

To construct a model to find ‘The dominant’ Big-5 personality trait among Generation Z in covid-19 in Greater Mumbai

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ABSTRACT

The Gen Zers (born 1996–2012) are coming of age. By 2025, the group will make up a quarter of the Asia–Pacific (APAC) region’s population—the same as millennials (born 1980–1995). And as Gen Zers mature, they will make and spend more money. Although Gen Zers share many qualities with millennials, it’s wrong to think of them simply as a younger version. Generation Z has its own unique characteristics. For one thing, unlike millennials, Gen Zers are entering into adulthood during a global pandemic. Still, the demographics are clear: by 2025, the two cohorts will compose half of APAC consumers.

Many modern and traditional studies in psychology point to 5 basic dimensions of personality. Evidence of this theory has grown over the years with the principal theory emerging in 1949. The five broad personality traits described by the theory are extraversion (also often spelled extroversion), agreeableness, openness, conscientiousness, and openness to experience.

A novel coronavirus (CoV) is a new strain of coronavirus. The disease caused by the novel coronavirus first identified in Wuhan, China, has been named coronavirus disease 2019 (COVID-19) – ‘CO’ stands for corona, ‘VI’ for virus, and ‘D’ for disease.

Formerly, this disease was referred to as ‘2019 novel coronavirus’ or ‘2019-nCoV.’ The COVID-19 virus is a new virus linked to the same family of viruses as severe acute respiratory syndrome (SARS) and some types of common cold.

This is the condition in which this research is being conducted. A peek into the life of a Gen Z in a management role is interesting to study. Based on qualitative research, we are assuming that there exists a dominant personality amongst the Gen Z amidst the Covid pandemic. So we

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determine the dominant personality trait through quantitative research, by constructing an appropriate model, which has survived the pandemic.

Thus, what is done in the research; “To construct a model to find ‘The dominant’ Big-5 personality trait among Generation Z in covid-19 in Greater Mumbai”, is in the full paper. The work explains dominant personality type depending on parameters, may be computed in order to hire fresh talent at ideal levels for the pandemic era and similar crisis.

Keywords: *Indian service sector, business management, big five personality traits, gen Z, personality determinant model*

INTRODUCTION

Behaviour of people, common things with different people, people’s common actions, choices made in common, differences between thinkers are the aspects that, philosophers, theologians and other thinkers have wandered about these eons of years ago. Conversely more than a century ago, psychology, a new science back then, which is a combination of philosophy and physiology have found the answer. Although psychologists differ among themselves as to the meaning of personality, most agree that the word “personality” originated from the Latin word “persona” which referred to a theatrical mask worn by Roman actors in Greek drama that projects a role of false appearance. The Big five Personality traits broadly includes extraversion, agreeableness, emotional stability, conscientiousness, and openness to experience. It neatly answers the very first thoughts in the first part of our introduction. The CoViD pandemic is instrumental in influencing these 5 personality traits. The Gen Z is the one that has witnessed this pandemic in their prime years. It is only fitting to analyse their personality patterns during this era. The most dominant of these 5 traits is the one that displays the best trait in dealing with the crisis inflicted by the pandemic (Kamarulzaman & Nordin, 2012).

A model to determine the dominant of the 5 traits is instrumental in answering the research question for this research to find the best way to deal

with a contagion like this. It forms the basis of further psycho-social research to be conducted for future years ahead.

REVIEW OF LITERATURE

In an effort to understand the distinctive ways that Gen Zers research, consider, purchase, and use products, in the second half of 2019 McKinsey surveyed more than 16,000 consumers in six countries—Australia, China, Indonesia, Japan, South Korea, and Thailand.¹ Then they compared results across three generations—Gen Zers, millennials, and Gen Xers (born 1965–1979). The survey asked respondents about their general attitudes toward brands, shopping, digital, and media, as well as their outlook on the world. It also asked specific questions about shopping habits and brands for selected categories. The description of the consumer trends that are shaping the behaviour of Gen Zers, the six broad segments that describe them, and how companies can reach them have been studied. Across APAC, almost a third of Gen Zers spend six hours or longer a day on their phones, a considerably higher share than millennials (22 percent) and Gen Xers (10 percent). Businesses should be aware that while ethical confidants support sustainability in principle, they won't necessarily pay more for it. In South Korea, only 32 percent within the segment say they will (Aimee, McInerney, Yamakawa, & Smith, 2020).

COVID-19 is a new virus, and we are still learning about how it affects children and pregnant women. We know people of any age can be infected and transmit the virus. However, older people and/or those with pre-existing medical conditions seem more likely to develop severe illness. Cold, mild cough, fever, and body pain are the common symptoms of infection (Arnold, 2020). We have also noted that other symptoms such as pain in the abdomen, loose motions, and vomiting are also present in children. Clinical features or symptoms affecting children and adolescents, possibly associated with COVID-19, can include but are not limited to: fever, headache, body pain, tiredness, cough, breathlessness, poor feeding, loss of taste or smell (in a child more than eight years old), rash, red or pink eyes,

swollen and/or red lips, tongue, hands, feet, gastrointestinal problems (diarrhoea, vomiting) (Unicef India, 2019).

