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An Investigation of the Relationship Between Five Factor Personality Traits and Individual Innovativeness in Service Industries

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Abstract

The aim of the study is to investigate the relationship between personality traits and individual innovativeness level. For this purpose, working in the service sector in Turkey 610 individuals participated in the study. Demographic Questionnaire, Big Five Personality Inventory, Individual Innovativeness Inventory were used to collect data. The model of the study was evaluated with the simple linear regression model and in addition, difference analyzes and relationship analyzes were used. As a result of the research, it was determined that there is a positive relationship between innovative personality trait and extraversion, docility, self-control / responsibility, emotional balance and openness to development.

Keywords: Personality Traits, Innovation, Individual Innovativeness

Hizmet Sektöründe Beş Faktör Kişilik Özelliği ile Bireysel Yenilikçilik Arasındaki İlişkinin İncelenmesi

Öz

Araştırmanın amacı beş faktör kişilik tipleri ile yenilikçi kişilik özelliği düzeyi arasındaki ilişkinin incelenmesidir. Bu amaçla araştırmaya Türkiye'de hizmet sektöründe çalışan 610 birey katılmıştır. Verilerin toplanmasında Demografik Soru Formu, Büyük Beş Kişilik Testi-50 ve Bireysel Yenilikçilik Envanteri kullanılmıştır. Araştırmanın modeli basit doğrusal regresyon analizi ile değerlendirilmiş ve ek olarak farklılık analizleri ve ilişki analizleri kullanılmıştır. Araştırma sonucunda yenilikçi kişilik özelliği ile dışadönüklük, yumuşak başlılık, özdenetim/sorumluluk, duygusal dengelilik ve gelişime açıklık arasında pozitif yönde anlamlı bir ilişki olduğu belirlenmiştir.

Anahtar Kelimeler: Kişilik Tipleri, Yenilikçilik, Bireysel Yenilikçilik

Introduction

It is assumed that maximum efficiency can be obtained from the employee if the employees are employed according to their personality characteristics and are employed in appropriate units. Evolving competition conditions, international examples, changing employee behavior and the rapid increase in research that it is not enough to meet the requirements of job descriptions alone have pushed companies to take advantage of the creative and innovative aspects of employees. It is thought that individual innovativeness, which depends on many elements such as organizational culture, hierarchical structure in the company, the nature of authority transfer, reward, can be positioned in such a way as to provide added value in the company when employed in line with the person's personality traits and abilities. Therefore, from the researches on the effect of personality types on innovative personality; it has been identified that there is a low-strong positive significant relationship between innovative

personality trait and openness to development and self-control / responsibility in the study conducted among 52 teacher house managers by Bozkurt at al. (2017) and that there is a positive relationship between openness to development and positive individual innovativeness perception in the study conducted by Çetin and Şahin (2018) among 220 chefs working in hotel kitchens. As a result of literature review, it is observed that the relationship between personality types and innovative personality traits is examined in a sample that can represent the service sector in the literature. In this context, it is aimed to investigate the relationship between personality types and innovative personality traits of individuals working in the service sector and to contribute to the literature by investigating the impact of demographic factors.

