

## RESEARCH ARTICLE

## Personality Traits and Purchase Motivation, Purchase Intention among Fitness Club members in Taiwan: Moderating Role of Emotional Sensitivity

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## ARTICLE INFO

Received: April 29, 2022

Accepted: June 30, 2022

## Keywords

Personality traits  
Purchase motivation  
Purchase intention  
Emotional sensitivity  
Fitness clubs

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## ABSTRACT

This study aimed to investigate the relationship between personality characteristics and purchase intentions among Taiwanese fitness club members and the moderating effects of emotional sensitivity based on theoretical support provided by planned behavior theory and resource-based theory. In a cross-sectional survey design using a convenient sampling technique, 360 study participants who were active members of fitness clubs in Taipei, Taiwan, were requested to fill an online questionnaire. Structural Equation Modeling (SEM) findings indicate that personality traits positively impact fitness club customers' purchase motivation and intentions. Results also indicated novel findings that customers' emotional sensitivity positively moderates the relationship between affinity, diligence, integrity, open learning, purchasing intention, and motivation. This study's innovative findings, supported by well-known theories, provided key insights for fitness club administration, practitioners, and policymakers in various ways. Several significant policy recommendations call for future studies are suggested with theoretical and practical implications.

## INTRODUCTION

Fitness clubs have elevated in importance and popularity along with improved living standards. According to the most recent fitness club survey released by Taiwan's authorities, 82.8% of the population participates in fitness clubs (Xu et al., 2021). According to data from Taiwan's Treasury department, there were 373 fitness clubs in 2018 and 580 in 2019, a rise of 55% in less than 2 years (Behnam

et al., 2021). However, fitness clubs are expanding quickly and providing many sessions. Motivating factors frequently influence consumers' preferences to purchase the item.

Purchase intention is more nuanced and important to consumers today than it was in the past (Lee et al., 2018). Consumers should consider this when analyzing a particular item (Pop et al., 2020). Consequently, the consumer must buy the goods and analyze them to develop their intention to purchase.

Most significantly, they allow consumers who are located away to exchange honest feedback on goods and services, assisting them in making educated buying decisions (Fernandes et al., 2020; Wang et al., 2021). Customer reviews also have much potential to offer value to businesses. They can boost sales and create lasting relationships as a source of products and services, contributing significantly to businesses' marketing initiatives (Wang et al., 2021). Researchers and professionals have recently paid much attention to the rising affinity, diligence, integrity, and open learning. The term "customer is the king" shows the value of the customer or client to the business (Tshimula et al., 2022). This encourages businesses striving for customer loyalty to sell and use their goods.

Personality traits serve as a distinctive identity, showing how they vary from other people, not only in terms of their appearance. It is one thing that impacts how people operate in the business (Hendrawan and Nugroho, 2018). Customer personality traits impact what, when, and how they shop. Because of this, marketers are interested in learning what personality means and how traits affect customer behavior (Pelau et al., 2018). The first personality trait domain is affinity, described as "the degree of importance that users place on virtual communities and the degree to which users feel bonded to them" (Richards and Gibson, 2021). The affinity that was used to measure basic perceptions of customers towards a channel and/or its contents was identified as the degree to which a person recognizes the importance of a channel in his or her personality (Agustina et al., 2021; Ahmad, 2022; Seeger, 2019; Waheed et al., 2013). According to Nguyen et al. (2019) research, affinity entails the degree to which one is connected to and associated with the social space. This affinity may encourage regular usage of the group's content.

Another personality trait is diligence, which refers to "carefulness and persistent effort or work" (Visioli and Poli, 2020). The control system of a company increasingly depends on the auditor's diligence. They thus constitute one of the crucial elements of the corporate governance structure (Tshimula et al., 2022). Thus, auditor diligence must generally cooperate with other internal control agents to ensure that regular users are accounting statements of

the greatest quality while defending the concerns of current and prospective upcoming investors and stakeholders (Bhagwan et al., 2018; Coish and MacNeil, 2020). Furthermore, the next domain is integrity, a crucial aspect of human nature. It is currently regarded as one of the key components for an institution or a company to operate effectively in the current day. Consistency and congruence among corporate strategy, personal characteristics, and personal morals and beliefs are other aspects of integrity (Chelakkot et al., 2018; Kretser et al., 2019). Additionally, management has a significant impact on determining an institution's integrity.

The last domain is open learning, where learning is seen as a "three-dimensional process" that can occur in various situations and at both the individual and societal levels (Hartikainen et al., 2022; Secil and Murat, 2020). An open learning system ensures that the limitations placed on learners are continuously reviewed and, when possible, eliminated. It includes the broadest selection of instructional techniques, especially those emphasizing personal and personalized learning (Stracke, 2019). So the current research extends the body of knowledge by investigating the impact of these 04 personality traits on purchase motivation and purchase intention in situations with a regulated amount of emotional and neutral knowledge. People should retain more emotional sensitivity, even if the volume of fair and balanced feelings and emotions is matched, focusing on the psychological and interpersonal aspects of their surroundings (Secil and Murat, 2020; Whitelock, 2022). Studies considering emotional aspects with personality traits and health services purchase motivation and intentions are scarce in the literature. Thus, current research attempted to bridge this gap by proposing and testing the interactive effects of personality traits and emotional sensitivity on fitness service purchase motivation and purchase intention of club members.

