



# THE CONNECT BETWEEN PERSONALITY TYPES AND THE KIND OF ART THEY LIKE: AN EMPIRICAL STUDY

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## Abstract

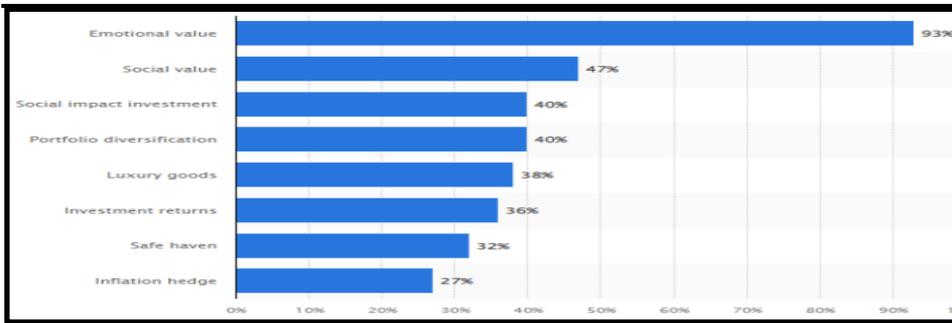
The present study has been carried out to assess and evaluate the relation between the selection of a type of art and the personality types of the buyer. Personality has been identified to have a major influence on the buying preferences of art collectors and emotional and mental characteristics shape the purchasing intention of consumers towards making a purchasing decision. A primary quantitative data collection method has been followed and a survey has been conducted. The collection has been assessed and interpreted by using the IBM SPSS software and the results indicate that people with different personality traits prefer different types of paintings due to a significant influence of the characteristics of personality and paintings. Several types of paintings and 16 types of personalities along with “four temperament personality types” have been identified and evaluated. In addition, the potential personality types of the customers of these paintings have been elaborated on and it has been observed various types of people prefer the abstract form of paintings, such as ENTJ, Judgemental and ENFJ. People with a Logistician type of personality prefer Photorealism paintings and personality traits shape the purchasing and preferences decision of the customers involved with buying paintings.

*Key words: personality types, emotional characteristics, preference, decision making*

## 1. Introduction

### 1.1 Background of the study

The selection of artwork can indicate the characteristics and personality traits of the customer. Additionally, different factors influence people to choose a particular artwork from a wide range and the factors include socioeconomic status, gender, age and personality, while personality has been identified to have the most vital influence. It has been observed that personality factors, mainly emotional value, have approximately 93% influence among the motivating factors influencing people to buy artwork (Statista Research Department, 2022). Personality influences the visual and mental scan of artworks and motivates the buying behaviour of the customer in accordance with their characteristics. The importance or perception of a particular artwork differs as per the emotional and mental characteristics of an individual and has the potential to influence their purchasing behaviour.



**Figure 1.1: Influence of different motivating factors on collecting artwork**

(Source: Statista Research Department, 2022)

Artwork, especially paintings are part of everyday life and are sold over different platforms, including online, offline and through auctions. Consequently, interested people seek to purchase artwork following their personality traits and taste in art. Purchasing different art forms consists of different influences and benefits and it has been identified that around 93% of the buyers have claimed to have “emotional benefits” (Statista Research Department, 2022). Hence, it can be stated that personality has a major impact on choosing artworks and people having different personality traits selects different types of paintings as per their characteristics. The selection of a particular artwork can indicate the kind of personality of the customer.

## 1.2 Aim and objectives

The main purpose of this study is to assess the connection between personality types and types of art preferred by different people.

### Objectives

- To identify different personality types and associated characteristics
- To assess the influence of personality types on the selection of art types
- To evaluate the importance of art selection preferences in revealing personality traits

## 2. Literature review

### 2.1 Personality types and their characteristics

There are a total of **16 types of personalities** with specific characteristics which are briefly discussed in this section of the study. **INTJ** is a type of personality who is intuitive, judging, introverted and thoughtful. **INTP** is another personality type with prospecting, introverted and intuitive personality traits (Kamangar et al. 2021). **ENTJ** is another personality type who is thoughtful, judgmental and intuitive as well as extraverted. **ENTP** personality refers to the people who are prospecting and extraverted (Ivanov et al. 2021). Apart from that, **INFJ** personality type people have feeling, judging and introverted personality traits as well as **INFP** is another personality who have prospecting, introverted and intuitive traits.

