

The Influence of Big Five Personality Traits on Online Purchase Intention Among University Students Using Lazada and Shopee

Siti Nur 'Aqilah Nazari¹, Siti Nur Dini Mohamad Shahrim¹, Siti Nur Inasya Muhe¹,
Siti Nurhidayah Rosle¹, Aditya², Daisy Mui Hung Kee¹

Universiti Sains Malaysia, Jalan Sg Dua, 11800 Minden, Pulau Pinang, Malaysia^{1,2,3,4}

Institute of management studies Ghaziabad, Uttar Pradesh, India⁵

Corresponding Email: aqilanazari@student.usm.my

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ABSTRACT

Today, university students are particularly dependent on online shopping, especially on popular e-commerce sites such as Lazada and Shopee. The purpose of this study is to explore more the relationship between the Big Five Personality Traits and online purchase intentions among university students who are habitual on this platform. A quantitative research design will be adopted and a sequence of variables will be collected via online questionnaire that will be sent through Google Form. The Big Five Inventory (BFI-44) will be used to measure the personality traits while the online purchase intentions item will be modified from Pavlou (2003) and Ha & Stoel (2009). The target sample for the study will be 150 university students across Malaysia. Data will be collected and will be analysed through descriptive and correlation analysis to illustrate the relationship between the variables. It is expected that openness to experience, consciousness and extraversion will positively influence online purchase intentions, agreeableness will have a moderate influence and neuroticism will have a negative influence. Ultimately, the findings to aim the contribute knowledge to e-commerce platform for developing personality focused marketing methods and enhancing personalization in online shopping experiences.

Keywords: Big Five Personality Traits; Consumer Behaviour; E-commerce; Lazada; Online Purchase Intention; Shopee; University Students

INTRODUCTION

The rapid advancement of digital technology has been transformed from many aspects of daily life, including shopping habits and decision making. Young people depend on the internet for numerous things such as video watching, homework, chatting with friend and purchasing anything from online. Lazada, Shopee to name two online shopping platform have become very popular in Malaysia in the last decade. These are the type of platform that come with many upside better prices, speedy delivery, huge selection of products and constant promotions. As a results, students at university would rather shop through online purchase than wait and go visit shops. Other than that, student using their phones and laptops on a daily basis, so purchasing online is natural, quicker and easy for them. This turned them into one of the most active groups in online shopping.

Not only this, with more people looking to the internet for all their shopping needs, researchers are beginning to explore more deeply what motivates someone to decide to buy something online. Although previous research has considered only external factors associated with the shopping platform website style, app friendliness, security, and seller trustworthiness there is an emerging understanding that these factors alone can't explain why two people on the same website might behave remarkable differently. They considered promotion, prices, delivery and customer service is important. But truly interesting thing is that every single person has something going on inside them that consideration is personality. Online shopping entails making choices, so these personality traits are probably key ingredients that influence people intention.

One of the most popular theories for understanding human personality is the Big Five Personality Model, which includes agreeableness, neuroticism, extraversion, conscientiousness, and openness to new experiences. These features have been found to affect a number of behavioral tendencies, such as risk taking, social engagement, emotional stability, and communication style all of which may be connected to decisions made when shopping online. For an example, conscientious people might carefully consider product details before making a purchase, while extraverted people might enjoy interacting with interactive platform features. Despite these theoretical links, there hasn't been much research done on the Big Five personality traits and online purchase intention in Malaysia, especially among college students.

A clear research gap can be seen by a review of the body of existing literature. The majority of earlier research focuses on platform that related and external factors, paying little attention to how internal psychological differences influence online buying behavior. Furthermore, Western population or general consumer groups are typically the focus of studies that do look at personality and online shopping. Despite being a distinct and powerful demographic group with specific behavior and high level of online platform engagement, there is a dearth of research that focuses specifically on Malaysia university students. This indicates that more research is necessary to determine how personality traits may affects consumer intention to make purchases on popular e-commerce sites like Shopee and Lazada.

Understanding this relationship is important to practical application and learning. Today's e-commerce companies heavily rely on personalization to boost customer satisfaction, enhance user experience and build brand loyalty. Platform can create more focused marketing strategies, enhance consumer trust and improve product recommendation systems by analyzing how various personality traits affect purchases intention. Platform looking to better understand and cater to the preferences of younger consumers can

benefits greatly from the insights provided by university students, who frequently have little money to spend but are still very active online shoppers.