The choice of this topic and associated constructs are based on the logical integration of observed phenomenon and the scarcity of research on this topic in the literature related to health and fitness. Thus current research is expected to fill the literature gap in this domain of research. The present study established resource-based theory and planned

behavior theory. Resource-based theory refers to "the internal resources that the company owns may aid the company to be more prosperous or outperforming other companies" (Gao et al., 2018). The governing board's abilities, expertise, and understanding constitute the firm's assets. The theory of planned behavior refers to "a psychological theory that links beliefs to behavior. The theory maintains that three core components, namely, attitude, subjective norms, and perceived behavioral control, shape an individual's behavioral intentions" (Bosnjak et al., 2020). Thus, the proposed conceptual framework practically evaluated in this study is built on these concepts. This study aimed to identify and achieve the following research objectives.

1. There is a significant impact of affinity, diligence, integrity, and open learning with purchase motivation and intention.
2. Emotional sensitivity moderates the relationship between Personality traits (affinity, diligence, integrity, open learning) with purchase motivation.
3. Emotional sensitivity moderates the relationship between Personality traits (affinity, diligence, integrity, open learning) with purchase intention.

## LITERATURE REVIEW

The current study is based on an important theory that evaluated the current research on personality traits and purchase motivation, purchase intention among fitness club members in Taiwan, and the moderating role of emotional sensitivity. The present study established resource-based theory and planned behavior theory. Resource-based theory refers to "the internal resources that the companies own may aid the company to be more prosperous or outperforming other companies" (Gao et al., 2018). The governing board's abilities, expertise, and understanding constitute the firm's assets. The theory of planned behavior refers to "a psychological theory that links beliefs to behavior. The theory maintains that three core components, namely, attitude, subjective norms, and perceived behavioral control, shape an individual's behavioral intentions" (Bosnjak et al., 2020; Visioli and Poli, 2020). In recent research Su et al. (2021) claim that perceptions at this stage are influenced by how advantageously a person interprets the technology in terms of its overall opportunity over

data analysis techniques, integration with current practices, complexity, or whether the changes brought about through advanced technologies are observable and recognizable.

### **Affinity with Purchase Motivation and Purchase Intention**

Affinity is "the degree of importance that users place on virtual communities and the degree to which users feel bonded to them" (Richards and Gibson, 2021). The extent to which a customer acknowledges the significance of a network in his or her personality was characterized as affinity, which was used to evaluate the fundamental perceptions of customers towards a channel and/or its contents (Visioli and Poli, 2021). According to Nguyen et al. (2019) research, one's level of affiliation and association with the social environment is what refers to as affinity. This affinity might promote frequent access to the group's content. Purchase intentions may be used to investigate the effectiveness of a new marketing channel, which can then be utilized by management to identify which customer categories and regional locations the network should approach (Tshimula et al., 2022). Their significance comes from the fact that intentions are thought to be the most important indicator of affinity, and it is considered crucial for the profitability of any web store (Nguyen et al., 2019). Understanding the attitudes, evaluations, and internal elements that ultimately contribute to buying intent to forecast consumer behavior (Coish and MacNeil, 2020) is important. According to Moher et al. (2020), purchase intention is defined as "a consumer's level of willingness to purchase a product from an online retailer" (Fernandes et al., 2020). Purchasing motivation is "the main reason consumers meet their psychological and physiological needs through consumption and purchase, and people drive or guide themselves to buy goods to satisfy their own needs" (Alam et al., 2019). If the fitness club can identify the personality traits such as the affinity of consumers who are more likely to enroll in and be motivated by the courses it offers, and then target these customers for training branding and advertising, it is thought that the fitness club will reap more rewards (Pop et al., 2020).

A particular kind of customer behavior known as "purchase intention" refers to a "customer's conscious

plan or intention to make an effort to purchase a product" (Pop et al., 2020). According to past findings, affinity may affect customers' purchasing intentions and motivation (Ahmad-Ur-Rehman et al., 2010; Haq et al., 2010; Hashem et al., 2016; Kartika et al., 2019; Thomas et al., 2019; Wang et al., 2021). We examine emotional stability and semantic similarity in affinity pairings based on their personality types to comprehend the elements that lead to the development of affinities. We are attempting to pinpoint the dominant personality traits that have a greater impact on affinity relationships (Richards and Gibson, 2021). Practically speaking, studying affinity and personality is important for both psychology and business purposes, such as understanding the psychological components of mental illness and how it affects individuals and social structures (Visioli and Poli, 2019). We also estimate a favorable impact of consumers' affinity on their buy intentions and purchase motivation based on the previous data, establishing the research hypothesis for this study:

H1: There is a significant association of affinity with purchase motivation and purchase intention.

