is built around the concept of a professional network, it not only contributes to the building of professional connections, but to the finding of professional opportunities (Fernandez et al., 2021). These results highlight that LinkedIn users are indeed more conscious about their professional path and more open to the idea and the need of creating opportunities for themselves. They might recognize the impact of this very specific platform in their career, especially considering the number of recruiters that use the platform to search for interesting profiles for vacancies, and for that reason be more prone to its usage. In the case of Twitter, users have lower means in conscientiousness than non-users. This might be linked with the type of content that is posted in this platform. Twitter users usually post opinions and other personal thoughts, limited in characters by the platform. These are often a result of impulse or made with the intention to provoke a reaction and many times topics revolve around religion, politics or personal values, topics with known impact in the perception of readers (Whittingham et al., 2020). This association between expressing momentary thoughts and posting them in an online platform that will store them indefinitely might reflect the nature of low-scorers in conscientiousness, in their thoughtless decisions (Mete, 2021). TikTok users, on other hand, show higher scores in neuroticism, than non-users. This platform has been one of the fastest growing social media networks in recent years, and especially amongst young users, with the primary goal of providing entertainment (O'Brien, 2021). Users of the platform usually spend large periods of time exploring it, are very drawn to new trends and self-expression, and ultimately are interested in staying relevant (Meng & Leung, 2021). Considering the users of this platform are known for

searching acceptance by peers and for struggling to find balance between authenticity and the need to self-enhance their online persona (Hernández-Serrano et al., 2022), this might increase the underling tension that comes with this dependance of approval. This goes in line with the unstable temperament and necessity of validation of individuals that have a high neuroticism score (Costa & Mccrae, 1992). As for Twitch, evidence suggests that its users score lower on extraversion, than non-users. This finding can be related with the focus of this platform – live stream content, mostly focused on gamming, a content category followed closely by individuals that often wish to pursue this as a career path, often associated with precariousness and competitiveness (Lin et al., 2021). These users, when on the spectator side of the broadcasts, usually show difficulty interacting in offline contexts and are less available and interested in doing so, in contrast with what has found to be a source of success in live stream broadcasters – higher levels of extraversion (Lin et al., 2021).

In respect to the differences in personality traits between individuals who use specific platforms to follow influencers and those who do not follow influencers on the same platform, the first result worth mentioning is related to LinkedIn and supports the findings discussed above. Similarly, to the users of this platforms, when compared to non-users, people who follow influencers on LinkedIn, appear to have higher levels of conscientiousness and openness to experience than those who do not. Influencers in this specific platform tend to be individuals with prominent careers and high positions in companies (Serrano et al., 2020). Hence, people with high conscientiousness and openness to experience might be interested in following these opinion leaders to stay connected to their profiles, as they are more achievement-oriented and broadminded (Mete, 2021). When it comes to YouTube, individuals who follow influencers seem to score lower on openness to experience, than those who do not. Previous research had suggested

that high openness to experience levels were linked with an active usage of this platform, rather than a passive one (Yeo, 2010). This might suggest that currently, following influencers on YouTube, may be related to a passive usage of the platform, less focused on interacting with the content posted by influencers. This is still a surprising finding considering that influencers on YouTube cover a broad scope of content, and exploring it might suggest natural curiosity and an open-mind, characteristics associated to high levels of openness to experience (Mete, 2021). This opens an interesting path for future research, focusing on the profiling of both content creators and consumers on YouTube at the current stage of the life cycle of the platform, and the changes they might have suffered with the growth of other social media platforms. In the case of Twitch, the lower scores in extraversion found in respondents that follow influencers on the platform, when compared to those who do not, are lined with the previously discussed findings. Less extroverted users are more likely to be the followers of live stream broadcastings made by influencers, rather than the active content creators, on a platform that naturally allows the coexistence of both profiles, with lower levels of social interaction demanded from the consumer's side (Lin et al., 2021).

