

Automated Personality Mining in the Context of Marketing and Sales
– A Qualitative Examination

Bachelorarbeit

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1. Introduction

The automation of our everyday lives is advancing. Processors are becoming more powerful, artificial intelligence is getting smarter and smarter. Automated workflows simplify procedures for us and accelerate them at the same time. However, automated processes have another advantage. They are often more precise and less error-prone than human-made operations. But as soon as artificial intelligence comes into play, it is often different. Artificial intelligence is still not as accurate as hoped. Nevertheless, AI and its belongings are constantly improving. This makes it interesting for companies. As many other departments, marketing and sales live through an automation of organizational processes due to the rise of new more efficient technical possibilities. Firms should take these developments into account to keep pace with the business competition.

Connected with that, is the rise of automated personality prediction tools. Various machine learning methods are available nowadays. These tools can be used to analyze data from the online world. As it is known, the past two decades led almost the whole humanity to share private information in the world wide web. Therefore, the automation of personality mining is also becoming more and more interesting for organizations. This research study refers to this topic and shows whether and how APM methods can be used to reliably identify personality traits. These traits are identified based on their data which is available in the virtual world. It looks at marketing and sales and analyzes how PM is utilized from marketers and how automated personality mining could be used to contribute to the field of S&M. The automated personality prediction will also be compared to the traditional personality mining to clarify if APM is better than the methods chosen so far to identify personality traits. This leads to the research question of this work:

"What are the application areas of automated personality mining in the marketing and sales context?"

So, the main aim of this work is to explore which effect automated personality mining could have on marketing and sales and thereby to provide recommendations for marketing and sales departments to take advantage of APM. Besides that, it will be investigated as well for what the personality prediction is useful for.

To find appropriate answers to this research question, a literature review guideline provided by Webster and Watson (2002) is used throughout the work. The procedure of this literature review is presented in chapter three. In the second chapter, basic terminology is defined and explained. The literature review also contributes as the source of information for the theoretical foundations that are drawn up in chapter two. Apart from that, other Internet sources are also used every now and then to complete the literature foundation. In chapter four, the results of the literature review are presented. In the subsequent chapter, it is checked if personality mining in the marketing and sales context provides a true benefit. All the findings from these chapters are then discussed and the limitations of the study are demonstrated. As a last step, before drawing the conclusion, the findings are interpreted and recommendations for companies and research are presented.

2. Theoretical foundations

To better understand the explanations of this study, theoretical foundations are now followed as it is proposed by Webster and Watson. These chapter is dealing with the definition and explanation of terms that are essential in this thesis and impart basic knowledge and know-how for the reader.

2.1. Automated Personality Mining

The first foundation is the automated personality mining. The definition and the historical context are alluded in the first subsection. Afterwards, different APM methods are presented.

2.1.1 Introduction to Automated Personality Mining

The invention of the Internet connected the world on an unprecedented scale. Since then, many messengers emerged that initially offered a basic chat functionality. Over time, however, social media platforms have arisen and the possibilities of digital communication and social interaction increased and diversified (Ghavami et al., 2015, p. 1). Many different kinds of devices with internet connectivity were launched and dominate the daily life of today's humanity. The way how people interact with each other has shifted, for a large part, to the virtual world (H. Ahmad et al., 2020, p. 1; Pramod et al., 2018, p. 186). Many of the social media platforms like Facebook or Twitter are designed to function with user-generated content only. A lot of people are rather social media-

9. Conclusion and Outlook

In the past couple of years, a massive development occurred in the research field of personality mining. Due to the Internet and other technological developments, it became possible to analyze huge amount of data on different aspects, *inter alia*, on the personality. Thus, the potential of automated mining techniques is very high for the marketing and sales context. The automated recognition of a costumer's personality can reveal their preferences and consumer behaviors which makes it a major benefit for the marketing and sales sector. Companies do not have to disturb consumers and interfere with their customer experiences with lengthy and bugging questionnaires anymore. Furthermore, precious human capital, costs and time are saved in the procedure of mining personality.

The goal of this work was to find areas in which automated personality mining is useful for marketing and sales. Various application areas for the implementation of APM methods were identified. In these areas, automated personality predictors can influence the organization of marketing and sales departments. They can enhance CRM, incentivize purchases, improve the user experience and are even useful to analyze the own employees for suitability and performance. Thus, the application areas and the uses are greater than traditional personality mining provides. The ease of costs and time makes the implementation of APM very attractive. Thereby, in the broadest sense, APM can lead to increased profits, eventually the main goal of S&M. It was also possible to find connections to consumer behavior for every personality trait of the FFM. To be able to do so, proved that examining personality traits has a true value regarding the context of marketing and sales. Companies will have to choose wisely which APM tools they want to implement in their organizational structure. New developments such as deep learning have the potential to completely outperform other methods soon. Nevertheless, companies must be careful with data mining. If they push the boundaries too far, they could receive some serious resistance from the public. Private data is precious and must be protected until a certain extend.

With time, automated personality predictors will become even more powerful and will optimize their results more and more. Perhaps, even superior technologies will be developed. This can improve results for personality prediction and consequently the efficiency of organizational operations. However, the improvements will also lead to even smarter AI that will resemble human thinking even more. The already existing privacy concerns will grow much more which will initiate controversial discussions in the future. The upcoming years will reveal in which direction the world is heading in terms of access and use of Big Data.