#### **Diligence with Purchase Motivation and Purchase Intention**

Diligence refers to "carefulness and persistent effort or work" (Visioli and Poli, 2020). A diligent governing board would pay more attention to the fitness club's financial reporting issues. It is supported by Coish and MacNeil (2020) that boards of directors who meet regularly are more likely to carry out their tasks effectively. This suggests effective systems for internal control. An executive board in a firm that meets more frequently would enable the fitness clubs team to discuss difficulties that have been detected, which would result in the company performing better (Bhagwan et al. 2018; Rafiah and Ariyanti, 2017; Waheed and Kaur, 2019). Alam et al. (2019) discovered a strong adverse relationship between diligence with purchase motivation and purchase intention. This shows that fitness clubs with regular sessions submit yearly reports early, improving their performance (Chelakkot et al., 2018; Hartikainen et al., 2022). The control system of a company increasingly depends on the auditor's diligence. They thus constitute one of the crucial elements of the corporate governance structure. Thus,

in general, auditor diligence must cooperate with other internal control agents to provide regular users with accounting statements of the greatest quality while defending the concerns of both current and prospective upcoming investors and stakeholders (Schilling-Vacaflor and Lenschow, 2021). Different incentives frequently influence consumers' choices to purchase an item. Recognizing how motives affect customer decision-making is crucial since many purchase motivations can be classified as bringing pleasure or satisfying a need (Guo et al. 2021). In the current study, we investigate the impacts of these two purchasing factors one is purchase motivations other one purchase intention, i.e., the initial stage in the customer decision making.

Visioli and Poli (2021) discussed purchase intention in terms of different customer behavior, such as the undeniable goal of purchasing the item, the unmistakable belief that one will buy the item, thinking about buying the item in the future and buying the exact product outright. Purchase intention is a decision-making process that examines consumer motivations for purchasing a particular model (Khan et al., 2013; Once and Turan, 2019; Shahbaz et al., 2016; Thomas et al., 2019; Waheed, 2010). According to Secil and Murat (2020), a condition where a customer is inclined to acquire a particular product under particular circumstances can also be referred to as purchase intention (Peña-García et al., 2020). Purchase intention typically correlates with customer behavior, opinions, and beliefs. Based on the prior literature, a positive impact of customer diligence on their purchase intentions and motivation is expected. Hence the following research hypothesis is suggested: H2: There is a significant association of diligence with purchase motivation and purchase intention.

#### **Integrity with Purchase Motivation and Purchase Intention**

Integrity is a crucial aspect of human nature. It is regarded as one of the key components for an organization to operate effectively in the current era (Moher et al., 2020). Integrity is a moral concept that was created by "Roman philosophers" and had a basic definition is "moral uprightness and/or wholeness" (Ustolin et al., 2020). Integrity is purposefully required to build relationships of confidence with customers and management. As a result, Kretser et al.

(2019) assume that fitness clubs' ethical judgments are directly influenced by integrity or ethics. Additionally, administration plays a significant part in determining a fitness club's integrity. According to Moher et al. (2020), a system that assigns huge relevance to internal and external duties to the public and fosters responsibility is the foundation for a strong mix between purchase intention and purchase motivation. An integrity system is crucial to ensure responsibility and openness inside a fitness club (Akram et al. 2021; Asio and Riego de Dios, 2021; Moschogianni, 2022; Polcharoensuk and Yousapornpaiboon, 2017; Chelakkot et al., 2018; Kretser et al., 2019).

Purchase intention is the possibility, propensity, and motivation of a customer to make a purchase, or it could be the customer's intention to make a purchase (Wang et al., 2021). Purchasing habit makes up for purchase intention. According to Peña-García et al. (2020), purchase intention can be utilized to forecast the occurrence of purchasing activity. Several signs that can be used to determine purchase intentions are customer engagement and attitude toward an item, such as repeat purchases and urging others to do the same, which are referred to as dedication (Fernandes et al., 2020). Describes a customer who limits their product selection and instead opts for the product of the opposition. Notwithstanding a price rise, a customer still selects the item (Thomas et al., 2019). An external component other than the company is contacted by a customer disappointed with an item or service. When customers are unsatisfied with an item or service, they should inform the business staff internally (Pop et al., 2020).

Additionally, the main dimensions of purchase can be evaluated: purchase intention and purchase motivation. The following study hypotheses are established based on the prior research, which further projects a favorable impact of customer integrity on their purchase intentions and motivation. Hence, the following hypothesis is suggested:

H3: There is a significant association of integrity with purchase motivation and purchase intention.

#### **Open Learning with Purchase Motivation and Purchase Intention**

A system of open learning ensures that the restrictions imposed on customers are regularly examined and

removed when feasible. It has the widest range of teaching strategies, particularly focusing on individualized and individual learning (Whitelock, 2022). Open learning refers to "arrangements that allow individuals to learn at a time, location, and pace that best suits their needs and circumstances" (Secil and Murat, 2020). The focus is on removing obstacles that arise from regional remoteness, personal or work obligations, or traditional course arrangements, which frequently restrict people from accessing the information they require (Hartikainen et al., 2022; Khan et al., 2012; Shahbaz et al., 2018). The following claims are occasionally made, and they are all refuted by practice: "Open learning and distance learning are the same things, open learning requires new technology, open learning is only used for part-time study, open learning is only appropriate for adults, the learner always studies on his own, open learning is unsuitable for practical subjects, and open learning is unsuitable for developing interpersonal skills" (Hartikainen et al., 2022; Secil and Murat, 2020).

