# The Impact of Personality on Technology Acceptance: A Study on TikTok Shopping Users

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## Introduction

There are many definitions of personality, but the main consensus is that it is a mixture of characteristics and traits that make up an individual's character. To pinpoint one's personality is a complex task since people are made up of so many variations of many traits which makes it hard to put into specific words. Though people may have different personalities, one thing that connects most of us together is technology. This study was carried out to see whether one's personality has an impact on their technological acceptance, usage, and capabilities. Since there are several studies that incorporate the big five personality traits, this study instead investigates the sixteen personality traits, or the Myers Briggs Type Indicator. Studies on the relationship between the big five personality traits and technology acceptance have been reviewed prior to starting the project.

## Hypothesis

- I predict that Technological Self-Efficacy and MBTI affects Perceived Usefulness, Perceived Ease of Use, and Perceived Enjoyment
- I predict that Perceived Usefulness, Perceived Ease of Use, and Perceived Enjoyment will affect Attitude Towards TikTok
- I predict that Attitude Towards TikTok will ultimately affect Intention to Shop on TikTok
- In terms of each of the MBTI element:
  - I predict that being either an extrovert or introvert does not drastically affect technology acceptance. In most ways, extroverts and introverts will both indicate high rates of technology acceptance along with the intention to shop on TikTok
  - I predict that there will be a small comparison between individuals who sense versus individuals who use their intuition
  - I predict that though thinkers can more easily figure out the mechanics of technology, the feelers are the ones who will enjoy using technology more. Thus, feelers will be more inclined to use and shop on TikTok compared to thinkers
  - I predict that perceivers are more likely to enjoy using technology compared to judgers and will not stress as much figuring out its functions and usages



## Conclusion

This study was effective in determining that personality does have an impact on technology acceptance and the results show that some components in my hypothesis were correct. This capstone project had been completed over the course of the academic year and can be improved upon with further examination. Some recommendations include gathering more survey takers (preferably those who use TikTok), incorporating another form of social media, and using another TikTok feature aside from shopping.
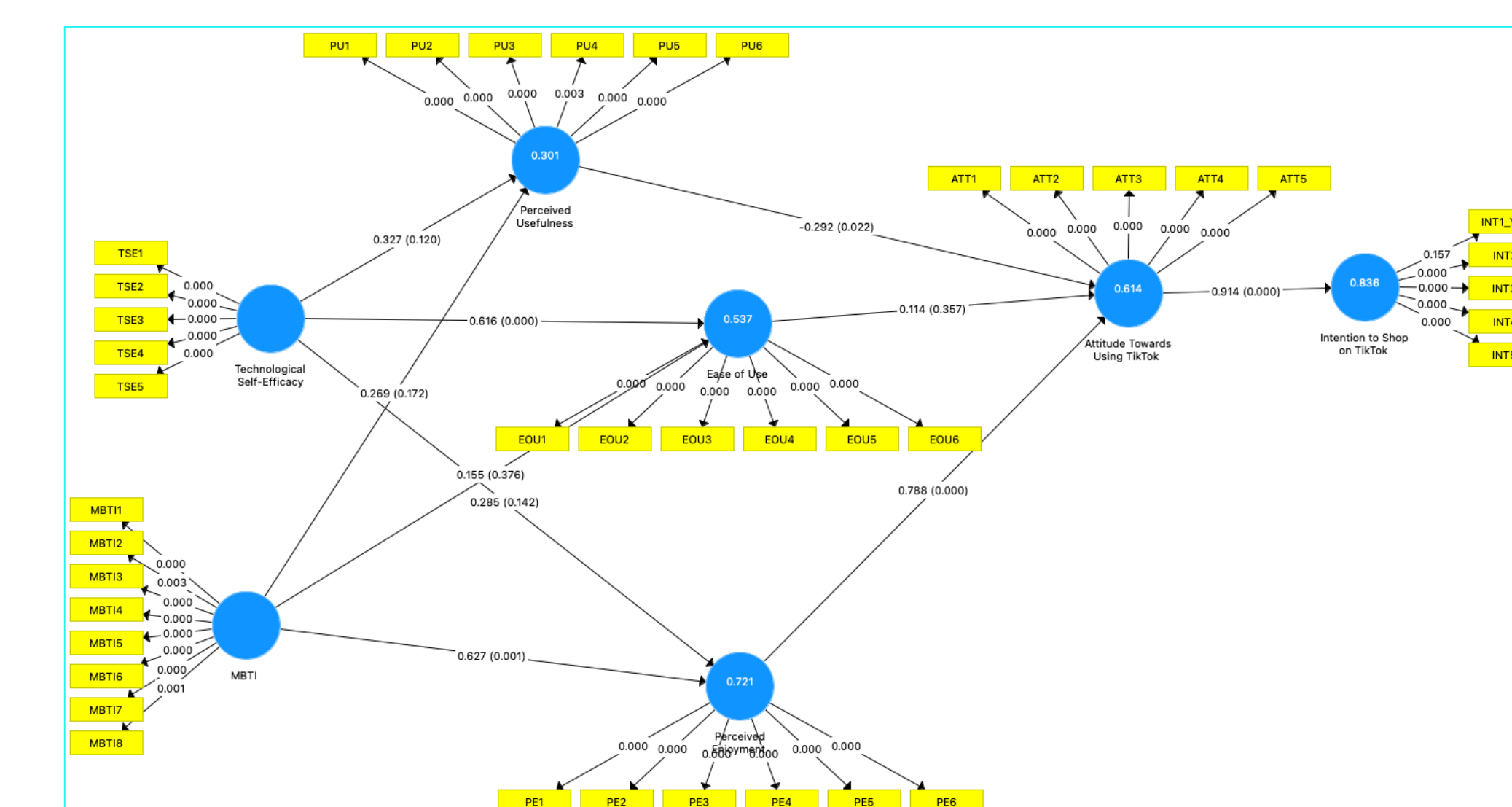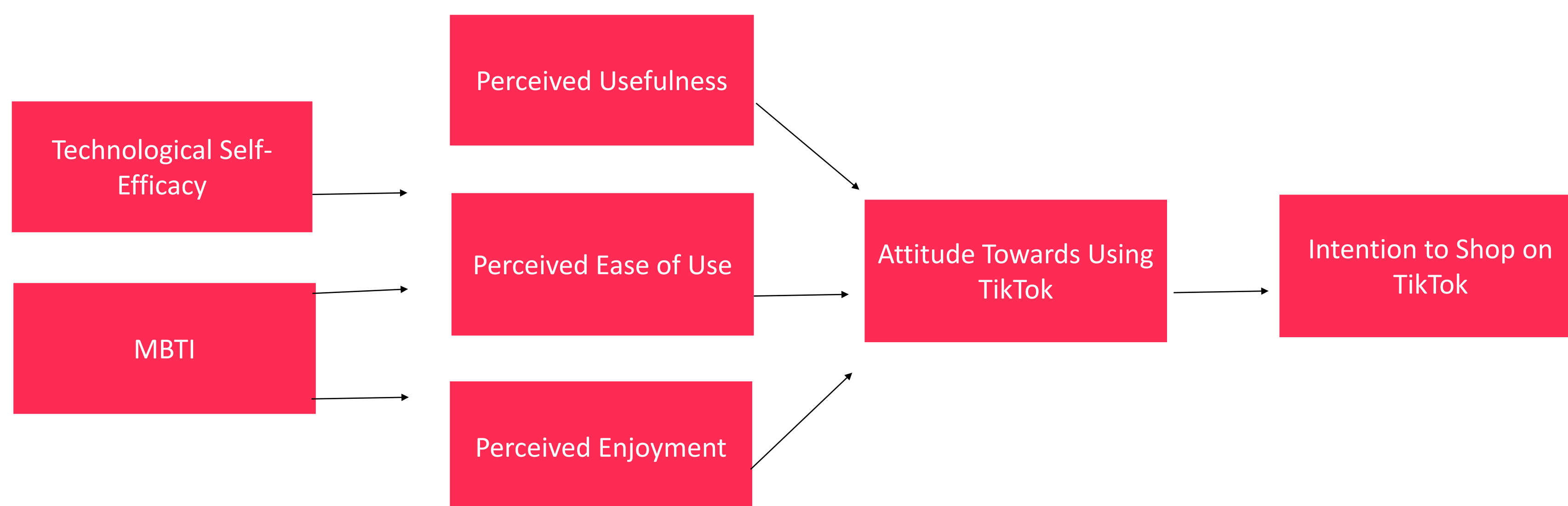
## Methods