Therefore, the purpose of conducting this research is to determine the effect of Big Five Personality Traits on online purchase intention that involving university students in Malaysia. In particular, the objective of this research are: (1) to find the relationship of each Big Five trait with online purchase intention. (2) to discover which Big Five traits are the best predictors of online purchase intention, and (3) to acquire a deeper insight into online shopping behaviour among university students in Malaysia. The significance of this research is that it attempts to fill a pre existing research gap that links psychology with online shopping behaviour.

The relevance of this research is evident in the potential it holds with regard to contributing to theory and practice alike. Theoretically, this research fills a void within existing literature by presenting empirical findings on the impact of personality on online purchase intention within a Malaysia university setting, which has been underscored as a largely untouched area in academic research. Additionally, from a practice perspective this research has potential in helping online shopping platform, marketing experts and individuals designing online platforms by providing useful inputs toward that end.

In conclusion, this current research will develop a fresh outlook on the analysis of the impact of personality traits on online purchase intention for university students who are customers of Lazada and Shopee. Determined by the identification of a research gap in a segment that is gaining consumer importance, the study aims to produce useful insight valuable both for the development of academic knowledge of consumer behaviour and practically the creation of personality based on marketing techniques. This introduction lays on the basis for the discussion of the research methodology, the subsequent analysis of data, and expected results throughout this report.

LITERATURE REVIEW

Big Five Personality Traits

The Big Five Personality Traits are the most widely used personality model in psychology and consumer behavior studies. The model consists of five main dimensions which are Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. Each personality dimension influences how individuals think, make decisions, and act in an online shopping environment.

Consumers who are open to new experiences are more likely to explore online platforms such as Shopee and Lazada and try new features such as direct sales and flash sales. Ishomi & Abidin, (2025). Meanwhile, Conscientious consumers are cautious in making purchases and rely on product descriptions, reviews, and user ratings. Ngah et al.,(2022). For Extraversion, individuals who are outgoing and sociable are more influenced by social interactions, peer recommendations, and social media influence. Individuals who are agreeable are generally more trusting and cooperative, which increases their willingness to rely on sellers and platforms. Bulacan, (2022). Conversely, consumers with high levels of neuroticism are more likely to feel anxious and worried about payment or delivery risks, which can reduce their intention to buy online. Setyawan et al., (2023)

Previous studies have shown that personality traits significantly shape consumer attitudes and behaviors in e-commerce environments. Individuals with certain personality profiles are more likely to actively utilize e-commerce platform features and show high purchase intentions.

H1: Big Five personality traits are significantly related to Shopee and Lazada users' online purchase intention.

Perceived Trust and Security

Perceptions of trust and security refer to the level of consumer confidence in the reliability of an e-commerce platform and its ability to protect users' personal and financial information. In the context of online shopping such as Shopee and Lazada, trust plays an important role in reducing the risk perceived by consumers and increasing their comfort during transactions.

When consumers are confident that a platform provides a secure payment system, buyer protection, and responsive customer support, they are more likely to make a purchase. Trust in sellers is also influenced by product ratings and reviews from other consumers, which help reduce uncertainty (Setyawan et al., 2023). Previous studies have shown that high levels of trust and security not only increase consumer confidence, but also drive purchase intentions, platform loyalty, and the tendency to make repeat purchases (Ching, 2021; Bulacan, 2022).

H2: Perceptions of trust and security have a positive relationship with Shopee and Lazada users' purchase intentions.

Perception of Usefulness and Ease of Use

Perception of usefulness refers to the extent to which users believe that using platforms such as Shopee and Lazada simplifies and increases the effectiveness of the purchasing process. Perception of ease of use indicates the extent to which users feel that these platforms are easy to use without requiring much effort.

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H3: Perceptions of usefulness and ease of use have a positive relationship with purchase intentions of Shopee and Lazada users.

Social Influence

In the context of e-commerce platforms such as Shopee and Lazada, social influence can be seen through product reviews, star ratings, and recommendations from friends or social media influencers. Social influence refers to the impact of opinions, recommendations, and support from friends, family, influencers, or other users that influence a person's purchasing decisions.