According to Xu et al. (2021), most fitness club patrons have a high level of confidence in other people and anticipate that others will participate in open learning activities there as well. Behnam et al. (2021) examine purchase intention in terms of various customer behaviors, such as the undeniable intent to buy the product, the unmistakable conviction that one will buy the product, considering buying the product in the future, and purchasing the product. A purchase intention decision-making process looks at consumer reasons for buying a specific model (Lee et al., 2018). Purchase intention, according to Lee et al. (2018), is the state in which a buyer is inclined to buy a specific product under a specific set of circumstances. Generally, customer behavior, views, and beliefs correlate with purchase intention (Lee et al., 2018). We also predict that open consumer learning will favor purchase intentions and motivation based on the preceding data, developing the following research hypotheses:

H4: There is a significant association between open learning with purchase motivation and purchase intention.

#### **Moderating Role of Emotional Sensitivity**

Emotional sensitivity refers to "a lower threshold to detect or respond to emotional stimuli, or a higher

probability of experiencing stimuli as emotional" (Lacey et al., 2022). In the deeper context, emotional sensitivity refers to the trait of being unusually sensitive and assessing the limit for various forms of sensory stimulation, triggering feelings, sentiments, and moods. The customers might try to develop their emotional sensitivity traits, such as kindness, a better grasp of the emotional reactivity level, and the capacity to communicate their feelings to others (Lacey et al., 2022; Wall et al., 2018). A condition marked by heightened emotional sensitivity and an incapacity to regulate emotional reactions. Due to an inability to control emotional responses, customers of fitness clubs may exhibit distinct personality features (Behnam et al., 2021). The term "emotion sensitivity" refers to a broad category of people's techniques and skills to control how their emotions are experienced and expressed (Gao et al., 2018). In previous research, emotional sensitivity was used as a moderator between stress and illness. In casual situations, the term "emotionally sensitive" and other variations are widely used to characterize people others could describe as too emotional, theatrical, and responsive (Wall et al., 2018).

Additionally, emotional sensitivity functions as a concept and is linked to different development concepts of borderline personality disorders. Open learning aims to eliminate learning constraints (obstacles), notably those imposed by traditional sessions in fitness clubs (Whitelock, 2022). Instead of buying items to fulfill the necessities, customers typically do so to impact the requirements of others, form and sustain social bonds, and fulfill other social goals like achieving a certain social standing (Stracke, 2019). Describes a customer who limits their product selection and instead opts for the product of the opposition. Notwithstanding a price rise, a customer still selects the item (Thomas et al., 2019). Reaction tactics modulate the emotional processes later in the emotions creation process. Mind responses when viewing unpleasant situations were examined to responding when viewing neutral sequences, and brain responses when viewing negative images were matched to a focus state to assess the emotional sensitivity of fitness club customers (Fernandes et al., 2020). It's fascinating to observe that research on emotional sensitivity in gym patrons also revealed

brain regions responsible for emotion control (Pelau et al., 2018). Thus, it can be proposed based on theory and literature that the emotional sensitivity of an individual will interact with his/her personality characteristics to determine purchase motivation and purchase intentions. Hence, the following hypothesis is suggested:

H5: Emotional sensitivity moderates the relationship between personality traits (affinity, diligence, integrity, open learning) with purchase motivation.

H6: Emotional sensitivity moderates the relationship between personality traits (affinity, diligence, integrity, open learning) with purchase intention.

### Conceptual Framework

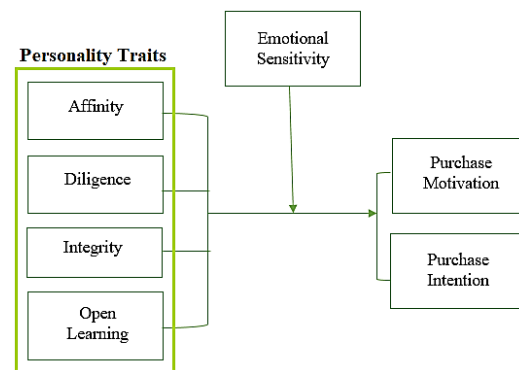


Figure 1: Conceptual framework

### METHODOLOGY

Resource-based theory and planned behavior theory supported the development of the study's conceptual framework and the development of its hypotheses. The current study examined the effects of emotional and personality factors that influence purchasing intention and motivation of fitness club customers in Taiwan. Personality factors, including affinity, diligence, integrity, and open-mindedness, impact purchasing intention and motivation, while emotional sensitivity is moderated among Taiwanese members of fitness clubs. The study adopted a cross-sectional field survey design to collect the data from fitness club customers using a convenient sampling technique.

### Participants

This study's population and participants include customers of Taiwan's fitness clubs. The Taiwan city ranking system is a systematic categorization of the major Taiwanese cities that is well-known and used by Taiwanese members of fitness clubs, although any

government authority has publicly acknowledged it. The fitness clubs' management was approached and the survey objective was explained to them to get permission to access their customers and request them to participate in the survey. The sample was chosen through convenient sampling. This sampling is "a method of collecting samples by taking samples conveniently located around a location or Internet service." It is advantageous when time is limited because it is a straightforward procedure that requires little work. Since English is a common academic language in Taiwan, all of the respondents to the study were fluent speakers. A few predefined respondents were uneasy because of language issues or unavailable due to a shortage of time when the survey was conducted. In total 600 customers were targeted and approached during their free time by study authors and they were requested to fill up the survey. Finally, the investigators located 390 fitness club members who were open to voluntarily participating in the study. Between July 22 and August 22, 2022, data was gathered.