Literature Review

Five Factor Personality Types

Personality derives from the Latin word "persona" as a term. Persona is known as the name of the masks used by hundreds of theatre actors during the ancient Roman period. These masks have been used by theatre actors to represent a certain personality that is intended to be staged and to highlight the characteristics of that person (Aytaç, 2000). When evaluated in terms of meaning, the personality is a term that includes the characteristics of the individual's attitudes, abilities, speaking style and adaptive skills in the social context as a whole. With the Roman philosopher Cicero (106 - 43 BC) treating the word person in four different ways, the concept of personality has gained a different context (Köknel, 2005). The fact that personality changes from individual to individual has made this concept very attractive in the field of psychology. However, the researchers working on personality aimed to identify specific characteristics of individuals and group them in special patterns in a way that suits these characteristics. In other words, personality patterns were attempted to be established in order to provide scientists with ease to analyze and explain the behavior of individuals. Although studies (Jackson et al., 2016) have emerged that new dimensions should be added with the benefits of the age, the five-factor personality model has been accepted by most studies in the local and foreign literature since it was introduced (Çelebi and Uğurlu, 2014). The Five Factor Model is a widely accepted model based on different characteristics of individuals and explaining individual differences through the presence or absence of these traits. According to John and Strivastava (1999), the Five Model Approach, also called the Big Five, started with the lexical approach. The lexical approach implies that many of the socially relevant and conspicuous personality traits will be encoded in natural language. A semantic and empirical study of the most commonly described traits of humans has identified important personality definitions that eventually led to the discovery of the Big Five. 35 variables representing five personality defined by Cattell (1943), Norman (1963), Borgatta (1964) and Digman and Takemoto-Chock (1984) are defined (John and Strivastava, 1999). These five main categories are defined as responsibility, extraversion, emotional stability, compliance and openness to development and have taken their place in Turkish literature (Zel, 2001; Edition, Çetin and Tabak, 2009; Tabak, Edition, Tatar and Çetin, 2010). *Extroversion* relates to positive energy and the tendency of other people to promote and seek partnership. Therefore, individuals with this trait are expected to possess characteristics such as cognitive clarity, decision-making and goal stability through the spirit of teamwork. *Openness to Development* is about creativity, curiosity and effective use of skills. Thus, individuals with this trait demonstrate their ability and inclination to seek, identify, understand and use more information (DeYoung et al, 2013). *Emotional Balancing* is about emotional balance, controlling emotions and related behaviors. Therefore, individuals with this characteristic tend to act successfully, cognitively consistent and logical in solving the problems they face (Arıcıoğlu and Çivitçi, 2012). *Responsibility* is about conscience, self-regulation, being organized, attentive and careful. Therefore, individuals with this trait are individuals who are self-controlling, striving to achieve goals. *Compatibility* is about interpersonal communication. Therefore, individuals with this characteristic tend to be open to interpersonal cooperation, understandable, social, warm-hearted, reassuring and friendly (Moore and McElroy, 2012).

Innovative Personality Trait

Innovation is defined as the adoption of new ideas and approaches and their reflection on feelings, thoughts, attitudes and behaviors. Rogers (1995) described innovation as the degree of early adoption of innovation by institutions or individuals in the social system and the relationship between the two concepts is thus explained (Adıgüzel, 2012). It is possible to define individual innovativeness as the willingness of change and innovation (Hurt et al., 1977, p. 59): According to another definition, individual innovativeness is the level of an individual at the point of adopting innovation (Lassar et al., 2005, p.180). Based on these definitions, it is thought that individuals are inherent in innovation (Tabak, Erkuş & Meydan, 2010). Because individuals are more than merely observers of innovations, they are capable of helping to realize these innovations (Gardner, 1990). Hirschman (1980), on the other hand, disagrees with the notion that innovation behavior is invariant in the individual and is an innate characteristic. Rogers (1995) noted that as a common finding of innovation research he examined; innovative individuals were individuals actively seeking information about new ideas. These individuals can cope with high levels of uncertainty and develop more positive intentions towards acceptance (Lu et al, 2005). Agarwal

and Prasad (1998), other researchers who have adopted this view, have suggested that individuals develop beliefs about new technologies by synthesizing information from various environments. Accordingly, individuals with high levels of innovative personalities are expected to develop more positive beliefs about the target technology. Therefore, it is believed that the most obvious effect on the cognitive interpretations of the individual's information technology is factors related to the individual.

Innovative personality traits such as education, status, urbanization, etc. elements are in focus, tackled socially (Hirschman, 1980). It is possible to examine individuals in five groups in the context of innovation characteristics. They are innovators, pioneers, interrogators, skeptics and traditionalists. Innovators include the first individuals to adopt innovation. These individuals are visionary personalities, open to experience and risk (Steele et al, 2004). The pioneers are early adopters of innovation and guiding individuals on the subject (Rogers, 2003). Interrogators, on the other hand, often take part in the exit phase of ideas, but are less pioneering in the implementation phase of these innovations. Skeptics, on the other hand, constitute the group that greets innovations with skepticism. Their meeting with innovation occurs due to economic conditions and society (Kılıçer, 2008). Traditionalists are the last group to adopt innovations. They expect others to experience these innovations before they experience innovations that they value more with prejudice (Rogers, 2003). The ability to understand, acquire, use, and ultimately exploit the information available has long been recognized as an important driving force of innovative performance (Cohen and Levinthal, 1990). Organizations understand that they need innovative employees to develop innovative products and innovative business processes in order to give them comparative advantage over their competitors.

Method

Model of the Research

Research has the characteristic of quantitative research in terms of the data collection method used. In this context, the study was planned within the framework of the relational screening model (Karasar, 2016) to examine the relationship between personality traits and the level of innovative personality traits.

