

# The influence of personality traits and motives for joining on participation behavior in online panels

GOR 11, March 14-16, 2011, Düsseldorf

## AGENDA

- Background
- Related work
- Research questions
- Method
- Results
- Conclusion

## BACKGROUND

- Problems in marketing research:
  - Dropping penetration rate of landline telephones
  - General decline in willingness to participate in surveys
  - Legal & practical restrictions for e-mail contacts
- Possible solution: pre-recruiting survey-willing respondents into online access panels
- Many commercial & non-profit organizations already use online panels
  - Easy to locate potential respondents
  - Immediate availability of various samples
  - High response rates
  - Misnomer – no panel design

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## BACKGROUND

- Criticism of online panels:
  - Self-recruiting
  - Heavy emphasis on monetary rewards
  - Professional respondents
- Who are those people that readily give their permission to be contacted regularly for marketing research purpose?

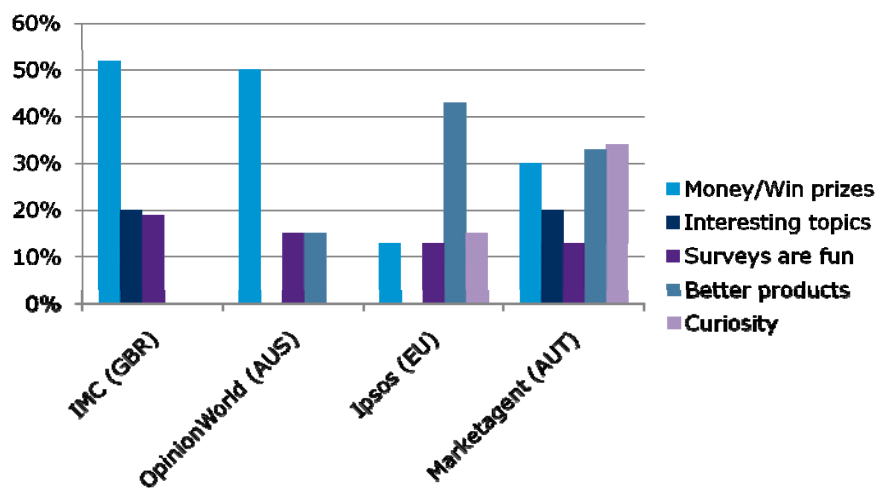
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## RELATED WORK

- Describing online panel members:
  - Participation and response behavior (Fisher, 2007; Smith & Brown, 2005)
  - Relationship with panel provider (Comley, 2007)
  - Motives for enrollment (Cape, 2008; Marketagent, 2009; Postoaca, 2006; Rodenhausen et al., 2007; Sparrow, 2006)

## RELATED WORK

### Motives for Joining an Online Panel



## RELATED WORK

- Describing online panel members:
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  - Relationship with panel provider (Comley, 2007)
  - Motives for enrollment (Cape, 2008; Marketagent, 2009; Postoaca, 2006; Rodenhausen et al., 2007; Sparrow, 2006)
- Factors that influence participation and response behavior:
  - Recruitment strategies (Göritz, 2004b)
  - Sociodemographics (Coen et al., n.d.; Garland, n.d.; Knapton & Myers, 2005)
  - Panel tenure (Coen et al., n.d.; Dennis, 2001; Topoel et al. 2008, 2009)
  - Incentives (Göritz, 2004a)
  - Psychographics (???)

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## RESEARCH QUESTIONS

- What are the main reasons for joining an online panel and how do those motives influence survey participation behavior in the pool?
- How do personality traits of panelists influence survey participation behavior in the online panel?