### Measurement Scale

A 26-item questionnaire was devised to analyze the current research on personality traits and purchase motivation, purchase intention among fitness club members in Taiwan, and moderating role of emotional sensitivity, as well as planned behavior theory and resource-based theory.

1. A 3-item scale of Affinity was adopted by Al-Rawi et al. (2007). Items include "The website content was fairly easy to access and use, and the interface design was consistent and user friendly." The responses were collected by a "7-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree". The reliability score in this study data was obtained as ( $\alpha = 0.825$ ).
2. A 4-item scale of diligence was adopted by Said et al. (2016). Items include "My department appoints and monitors thoroughness of an internal auditor, and my department is satisfied with the diligence of the audit/finance committee." The responses were collected by a "7-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree". The reliability score in this study data was obtained as ( $\alpha = 0.707$ ).
3. A 5-item scale of integrity was adopted. Items include "Integrity conduct is considered a requirement for departmental and individual

performance and integrity conducts are promoted as part of activities." The responses were collected by a "7-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree". The reliability score in this study data was obtained as ( $\alpha = 0.765$ ).

4. A 4-item scale of open learning was adopted by Bernard et al. (2004). Items include "I am comfortable with written communication, and I feel that I can improve my listening skills using open learning and in class." The responses were collected by a "7-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree". The reliability score in this study data was obtained as ( $\alpha = 0.760$ ).

5. A 5-item emotional sensitivity scale was adopted by Bloise and Johnson (2007). Items include "There are certain situations in which I find myself worrying about whether I am doing or saying the right things, and I can be strongly affected by someone smiling or frowning at me." The responses were collected by a "7-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree". The reliability score in this study data was obtained as ( $\alpha = 0.755$ ).

6. A 2-item scale of purchase motivation was adopted Sirgy (1985). Items include "To what extent do you like (product), or to what extent does it appeal to you? And to what extent would you intend or not intend to buy?" The responses were collected on "a 7-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree". The reliability score in this study data was obtained as ( $\alpha = 0.730$ ).

7. A 3-item scale of purchase intention was adopted by Peña-García et al. (2020). Items include "If the opportunity arises, I intend to buy from online stores, and if given a chance, I can predict what I should buy from an online store in the future." The responses were collected by a "7-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree". The reliability score in this study data was obtained as ( $\alpha = 0.825$ ).

### RESULTS

Based on the initial analysis of respondent data, demographic features and descriptive statistics of the current study's sample ( $N = 360$ ) are shown in Table 1.

1. The measurement and structural models were evaluated using SmartPLS3. According to the model assessment, customer's gender, age, and qualification

of fitness club customers significantly impacted purchase intention and purchase motivation and affinity, diligence, integrity, and open learning on moderating role of emotional sensitivity in Taiwan.

**Table 1: Demographic profile**

Demography	Description	No. of Responses	%
Gender	Male	195	54
	Female	165	46
Age	18-25	190	53
	25-35	170	47
Qualification	FA/BA	185	51
	Bachelors	175	49

In Table 1, the gender of respondents was 54% male and 46% female. Aged 18-25 respondents were 53%, and 25-35 were 47%. The qualification of bachelor's respondents was 49%, and FA/BA was 51%.

**Table 2: Descriptive statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Affinity	360	1	7	3.65	0.73
Diligence	360	1	7	3.54	0.67
Integrity	360	1	7	3.45	0.55
Open Learning	360	1	7	3.76	0.87
Emotional Sensitivity	360	1	7	3.66	0.76
Purchase Motivation	360	1	7	3.54	0.65
Purchase Intention	360	1	7	3.64	0.77

In the Table 2, descriptive analysis refers to "the type of analysis of data that helps describe, show or summarize data points in a constructive way such that patterns might emerge that fulfill every condition of the data." Descriptive analysis shows the current study's mean, standard deviation, maximum and minimum values of 7 variables.

**Measurement Model**

The factor loadings, reliability, and validity of data collected from 360 fitness club customers were initially examined using PLS-SEM. Table 3 shows the outcome of validity, reliability, and factor loading of

items measured in the PLS measurement model. As a rule of thumb, the value of Cronbach's alpha test must be equal to or greater than 0.70 to reflect the internal consistency of items (Fornell and Larcker, 1981). The value of Cronbach's Alpha and CR were greater than 0.70 for the selected variables. As the values of the Average Variance Extracted (AVE) for discriminant validity were higher than 0.50, this showed convergent validity and demonstrated good reliability (Fornell and Larcker, 1981). The values of CR were from 0.846 to 0.833, which are greater than the cutoff value, i.e., 0.70 (Visioli and Poli, 2022).

**Table 3: Composite reliability, cronbach's alpha, and AVE values**

Constructs/Items	CA	Rho-A	CR	AVE
Affinity	0.707	0.713	0.836	0.631
Diligence	0.805	0.816	0.873	0.633
Emotional Sensitivity	0.765	0.776	0.850	0.587
Integrity	0.760	0.785	0.827	0.503
Open Learning	0.755	0.787	0.703	0.507
Purchase Intention	0.825	0.863	0.893	0.737
Purchase Motivation	0.730	0.737	0.881	0.787

Moreover, all study methods' discriminant validity must be proven. Fornell and Larcker (1981) described discriminant validity as "the extent to which a

particular latent variable differs from other latent variables." As we determined that the criterion for the reliability and validity of all variables had been



met, further analysis for structural path analysis was conducted. Moreover, the values of HTMT were

less than 1, which confirms the discriminant validity (Zaman et al., 2021). Table 4 demonstrates the value of HTMT.

