The Impact of Big Five Personality towards Impulsive Buying Behavior

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ABSTRACT

Purpose: This research aims to determine which type of The Big Five Personality impacted the impulsive buying behavior of TnT Rajut's customers.

Design/methodology/approach: This research proposes two strategies based on TnT Rajut's SWOT analysis, social media activation and bundling price strategy.

Findings: Based on the calculated data from respondents, it is shown that Openness to Experience, Extraversion, and Agreeableness impacted the impulsive buying behavior.

Research limitations/implications: Meanwhile, Conscientiousness and Neuroticism didn't impact impulsive buying behavior.

Originality/value: This paper is original

Paper type: Research paper

Key Words: Big Five Personality, Consumer Personality, Impulsive Buying.

I. INTRODUCTION

Rapid technological developments certainly have contributed to expanding the marketing process, better known as digital marketing. Compared to the total population in Indonesia, 73.7% of the total population in Indonesia are active internet users, and 61.7% of the total population in Indonesia are active users of social media (Hootsuite, 2021). It shows that most Indonesian people have accepted technological developments and use it in their daily lives.

The development of this technology certainly provides some good impacts. From the consumer side, this technology can make it easier for consumers to find product information before making a purchase decision, whether comparing product prices, comparing product reviews, to reaching the availability of product variants that suit consumer needs. However, it cannot be denied that this technological development has a negative impact on consumers, one of which is impulse buying. Kacen & Lee (2002) observed that impulse buying behavior includes persuasive prompts and incentive hedonic buying behavior; among them, the decision to purchase a product does not rely on a deliberate process. It just satisfies one's wishes. When viewed from the consumer's point of view, this impulsive purchase can be said to be one of the bad effects of technological developments because consumers can easily make purchases with just one click, thus representing a hedonistic lifestyle, this impulsive purchase does not always result in satisfaction due to the fairly complex buying decision process. Very short or even without any prior consideration.

These impulse purchases tend to be bad for the consumer, but they are not necessarily bad for the seller. On the other hand, sellers certainly benefit greatly from impulse purchases because consumers are the main source of business. Consumers are a source of income and profit for the seller. Impulsive buying behavior conducted by the consumers surely has a significant impact on increasing the leads of products.

This impulsive buying often occurs when a consumer shops online, especially on fashion products. The first independent purchase that Gen Z participated in was related to clothing. Young people use fashion shopping to express themselves. The customer finds online shopping more comfortable when compared with

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offline shopping. It is mainly because of the advantages they experience from online shopping. Easy access to products, easiness of purchasing, lack of social pressure are some of them (Verhagen & Dolen, 2011). They get a chance to access enough and more products at a glance and select the most feasible one from the endless shopping list, thereby saving their time and energy. Understanding consumer behavior related to impulse buying is necessary for a brand to succeed.

This impulsive purchase also happened to TnT Rajut, a business that focuses on clothing, especially knitwear, cardigans, and sweaters, Korean vests. Thanks to a micro influencer's post that managed to penetrate the fyp page, one of the vests, named Sido Vest, was successfully sold 8.6 thousand pcs through an e-commerce platform, Shopee. Another product called the Tria Chromata Cardigan, which has a similar pattern to the cardigan worn by "V from BTS" also received reviews from influencers via TikTok, so the Tria Chromata Cardigan has sold 2.8 thousand pcs. This phenomenon is a distinct advantage for TnT Rajut due to the success of voluntarily eWOM carried out by TikTok influencers. As a business, of course, TnT Rajut wants stable and continuous profits and orders without relying on promotions by volunteer influencers. Therefore, this study will focus on examining the personality types of TnT Rajut customers based on The Big Five Personality Traits to see whether each of these personality types affects impulsive purchases made. In addition, this paper will formulate strategies based on personality types that influence impulse buying itself.

This research will further examine the Big Five Personality traits of TnT Rajut consumers and how their impact on TnT Rajut consumers' impulse buying. Several previous findings have compiled several studies that declared the impact of Big Five Personality on consumers' buying behavior.

II. LITERATURE REVIEW

A. Consumer Behavior

Kotler & Keller (2008:172) defined consumer behavior as the lore of how consumers select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. (Schiffman & Kanuk, 1997) defined consumer behavior as "the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products, services, and ideas."