**ENFJ** is a personality with extraverted, intuitive and judging traits whereas **ENFP** personality people have quite similar traits except prospecting. **ISTJ** is a type of personality with judging, thinking, and observant and introverted personality traits and along with that **ISFJ** is a personality with the same traits except feeling (Setiyaningrum et al. 2020). In contrast, **ESTJ** personalities have judging, observant, thinking and extrovert traits as well as **ESFJ** personality is quite the same except feeling (Kamangar et al. 2019). **ISTP** personality includes thinking, prospecting, introverted and observant personality traits as well as **ISFP** personality includes all the

similar traits except feeling. Besides, *ESTP* refers to extraverted, thinking, prospecting and observant traits whereas *ESFP* personality type is quite similar except feeling.

## 2.2 Different types of art forms in painting

There are different types of art forms of paintings which are discussed in this segment of the study. Realism, photorealism, impressionism, expressionism, surrealism, pop art and abstract art paintings are the types of art forms (Pictoclub, 2021). Thereafter, realism art is based on realistic events which reflect the view of the artist regarding the real world. Photorealism is a type of art which aims to paint from a photograph as well as expressionism is a type of art form which is not connected with realism which is painted with vivid colours and provides a vibe of otherworldly. On the other hand, impressionism art form is focused on lighting of the painting instead of realistic senses which indicates the form is in between “expressionism and realism”. Abstract form is a different type of art-work which is subjective and quite difficult to understand the meaning of abstract paintings (Durkin et al. 2020). Besides, many artists combine abstract art with semi-realistic objective and that paintings are called surrealism. Pop art refers to paintings that represent “commodification and commercialism of modern life” through different cartoon characters.

## 2.3 Connection between different types of personalities and Art they like

Individual people come with different personality types and these personalities can be further divided into several groups. The “four temperament personality” types include “*Sanguine*”, “*Choleric*”, “*Phlegmatic*” and “*Melancholic*”. Sanguines are attributed to be extroverts and they are active and consist of a social nature, while people having a Choleric personality are independent and mostly short-tempered. It has been observed that the selection of artwork reveals the nature of the buyer, whether they are short-tempered or impulsive (Randall, 2021). Besides, there are numerous types of paintings and artworks including *Photorealism*, *Expressionism*, *Abstract* and *Pop Art* and each of these types consists different characteristics. Abstract Art involves portraying abstract objects including texture, colour and lines and it has been observed that people seeking sensation and open minded prefer this type of artwork. In addition, it indicates that people with *ENTJ*, *ENFJ* and *Judgemental* personalities prefer buying Abstract Artworks.

The Impressionism form of paintings mainly involves the traditions of the 19th century and does not consist of realistic aspects. In this context, it can be stated that people with *ISTJ* personality types are the customers of this particular art form. In addition, the preferences and influence of teachers also pose a strong influence on preferring *Abstract Art* paintings (Roshchin & Filippova, 2020). *Pop Arts* involve drawing cartoon or advert images and the most potential buyer of this art form can be the people with *ENFJ* personality type. Another popular form of painting is *Expressionism*, which emphasises expressing feelings and ideas through paintings. Considering the characteristics of this art form, it can be stated that people with the *INTP* personality are the main customers of these paintings. Thus, people with different personality types have differences in taste for artworks and purchasing them and it has a direct connection with their emotional nature.

## 2.4 Literature gape

The Literature Review has been carried out to explore existing studies and illustrate relevant aspects and several aspects associated with personality types and their influence on choosing paintings have been elaborated on. However, the direct correlation between choosing artworks and personality traits has been evaluated briefly,

which requires further elaboration. A primary quantitative method of data collection will be conducted for filling this gap by collecting data directly from the people associated with the phenomenon.