**Table 4: Discriminant validity**

	A	D	ES	I	OP	PI	PM
Affinity	0.794						
Diligence	0.385	0.796					
Emotional Sensitivity	0.370	0.345	0.766				
Integrity	0.203	0.360	0.196	0.709			
Open Learning	0.493	0.457	0.417	0.313	0.738		
Purchase Intention	0.488	0.513	0.446	0.198	0.825	0.858	
Purchase Motivation	0.442	0.594	0.476	0.251	0.669	0.724	0.887

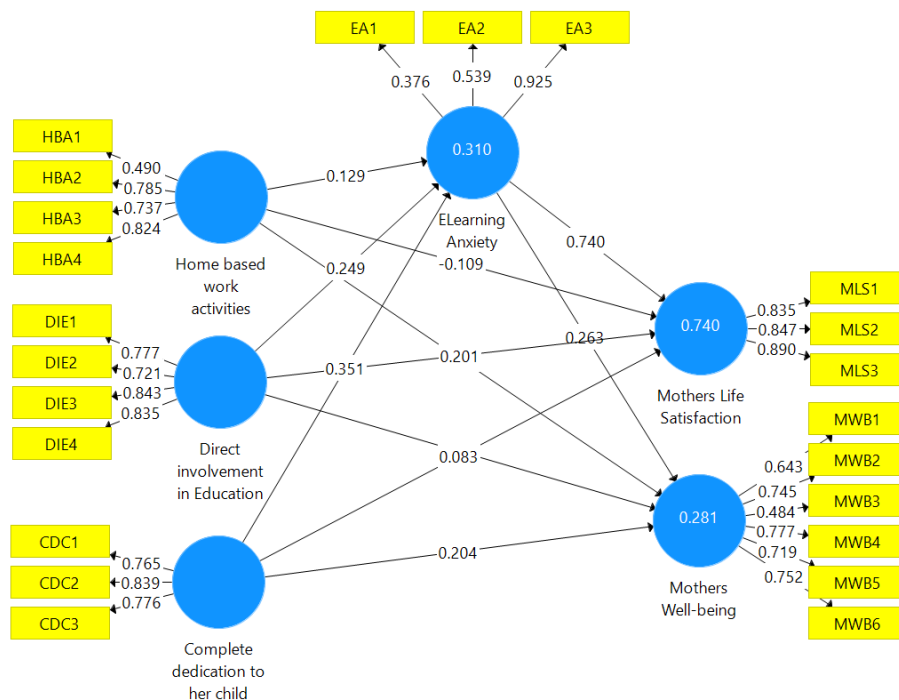
A = Affinity, D = Diligence, ES = Emotional Sensitivity, I= Integrity, OP = Open Learning, PI = Purchase Intention, PM = Purchase Motivation

The value of  $R^2$  ranges from zero to one. Moreover, Chin et al. (1998) recommended that the  $R^2$  of "0.13 is considered weak", "0.33 is moderate", and "0.67 is considered as strong". The coefficient of determination for endogenous constructs is given in Table 5. In the below table, the purchase intention

$R$  square value of 0.725 shows a strong relationship, and the purchase motivation  $R$  square value of 0.581 shows moderate relation.

**Table 5: Assessment of  $R$  square**

	$R^2$
Purchase Intention	0.725
Purchase Motivation	0.581



**Figure 2: Assessment of PLS algorithm**

**Structural Equation Model**

The structural model path coefficients indicating the hypothesized relationships were statistically determined using the PLS-SEM bootstrapping

technique. Which depicts the path of relationships and testing decisions for hypotheses, the PLS-SEM assessment for relationship satisfaction, marital satisfaction, life satisfaction, and happiness, and the

moderator variable as emotional intelligence. The results show that the relationship between affinity and purchase intention is significant ( $\beta = 0.119, t = 1.489, p < 0.007$ ). Hence H1 was accepted. The results show that the relationship between affinity and purchase motivation is significant ( $\beta = 0.143, t = 1.845, p < 0.008$ ). Hence H2 was accepted. The results show that the relationship between diligence and happiness is significant ( $\beta = 0.175, t = 4.005, p < 0.000$ ). Hence H3 was accepted. The results show that the relationship between diligence and purchase motivation is significant ( $\beta = 0.336, t = 5.449, p < 0.000$ ). Hence H4 was accepted. The results show that the relationship between emotional sensitivity and purchase intention is significant ( $\beta = 0.188, t = 2.129, p < 0.004$ ). Hence H5 was accepted. The results show

that the relationship between emotional sensitivity and purchase motivation is significant ( $\beta = 0.170, t = 3.340, p < 0.001$ ). Hence H6 was accepted. The results show that the relationship between integrity and purchase intention is significant ( $\beta = -0.119, t = 2.731, p < 0.007$ ). Hence H7 was accepted. The results show that the relationship between integrity and purchase motivation is significant ( $\beta = -0.150, t = 1.018, p < 0.009$ ). Hence H8 was accepted. The results show that the relationship between open learning and purchase intention is significant ( $\beta = 0.716, t = 20.761, p < 0.007$ ). Hence H9 was accepted. The results show that the relationship between open learning and purchase motivation is significant ( $\beta = 0.439, t = 7.308, p < 0.000$ ). Hence H10 was accepted.