In such a scenario, a dominant personality type may be able to face the grave pandemic still in force. The Big 5 Personality model is currently is one of the most accepted classifications for personality traits in research by Scholte, Lieshout, Cees & Aken, in 2005. McCrae and Costa in 1983, suggested that personality of a person can be described in 5 factors and most people score near the middle of each trait with only a few people scoring at the extremes. People who score high on extraversion tend to be affectionate, jovial, talkative, joiners, and fun-loving. In contrast, low E scorers are likely to be loner, sober and passive. People who score high on neuroticism tend to be emotional, easily embarrassed, pessimistic and vulnerable to stress-related disorders, while those who score low on N are usually comfortable, calm and unemotional as mentioned by Zhang, in 2002. Openness to experience distinguishes people who prefer variety in their lives. They are imaginative, and creative. By contrast, people who score low in openness tend to be conservative; they like routine and are uncreative. The agreeableness scale distinguishes soft-hearted people from ruthless ones. People who score in the direction of agreeableness tend to be generous, lenient, and good-natured, whereas those who go the opposite direction tend to be stingy, irritable and critical of other people. Finally, conscientiousness describes people who are ordered, organized, hardworking and ambitious. In contrast, people who score low on C are usually disorganized, lazy, negligent and aimless as mentioned by Zhang, in 2002. However, limited study was found to validate the construct for each personality type and the researcher has found none done in Greater Mumbai, India. Therefore, the purpose of this research is to validate each construct for each personality type. Specifically, the present study is to sought out whether or not the personality types of respondents were constituted from a valid and reliable construct and its applicability across genders and management specialisations (Kamarulzaman & Nordin, 2012).

RESEARCH METHODOLOGY

The problem statement will define the pertinent business conclusion part. One of the main factors acting as a key competency in managing change in CoViD is managing the enthusiasm and willingness of the young Gen Z (Deloitte, 2022). The way to reach that aim is to ascertain dominant personality of these Gen Z people (2002-2022 Thomas International Ltd, 2021). To predict certainty in reducing the pandemic fears we must aim to construe a specific personality determinant model. The courage of meeting the challenges of the pandemic through a dominant personality will ensure smooth functioning of the operating competencies to drive human resources change transformation. If personality is a boon to face the pandemic, Gen Z will be served better and well-equipped to face the humdrum of life and seeing deaths all over.

The following research questions will be answered: 1) Does dominant personality trait exist among Gen Z in Greater Mumbai, 2) Could one compare the various factors affecting personality determinants like age and specialization of work? 3) Could one make a personality trait determination formula to compute how personality traits may be enhanced?

The existence of dominant personality type, its comparison among various factors, and the deduction of a model to calculate dominant personality have to be done warily. The need of this study contributes to the 70% success factor in devising a full-proof CoViD management transformation in Gen Z persons. The area under analysis is chosen as Gen Z because of them being the future generation to reach highest levels of competence. The objectives of the study are thus construed as follows: 1) To study the dominant personality types, if present among Gen Z persons. 2) To compare the various factors dependent on dominant personality type 3) To find the main factors as the cause of dominant personality types by devising a model to determine dominant personality types. The following three hypotheses may be devised: H01: There is no dominant personality type among Gen Z persons in Greater Mumbai. H02: Dominant personality types of Gen Z are independent of their work specializations and gender. H03: Dominant

personality types used by Gen Z independent of their work specializations and gender may be computed .

The first two hypotheses examine the existence and dependence of dominant personality types among Gen Z persons in Greater Mumbai. The third hypotheses will be examining the relation between dominant personality types and the profile factors of Gen Z and also will construct a model to determine personality. Rejection of the three hypotheses will affirm the dependence of dominant personality type on the various parameters and will later on indicate the need to devise a model to strengthen the dominant personality type. Then a model will be formed based on the evidences gathered till then. The data collection plan involved direct verbal correspondence with the 107 Gen Z participants studied. 107 Gen Z participants were given questionnaires that were filled under personal supervision in the year 2020, 2021 and 2022. The research tool used is SPSS 16.0. The literature review was exhaustively taken from online sources, ProQuest and Ebsco databases, Harvard Business Review articles, online working papers/ theses, and numerous e-articles. The insights from this vast literature helped to fragment down to basic levels of arriving at a business decision. The sample size taken was by snowball method of convenience sampling to ensure randomness. Hence out of numerous Gen Z persons of dominant personality types, 107 Gen Z persons were interviewed. The results were collated and represented in the sections that follow.