### **3. Methods**

#### **Research design**

The research design involves the structure of the selected methods and in this study, a descriptive research design has been chosen for describing the phenomenon. As per the opinions of Atmowardoyo (2018), descriptive design is used for exploring and evaluating a phenomenon accurately for providing detailed insights. On the other hand, the research philosophy is referred to the philosophical assumption that guides the selected methods and procedures and a positivism philosophy has been selected in the study. The research approach involves a detailed structure of the procedures and steps of the research and a deductive research approach has been selected for conducting a scientific investigation on the link between personality types and their influence on selecting artworks. These methods have been chosen in accordance with the data required for the study and will help to develop in-depth insights into the impact of different personality types while buying paintings.

#### **Data collection method**

A primary quantitative data collection method has been followed and a survey questionnaire has been designed to collect relevant and reliable data. Conducting surveys via online platforms has become popular for collecting reliable and accurate data (Schneider & Harknett, 2022). A total of 10 close-ended questions have been designed and 101 participants have been selected with the criteria of age above 25 years. Using a survey comes with several advantages, including accuracy and reliability and it also enables the researcher to choose participants from a large population. This particular data collection method has been chosen for gathering reliable and accurate raw data associated with personality preferences of purchasing paintings.

#### **Data analysis method**

Statistical analysis has been conducted for assessing and interpreting the collected data and IBM SPSS software has been used. The outcomes of the survey have been analysed and interpreted by using an SPSS analysis. The accuracy and effectiveness of the SPSS software for analysing numerical data have increased its popularity and acceptance in studies (Kafle, 2019). The results have been further illustrated and discussed for providing detailed insights into the connection between artwork types and personality traits.

#### **Ethical consideration**

All potential research ethics have been maintained and no natural objects have been harmed during the data collection procedure. In addition, research participants have not been forced for participating and opinions have been collected with their consent.

### 4. Findings and discussion

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1. Age group	101	0	3	1.57	1.089
2. Type of painting you like	101	0	6	3.20	1.918
3. Personality traits are influential towards the kind of art people like	101	0	4	2.95	1.417
4. People with analysts personality like realism art paintings	101	0	4	2.84	1.419
5. Logician (ISTJ) personality types of people like Photorealism paintings	101	0	4	2.96	1.303
6. Expressionism art paintings are liked by people who are explorer and extroverts	101	0	4	3.20	1.257
7. INTJ personality types who are analysts mostly like abstract art paintings	101	0	4	2.61	1.442
8. All the sixteen personality types are specific and includes particular characteristics and personality traits	101	0	4	2.72	1.408
9. ESFP and ENTP are the personality types who like pop art paintings	101	0	4	2.80	1.510
10. The types of art people choose that reveals their personality traits and types	101	0	4	3.12	1.243
Valid N (listwise)	101				

Figure 4.1.1: Descriptive statistics

(Source: SPSS software)

Mean values of the variables are examined in a descriptive statistical analysis segment which leads to the understanding regarding the average of the responses (Amrhein et al. 2019). Particular mean values of all the variables are 1.57, 3.20, 2.95, 2.84, 2.96, 3.20, 2.61, 2.72, 2.80 and 3.12. Therefore, mean values that are higher than 1 that are the sign of positive responses. As per the above mentioned mean values averages of the responses were positive as all the values are greater than 1.

