

Impact of personality traits and demographic factors on relationship to deal sites

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Motivation

- ▶ Deal sites are in the Czech Republic since 2009, longer world-wide
 - ▶ There is a gap in literature when it comes to investigations of users of deal sites
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Data and methodology

- ▶ Data were collected in in December 2016–January 2017
 - ▶ On-line questionnaire
 - ▶ 133 respondents (of 140 who use deal sites)
 - ▶ Likert scale (strongly disagree to strongly agree)
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Dependent variable

- ▶ Relationship to deal sites, i.e. the dependent variable, was measured using the following question: "What is your relationship to deal sites?"
 - I am a fan – I like shopping on this type of sites (coded as 1),
 - I do not like them (coded as -1),
 - I do not have a strong opinion (coded as 0).
- General linear model

Independent variables

- ▶ Gender
 - ▶ City of origin (number of inhabitants)
 - ▶ Big Five Inventory – 10 question version
- I see myself as someone who...
- ... is reserved
 - ... is generally trusting;
 - ... tends to be lazy
 - ... is relaxed, handles stress well
 - ... has few artistic interests
 - ... is outgoing, sociable
 - ... tends to find fault with others
 - ... does a thorough job
 - ... gets nervous easily
 - ... has an active imagination
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Results

- ▶ There is a significant difference between respondents from townships up to 500 inhabitants (the baseline) and county seats. The latter have a more positive relationship to deal sites.
 - ▶ Respondents more open to experience have a more negative relationship to deal sites.
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Conclusions

- ▶ It can be that people open to experience do not need any price incentive to try new things; and it is rather people not open to experience who enjoy a possibility to buy coupons through deal sites at a discount, so trying out new things is not so risky
- ▶ Respondents from townships <500 inhabitants have the least positive relationship to deal sites, although the difference; in future research, if there is a need to shorten the questionnaire, it may possible to have only two sizes – up to 500 inhabitants, and more than 500 inhabitants

Thank you for your attention



Questions, comments, suggestions