B. Personality

(Schiffman & Wisenblit, 2019) define that personality as representing inner psychological characteristics. These characteristics determine and reflect how we think and act and form a person's unique character. Intrinsic characteristics: those specific qualities, attributes, characteristics, factors, and habits that distinguish one person from others. (Allport, 1961) defines personality as a dynamic and energetic organization comprised of the inner and mental system of an individual that helps them adjust to the living environment.

C. Big Five Personality Traits

The Five Personality Traits were first proposed in 1949 as a theory established by D. W. Fiske and later expanded by other researchers such as (Goldberg, 1981; McCrae & Costa, 1987; Norman, 1967; Smith, 1967). In particular, Lewis Goldberg strongly advocates the five main personality factors (Ackerman, 2017). McCrae & Costa extended his work. He confirmed the model's validity and provided the model used today: Conscientiousness, Agreeableness, Neuroticism, Openness to Experience, and Extraversion.

Each of the five personality traits represents an extremely broad category, covering many terms related to personality. McCrae & Costa (1989) define personality as a person's behavior in different situations and interaction processes, which depends on emotions, motivations, and experiences and shows continuity. The Big Five model of McCrae & Costa Jr. (1990) is often used in research related to the theory of personality traits.

1. Openness to experience: This type of personality trait is individuals that have more interest in new things and desire to understand and learn new things. The positive characteristics of individuals with this dimension tend to be more creative, imaginative, intellectual, curiosity, and open-minded.
2. Conscientiousness: Individuals who have this personality trait will often be more cautious in making a move or obliging to settle on a choice; they also have high self-control and can be trusted. Positive attributes are dependable, capable, diligent and accomplishment arranged.
3. Extraversion: This extraversion character aspect identifies with an individual's degree of solace in interfacing with others. Positive characteristics of Extraversion Individuals are friendly, live in gatherings, and are self-assured.
4. Agreeableness: Individuals with this personality trait will often be more faithful to others and have a character that needs to keep away from trouble. Their positive attributes are agreeable (can cooperate), brimming with trust, Agreeableness, warmth and loving, and likes to help.

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5. Neuroticism: Neuroticism is a character aspect that surveys an individual's capacity to withstand strain or stress. Positive characteristics of Neuroticism are called emotional stability. Emotionally stable people will generally be quiet when dealing with issues, sure have a firm stand.

D. Impulsive Buying

Impulsive buying is an impromptu shopping conducted where the decision-making process is carried out quickly and does not consider any information in advance Bayley & Nancarrow (1998). According to Stern (1962) impulsive buying is a purchase made by consumers without being intentionally planned before. Based on Bong (2011) impulsive buying indicators consist of: purchase without being planned before, purchase without thinking about the consequences, purchases are influenced by emotional states, purchases are influenced by attractive offers.
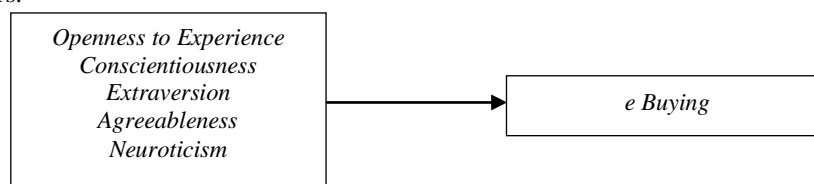

Figure 1. Conceptual Framework

Based on the introduction followed by the literature review, here are several hypotheses for this research:
H1: Openness to experience impacted the impulsive buying behavior
H2: Conscientiousness impacted the impulsive buying behavior
H3: Extraversion impacted the impulsive buying behavior
H4: Agreeableness impacted the impulsive buying behavior
H5: Neuroticism impacted the impulsive buying behavior

III. METHODOLOGY

A. Research Approach

As indicated by Sugiyono (2017:17) quantitative research is characterized as an examination strategy dependent on the way of thinking of positivism, used to look at specific populations or samples, information assortment using research instruments, with statistical data analysis, with the aim of testing hypotheses.

B. Data Type

The data used in this research were obtained from primary data and secondary data. Primary data sources were gotten from the in-depth interview method (in-depth interview) conducted with business owners, questionnaires addressed to the research sample, and Forum Group Discussion (FGD) conducted with related business practitioners. Secondary data sources were acquired from past findings, digital books, and literature related to this research.

C. Population and Sample

Pursuant to Sugiyono (2013:115) population is characterized as a speculation comprising of items and subjects that have characteristics and qualities that match the rules of the analyst. According to Sekaran (2011:104) the sample is part of the object or subject of a predetermined population. The population of this research is TnT Rajut consumers.