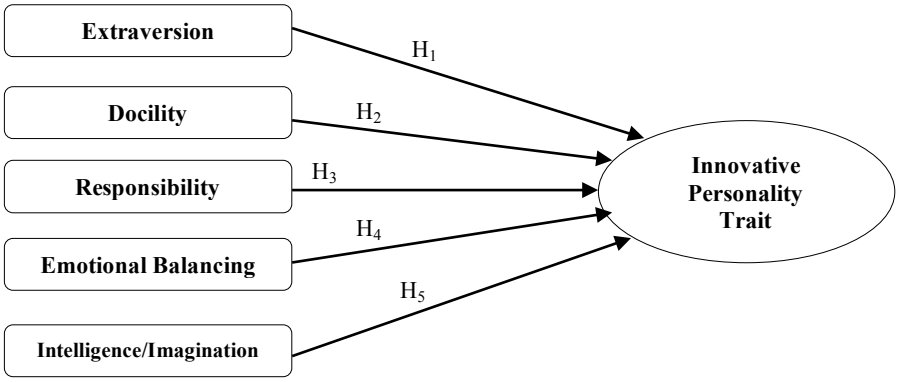


Figure 1. Research Model

In this context, the research's hypotheses are as follows:

H_1: There is a significant relationship between extraversion and innovative personality trait.

H_2: There is a significant relationship between docility and innovative personality trait.

H_3: There is a significant relationship between self-control / responsibility and innovative personality trait.

H_4: There is a significant relationship between emotional discrepancy and innovative personality trait.

H_5: There is a significant relationship between openness to development and innovative personality trait.

Main Mass and Sample of the Research

The main body of the study consists of individuals working in the service sector in Turkey. According to the sample size standards prepared by Yazıcıoğlu and Erdoğan (2004), it is necessary to work with a sample of at least 384 persons in a mass consisting of persons in the range of 1000000-2500000 in the range of α=0.05 confidence with 0.05 sampling error. The sample of the study was selected by means of easy sampling methods (Gürbüz and Şahin, 2016). Approximately 643 individuals were reached during the data collection phase of the study. When

outliers are excluded from research, a 610-person data set that provides the assumption of normality has been left behind and the analysis phase has been continued with this data set.

Data Collection

Survey method was used as data collection method in the research. The questionnaires and scales to be used in the research were transmitted to the selected sample group using online and face-to-face data collection tools.

Big Five Personality Test-50

A Turkish adaptation of the scale developed by Rammstedt and John (2007) was performed by Tatar (2017). The scale measures the size of five persons, each consisting of ten items. It measures in Likert type. As the score from the lower dimensions of the scale increases, it indicates that the level of showing the relevant personality characteristic increases. The internal consistency of the factors was calculated between 0.68-0.79 for B5KT-50-Tr. The correlations of the factors of the two tests were found between 0.51 and 0.66 (Tatar, 2017). In this study, the internal consistency of the scale was measured, and it was calculated in order for the scale-wide .90, for extroversion .82, for docility .75, for self-regulation/responsibility .81, for emotional balancing .86, for openness to development as .73.

Individual Innovativeness Scale

The Turkish adaptation of the scale developed by Hurt et al (1997) was made by Kılıçer and Odabaşı (2010). The scale consists of 20 Likert types of matter. The internal consistency coefficient for the overall scale was 0.82 and the test reliability was 0.87. As the score obtained from the scale increases, innovative personality trait indicates that the level of showing increased. The internal consistency coefficient of the scale in this research was designated as .88.

Analysis of the Data

Statistical analyses of the data were conducted using the social science statistical package program (SPSS) 22. The accuracy of the data entries was checked by selecting random questionnaires and conducting final checks, analyzing the missing values and preparing frequency tables for each question. In the frequency analysis, it was found that there were no problems with incorrect data entry. In the analysis phase of the research, outliers are excluded from analysis. Cronbach's Alpha coefficient was used for reliability measurement and it was based on a minimum value of .70 (Gürbüz and Şahin, 2016). In the analysis of the distribution of data, baseness and skew indexes were evaluated. When the statistics of skewness and baseness indices were examined, it was determined that the values of all variables were in the range of -3 and +3 and that they showed normal distribution accordingly (Turanlı, Cengiz and Bozkır, 2012). The data were analyzed using Independent Sample T-Test, ANOVA, Pearson Correlation Analysis and Simple Linear Regression Analysis. The model of the research was evaluated with the structural equality model.

Findings

The results of Pearson Correlation analysis, in which personality types, innovative personality traits, motivation, psychological empowerment and structural empowerment variables are evaluated, are given in Table 1.