The purpose of this study is examining the relationship between personality and technology acceptance in the context of MBTI personality and shopping on TikTok. A survey of 68 questions was created and answers were collected from 101 University students. The data pool is diverse, with participants of various backgrounds volunteering to take the survey. Promotion of the survey occurred through a school mailing list and social platforms that included Facebook, Slack, Instagram, and Discord. The survey questions included the constructs of Technological Self-Efficacy, MBTI, Perceived Usefulness, Ease of Use, Perceived Enjoyment, Attitude Towards Using TikTok, and Intention to Shop on TikTok. The average time for the survey was 15 minutes, where all answers are kept anonymous and used only for research purposes. SEM was then used to analyze the relationship between each construct after the data collection stage.

## Results

- 35% of survey takers listed TikTok as their most used app, with 68% believing TikTok has some importance in use
- 13% of survey takers are INFP, 0.9% are ESTP
- 92% of people have not attended a livestream shopping event, with the reason of no interest being a top reason (43%)
- More than half are familiar with technology and social media, use technology on a daily basis, use technology for everyday tasks, and have no problem learning new forms of technology and social media
- More people seem to prefer keeping up with technology trends rather than social media trends
- Not many people in the study uses TikTok, which showcases fewer enjoyment using the app as well as recommendation of the app
- Significant relationship between Attitude Towards Using TikTok and Intention to Shop on TikTok
- Significant relationship between Perceived Enjoyment and Attitude Towards Using TikTok
- Significant relationship between Technological Self-Efficacy and Ease of Use
- Significant relationship between MBTI and Perceived Enjoyment
- Significant relationship Perceived Usefulness and Attitude Towards Using TikTok
- No significant relationship between Technological Self-efficacy and Perceived Usefulness
- No significant relationship between MBTI and Perceived Usefulness
- No significant relationship between Technological Self-Efficacy and Perceived Enjoyment
- No significant relationship between Ease of Use and Attitude Towards Using TikTok
- No significant relationship between MBTI and Ease of Use

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