Correlations											
		1. Age group	2. Type of painting you like	3. Personality traits are influential towards the kind of art people like	4. People with analysts personality like realism art paintings	5. Logician (ISTJ) personality types of people like Photorealism paintings	6. Expressions in art paintings are liked by people who are explorer and extroverts	7. INTJ personality types who are analysts mostly like abstract art paintings	8. All the sixteen personality types are specific and includes particular characteristics and personality traits	9. ESFP and ENTP are the personality types who like pop art paintings	10. The types of art people choose that reveals their personality traits and types
1. Age group	Pearson Correlation	1	.940**	.790**	.826**	.826**	.748**	.875**	.874**	.824**	.776**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	101	101	101	101	101	101	101	101	101	101
2. Type of painting you like	Pearson Correlation	.940**	1	.868**	.893**	.879**	.817**	.935**	.920**	.884**	.845**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	101	101	101	101	101	101	101	101	101	101
3. Personality traits are influential towards the kind of art people like	Pearson Correlation	.790**	.868**	1	.971**	.974**	.954**	.935**	.950**	.972**	.968**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	101	101	101	101	101	101	101	101	101	101
4. People with analysts personality like realism art paintings	Pearson Correlation	.826**	.893**	.971**	1	.975**	.920**	.897**	.974**	.964**	.948**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	101	101	101	101	101	101	101	101	101	101
5. Logician (ISTJ) personality types of people like Photorealism paintings	Pearson Correlation	.826**	.879**	.974**	.975**	1	.945**	.928**	.953**	.972**	.960**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	101	101	101	101	101	101	101	101	101	101
6. Expressions in art paintings are liked by people who are explorer and extroverts	Pearson Correlation	.748**	.817**	.954**	.920**	.945**	1	.892**	.913**	.932**	.957**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	101	101	101	101	101	101	101	101	101	101
7. INTJ personality types who are analysts mostly like abstract art paintings	Pearson Correlation	.875**	.935**	.935**	.957**	.928**	.892**	1	.976**	.947**	.902**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	101	101	101	101	101	101	101	101	101	101
8. All the sixteen personality types are specific and includes particular characteristics and personality traits	Pearson Correlation	.874**	.920**	.950**	.974**	.953**	.913**	.976**	1	.962**	.927**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	101	101	101	101	101	101	101	101	101	101
9. ESFP and ENTP are the personality types who like pop art paintings	Pearson Correlation	.824**	.884**	.972**	.984**	.972**	.937**	.947**	.962**	1	.950**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	101	101	101	101	101	101	101	101	101	101
10. The types of art people choose that reveals their personality traits and types	Pearson Correlation	.776**	.845**	.968**	.940**	.960**	.957**	.902**	.927**	.950**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	101	101	101	101	101	101	101	101	101	101

Figure 4.1.2: Correlation statistics

(Source: SPSS software)

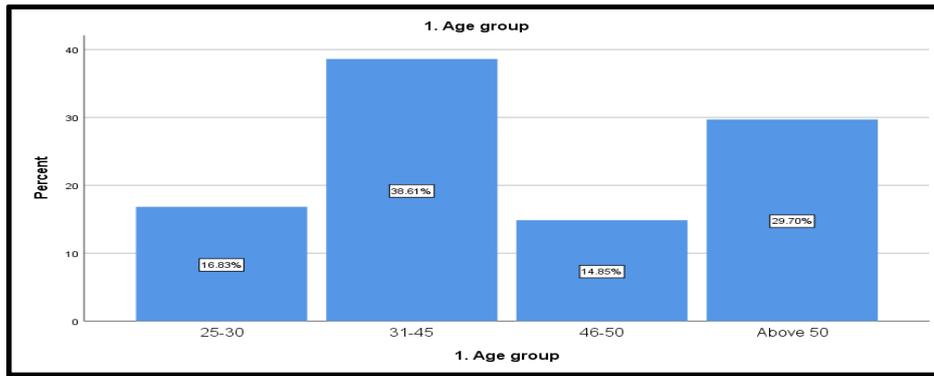
Significance values of the variables are the main characteristics of correlation statistics which helps to recognise the type of relationship among the variables (Afyouni et al. 2019). It needs to identify whether the significance value is greater or less than 0.05 or not. The above figure represents that the significance values are 0 which is lower than 0.05 which shows a positive relationship among the variables.