Table 1. An Investigation of the Relationship Between Five Factor Personality Traits and Individual Innovativeness in Service Industries

	x̄	**ss**	**1.**	**2.**	**3.**	**4.**	**5.**	**6.**	**7.**	**8.**
1. Extraversion	34.45	5.75	-							
2. Docility	40.25	4.47	.38***	-						
3. Self-control / responsibility	40.99	5.03	.22***	.41***	-					
4. Emotional Balancing	36.18	6.27	.33***	.23***	.25***	-				
5. Openness to Development	37.87	4.61	.40***	.48***	.43***	.18***	-			
6. Innovative Personality Trait	78.42	9.35	.39***	.45***	.36***	.35***	.56***	-		
7. Total Working Time in the Institution	7.43	6.68	.04	.04	.06	.11***	-.09*	.06	-	
8. Total Working Time In Professional Life	11.65	7.72	.06	.05	.12***	.15***	-.03	.09*	.70***	-

**p<.05, **p<.01, ***p<.001, x̄: Arithmetic Mean, ss: Standard Deviation*

According to the information in Table 1; it was found that there was a significant positive relationship between innovative personality trait and extraversion, docility, self-control / responsibility, emotional balance and openness to development ($p < .05$). A

According to the information in Table 1; it is determined that there is a positive relationship between total working time and emotional balance in the institution, negative relationship between openness to development, and positive relationship between total working time and self-regulation / responsibility emotional balance and innovative personality trait in professional life ($p < .05$).

The results of the Simple Linear Regression analysis to test the significance of the effect of each of the personality types on individual personality traits are given in the Table 2.

Table 2. Investigation of The Effect of Five Factor Personality Types on Innovative Personality Trait

	Extraversion	*Docility*	*Self-control / responsibility*	*Emotional Balancing*	*Openness to Development*
β	.39	.45	.36	.35	.56
t	10.365	12.264	9.371	9.272	16.480
p	**.000**	**.000**	**.000**	**.000**	**.000**
F	107,437	150,415	87.809	85.961	271,582
R²	.15	.20	.13	.12	.31

** p<, 05, * * p<, 01, * * p<, 001, β: Regression Coefficient, t: t statistic, p: p value, F: F statistic, R2 :Explainability Coefficient*

According to the results in Table 2; it was determined that extraversion ($R^2 = .15$), docility ($R^2 = .20$), self-control / responsibility ($R^2 = .13$), emotional stability ($R^2 = .12$), openness to development ($R^2 = .31$) have a significant effect on each of the individual personality types on the innovative personality trait ($p < .05$). When the forces of explainability were compared, it was observed that the personality type that was most open to explainability and development had the strongest explainability.

The results of the Independent Sample T-Test and ANOVA Tests to determine whether personality types and individual innovativeness differ significantly according to demographic variables are given in Table 3.

According to the results in Table 3, the level of extroverted personality type characteristics of individuals working in the service sector did not differ significantly according to gender, age, marital status, line of work and the characteristics of the institution employed ($p > .05$) however, it was determined that it differed significantly according to the state of education, the title, the state of choosing the profession willingly, and the state of training in innovation before ($p < .05$).

According to the results in Table 3, the level of the individuals working in the service sector to show docility personality type characteristics does not differ significantly according to age, marital status, title, characteristics of the institution being studied and previous training in innovation ($p > .05$) however, it was determined that there was a significant difference between gender, education, line of work and choice of occupation ($p < .05$).

According to the results in Table 3, the level of individuals working in the service sector showing responsible personality type characteristics does not differ significantly according to age, marital status, education status, title, line of work, choice of profession willingly and previous training in innovation ($p > .05$) but it was determined that there was a significant difference between the gender and the characteristics of the institution being studied ($p < .05$).

According to the results in Table 3, the level of emotionally balanced personality type characteristics of individuals working in the service sector did not differ significantly according to gender, age, marital status, line of work and the characteristics of the institution employed ($p > .05$) however, it was determined that it differed significantly according to the state of education, the title, the state of choosing the profession willingly, and the state of training in innovation before.

According to the results in Table 3, the level of individuals working in the service sector to show personality type characteristics that are open to development does not differ significantly according to gender, age, marital status, education status, title, line of work, characteristics of the institution and the choice of profession willingly ($p > .05$) but it was previously determined that there was a significant difference in training in innovation ($p < .05$).