The sample in this study uses purposive sampling which is included in the type of non-probability sampling technique, namely the researcher takes samples by determining special characteristics that are in accordance with the research objectives. The special characteristic of the sample to be taken is TnT Rajut consumers who have made a purchase at least once.

D. Data Collection Technique

In this research, the data was collected by distributing some questions related to the Big Five Personality traits and impulsive buying through questionnaires, answered using a Likert scale as an alternative answer with the following details:

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Table 1. Alternative Answer

No.	Alternative Answer	Likert Scale
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly Disagree	1

Source: Processed Data (2021)

Table 2. Distributed Questionnaires

Variable	Dimension	No	Statements and Questions
Big Five Personality Traits (X) Mccrae and Costa: 1987	Openness to Experience	1	I often have an interest in new things.
		2	I have a desire to learn something new.
	Conscientiousness	3	I tend to be more careful in doing things.
		4	I always consider things carefully before making a decision.
	Extraversion	5	I feel comfortable interacting with many people.
		6	I am a person who is easy to get along with new people.
	Agreeableness	7	I often agree with the other party's statement.
		8	I am a person who avoids conflict.
	Neuroticism	9	I can control my emotions well.
		10	I am a calm person in dealing with problems.
Impulsive Buying (Y)	Purchase without being planned before	11	The purchase of TnT Rajut products is done spontaneously without any prior consideration.

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Soesono: 2011	Purchase without thinking about the consequences	12	When I buy TnT Rajut products, I prioritize pleasure when buying the product without thinking about the consequences.
		13	I bought TnT Rajut products in a hurry because I was afraid of running out of products.
	Purchases are influenced by emotional states	14	I bought TnT Rajut's product in good condition, so the purchase decision taken is a rational decision.
		15	I decided to buy TnT Rajut products because of the honest reviews given by several consumers on several social media platforms, such as: TikTok, Twitter, and Instagram.
	Purchases are influenced by attractive offers	16	I decided to buy TnT Rajut products because of the limited discount given by TnT Rajut shop.

Source: Processed Data (2021)

E. Instrumental Test

Before processing the data results, a questionnaire was first tested on 20 respondents through validity and reliability tests. The validity test was carried out on 20 respondents, so the summarized results can be shown in the table below:

Table 3. Validity Test

Item	R_{count}	$r_{table}5\%$ (n=20)	Validity
1	0.723	0.444	Valid
2	0.651	0.444	Valid
3	0.573	0.444	Valid
4	0.559	0.444	Valid
5	0.776	0.444	Valid
6	0.609	0.444	Valid
7	0.780	0.444	Valid
8	0.613	0.444	Valid
9	0.723	0.444	Valid
10	0.681	0.444	Valid
11	0.458	0.444	Valid

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12	*0.613*	*0.444*	*Valid*
13	*0.499*	*0.444*	*Valid*
14	*0.771*	*0.444*	*Valid*
15	*0.601*	*0.444*	*Valid*
16	*0.683*	*0.444*	*Valid*

Source: Processed Data (2021)

The results of the validity test on the question items regarding the source of information (table 3) have a value of **rcount > rtable** so that the question items are considered valid.

F. Reliability Test

The reliability test gives evidence about the degree of trustworthiness, reliability, consistency, or stability of the measurement results (Indrawati, 2015:155). The reliability test is calculated with SPSS and proved by its Cronbach Alpha score. According to Sugiyono (2012:220), the instrument is proven reliable if the Cronbach Alpha value > 0.6. The results of the reliability test of this study are as follows:

Table 4. Reliability Test

Reliability Statistics

Cronbach's Alpha	*N of Items*
.784	*16*

Source: Processed Data (2021)

Based on the table, it can be seen that the reliability of the information source variable is 0.784. Because it is bigger than 0.6, the instrument is declared reliable or consistent.

G. Data Analysis Technique

This study uses simple linear regression analysis to answer the research question of this study, namely to see whether each of the big five personality traits impacts impulse buying on TnT Rajut consumers. Simple linear regression analysis is used to test the nature of the cause-and-effect relationship between the independent variable (X) and the dependent variable (Y).