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## METHOD

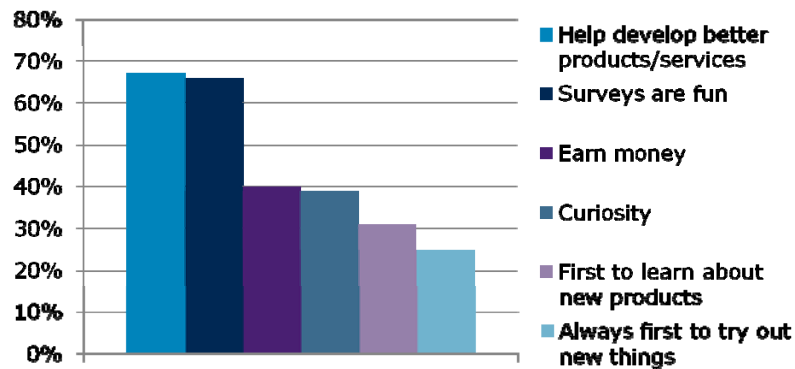
- Population: members of Opinions Online panel
- Questionnaire:
  - Topic: Buying behavior and personal attitudes
    - Attitude towards web surveys and the online panel
    - General attitudes and personality
    - Media usage, consumer behavior, personal interests, and recreational activities
    - Sociodemographics
  - CAWI: 120 items/Ø 12 min.
  - n=1,803/1,729
  - Fieldwork: June 2009

## METHOD

- 7 item materialism scale (Richins, 1987)
- 21 item „Big Five“ inventory BFI-K (Rammstedt & John, 2005)
  
- 11 items from Austrian „Mediaanalyse“ on consumer behavior
- 2 items from price-quality-relationship scale (Lichtenstein, Ridgeway, & Netemeyer, 1993)
- 13 items from social desirability scale BIDR (Paulhus, 1984)

## RESULTS

### Motives for Joining Opinions Online



- Every 2nd panelist is enrolled in at least one other pool
- Every 10th in three or more

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## RESULTS

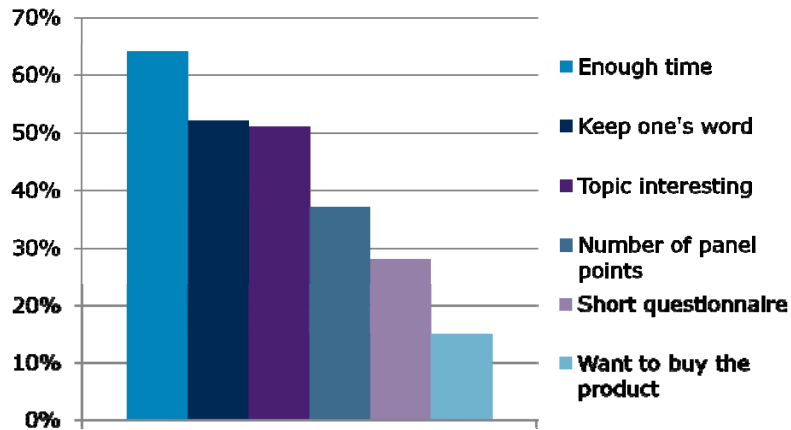
### Motives for Joining Opinions Online

- Females joined more often because...
  - of monetary reasons
  - surveys are fun
- Females enrolled in more other online panels
- Older panelists joined more often...
  - out of curiosity
  - to help develop better products/services
  - to be first to learn about new products/services
  - because surveys are fun
- Younger panelists joined more often because of money
- Panelists without high school degree joined more often to be first to learn about new products/services

