How is a Consumer's Personality Related to their Paradoxical Behavior with Technology?

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Abstract

With the expanding reach of technology into everyday life, it is important to understand the impact of technology on consumer behavior. This study utilizes the Consumer Paradoxes of Technology theory and the Metatheoretical Model of Motivation and Personality (3M Model) (Mowen, 2000). Given that the literature lacks empirical research on the paradoxes of technology, we tested seven paradoxes (control/chaos, freedom/enslavement, new/obsolete, competence/incompetence, efficiency/inefficiency, fulfills/creates needs, and engaging/disengaging) using technological products. Therefore, this article investigates the relationship between consumer personality traits and paradoxical consumer behavior given consumer use of technological products.

One of the main outcomes of the research is the model of the above relationship, which has not been developed in previous research. The research findings are derived from the results of an empirical study of 160 consumers who assess their use of a variety of technological products. The study indicates that consumers who do not have conscientious and agreeable personalities tend to be betrayed by technology and the technological products create chaos in their lives. Consumers who are conscientious and introverted experience a competency with technology and trust the technological products they use. The findings also indicate that consumers who have a need for material resources depend on technological products and heavily engage with technological products, resulting in solutions to their needs and problems.

This research contributes to the theoretical understanding of consumer paradoxes of technology, provides insight into different consumer personalities that are affected by technology, and presents multiple future research avenues and potential managerial implications.