**Table 6: Direct relation**

	Original Sample	t Statistics	p Values	Decision
Affinity -> Purchase Intention	0.119	1.489	0.007	Supported
Affinity -> Purchase Motivation	0.143	1.845	0.008	Supported
Diligence -> Purchase Intention	0.175	4.005	0.000	Supported
Diligence -> Purchase Motivation	0.336	5.449	0.000	Supported
Emotional Sensitivity -> Purchase Intention	0.188	2.129	0.004	Supported
Emotional Sensitivity -> Purchase Motivation	0.170	3.340	0.001	Supported
Integrity -> Purchase Intention	-0.119	2.731	0.007	Supported
Integrity -> Purchase Motivation	-0.150	1.018	0.009	Supported
Open Learning -> Purchase Intention	0.716	20.761	0.000	Supported
Open Learning -> Purchase Motivation	0.439	7.308	0.000	Supported

**Moderating Effect**

After introducing emotional sensitivity as moderating variable, the relationship between personality traits and purchase intention remained significant ( $\beta = 0.154, t = 2.754, p < 0.003$ ) respectively. Emotional

sensitivity as moderating variable, the relationship between personality traits and purchase motivation remained significant ( $\beta = 0.143, t = 2.476, p < 0.000$ ) respectively. As a result, as shown in Table 7, the moderating hypotheses were accepted.

**Table 7: Direct relation**

	Original Sample (O)	t Statistics	p Values
Personality Traits x Emotional Sensitivity -> Purchase Intention	0.154	2.754	0.000
Personality Traits x Emotional Sensitivity -> Purchase Motivation	0.143	2.476	0.000

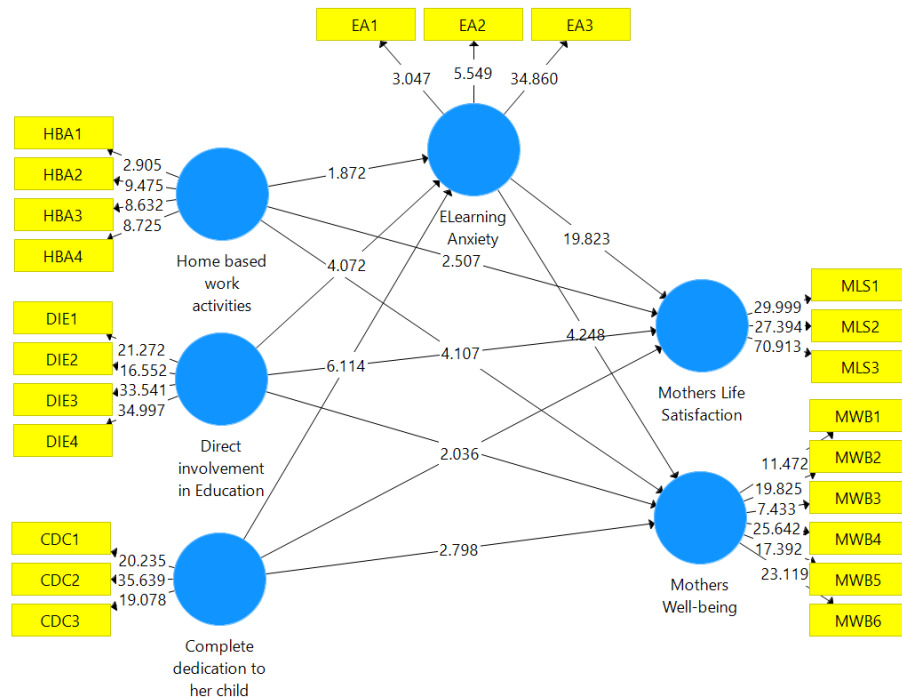


Figure 3: Assessment of PLS bootstrapping

## DISCUSSION

The customer value theory was used to support this study's purpose of examining the determinants of personality traits and purchase motivation, purchase intention among fitness club members in Taiwan, and moderating role of emotional sensitivity. The evidence of this research supported all hypotheses.

The results of the current study suggest that customers from fitness clubs have modest levels of emotional sensitivity. The results show that the relationship between affinity and purchase intention was significant ( $\beta = 0.119, t = 1.489, p < 0.007$ ). Hence H1 was accepted. The results show that the relationship between affinity and purchase motivation is significant ( $\beta = 0.143, t = 1.845, p < 0.008$ ). Hence H2 was accepted. According to Nguyen et al. (2019) research, one's level of affiliation and association with the social environment is what Li refers to as affinity. The results show that the relationship between diligence and happiness is significant ( $\beta = 0.175, t = 4.005, p < 0.000$ ). Hence H3 was accepted. The results show that the relationship between diligence and purchase motivation is significant ( $\beta = 0.336, t = 5.449, p < 0.000$ ). Hence H4 was accepted. According to Nguyen et al. (2019) research, one's level of affiliation and association with