IV. RESULTS AND DISCUSSION

A. Demographic Data

Table 5. Demographic Data

Gender	*Male*	*28%*
	Female	*72%*
Age	*12 – 16 years old*	*5%*

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	17 – 25 years old	74%
	26 – 35 years old	19%
	36 – 45 years old	2%
	Student	67%
	Employee	27%
Occupation	Housewife	5%
	Entrepreneur	1%

Based on the demographic data obtained from the sample, the dominant gender of the respondents was female, as much as 72% of the samples. As for age, the dominance is in the age range of 17-25 years old as much as 74% and 67% of the respondents are students.

B. Linear Regression Analysis Result
a. Openness to Experience

Table 6. Openness to Experience

Coefficients

	Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	25.446	.838		30.350	.000
	Openness to Experience	-.306	.126	-.238	-2.424.	.017

Dependent Variable: Impulsive Buying

Source: Processed Data (2021)

H$_1$: Openness to Experience impacted the impulsive buying behavior
Based on the calculation above, the following regression equation can be formed as:
Y= a+ bX
Y= 25.446 + -0.306X
Impulsive Buying= 25.446+ -0.306 Openness to Experience
    Interpretation:
Based on the equation above, every one point increase in the variable of the openness to experience trait, will likely give a decrease of 0.306 on the impulsive buying. With a significance value of 0.017, **H1 is accepted** means that openness to experience has significant impact towards the impulsive buying behavior.

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b. Conscientiousness

Table 7. Conscientiousness

Coefficients

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
2	(Constant)	25.375	1.008		25.167	.000
	Conscientiousness	-.249	.130	-.190	-1.913	.059

Dependent Variable: Impulsive Buying

Source: Processed Data (2021)

H₂: Conscientiousness impacted the impulsive buying behavior

Based on the calculation above, the following regression equation can be formed as:
Y= a+ bX
Y= 25.375+ -0.249X
Impulsive Buying= 25.375+ -0.249X Conscientiousness
   Interpretation:
Based on the equation above, every one point increase in the variable of the Conscientiousness trait, will likely give a decrease of 0.249 on the impulsive buying variable. With a significance value of 0.059, **H2 is rejected** means that Conscientiousness didn't have any significant impact towards impulsive buying.

c. Extraversion

Table 8. Extraversion

Coefficients

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
3	(Constant)	26.243	.887		29.597	.000
	Extraversion	-.429	.134	-.309	-3.212	.002

Dependent Variable: Impulsive Buying

Source: Processed Data (2021)

H₃: Extraversion impacted the impulsive buying behavior

Based on the calculation above, the following regression equation can be formed as:
Y= a+ Bx
Y= 26.243 + -0.429X
   Impulsive Buying= 26.243 + -0.429X Extraversion
   Interpretation:
Based on the equation above, every one point increase in the variable of the Extraversion trait, will likely give a decrease of 0.429 on the impulsive buying variable. With a significance value of 0.002, **H3 is accepted** means that extraversion has significant impact towards the impulsive buying behavior.

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d. Agreeableness

Table 9. Agreeableness

Coefficients

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
4	(Constant)	25.284	.839		30.153	.000
	Agreeableness	-.279	.126	-.219	-2.221	.029

Dependent Variable: Impulsive Buying

Source: Processed Data (2021)

H4: Agreeableness impacted the impulsive buying behavior
Based on the calculation above, the following regression equation can be formed as:
Y= a+ bX
Y= 25.284 + -0.279X
Impulsive Buying= 25.284 + -0.279X Agreeableness
    Interpretation:
Based on the equation above, every one point increase in the variable of the Agreeableness trait, will likely give a decrease of 0.279 on the impulsive buying variable. With a significance value of 0.029, **H4 is accepted** means that Agreeableness has significant impact towards the impulsive buying behavior.

e. Neuroticism

Table 10. Neuroticism

Coefficients

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
5	(Constant)	23.475	.885		26.524	.000
	Neuroticism	.006	.133	.004	.042	.967

Dependent Variable: Impulsive Buying

Source: Processed Data (2021)

H5: Neuroticism impacted the impulsive buying behavior
Based on the calculation above, the following regression equation can be formed as:
Y= a+ bX
Y= 23.475 + 0.006X
Impulsive Buying= 23.475 + 0.006X Neuroticism

Interpretation:
Based on the equation above, every one point increase in the variable of the Neuroticism trait, will likely give an increase of 0.006 on the impulsive buying variable. With a significance value of 0.967, **H5 is is rejected** means that Neuroticism didn't have any significant impact towards impulsive buying.