Table 3. Investigation of the Differentiation of Five Factor Personality Types According to Demographic Variables of Individual Innovativeness

Demographic Features		*Extraversion*	*Docility*	*Self-control / responsibility*	*Emotional Balancing*	*Openness to Development*	*Innovative Personality Trait*
	n	***x̄±ss***	***x̄±ss***	***x̄±ss***	***x̄±ss***	***x̄±ss***	***x̄±ss***
Gender							
Woman	243	35.0±5.7	40.9±4.3	42.0±4.7	35.8±6.4	37.8±4.4	79.2±9.3
Man	367	34.1±5.8	39.8±4.5	40.3±5.1	36.4±6.2	37.9±4.7	77.9±9.4
Statistical Analysis	***t***	1.824	3.105	3.967	-1.153	-.153	1.705
	p	.069	**.002**	**.000**	.249	.879	.089
Age							
25 Years and Under	44	35.0±6.1	40.2±4.9	40.5±5.5	36.3±5.4	37.7±4.7	76.6±9.7
26-35 Years Old	331	34.3±6.2	40.1±4.4	40.7±4.9	35.7±6.4	38.1±4.7	78.4±9.4
36-45 Years Old	183	34.4±5.2	40.2±4.5	41.2±5.2	36.6±6.2	37.6±4.2	78.4±8.8
45 Years and Plus	52	35.2±4.1	41.3±4.4	42.1±4.5	37.8±6.3	37.4±5.2	80.0±10.5
Statistical Analysis	***F***	.477	.958	1.515	2.126	.860	1.030
	p	.698	.412	.209	.096	.462	.379
Marital Status							
Single	229	34.2±6.3	40.1±4.7	40.9±4.9	35.7±6.4	38.0±4.7	78.3±9.8
Married	381	34.6±5.4	40.4±4.4	41.1±5.1	36.5±6.2	37.8±4.6	78.5±9.1
Statistical Analysis	***t***	-.670	-.819	-.492	-1.454	.646	-.150
	p	.503	.413	.623	.147	.519	.881
Education Status							
High School-Associate Degree	38	36.7±4.5	42.4±4.7	43.1±6.0	39.6±5.8	38.4±4.9	79.7±9.8
License	296	33.5±5.7	40.0±4.5	40.9±4.9	36.1±6.3	37.5±4.3	77.7±9.5
Postgraduate	229	35.1±5.8	40.2±4.3	40.7±5.1	35.7±6.2	38.1±4.9	78.7±9.4
PhD	47	35.6±5.7	40.4±4.5	41.1±4.0	36.7±5.9	38.8±5.1	80.5±7.6
Statistical Analysis	***F***	6.689	3.431	2.476	4.491	1.726	1.701
	p	**.000**	**.017**	.060	**.004**	.161	.166
Title							
Office Worker	69	34.9±5.3	40.8±4.6	41.9±5.1	36.8±6.4	38.2±4.6	77.6±8.3
Expert	280	33.8±6.2	39.9±4.6	40.6±4.9	35.7±6.2	38.0±4.5	78.1±9.8
Manager	261	35.0±5.3	40.5±4.2	41.2±5.1	36.5±6.3	37.7±4.7	79.0±9.1
Statistical Analysis	***F***	3.518	1.419	2.431	1.632	.515	.943
	p	**.030**	.243	.089	.196	.598	.390
Business							
Transport	346	34.4±5.7	40.5±4.3	41.2±4.8	36.8±6.2	37.6±4.6	78.8±9.2
Education, Research and Consulting	126	34.4±5.8	40.3±4.4	41.1±5.4	35.3±6.9	38.5±5.1	77.4±9.7
Banking and Finance	43	34.7±6.4	40.7±4.2	41.3±5.7	35.4±5.7	38.0±4.7	79.5±9.3
Informatics and Media	49	35.1±6.2	39.4±5.2	40.0±4.9	35.8±6.5	38.5±4.0	79.1±8.7
Others	45	34.4±5.2	38.6±5.2	39.6±5.1	35.2±4.8	37.5±3.8	76.6±9.9
Statistical Analysis	***F***	.209	2.553	1.522	1.839	1.218	1.124
	p	.933	**.038**	.194	.120	.302	.344
Working Institution							
Public	62	34.4±6.0	39.5±5.2	39.6±5.2	35.0±6.5	37.9±4.2	76.7±9.0
Private	548	34.4±5.7	40.3±4.4	41.1±5.0	36.3±6.2	37.9±4.7	78.6±9.4
Statistical Analysis	***t***	-.015	-1.490	-2.245	-1.520	.117	-1.491
	p	.988	.137	**.025**	.129	.907	.136
Choosing the Profession Willingly							
Yes	514	34.7±5.7	40.5±4.4	41.1±5.0	36.5±6.2	38.0±4.5	78.8±9.1
No	96	32.9±6.0	39.1±4.5	40.3±5.3	34.6±6.6	37.0±5.1	76.4±10.5
Statistical Analysis	***t***	2.874	2.655	1.428	2.694	2.019	2.293
	p	**.004**	**.008**	.154	**.007**	**.044**	**.022**
State of Training in Innovation Before							
Yes	279	35.4±5.6	40.4±4.5	40.9±4.9	36.8±5.9	38.5±4.4	79.9±9.0
No	331	33.7±5.8	40.1±4.5	41.0±5.1	35.6±6.5	37.3±4.7	77.2±9.5
Statistical Analysis	***t***	3.604	.846	-.240	2.344	3.288	3.567
	p	**.000**	.398	.810	**.019**	**.001**	**.000**