Consumers tend to take other consumers' experiences as a reference before making online purchasing decisions. User reviews, ratings, and content from influencers on social media help reduce uncertainty and increase trust in products and sellers, thus driving purchase intentions. Previous studies have shown that online reviews and social

interactions such as recommendations from friends or influencers significantly influence purchase intentions in e-commerce contexts such as Shopee, as information from other consumers becomes an important source of reference before making a purchase. Agustina & Transistari, (2023)

H4: Social influence has a positive relationship with the purchase intention of Shopee and Lazada users.

Online Purchase Intention

Online purchase intention refers to a consumer's tendency or desire to make a purchase through an e-commerce platform in the future, and it is often used as a target variable because it is a key predictor of actual purchasing behavior in a digital environment.

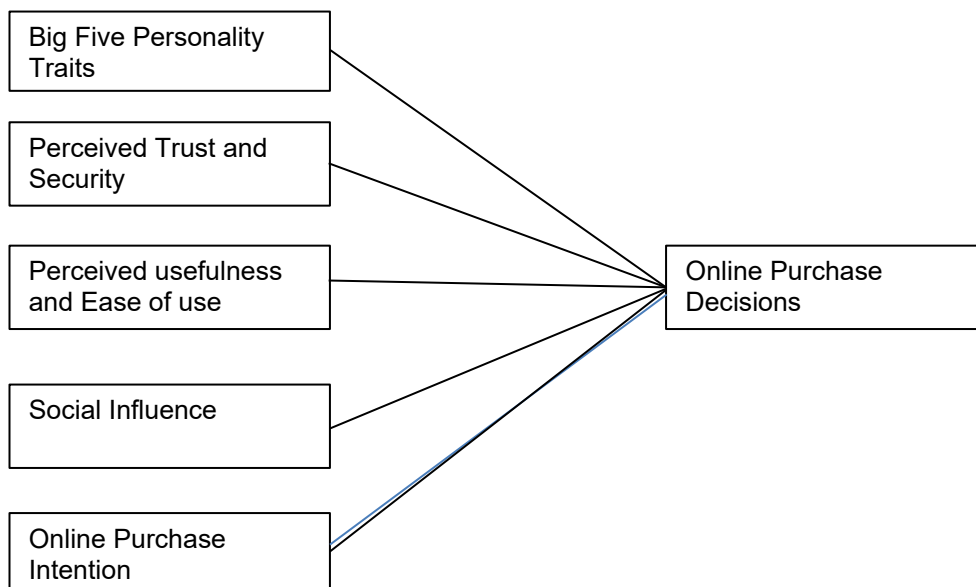
In various e-commerce studies, purchase intention has been consistently linked to consumer psychological and behavioral factors, including perceptions of ease of use, platform usefulness, trust, and social influence .Wuisan et al., (2024). For example, consumers who have positive perceptions of these aspects and a satisfactory shopping experience tend to show higher intentions to choose an e-commerce platform, increase purchase frequency, and recommend the platform to others .Rodzalan et al., (2023). Consumers have also shown that online purchase intention is influenced by information quality, consumer trust in the website, and other factors such as shopping experience and service responsiveness, which in turn drive the decision to buy online .Rodzalan et al., 2023; Ichsan, (2023).

H5: Online purchase intention is positively influenced by personality, trust, usefulness, ease of use, and social influence on Shopee and Lazada.

Conceptual Framework

The study framework model is depicted in [Figure 1](#).

Figure 1. Research Framework



RESEARCH METHOD

This study uses a quantitative approach with a survey questionnaire method to collect primary data. Data was collected through online questionnaires using Google Forms, which were distributed to respondents who have shopping experience using the Shopee and Lazada platforms. This method was chosen because questionnaires are easy to distribute, time-saving, and suitable for collecting data from a large number of respondents. A total of 200 respondents were successfully collected and used in the analysis for this study.

Beside, the survey link was distributed online through WhatsApp and Telegram to individuals who had experience purchasing products via Shopee or Lazada. Respondents were encouraged to share the questionnaire with friends, family members, and peers who actively used e-commerce platforms. A total of 200 valid responses were collected and used for data analysis.

In addition to primary data, secondary data were obtained from academic journals, articles, published books, and relevant online sources to support the theoretical framework and justify the proposed hypotheses.