the social environment is referred to as affinity. The results show that the relationship between emotional sensitivity and purchase intention is significant ( $\beta = 0.188, t = 2.129, p < 0.004$ ). Hence H5 was accepted. The results show that the relationship between emotional sensitivity and purchase motivation is significant ( $\beta = 0.170, t = 3.340, p < 0.001$ ). Hence H6 was accepted. An integrity system is crucial to ensure responsibility and openness inside a fitness club (Chelakkot et al., 2018; Kretser et al., 2019). The results show that the relationship between integrity and purchase intention is significant ( $\beta = -0.119, t = 2.731, p < 0.007$ ). Hence H7 was accepted. The results show that the relationship between integrity and purchase motivation is significant ( $\beta = -0.150, t = 1.018, p < 0.009$ ). Hence H8 was accepted. The results show that the relationship between open learning and purchase intention is significant ( $\beta = 0.716, t = 20.761, p < 0.007$ ). Hence H9 was accepted. The results show that the relationship between open learning and purchase motivation is significant ( $\beta = 0.439, t = 7.308, p < 0.000$ ). Hence H10 was accepted. The focus is on removing obstacles that arise from regional remoteness, personal or work obligations, or traditional course arrangements, which frequently restrict people from accessing the information they

require (Hartikainen et al., 2022). The current research was conducted on personality traits and purchase motivation, purchase intention among fitness club members in Taiwan, and moderating role of emotional sensitivity, as well as planned behavior theory and resource-based theory.

### **Practical Implications**

Increasing the practical awareness of individual members was the study's main goal. Additionally, managers, practitioners, and policymakers can benefit from this study's crucial information in several ways. The study added value to the industry of sports and fitness services as it is the main industry flourishing rapidly in Taiwan. The competition among sports activities, brands, and services especially among health and fitness clubs is increasing day by day. In this scenario, the current study provided key insights that how different personality characteristics will interact with emotional sensitivity to determine the purchase motivation and purchase intentions of customers. This research is unique to bring insights into the entire sports industry and opened several avenues for future research in this area. Due to the emerging lifestyle and health consciousness of Taiwanese people, this research becomes very significant for fitness club administrators, the sports industry, and the health ministry for policy development to encourage a healthy lifestyle in Taiwan. Several other developing and developed countries may also get insights from this study for future policy directions.

### **Theoretical Implications**

The results of this study have extensive implications for fitness clubs and legislators, who may broaden the current study's focus on personality traits and purchase motivation, purchase intention among fitness club members in Taiwan, and moderating role of emotional sensitivity. Consequently, the current study's framework was the resource-based and planned behavior theories. It was, therefore, suggested that purchasing intention and motivation were a consideration for customers of fitness clubs. Contrary to research findings, the association was significantly different but positive in the Taiwan subsample. The look, weight, and socializing of customers of fitness clubs vary significantly by gender. Male purchase motivation is stronger than female purchase motivation due to affinity and diligence. Current

research suggests that while males may be interested in buying fitness classes for activities and social requirements, females may be likely to buy due to their desire for body form, obesity, etc. This raises major questions about whether the intention necessarily results in a purchase, which is consistent with the study findings and emphasizes the study's value. This study helped to integrate emotional theories with personality traits and purchase motivations and intentions. Thus, current research bridged the gap between theories of organizational behavior, marketing theories, and sports science theories in a single comprehensive theoretical framework. The current theoretical bridging has opened several new avenues of future explorations in sports science literature.

### **Limitations and Future Research**

The study did, however, have several limitations and future recommendations. This study examined the influence of factors on personality traits and purchase motivation, purchase intention among fitness club members in Taiwan, and moderating role of emotional sensitivity. Future research could examine various issues related to purchasing intention and motivation. Second, although it's feasible that future researchers will utilize a longitudinal study design to demonstrate causation more precisely, the data were gathered in a cross-sectional manner in this study. Finally, researchers may use the mediating impact to improve the results of later investigations. The study was conducted using survey-based data collected from a single online community. Additionally, it is possible that customer-value theory could not characterize each variable adequately when applied to our framework. In recent times, fitness clubs have increased in popularity across the globe. We advise future scholars engaged in related studies to study various fitness club characteristics and undertake research in many areas to improve the fitness sector.

### **CONCLUSION**

According to this study, the four personality traits of "affinity, diligence, integrity, and open learning" significantly increase people's likelihood of making purchases. The findings of this study avenue demonstrate a positive association between clients of fitness clubs' buying intentions and motivations.

The four measuring components of a fitness club member's purchase motivation will also have a greater impact on the purchase intention of fitness club customers, according to respondents who have a relationship between their purchase motivation and the customers' purchasing intentions. A variety of personality qualities can greatly influence the purchasing motivation of health club members, and the traits of affinity, diligence, open learning, and integrity have a significant positive influence on purchase motivation. It implies that those with higher affinities, greater diligence, and integrity have a stronger incentive to buy fitness courses. The current study contributed in several ways by bringing together the theories related to sports science, marketing, and organizational behavior in unique contextual data from Taiwan. Such studies in the Taiwanese cultural context are very rare so the current study made a contextual advance. Conclusively, current research helped to advance the field of fitness and sports sciences for future research growth in this area.

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