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## RESULTS

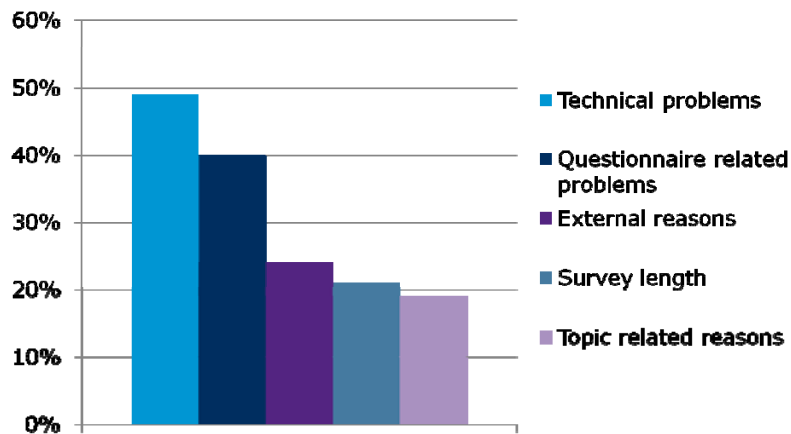
### Reasons for Survey Participation



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## RESULTS

### Reasons for Survey Break-off



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## RESULTS Materialism

	M	SD	F1	F2	$\alpha$
2. I'd be happier if I could afford to buy more things.	2.73	1.24	<b>.85</b>	.04	<b>.777</b>
3. It sometimes bothers me quite a bit that I can't afford to buy all the things I would like.	2.77	1.44	<b>.82</b>	.02	
4. I would like to be rich enough to buy anything I want.	2.47	1.47	<b>.77</b>	.16	
6. It's really true that money can buy happiness.	2.93	1.13	<b>.57</b>	.39	<b>.376</b>
1. The things I own give me a great deal of pleasure.	1.83	.77	-.04	<b>.82</b>	
7. It is important to me to have really nice things.	2.64	1.05	.22	<b>.71</b>	
5. People place too much emphasis on material things. (R)	1.98	.95	<b>(Excluded)</b>		

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## RESULTS Personality Traits – „Big Five“

	M	SD	F1	F2	F3	F4	F5
<b>Extraversion</b>							
I tend to be quiet. (R)	3.18	1.25	<b>.85</b>	.07	-.05	.08	.01
I am reserved. (R)	2.28	1.13	<b>.83</b>	.10	.02	.11	.03
I generate a lot of enthusiasm.	2.19	.89	<b>-.60</b>	.12	.25	-.05	.31
I am outgoing, sociable.	2.34	.99	<b>-.77</b>	.02	.16	-.07	.15
<b>Agreeableness</b>							
I am sometimes rude to others. (R)	2.61	1.14	.02	<b>.85</b>	.02	.05	-.04
I can be cold and aloof. (R)	2.50	1.14	.15	<b>.81</b>	.07	-.04	.03
I tend to find fault with others. (R)	2.93	1.00	-.16	<b>.52</b>	-.07	.28	-.03
I am generally trusting.	2.41	1.08	<b>(Excluded)</b>				
<b>Conscientiousness</b>							
I do things efficiently.	1.86	.76	-.10	.10	<b>.77</b>	.02	.04
I do a thorough job.	1.78	.77	.03	-.01	<b>.75</b>	-.05	.04
I make plans and follow through with them.	2.06	.79	-.15	.07	<b>.66</b>	-.15	.13
I tend to be lazy. (R)	2.98	1.16	.12	.31	<b>-.53</b>	.16	.03

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## RESULTS

### Personality Traits – „Big Five“

	M	SD	F1	F2	F3	F4	F5
<b>Neuroticism</b>							
I worry a lot.	2.64	1.11	.10	.14	.10	<b>.76</b>	.07
I am depressed, blue.	3.27	1.19	.14	.15	-.20	<b>.76</b>	.06
I get nervous easily.	3.16	1.12	.23	.04	-.14	<b>.74</b>	.01
I am relaxed, handle stress well. (R)	2.66	1.06	.12	.07	.14	<b>-.64</b>	.15
<b>Openness</b>							
I value artistic, aesthetic experiences.	2.53	1.12	-.03	-.11	-.06	.03	<b>.80</b>
I have an active imagination.	2.03	.91	-.24	.16	.13	-.06	<b>.61</b>
I am curious about many different things.	1.66	.75	-.18	.11	.31	-.12	<b>.54</b>
I am ingenious, a deep thinker.	2.09	.93	.18	.12	.19	.27	<b>.47</b>
I have few artistic interests. (R)	3.18	1.30	.04	.21	.13	.04	<b>-.76</b>