**p<.05, **p<.01, ***p<.001, n: Frequency, x̄: Arithmetic Mean, ss: Standard Deviation*

According to the results in Table 3, the level of innovative personality characteristics of the individuals working in the service sector does not differ significantly according to gender, age, marital status, education status, title, line of work and the characteristics of the institution employed ($p > .05$) but it was determined that it differed significantly according to the state of choosing the profession willingly and having previously received training in innovation ($p < .05$).

Discussion and Conclusion

As a result of the research, extraversion, docility, self-control/responsibility, emotional balance, openness to development personality types were determined to have a significant effect on individual innovative personality traits. These findings are supportive of studies in the literature with the results from booth and others (2017) 52 teacher's house manager in the study by Innovative Development double feature with between openness and self-control/liability determined that there is a significant relationship between low to strong positive. In addition, a study conducted by Çetin and Şahin (2018) among 220 cooks working in hotel kitchens found that there is a positive moderate-to-strong relationship between openness to development and positive individual innovativeness perception.

According to the findings, the level of showing docility personality type characteristics of female individuals working in the service sector was higher than that of male individuals. Unlike this study, among the studies that obtained the findings were the studies conducted by Deniz (2008), Kaşlı (2009), and Yoldemir (2015), it was determined that the level of showing the docility personality traits of individuals did not show a significant difference according to gender.

According to the findings, the level of showing responsible personality type characteristics of female individuals working in the service sector was higher than that of male individuals. Unlike this study, among the studies that obtained the findings were the studies conducted by Deniz (2008), Kaşlı (2009), and Yoldemir (2015), it was determined that the level of showing the responsible personality traits of individuals did not show a significant difference according to gender.

According to the findings, the level of extroverted personality type characteristics of high school and associate degree graduates working in the service sector was higher than those of undergraduate graduates. Among the studies supporting this finding in the literature, studies conducted by Kaşlı (2009) found that there was a negative correlation between extroverted personality type characteristic and educational level. In the studies conducted by Kaplan (2008) and Yoldemir (2015), it was determined that the level of individuals showing extroverted personality type characteristics did not differ significantly according to their educational status. In addition, studies conducted by Turkmen (2013) found that there was a positively significant relationship between extroverted personality type characteristic and educational level.

According to the findings, high school and associate degree graduates working in the service sector showed a higher level of docility personality type characteristics compared to undergraduate, graduate and doctoral graduates. In the studies conducted by Kaplan (2008) and by Kaşlı (2009), it was determined that the level of individuals showing docility personality type characteristics did not differ significantly according to their educational status.

According to the findings, the level of extroverted personality type of individuals working as managers in the service sector was higher than those working as experts. Among the 170 individuals working in the private sector by Demirkan (2006), it was determined that the level of individuals showing extroverted personality type characteristics did not differ significantly according to the title in the studies conducted by Türkmen (2013).

According to the findings, it was determined that individuals working in private companies operating in the service sector had a higher level of showing responsible personality type characteristics than individuals working in public institutions. In the studies conducted by Erol (2013), it was determined that the level of individuals showing responsible personality type characteristics did not differ significantly according to the characteristics of the institution studied.

According to the findings, it is determined that individuals working in banking and finance in the service sector have higher level of soft personality traits than individuals working in informatics and media. Unlike this study, among the studies that obtained findings, Erol (2013) found that the level of showing individuals with soft-headed personality type characteristics did not show a significant difference compared to the branch of work.

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