Furthermore, the questionnaire was divided into several sections, including demographic information, Big Five Personality Traits, Perceived Trust and Security, Perceived Usefulness and Ease of Use, Social Influence, and Online Purchase Intention. Descriptive analysis was applied to summarize respondents' profiles and perceptions, while further statistical analyses were conducted to examine the relationships between the study variables.

Lastly, the items in the questionnaire were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale was used to measure the respondents' level of agreement with each statement provided. The data collected were analyzed using the Statistical Package for Social Sciences (SPSS) through descriptive analyses such as frequency and percentage to explain the respondents' profiles and user behavior patterns towards the e-commerce platforms Shopee and Lazada.

RESULTS

Table 1. Summary of Respondent's Demography (N=200)

Response	Frequency	Percentage (%)
Gender		
Female	137	68
Male	63	32
Age		
20 and below	130	65
21-30	65	32.5
31-40	2	1
41-50	3	1.5
Occupation		

Housewife	1	0.5
Self-employed	2	1
Student	190	95
Working adult	7	3.5
Educational Level		
PhD	1	0.5
Primary School	1	0.5
Secondary School	2	1
Undergraduate	198	98

Table 1 presents the demographic profile of the 200 respondents involved in this study. The results show that the majority of respondents were female, accounting for 68%, while male respondents made up 32% of the total sample. In terms of age, most respondents are 20 years old or younger (65%), followed by the 21–30 age group (32.5%). Only a small number of respondents are aged 31–40 and 41–50 years. Regarding occupation, the majority of respondents are students (95%), while the rest are employees, self-employed, and housewives. In terms of educational level, almost all respondents are pursuing their first degree (98%). Overall, the respondents in this study are dominated by young people and students, which is relevant as this group represents active users of e-commerce platforms.

Table 2. Summary of Consumer Behavior (N=200)\

Response	Frequency	Percentage (%)
Have you used shopee/lazada before?		
Yes	198	99
No	2	1
Which platform do you use more often?		
Equality both	84	42
Lazada	31	15.5
Shopee	85	42.5
How often do you shop online(any platform)		
1-3 times/month	93	46.5
Less than once a month	20	10
Multiple times/week	50	25
Once a week	37	18.5

Table 2 summarises respondents' consumer behavior toward online shopping platforms. The findings indicate that almost all respondents (99%) had used Shopee or Lazada before, showing a very high level of exposure to these platforms. In terms of platform usage, 42.5% of respondents reported using Shopee more often, while 42% used both Shopee and Lazada equally, and 15.5% preferred Lazada. This suggests that Shopee is slightly more dominant, although many users actively engage with both platforms. Regarding online shopping frequency, the majority of respondents shopped online 1–3 times per month (46.5%), followed by those who shopped multiple times per week (25%) and once a week (18.5%). Only 10% of respondents shopped online less than once a

month. These results indicate that online shopping has become a common and regular activity among respondents. This pattern also indicates that online shopping is no longer occasional, but has become part of users' routines, especially in meeting daily needs and personal desires. Overall, these findings demonstrate that online shopping platforms play an important role in today's consumer lifestyle and have become a common practice

Table 3. Factors that influence consumer behavior on Shopee and Lazada

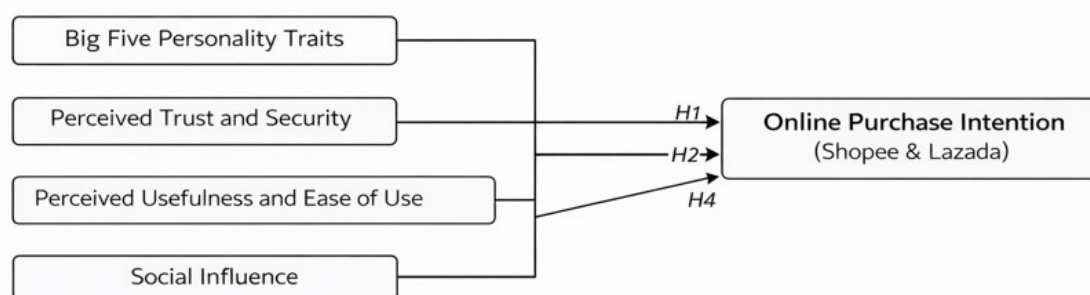
Factor	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
BIG FIVE PERSONALITY TRAITS	%	%	%	%	%
I see myself as someone who is open to new experiences	0	0.5	10	22.5	67
I see myself as someone who is reserved	0	1	11	60	28
I see myself as someone who is generally trusting, tends to trust people	0	1	12	51.5	35.5
I see myself as someone who tends to be lazy	12	0.5	13.5	56	24
I see myself as someone who is relaxed, handles stress well	0	0	16.5	45	38.5
I see myself as someone who is outgoing, sociable	0.5	0	16.5	52	31
I see myself as someone who is considerate and kind to almost everyone	0	0.5	15	49	35.5
I see myself as someone who has few artistic interests	0	0.5	17.5	51	31
I see myself as someone who does a thorough job	0	0.5	16.5	48	35
I see myself as someone who gets nervous easily	0	4.5	16.5	45.5	33.5
PERCEIVED TRUST & SECURITY	%	%	%	%	%
I believe Shopee and Lazada is a trustworthy platform for online purchases	0	1	10.5	21.5	67
I feel secure entering my payment information on Shopee and Lazada	0	0	11.5	50.5	38