Interesting findings were also obtained when comparing personality trait means between followers and non-followers of particular content categories or themes across all platforms. First, individuals that follow celebrity related content showed higher agreeableness levels that those who do not. It is important to clarify that the definition of celebrities in the literature is controversial, due to their many possible sources of notoriety and to the existence of different typologies. In this study, we considered that celebrities are individuals that have personal skills and characteristics that lead them to be popular and influential, with widespread recognition (Moraes et al., 2019). Nowadays, celebrities have taken a step in to the influencer category as this tool enables the pursue of fame

on a global scale, the creation of personal brands and the development of a following that can be used with commercial endorsement purposes (Gamson, 2011). In this research, we made clear to the respondents that influencers could be well-known individuals, reaching from athletes, to singers, actors, or politicians, amongst other. Considering that high scorers in agreeableness are linked with sympathy (Costa & Mccrae, 1992) and trustfulness (Digman, 1990), results might suggest that celebrity portrait themselves as more worthy of trust and empathy, being capable of communicating more efficiently with individuals with high agreeableness. Another interesting finding is that fashion and beauty followers have higher conscientiousness scores than non-followers of this category. Influencers in this category are particularly prone to product placements and continuously communicate brand endorsements, in tutorials, inspirational posts, hauls and reviews, and have a high dependance of their own perception of trustfulness and credibility (Hassan et al., 2021). Individuals with higher conscientiousness value complete information about subjects of their decisions (Mete, 2021), as mentioned previously. For this reason, it is understandable that followers of this type of content score higher on this trait and recognize influencers as a reliable source of information and advice. As for the gamming category, followers scored lower in conscientiousness than non-followers. Previous research has found conscientiousness to be negatively correlated with gamming addiction and that players that seek a sense of achievement through games show lower conscientiousness (Braun et al., 2016). This might suggest that accordingly, followers of gamming influencers are actively searching for more content on this matter, looking in social media for an extension of the personal outcomes they get from the gamming itself, and for that reason, scoring lower in conscientiousness that non-followers. Lastly, individuals that follow humor related content score lower in extraversion than non-followers. Low extroverts are associated with lower talkativeness, lower ability

to self-express and socially interact (Digman, 1990; John & Srivastava, 1999). Humor depends on social standards that determine what should be considered as funny, and it depends on the reaction of the receptors to be successful. Individuals that are less comfortable with interacting with others might find it more difficult to fulfill their own needs for humor and for that reason, might end up searching on social media for this content as an alternative. This could explain the lower extraversion of humor followers.

The last findings were obtained by comparing means of personality traits between individuals with preference for a specific content category and those who do not share the same preference. First, it is worth mentioning that individuals with preference for travel related content show lower scores on neuroticism that those who do not. Low scorers on neuroticism are associated with emotional stability and calmness (McCrae & Costa, 2003), characteristics commonly transmitted by this type of content, that evokes vacations, abstraction and tranquility. This suggests that these individuals find in travel content a representation of their own characteristics. As for individuals with preference for fashion and beauty content, conscientiousness scores were higher than for those who do not share that preference. This supports previously discussed findings about this category. As high scorers in conscientiousness value the decision process of their purchases (Mete, 2021), they not only tend to follow individuals validated by peers as experts in the topic (Hassan et al., 2021), but they put this type of content in the top of their preferences. Lastly, those who prefer lifestyle content, scored lower on extraversion than those who do not prefer this type of content. Lifestyle is a vast content category, with a common characteristic – the documentation of an inspirational way of living with a relatable message (Baker & Rojek, 2020). Lifestyle influencers explore their routines, habits, and interactions to give advice and recommendations about the topic. Considering

low extraversion scorers are associated with low confidence levels and with the struggle to be leaders in their environment (McCrae & Costa, 2003), they might be searching for role models on how to live their life in a way that fits the idea they create based on the content they consume on social media. Being less extraverted might be linked with preferring content that gives an orientation on how to make what is portrayed to be, positive life decisions.

Conclusion

Social media and influencer marketing are deeply rooted in the daily lives of Millennials and generation Z (PrakashYadav & Rai, 2017; Schwieger & Ladwig, 2021) and led to changes in attitudes, routines and other aspects of life. Individuals are bound to think and act differently about this topics depending on their own personalities (Bunker & Kwan, 2021), but the particularities of this relations are still unknown for the most part.

This research studied how personality, according to the Big Five model, relates to attitudes and behaviors towards influencer marketing. Results showed that there are relevant correlations between certain personality traits and active engagement with influencers, as well as with previous purchases made due to influencer recommendation. These findings allow influencers to adjust their type of content to match their targets personality, and brands to better adjust the usage of influencer marketing strategies according to the profile of their target.

This research also provides evidence that there are differences in the personality of users and non-users of the social media platforms studied, as well as differences in personality amongst followers of particular social media platforms and amongst those who show preference for specific content categories. These results open interesting paths for future studies regarding a deeper characterization of the audience of each social media platform, which might allow for a more targeted communication towards that audience. Also, the information regarding content categories and personality sheds light on how to adjust influencer content according to the preferences of the audience, as well as on how influencers can obtain a deeper knowledge on their content consumers,

and on how brands can make more informed decisions on how to design their influencer marketing strategies to fit their target.