DATA INTERPRETATION / ANALYSIS

Hence, from the table below more than half of the total stress levels (71%~77 out of 107 cases) in percentages have one dominant personality type. Hence we interpret that dominant personality types exist among Gen Z in Greater Mumbai. We thus reject Ho1, and analyze that there exists a relation between dominant stress types as in Table 1.

Table 1: Type of specialization* Dominant personality type Cross-tabulation with Chi-Square tests

Crosstab					
			Course		Total
			General managt.	Pharmaceuti cal Managt.	
Dom inant _1	Extraversion	Count	5	10	15
		Expected Count	7.4	7.6	15
		% within Dominant_1	33.30%	66.70%	100.00%
		% within Course	9.40%	18.50%	14.00%
		% of Total	4.70%	9.30%	14.00%
	Agreeablene ss	Count	14	5	19
		Expected Count	9.4	9.6	19
		% within Dominant_1	73.70%	26.30%	100.00%
		% within Course	26.40%	9.30%	17.80%
		% of Total	13.10%	4.70%	17.80%
	Emotional stability	Count	5	6	11
		Expected Count	5.4	5.6	11
		% within Dominant_1	45.50%	54.50%	100.00%
		% within Course	9.40%	11.10%	10.30%
		% of Total	4.70%	5.60%	10.30%
	Conscientiou sness	Count	15	21	36
		Expected Count	17.8	18.2	36
		% within Dominant_1	41.70%	58.30%	100.00%
		% within Course	28.30%	38.90%	33.60%
		% of Total	14.00%	19.60%	33.60%
Openness to experience	Count	14	12	26	
	Expected Count	12.9	13.1	26	
	% within Dominant_1	53.80%	46.20%	100.00%	
	% within Course	26.40%	22.20%	24.30%	
	% of Total	13.10%	11.20%	24.30%	
Total	Count	53	54	107	
	Expected Count	53	54	107	
	% within Dominant_1	49.50%	50.50%	100.00%	
	% within Course	100.00%	100.00%	100.00%	
	% of Total	49.50%	50.50%	100.00%	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.166 ^a	4	0.127
Likelihood Ratio	7.378	4	0.117
Linear-by-Linear Association	0.002	1	0.965
N of Valid Cases	107		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.45.

If R-square value is of 70% or more, then model is stronger for prediction. Here, since it is lesser than 70%, we ignore the model as in Table 2: Model Summary. Also, P value is greater than 0.05, so we accept Ho, that model is not significant.

Table 2: Model Summary

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.282 ^a	0.08	0.062	1.346	0.08	4.491	2	104	0.013
a. Predictors:(Constant), Gender, Course									
b. Dependent Variable: Dominant_1									

Table 3 : Coefficients

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.942	0.625		3.108	0.002			
	Course	0.11	0.262	0.04	0.419	0.676	0.004	0.041	0.039
	Gender	0.796	0.266	0.284	2.997	0.003	0.279	0.282	0.282
a. Dependent Variable: Dominant_1									

The devised model from above table, that is, Table 3 : Coefficients, may be written as:

$$\text{Dominant Personality Type} = 1.942 + 0.110 \times (\text{Course}) + 0.796 \times (\text{Gender})$$

FINDINGS & CONCLUSION

The findings of the result claim that there exist dominant personality types among Gen Z in Greater Mumbai. A model, which is not as significant or strong enough, is developed to compute the stress level, which is as under.

$$\text{Dominant Personality Type} = 1.942 + 0.110 \times (\text{Course}) + 0.796 \times (\text{Gender})$$

For instance, if course is general management, gender is female, then fitting it into the formula would result as values of 1 = "Extraversion", 2 = "Agreeableness" and 3 = "Emotional stability", 4 = "Conscientiousness" and 5 = "Openness to experience".

The Table 4 : Nomenclature, defining the other nomenclatures is as follows:

Table 4 : Nomenclature

Heading	Nomenclature	
Course	General Management	1
	Pharmaceutical Management	2
Gender	Male	1
	Female	2
Dominant Personality Type_1	Extraversion	1
	Agreeableness	2
	Emotional stability	3
	Conscientiousness	4
	Openness to experience	5
Dominant Personality Type_1	Extraversion	1
	Agreeableness	2
	Emotional stability	3
	Conscientiousness	4
	Openness to experience	5
	None	6

Here it will be as Dominant Personality Type = $1.942 + 0.110 \times (\text{Course}=1) + 0.796 \times (\text{Gender}=2)$

That is, Dominant Personality Type = $1.942 + (0.110 \times 1) + (0.796 \times 2) = 3.644$, which is closer to "4" as "Conscientiousness"

To, make the model stronger and more significant the study may be extended to more Gen Z types, other Gen types and more regions other than Greater Mumbai. A similar model may be developed and it will help to enhance advocators of improving dominant personality types invariably towards effective, business transformation.

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