I believe sellers on these platforms respond helpfully to problems	0	0.5	12.5	31.5	55.5
PERCEIVED USEFULNESS & EASE OF USE	%	%	%	%	%
Using Shopee and Lazada makes it easier for me to find products i want	0	1	6.5	30	62.5
The Shopee and Lazada website is easy to use	0	0	9	50	41
Special features (vouchers, flash sales, live selling) make me more likely to shop on these platforms	0.5	0.5	6.5	43	49.5
SOCIAL INFLUENCE	%	%	%	%	%
My friends often recommend products or sellers on Shopee and Lazada	0	0	10	23	67
I buy more from a platform if influencers or friends recommend it	0	0.5	8	51.5	40
Reviews and ratings from other users influence my buying decisions.	0	0.5	6.5	37.5	55.5
ONLINE PURCHASE INTENTION	%	%	%	%	%
I intend to purchase items from Shopee or Lazada in the next month	0	0	0.5	24.5	70.5
I will likely choose Shopee and Lazada over other platforms when i need a product	0	0	6	62	32
I plan to increase my online shopee frequency on Shopee and Lazada in the next 3 months	0.5	1.5	8.5	45.5	44
I would recommend Shopee and Lazada to my friends	0	0	8	52	40

Table 3 explains the factors that influence consumer behavior towards the Shopee and Lazada platforms. Overall, the study findings indicate that most respondents showed a high level of agreement with all the factors studied, indicating that these factors play an important role in shaping online purchasing behavior. In terms of personality, respondents are generally open, receptive to new things, and have a positive attitude towards using e-commerce platforms, which encourages them to continue using Shopee

and Lazada. These features help increase respondents' willingness to try, accept and continue to use e-commerce platforms such as Shopee and Lazada. Next, for trust and security factors, the majority of respondents expressed confidence that Shopee and Lazada are safe and reliable platforms, especially in terms of personal information protection, payment transaction security and seller reliability in solving customer problems. A positive effect on consumers' willingness to make online purchases without worry or hesitation will be obtained when consumers provide a high level of trust. Therefore, Usability and ease of use also influence user behaviour where respondents believe that this platform is easy to use, has a user-friendly interface and facilitates the process of searching and purchasing products in a short time. These features make the online shopping experience more efficient and time-saving. Furthermore, social influence such as friends' recommendations, influencers, and reviews and ratings from other users help increase respondents' confidence before making a purchase. Information shared by others helps consumers better assess product quality and seller reliability. Finally, the intention to purchase online is high, indicating that respondents are likely to continue buying, increase purchase frequency, and recommend Shopee and Lazada to others in the future. Overall, the results of this study show that a combination of personality factors, trust, usefulness, social influence and purchase intention are interrelated in influencing consumer behavior towards the Shopee and Lazada e-commerce platforms.

Figure 2. The Research Model



DISCUSSION

This study are designed to explore the relationship between the Big Five personality traits (openness, conscientiousness, extraversion, agreeableness and neuroticism) and the online purchase intentions of university students on Malaysia's e-commerce, Shopee and Lazada. As the digital marketplace becomes increasingly competitive, understanding the psychological underpinnings of consumer behavior is essential. This research reaffirm its importance by providing critical insights that move beyond basic demographics, offering a nuanced view of how individual personality difference dictate shopping habits. By identifying which traits drive loyalty or highlight perceived risks, the findings also contribute a valuable framework for e-commerce platforms to tailor their marketing strategies, enhances user trust and refine the digital shopping experience for the high-potential university student segment.