Reliability Statistics	
Cronbach's Alpha	N of Items
.988	10

Figure 4.1.3: Reliability statistics

(Source: SPSS software)

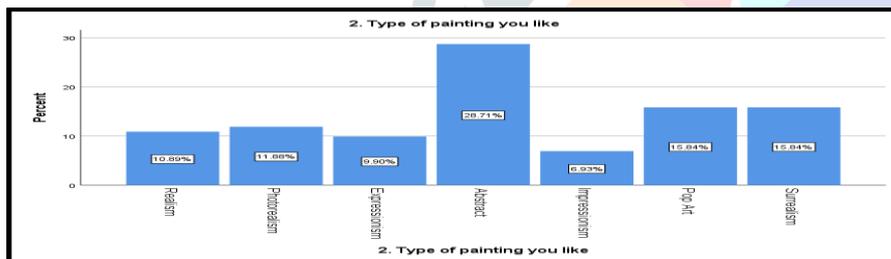
Reliability check is important in a research study which ensures the reliability and relevance of the collected data used in the study based on the Cronbach alpha value (Ravinder and Saraswathi, 2020). The value of cronbach alpha is 0.988 which is larger than 0.70 and that shows that all the collected data are reliable.



**Figure 4.1.4: Age groups of the respondents**

(Source: SPSS software)

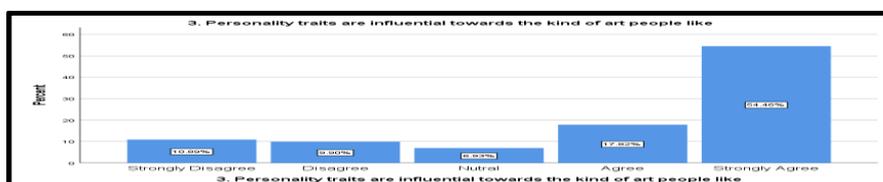
People belonging to all age groups were allowed to participate in the survey but 25 was the age boundary for the respondents. Four groups in the survey were 25-30 age group, 31-45 age group, 46-50 age group and above 50 age group. Some of the people were 50 above and their opinions are also collected as data. About 16.83% of the people in the survey were from the first group, 38.61% of the people were in the second group, 14.85% of the people were in the third group and 29.70% of the people were in the fourth group. Most of the people were between 31.45 years old as well as people who are above 50 years old have quite interest in art and paintings as the percentage of people above 50 was the second highest in the survey.



**Figure 4.1.5: Types of paintings liked by the respondents**

(Source: SPSS software)

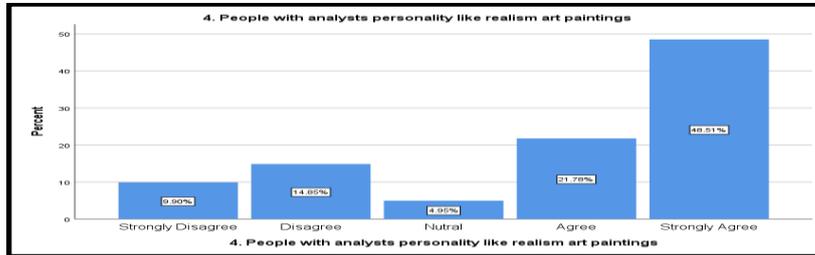
Next, the respondents were asked to provide details about their preferences and choices over different types of paintings. About 10.89% of the people like realism paintings, nearly 11.88% of the people like photorealism paintings and around 9.90% of the people like expressionism paintings. In addition to that, 28.71% of the people like abstract art paintings, 6.93% of the people like impressionism art paintings, about 15.84% of the people like pop art paintings and the rest of the people, 15.84%, like surrealism paintings. Hence, it is identified that the maximum number of the people in the survey were interested in abstract art paintings as well as they prefer to purchase abstract paintings.



