

The Relationship Between Personality Traits,  
Learning Styles, and Website Interaction

by

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## ABSTRACT

This study examines behavioral traits to determine what impact they have on average visit duration when interacting with a website, a major part of search engine and webpage performance metrics commonly reported in practice. A task-based design was created to examine participants' interaction with various websites containing a variety of media and information to determine what effect NEO personality traits, learning styles, and consumer decision making styles had on website performance and success indicators.

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## TABLE OF CONTENTS

ABSTRACT .....	ii
ACKNOWLEDGEMENTS .....	iii
LIST OF TABLES .....	viii
LIST OF FIGURES .....	ix
CHAPTER 1. INTRODUCTION .....	1
Theoretical Basis .....	3
System Use .....	4
Updated D&M IS Success Model .....	6
Research Questions .....	9
CHAPTER 2. LITERATURE REVIEW .....	11
Decision Making Steps .....	11
Identify the problem .....	12
Identify decision criteria .....	12
Weigh criteria .....	13
Generate alternatives .....	13
Evaluate each alternative .....	13
Select the choice that scores the highest .....	14
Characteristics of Decision Makers .....	14
Rational .....	15

Locus of control / Impulsiveness .....	15
Procrastination .....	17
Affect .....	17
Risk Tolerance .....	18
Confidence / Perfectionism.....	18
Brand Awareness .....	19
Learning Styles .....	20
Aural .....	20
Interactive .....	20
Print .....	21
Kinesthetic .....	21
Visual .....	21
Active / Reflective .....	22
Sensing / Intuitive .....	22
Visual / Verbal .....	22
Sequential / Global .....	23
Social Styles .....	23
Driving Behavior .....	23
Expressive Behavior .....	24
Amiable Behavior .....	25
Analytical Behavior .....	26
Personality .....	26
Neuroticism .....	27

Extraversion .....	27
Openness to experience .....	28
Agreeableness .....	28
Conscientiousness .....	29
Website design .....	29
Error-free .....	30
Content .....	30
Links .....	30
Adherence to web-design conventions .....	31
Inclusion of desired features .....	31
Reliability.....	32
Interactivity .....	32
Content .....	33
Use and intention to use .....	34
Cognitive fit .....	37
Theoretical model .....	38
Model development .....	40
CHAPTER 3. METHODOLOGY .....	43
Instrument Development .....	43
Consumers' Decision-Making Styles (CDM) / Impulsiveness (IM) .....	45
Social Styles (SS) .....	47
NEO FFI .....	48
Recommendation and Justification .....	49

Pilot Study .....	51
Overall Task Design .....	52
System Quality .....	55
Information Quality .....	57
Participants .....	59
The Model .....	60
Data Collection .....	61
Statistical Power and Effect Size .....	62
Demographics .....	62
CHAPTER 4. RESULTS .....	65
Reliability .....	66
Validity .....	67
Results .....	68
CHAPTER 5. DISCUSSIONS AND CONCLUSIONS .....	71
Primary findings .....	71
Limitations .....	74
Theoretical and Practical Implications .....	75
Post-Hoc Analysis .....	76
Future Research .....	79
REFERENCES .....	80
APPENDIX 1. Consumer Decision Making Questions .....	93
APPENDIX 2. Impulsiveness Questions .....	94
APPENDIX 3. Learning Styles .....	95

APPENDIX 4. NEO FFI Questionnaire .....	101
APPENDIX 5. Recommendation and Justification .....	103
APPENDIX 6. Justification – Most/Least Pages .....	104
APPENDIX 7. Institutional Review Board Approval .....	105



## LIST OF TABLES

Table 1. Summary of IS Success Research .....	5
Table 2. Research questions .....	9
Table 3. Summary of hypotheses .....	33
Table 4. Hypotheses measurement items .....	41
Table 5. Learning style dimensions .....	44
Table 6. Reliability indicators for the learning styles constructs .....	45
Table 7. Reported average construct validity of the revised CDM instrument .....	46
Table 8. Summary table showing constructs, subconstructs, and their sources .....	50
Table 9. Participant gender .....	62
Table 10. Participant education.....	63
Table 11. Participant employment status .....	63
Table 12. Reliability of sub-constructs .....	66
Table 13. Analysis results and path loadings .....	69
Table 14. Totals from justification categories .....	78

## LIST OF FIGURES

Figure 1. Updated IS Success Model .....	7
Figure 2. Google Analytics dashboard page .....	8
Figure 3. Merrill and Reid Social Style dimensions .....	24
Figure 4. DeLone and McLean’s Information Systems Success Model .....	34
Figure 5. The Cognitive Fit Model .....	37
Figure 6. Theoretical model for this research .....	39
Figure 7. Path model, with hypotheses .....	41
Figure 8. Example navigation from the task pages .....	56
Figure 9. Landline website screenshot from the task pages .....	58
Figure 10. VoIP website screenshot from the task pages .....	59
Figure 11. Measurement model .....	61