The dominance of Agreeableness and Trust

The findings confirm that agreeableness has the strongest relationship with both purchase intention and Trust (H1 and H2), which allign with Ngah et al. (2022) who find that agreeable individuals develop online shopping habits more easily because they trust the digital ecosystem. In context, it means that university students high in Agreeableness are more likely to trust the security of the platform and the helpfulness of sellers. Ishomi & Abidin (2025) highlight that agreeable students prioritize "social harmony" and high-quality seller-buyer relationship. They are also more susceptible to Social Influence,

meaning that they value reviews, ratings and friend recommendations (H4). Agustina & Transistari (2023) demonstrate that online reviews and ratings (social validation) are the primary drivers for this group. As an implication, for platforms like Shopee and Lazada, fostering a community-driven trust environment ("Shopee Feed" and "Lazada Reviews") is most effective for this group. Bulacan (2022) identifies platform trust as a core driver for conversion, which is most critical for the agreeable segment.

Neuroticism and Perceived Risk

Neuroticism showed a negative correlation with Purchase Intention and Trust. It matches with Ishomi & Abidin (2025), who introduces the "Security Gap" theory, explaining how neuroticism creates a fear of data breaches and scams. It means that students who "get nervous easily" or are less relaxed may perceive higher risks in online transaction such as fear of scam or payment data theft. Chong et al. (2021) had explored the relationship between perceived risk and personality, specifically how neuroticism dictates digital behavior. As a result, this suggests that for students with high neuroticism, the barrier to shopping isn't a lack of interest, but a lack of perceived safety. Ching (2021) had discussed about platform issues like refund problems and product defects, which are the primary risk triggers for anxious users. "Shopee Guarantee" or "Lazada's Easy Return" policies are critical features to discuss here to mitigate this trait's negative influence. Rodzalan et al. (2023) offers a counter-perspective where neuroticism might drive frequency as a coping mechanism, though often shadowed by risk-aversion.

Conscientiousness and Organized Shopping

Conscientiousness has a positive correlation with purchase intention. It aligns with Ishomi & Abidin (2025) who defines these students as "utilitarian shoppers" which prioritize efficiency and search filters. Highly conscientious students are those who "do a thorough job" and are not "lazy" likely use these platforms as tools for efficiency. They probably use search filters and comparison features extensively to find the best deals. Wuisan et al. (2024) connects methodical decision making to "Perceived Value" and long-term customer satisfaction. For implications, those e-commerce must discuss how the "ease of use" and "product variety" of these platforms cater to the organized nature of conscientious students who treat online shopping as a task-oriented activity (H3). This was supported by Bulacan (2022) who supports the idea that convenience and ease of finding products are what keep conscientious students on the platform.

Extraversion and promotional excitement

Extraversion showed a small positive link to intention. This aligns with Ichsan (2023) who focuses on "Digital Marketing Stimuli" and social media integration (Shopee Feed/Live) that appeal to extraverts. It shows that extraverts respond slightly better to special features like flash sales and live selling. Other than that, Setyawan et al. (2023) discusses how extraversion combined with innovativeness leads to a higher interest in exploring trends and new app features. These features provide a more "active" and stimulating shopping experience compared to traditional browsing. As an implication, the gamification of Shopee and Lazada such as coins, games and live stream likely appeals to the sociable and stimulation-seeking nature of extraverted university students.

Openness: The "Explorer" Paradox

Openness had a negligible correlation with intention. While "open" students are willing to try new things, Shopee and Lazada are now "mainstream" and routine for many people, which aligns with Setyawan et al. (2023) who explores "innovativeness" as a moderator, suggesting that for "open" people, the platform must constantly innovate to keep their attention. As an implication, high openness might lead students to explore newer or more niche platforms rather than staying loyal to the big two. Their purchase intention on Shopee and Lazada isn't driven by their personality's need for novelty because these

platforms have become a standard utility. It matches with Ngah et al (2022) who specifically found that Openness to Experiences did not lead to shopping habits on these platforms because they are no longer “novel”.