**Figure 4.1.6: Personality traits are influential towards the kind of art people like**

(Source: SPSS software)

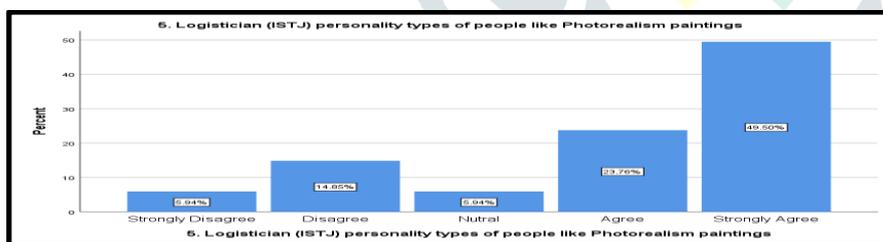
Firstly, the respondents in the survey were asked whether personality traits are influential towards the kind of art people like or not. More than half of the people have “agreed” with the fact and stated that personality traits of a person include their choices of paintings. Nearly 54.46% of the group strongly believe and 17.82% of the group believe that people’s choices over different types of art forms are different based on their personality traits. About 9.90% of the group have “disagreed” and 10.89% of the group have “strongly disagreed” with the statement. As per their opinion, personality traits are not so influential towards the choices of arts among people. Besides, 6.93% of the group avoided answering the question amongst which most of the people were above 50 years old.



**Figure 4.1.7: People with analysts’ personality like realism art paintings**

(Source: SPSS software)

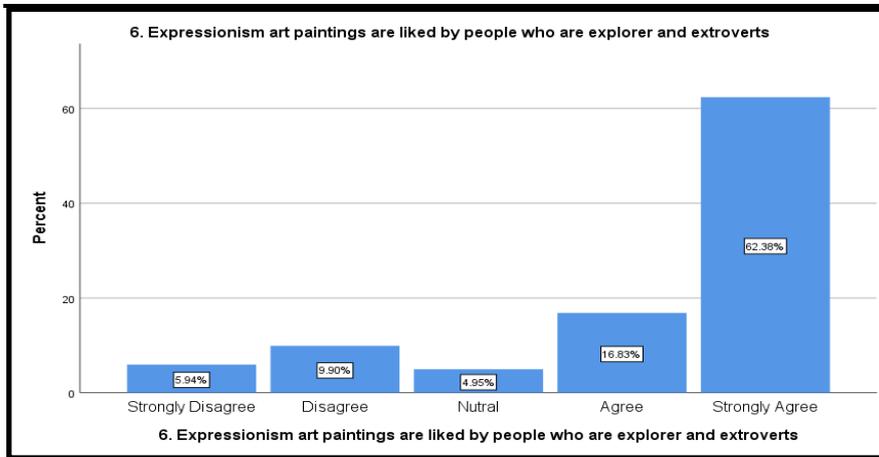
Statements regarding the connection between personality types and the kind of art they like. The respondents were given the first statement which was “people with analytical personality like realism art paintings” for reacting. About 48.51% of all the respondents “strongly agreed” and 21.78% of all the respondents “agreed” with the statement. They have opinionated that people who are analysts are imaginative, innovative, focused, curious and realistic therefore they might like realism art paintings. On the contrary, about 14.85% of all the respondents have “disagreed” and 9.90% of all the participants have “strongly disagreed” with the same statement. In contrast, nearly 4.95% of the people were unable to provide any opinion on this statement as they did not have proper knowledge about the personality type.



**Figure 4.1.8: Logistician (ISTJ) personality types of people like Photorealism paintings**

(Source: SPSS software)