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C. SWOT Analysis

Table 11. SWOT Analysis

Strength:	Weakness:
Has a knitwear pattern that other competitors don't have	Have not been able to maximize the use of social media properly
Opportunity:	**Threat:**
Past consumers who are satisfied with TnT Rajut's products, as seen from e-commerce reviews	Fluctuating fashion trends

Source: Processed Data (2021)

D. Proposed Strategy for TnT Rajut

Based on the results of data that has been processed simple linear regression, it was found that the personality traits as openness to experience, extraversion, and agreeableness have an impact on impulsive buying behavior of TnT Rajut consumers. The other two personality types, conscientiousness and neuroticism have no impact on impulsive buying of TnT Rajut consumers.

1. Social Media Activation

Openness to experience is the type of personality that tend to be more welcoming to new concept and more likely to learn and accept something new, whereas Agreeableness is the type of personality that mostly agree with other people's opinion and recommendation. Therefore, Social Media Activation might be suitable for these types of personalities.

In an era where all aspects have begun to digitize, it is appropriate for a business to adapt to the currents of increasingly advanced technology. One of them is switching to digital marketing, and Social Media Activation is one of the things a business can do to survive in this digital era. "Social media eventually is the future of all marketing and that if you're not dedicating all or most of your marketing resources to social media, you'll soon be out of business." (Dib, 2016). Social Media Activation is not just following trends because all businesses create social media, more than that, social media has many benefits for a business. One of the most important things that must be underlined is that social media is a place to communicate with consumers. It's a platform that connects your offer to your target market (Dib, 2016). If elaborated further, social media can create brand awareness, build good relationships with consumers, create content based on target consumers, reach out to consumers, engage, and even provide information about products. Social Media Activation is also a sign that a business is approachable, making it simpler for the consumers to provide feedback to TnT Rajut itself. "Engaging with your customers builds social proof and makes prospects and customers feel like they are dealing with humans rather than a faceless corporation." (Dib, 2016).

One of the problems faced by TnT Rajut is that there is no effort to build good relationships with consumers who have already made purchases, even though loyal customers are an asset of a business. According to Lawfer (2004:16), Creating consumer loyalty is every business's single most important effort because loyal customers are the source of all profits. Consumers who have a loyal attitude are easier to handle and more predictable. Increasing sales from past customers are easier to do than attracting new customers. So that the role of social media here is needed to maintain old customers and increase customer lifetime value, giving them reasons to shop back at TnT Rajut. For instance, how can past customers know that TnT Rajut has released a new collection if you fail to connect with your customers? This phenomenon is something that TnT Rajut has to fix. TnT Rajut couldn't just post a new knit collection through e-commerce without telling their customers first. How can people go straight and buy their products through e-commerce without any announcement first?

The selection of the right social media channels based on the target consumers also needs to be considered because it would be useless to open all social media channels without paying attention to the target consumers. When viewed from the demographic data of several respondents, more than 74% of respondents are Generation Z, who, of course, use social media every day. To increase focus on sales, TnT Rajut can take advantage of social media, which can also be social commerce, such as TikTok. TnT Rajut also experienced the impact of eWOM on TikTok on the sales of Sido Vest and Tria Chromata Cardigan, which someone successfully promoted and penetrated the FYP page. Until now, the features on the TikTok application continue to grow,

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such as the emergence of TikTok Shop and Live. If you pay attention lately, many businesses are making good use of this latest feature, where these business owners go live while selling their goods through the TikTok Shop. Of course, this is related to the impulsive buying of consumers. This can also be done by TnT Rajut, considering that TnT Rajut's products have gone viral and have been reviewed several times by TikTok users.

To maintain it with future, existing, or past customers, TnT Rajut can take advantage of Instagram. Through Instagram, TnT Rajut can be more approachable for consumers, making it easier to provide feedback, complain, and do other things. Through Instagram, TnT Rajut can do branding and create content relevant to the products being sold. This will make TnT Rajut and consumers more engaged with each other. This social media is also an embodiment of TnT Rajut in managing CRM.

2. Bundling Price on Special Events and Make it Limited

Extraversion is the type of personality who enjoys being in a group, and love meeting new people. This bundling price strategy might be suitable for them, they can buy TnT Rajut's products and match it with their peer group, their classmate, or even their partner. Bundling price is a strategy that several brands at certain special events often use. As is known, several e-commerce companies will hold events on twin dates every month. This can be used as a strategy to attract consumers to buy products with a bundling price because the bundling is only available at certain events.