## RESULTS

### Personality Traits – „Big Five“

	n	M	SD	$\alpha$
Extraversion	4	13.57	3.39	.798
Agreeableness	3	8.06	2.51	.646
Conscientiousness	4	15.27	2.46	.637
Neuroticism	4	11.58	3.36	.737
Openness	5	18.89	3.36	.672

## RESULTS

### Predicting Starting Rate

	b(s.e.)	beta	p
Gender: Male	-1.44 (1.52)	-.03	.344
Age	-.04 (.06)	-.02	.525
Education: With high school degree	1.30 (1.49)	.02	.381
<b>Motive: Curiosity</b>	<b>-3.20 (1.47)</b>	<b>-.06</b>	<b>.030</b>
Motive: Better products/services	1.84 (1.55)	.03	.236
<b>Motive: Money</b>	<b>6.07 (1.53)</b>	<b>.11</b>	<b>&lt;.001</b>
Motive: Try out new things	-1.18 (1.77)	-.02	.507
Motive: First to know about new products/services	.88 (1.66)	.02	.597
<b>Motive: Fun</b>	<b>4.54 (1.53)</b>	<b>.08</b>	<b>.003</b>
<b>Number of other online panels enrolled in</b>	<b>2.18 (.59)</b>	<b>.10</b>	<b>&lt;.001</b>
Materialism towards money	-.11 (.20)	-.02	.558
Extraversion	-.35 (.22)	-.04	.119
Agreeableness	-.21 (.29)	-.02	.481
Conscientiousness	.33 (.31)	.03	.286
Neuroticism	-.42 (.24)	-.05	.074
<b>Openness</b>	<b>-.43 (.22)</b>	<b>-.05</b>	<b>.048</b>
Constant	85.17 (8.75)	-	<.001

## RESULTS

### Predicting Break-off Rate – Full Model

	b(s.e.)	beta	p
Gender: Male	-.86 (.90)	-.03	.342
<b>Age</b>	<b>-.08 (.04)</b>	<b>-.07</b>	<b>.022</b>
Education: With high school degree	-1.21 (.88)	-.04	.168
Motive: Curiosity	1.13 (.87)	.04	.195
Motive: Better products/services	-.77 (.92)	-.02	.392
<b>Motive: Money</b>	<b>-2.51 (.91)</b>	<b>-.08</b>	<b>.006</b>
Motive: Try out new things	-.08 (1.05)	-.01	.938
Motive: First to know about new products/services	-.64 (.98)	-.02	.509
Motive: Fun	-.77 (.90)	-.02	.394
Number of other online panels enrolled in	.25 (.35)	.02	.473
Materialism towards money	-.04 (.12)	-.01	.722
Extraversion	-.02 (.13)	-.01	.867
Agreeableness	.02 (.17)	.01	.894
Conscientiousness	-.20 (.18)	-.03	.278
Neuroticism	.08 (.14)	.02	.546
Openness	.05 (.17)	.01	.791
Constant	20.24 (5.18)	-	<.001

## RESULTS

### Predicting Break-off Rate – Reduced Model

	<b>b(s.e.)</b>	<b>beta</b>	<b>p</b>
<b>Age</b>	<b>-.08 (.03)</b>	<b>-.07</b>	<b>.011</b>
<b>Motive: Money</b>	<b>-2.30 (.87)</b>	<b>-.07</b>	<b>.008</b>
<b>Constant</b>	<b>16.69 (.53)</b>	<b>-</b>	<b>&lt;.000</b>

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## CONCLUSION

- When asked directly, panelists do not necessarily give money as main reason for joining pool – but panelists who joined for monetary reasons participated more often
- Panelists need not be bad respondents
  - Don't get rich from filling out questionnaires
  - Highly valid results (Big Five)
- Personality traits have only little influence on participation behavior
- Limitations & future work: compare personality of panelists and general population

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**THANK YOU!**



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