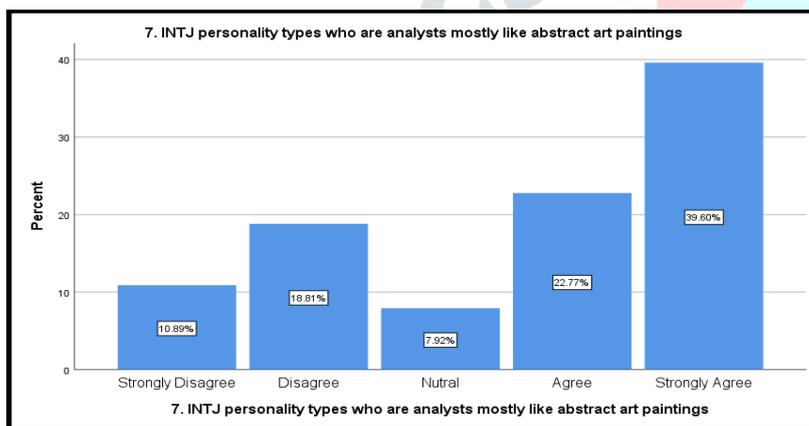
The next segment was on the statement that “logistician (ISTJ) personality types of people like Photorealism paintings”. About 49.50% of the people in the survey “strongly agreed” as well as nearly 23.76% of all the people “agreed” with the statement. Besides, 14.85% of the people have “disagreed” and 5.94% of the people have “strongly disagreed” with the same statement. They have opinionated that there are chances that people with logistician (ISTJ) personality might like any other type of art paintings. Hence, around 5.94% of the people in the survey were neutral without any specific opinion on the particular statement.



**Figure 4.1.9: Expressionism art paintings are liked by people who are explorers and extroverts**

(Source: SPSS software)

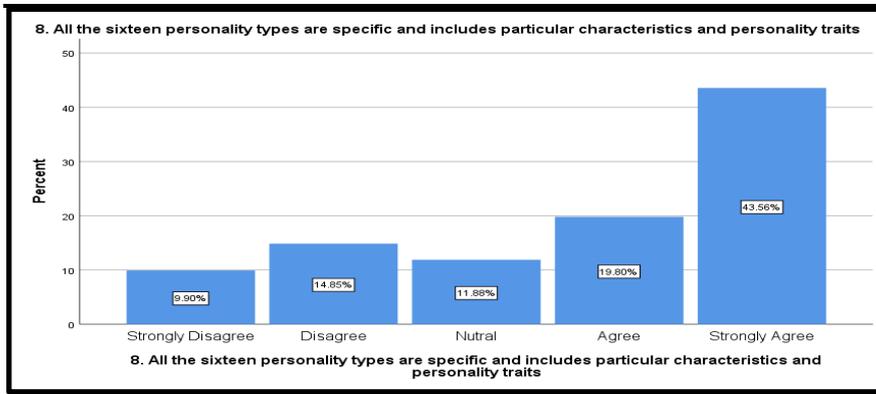
The people in the survey were also asked whether expressionism art paintings are liked by people who are explorers and extroverts or not. Most of the participants have given positive responses and stated that there are high chances that expressionism art paintings are mostly liked by people who are explorers and extroverts. Nearly 62.38% of the group strongly believe and 16.83% of the group believe that extrovert people mostly like expressionism art paintings as per their characteristics. About 9.90% of the group have “disagreed” and 5.94% of the group have “strongly disagreed” with the statement. As per their opinion, sometimes extroverts and explorer people like some other types of paintings therefore it might be wrong. Besides, 4.95% of the group avoided answering the question amongst which most of the people were from the last age group.



**Figure 4.1.10: INTJ personality types who are analysts mostly like abstract art paintings**

(Source: SPSS software)

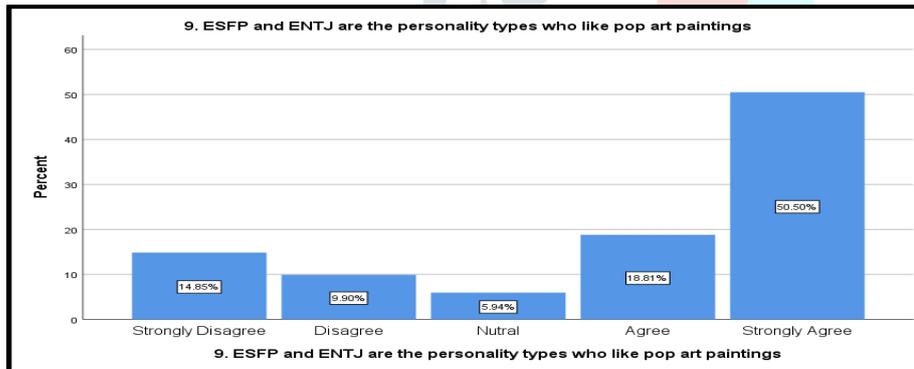
The respondents were given the first statement which was “INTJ personality types who are analysts mostly like abstract art paintings” for reacting. About 39.60% of all the respondents “strongly agreed” and 22.77% of all the respondents “agreed” with the statement. They have opinionated that people who have the INTJ personality, are imaginative, innovative, strategic thinker and planner and these types of people majorly like abstract art paintings. Abstract paintings seem to be simple but they are not, these paintings require strategic thinking for understanding their meaning. Apart from that, about 18.81% of all the respondents have “disagreed” and 10.89% of all the participants have “strongly disagreed” with the same statement. On the other hand, nearly 7.92% of the people were unable to provide any opinion on this statement as they did not have proper knowledge about the personality type.