A bundling price strategy is a marketing strategy where a brand combines two or more of their products and prices it cheaper than the original price sold separately. The bundling price aims to increase the brand product sales by providing more quantity in products but with relatively lower prices. Brands can improve the bundling price strategy by emphasizing that they get more benefits in terms of amount.

Brands can improve the bundling price strategy by emphasizing that they get more benefits in terms of quantity. For instance, since TnT Rajut focuses on selling knitwear. TnT Rajut can offer the Tria Chromata Cardigan & Tria Chromata Vest as a bundle, or another example, since couples nowadays are often interested in products that each pair can wear, TnT Rajut can offer a Couple Bundling Set that contains two similar vests from TnT Rajut. TnT Rajut can pretty much combine their products and make it a bundle set. When customers buy the primary item first, they are automatically suggested to buy other add-ons.

Because the bundling price with this special price is only available at certain events, this will create scarcity for consumers so that they often make consumers do impulsive buying. Consumers often perceive that opportunities seem more valuable when their availability is limited. The idea of potential loss plays a large role in human decision-making. People seem to be more motivated by the thought of losing something than by the thought of gaining something of equal value (Cialdini, 1984).

Consumers will think that this bundling item will soon run out due to high demand with this scarcity principle. So that often consumers will not think twice and immediately make payments when the stock of the desired product starts to run low. Probably the most straightforward use of the scarcity principle occurs in the "limited-number" tactic when the customer is informed that a certain product is in short supply (Cialdini, 1984).

Sometimes, some brands are also convinced that this is the last chance for consumers to buy the product, thus making consumers do impulsive buying because they are afraid that they will not get the same opportunity to purchase the product again. Items that are less or limited availability are more desired and valued by the consumers.

3. Alternative Evaluation

Based on the marketing strategy that has been given, TnT Rajut has implemented the first strategy, namely Social Media Activation. TnT Rajut has posted products and reposted several consumers who marked the TnT Rajut account on their Instagram Stories or posts. In addition, TnT Rajut has also made special highlights from the reposts of TnT Rajut consumers. This is one of TnT Rajut's ways to appreciate consumers and thank them for their purchases. This was conveyed by Dib (2016), who stated that one of the most meaningful things on social media is the presence and increasing customer emotions towards your business and engaging with them. Outspoken subscribers who offer praise or complaints in public forums. After the activation of Instagram, which has been carried out for the last three weeks, TnT Rajut has also managed to get 42 new followers without ads. In the future, TnT Rajut should often explore Instagram features that might help them find their targeted customers. Moreover, they have committed to post engaging yet specific content frequently cause people tend to remember a brand whose posts we see over and over again (Godin, 2018).

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V. CONCLUSION

This paper aims to find whether the Big Five Personality impacted the impulsive buying behavior on TnT Rajut's consumers. Furthermore, this research was conducted to see which type of personality that impacted the impulsive buying behavior. Based on the data analysis that has been done, it was found that the Big Five personality types that impacted the impulsive buying of TnT Rajut consumers are Openness to Experience, Extraversion, and Agreeableness. Meanwhile, Conscientiousness and Neuroticism don't impact the impulsive buying of TnT Rajut consumers. After conducting FGD with marketing practitioners and owners of TnT Rajut and exploring the characteristics of Openness to Experience, Extraversion, and Agreeableness, two suitable strategies were formulated for TnT Rajut problems, including:

1. Social Media Activation: This strategy attract the attention of Openness to Experience and Agreeableness personality type. Since the openness to experience is the type who love to learn new things, TnT Rajut could utilize and explore some of the Instagram and TikTok new features: such as the social commerce on TikTok where they can utilize Live on TikTok and TikTok Shop at the same time, this will give a consumer a whole new customer experience in buying their products. As for agreeableness, they can emphasize the past consumer's review and make content highlighting the satisfied consumer because the Agreeableness type of person would like to agree on another person's opinion. These types of personalities would be a lucrative target market through social media activation.

2. Bundling Price: This strategy is intended for the Extraversion personality type, whereas the Extraversion type loves to be in a group, and enjoy their time with everyone else. To tighten their relationship with their loved ones, be it their group, their classmates, their family, or even their partner, TnT Rajut could provide a bundling price choice. Through this bundling price strategy, they could afford more quantity in a lower price.

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