These findings complement and extend previous research made on how consumer personality relates to influencer marketing attitudes and behaviors towards influencer marketing, but mostly suggest that there is still ground for many more lines of investigation regarding consumer personality and influencer marketing. This research might lead to a more assertive usage of social media marketing and increase the knowledge on how consumers with different psychographic profiles might respond to influencer strategies.

Limitations and Future Research

Despite the relevant findings of this research, some limitations were identified in the process. The sample was obtained through a non-probabilistic sampling method, specifically, a snowball sampling and convenience sampling, which is not a precise way to represent the population (Malhotra & Birks, 2008). In a future study, it would be relevant to use an extensive data collection method, to represent accurately the wider population.

Regarding the selected personality scale, the 44-item validated scale is a practical and not too extensive way of obtaining information about the five personality traits, but admittedly leaves out information about the more specific traits englobed in each of the five personality dimensions. In the context of this exploratory study, it could be interesting to further explore particularities linked with these traits to clarify the relations obtained.

Another aspect worth mentioning, is that the survey was widespread in Portuguese to reduce difficulties in the interpretation of the questions, and avoid dropouts, considering that the reachable individuals that constituted the sample were Portuguese speakers. As the original scale was validated in English, translation could have created distortion from the original meanings, and the interpretation of the items may be subject to interference from cultural constructs.

Still regarding the collected data, we detected that individuals had difficulties describing their influencer marketing related behaviors, as they were uncertain about the number of influencers they followed and underestimated the impact of this marketing strategy in their own purchase habits. Some of the dropouts from the survey could be related with the difficulty that respondents had identifying influencers amongst the people they followed.

Lastly, this research only took under consideration some social media platforms and content categories, due to restrictions of time and resources available. Further discoveries could be obtained by broadening the scope of the study to more platforms and categories.

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Appendix

Appendix 1 – Survey Structure

Este questionário é parte da Dissertação do Mestrado em Marketing da Católica Porto Business School que pretende analisar o comportamento dos consumidores em relação ao marketing de influencers. Todos os dados são recolhidos de forma anónima e as respostas são utilizadas apenas com o propósito desta investigação. O seu preenchimento completo demora cerca de 5 minutos.

Não existem respostas certas ou erradas. Acima de tudo estamos interessados na sua opinião. As suas respostas são essenciais para o desenvolvimento da nossa pesquisa.

No fim serão disponibilizados os resultados obtidos nas várias componentes de personalidade analisadas.

Gostaríamos de agradecer antecipadamente a sua disponibilidade e participação neste estudo!

Utiliza alguma rede social?

Sim

Não

Figure 3 – Online Survey (1)

Que redes sociais utiliza?

Instagram

Facebook

Linkedin

Twitter

Youtube

Tiktok

Youtube

Tiktok

Pinterest

Twitch

Outra

Com que frequência utiliza redes sociais?

Nunca

Raramente

Ocasionalmente

Frequentemente

Muito frequentemente

Figure 4 - Online Survey (2)

Segue influencers nalguma plataforma?
(Consideram-se influencers também atores, músicos, atletas, socialites, etc.)

Sim

Não

Se sim, em quais?

Instagram

Facebook

Linkedin

Twitter

Youtube

Tiktok

Pinterest

Twitch

Outra

Os influencers que segue enquadram-se em que categorias?

Celebridades (atores, músicos, atletas, socialites, etc.)

Viagens

Moda e/ou Beleza

Figure 5 - Online Survey (3)

Lifestyle

Gamming

Fitness ou desporto

Humor

Outro

Das categorias de conteúdo que segue quais considera mais interessantes? (Escolha no máximo 3 opções.)

Celebridades (atores, músicos, atletas, socialites, etc.)

Viagens

Moda e/ou Beleza

Lifestyle

Gamming

Fitness ou desporto

Humor

Outro

Figure 6 - Online Survey (4)

Aproximadamente, quantos influencers segue?

Menos de 5

Entre 6 e 15

Entre 16 e 30

Entre 31 a 45

Entre 46 e 100

Mais de 100

Costuma colocar gosto no conteúdo dos influencers que segue?

Nunca

Raramente

Ocasionalmente

Frequentemente

Muito frequentemente

Costuma comentar e/ou partilhar o conteúdo dos influencers que segue?

Nunca

Raramente

Ocasionalmente

Frequentemente

Muito frequentemente

Figure 7 - Online Survey (5)

No passado, já comprou algum produto ou serviço por ter sido partilhado por um influencer?