CONCLUSION

The purpose of this study was to investigate the impact of the Big Five Personality Traits on the intention of Malaysian university students who actively utilize Shopee and Lazada to make online purchases. Based on the findings, it can be concluded that personality traits play an important role in shaping students' online shopping behaviour, alongside other influential factors such as trust and security, perceived usefulness and ease of use, and social influence. Due to the increasing significance of online purchasing in their everyday lives, university students often exhibit a high level of involvement with e-commerce platforms.

According to the findings, agreeableness was shown to be the personality attribute that had the greatest impact on the intention to make an online purchase. Students who score higher on agreeableness are likely to be more receptive to social influence, including suggestions from peers, influencers, and internet reviews. This research emphasizes how crucial social interaction and strategies for fostering trust are in e-commerce platforms. Conscientiousness and extraversion, two other personality qualities, also showed positive but smaller correlations with buy intention, indicating that organized information, user-friendliness, and interactive elements influence purchasing decisions. Neuroticism, on the other hand, showed a negative correlation with the intention to make an online purchase because people who experience higher levels of anxiety are more likely to perceive dangers associated with payment security and product dependability.

The study indicates that perceived security and trust, perceived utility and simplicity of use, and social influence considerably increase the desire to make an online purchase, in addition to personality attributes. Students are more likely to remain with Shopee and Lazada and refer others to them when they have belief in the platforms' dependability, transaction security, and user-friendliness. These results highlight how crucial it is to have user-friendly interfaces, secure systems, and effective social proof in e-commerce settings.

In reality, e-commerce platform developers and marketers may benefit from the findings. Platforms may improve recommendation algorithms, increase user trust, and create more individualized marketing tactics by comprehending the impact of personality traits. Transparent seller ratings, safe payment methods, and socially engaging features are examples of features that can be purposefully highlighted to appeal to a variety of personality types, especially university students, who make up a very active customer sector.

LIMITATION

This study has a number of limitations despite its benefits. The results may not be as applicable to other consumer groups because the sample is primarily composed of university students.

ACKNOWLEDGMENT

Future studies might employ longitudinal designs, enhance the sample to include working people or other age groups, or investigate other psychological factors like perceived risk or impulsive purchasing behavior. All things considered, this study adds to the body of literature by combining personality psychology with e-commerce research

and has significant implications for both academic researchers and business professionals.

DECLARATION OF CONFLICTING INTERESTS

The author declare that there is no conflict of interest.

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ABOUT THE AUTHOR(S)

1st Author

Haslindar Ibrahim is a supervisor for this project and Associate professor at University Sains Malaysia

2nd Author

Siti Nur 'Aqilah Nazari is currently an undergraduate student at University Sains Malaysia

3rd Author

Siti Nur Dini Mohamad Shahrin is currently an undergraduate student at University Sains Malaysia

4th Author

Siti Nur Inasya Muhie is currently an undergraduate student at University Sains Malaysia

5th Author

Siti Nurhidayah Rosle is currently an undergraduate student at University Sains Malaysia

6th Author

Aditya is currently a postgraduate student at Institute of Management Studies Ghaziabard, India

7th Author

Daisy Mui Hung Kee is an Associate Professor at the School of Management, Universiti Sains Malaysia. Her areas of interest are in Human Resource Management, Organizational Behavior, Work Values, Leadership, Entrepreneurship, and Psychosocial safety climate. Her current program of research focuses on Leadership and Psychosocial safety climate. She holds a PhD in Business and Management from the International Graduate School of Business, University of South Australia. She was the secretary of the Management Case Study Journal, Australia (2004-2006). She was the recipient of the Merdeka Award 2006 from the Australia Malaysia Business Council of South Australia (AMBCSA) by former South Australia Governor Sir Eric Neal (2006). The award recognizes the Most Outstanding Malaysian University students in South Australia. She earned her MBA from the School of Management, Universiti Sains Malaysia. She was awarded to the Dean's List for being one of the top MBA students (2003). Presently, she is an active academic and researcher supervising a number of MBA, MA, and PhD candidates with working experience across diverse industries. She has published a good number of journal papers during the course of her career. She has conducted a series of training sessions related to motivation and research at USM under the Professional and Personal Development (PPD) workshop. Email: daisy@usm.my. ORCID ID: <https://orcid.org/0000-0002-7748-8230>.