Nunca

Raramente

Ocasionalmente

Frequentemente

Muito frequentemente

Num futuro próximo, qual pensa ser a probabilidade de vir a comprar algum produto/serviço por ter sido partilhado/recomendado por um influencer?

Nada provável

Pouco provável

Algo provável

Muito provável

De certeza

Agora gostaríamos de saber um pouco mais sobre si próprio.
Numa escala de 1 a 5 (1 significa "discordo completamente", e 5 significa "concordo completamente"), como se posiciona relativamente às seguintes afirmações?

Eu vejo-me como alguém que...

	Discordo Completamente			Concordo Completamente	
	1	2	3	4	5
... é falador.	O	O	O	O	O
... tende a atribuir culpas aos outros.	O	O	O	O	O
... faz um trabalho minucioso.	O	O	O	O	O

Figure 8 - Online Survey (6)

... é deprimido e triste.	O	O	O	O	O
... é original, tem ideias novas.	O	O	O	O	O
... é reservado.	O	O	O	O	O
... ajuda os outros e é altruísta.	O	O	O	O	O
... pode ser algo descuidado.	O	O	O	O	O
... é descontraído e lida bem com o stress.	O	O	O	O	O
... é curioso sobre muitas coisas.	O	O	O	O	O
... é cheio de energia.	O	O	O	O	O
... começa discussões com os outros.	O	O	O	O	O
... é um trabalhador fiável.	O	O	O	O	O
... pode ser tenso.	O	O	O	O	O
... é engenhoso, um pensador.	O	O	O	O	O
... gera muito entusiasmo.	O	O	O	O	O
... tem na sua natureza perdoar.	O	O	O	O	O
... tende a ser desorganizado.	O	O	O	O	O
... se preocupa muito.	O	O	O	O	O
... tem uma imaginação ativa.	O	O	O	O	O
... tem tendência a estar calado.	O	O	O	O	O
... tende a confiar.	O	O	O	O	O
... tende a ser preguiçoso.	O	O	O	O	O
... é emocionalmente estável e não se incomoda facilmente.	O	O	O	O	O
... é inventivo.	O	O	O	O	O
... tem uma personalidade assertiva.	O	O	O	O	O

Figure 9 - Online Survey (7)

... pode ser frio e indiferente.	O	O	O	O	O
... é preserverante até terminar uma tarefa.	O	O	O	O	O
... pode ser temperamental.	O	O	O	O	O
... valoriza experiências artísticas e estéticas.	O	O	O	O	O
... por vezes é tímido e inibido.	O	O	O	O	O
... tem consideração e é bondoso com quase toda a gente.	O	O	O	O	O
... faz as coisas com eficácia.	O	O	O	O	O
... se mantém calmo em situações tensas.	O	O	O	O	O
... prefere um trabalho rotineiro.	O	O	O	O	O
... é extrovertido e sociável.	O	O	O	O	O
... por vezes é rude com os outros.	O	O	O	O	O
... faz planos e os cumpre.	O	O	O	O	O
... fica facilmente nervoso.	O	O	O	O	O
... gosta de refletir, de brincar com as ideias.	O	O	O	O	O
... tem poucos interesses artísticos.	O	O	O	O	O
... gosta de cooperar com os outros.	O	O	O	O	O
... se distrai facilmente.	O	O	O	O	O
... é sofisticado em relação à arte, música ou literatura.	O	O	O	O	O

Figure 10 - Online Survey (8)

Género

Feminino

Masculino

Outro

Prefiro não responder

Idade em anos

País em que reside

Habilitações Literárias

Ensino básico

Ensino secundário

Licenciatura

Mestrado

Doutoramento ou mais alto

Prefiro não responder

Outra

Figure 11 - Online Survey (9)

Situação Laboral

Estudante

Trabalhador-Estudante

Trabalhador por conta própria

Trabalhador por conta de outrém

Reformado

Desempregado

Prefiro não responder

Outra

Figure 12 - Online Survey (10)

Chegou ao fim do questionário.

Com base na teoria da personalidade dos 5 Fatores, esta é a **sua pontuação** em Extroversão, Abertura à Experiência, Conscienciosidade, Amabilidade e Neuroticismo.

Neuroticismo 3 /5
Extroversão 3 /5
Abertura à experiência 3 /5
Conscienciosidade 3 /5
Amabilidade 3/5

Obrigada pela colaboração.

Figure 13 - Example of finishing message showed to respondents