**Figure 4.1.11: All the sixteen personality types are specific and includes particular characteristics and personality traits**

(Source: SPSS software)

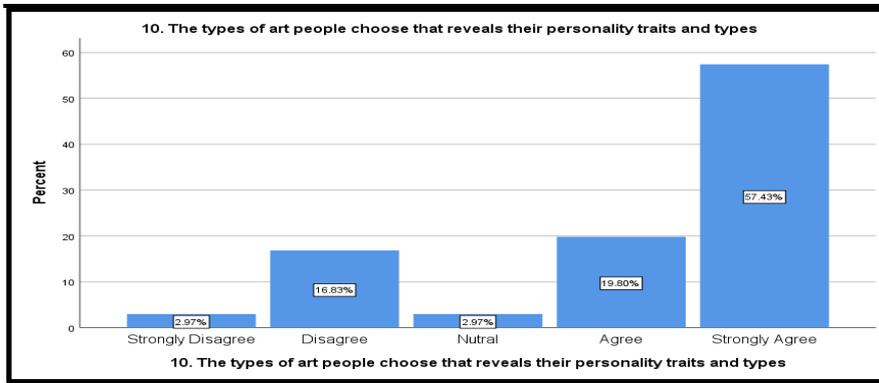
Next segment in the survey was on the statement that “all the sixteen personality types are specific and include particular characteristics and personality traits”. About 43.56% of the people in the survey “strongly agreed” as well as nearly 19.80% of all the people “agreed” with the statement. Besides, 14.85% of the people have “disagreed” and 9.90% of the people have “strongly disagreed” with the same statement. They have opinionated that there are many similarities among some of the personality types and many of the personality types come under a particular personality trait. Hence, around 11.88% of the people in the survey were neutral without any specific opinion on the particular statement as they did not have proper knowledge about personality types and traits.



**Figure 4.1.12: ESFP and ENTJ are the personality types who like pop art paintings**

(Source: SPSS software)

The respondents in the survey were asked whether ESFP and ENTJ are the personality types who like pop art paintings or not. More than half of the people have “agreed” with the fact and stated that ESFP people are energetic, enthusiastic and spontaneous as well as ENTJ people are imaginative, problem solvers and bold. There are high chances for these types of personalities to like pop art paintings. Nearly 50.50% of the group strongly believe and 18.81% of the group believe that people’s choices over different types of art forms are different based on their personality traits. About 9.90% of the group have “disagreed” and 14.85% of the group have “strongly disagreed” with the statement. Besides, 5.94% of the group avoided answering the question amongst which most of the people were above 50 years old.



**Figure 4.1.13: The types of art people choose that reveal their personality traits and types**

(Source: SPSS software)

The next segment of the survey was on the statement that “the types of art people choose that reveal their personality traits and types”. About 57.43% of the people in the survey “strongly agreed” as well as nearly 19.80% of all the people “agreed” with the statement. Besides, 16.83% of the people have “disagreed” and 2.97% of the people have “strongly disagreed” with the same statement. Hence, around 2.97% of the people in the survey were neutral without any specific opinion on the particular statement as they did not have adequate knowledge.

## 5. Conclusion

The present study has been focused on assessing and evaluating the correlation between personality types and different artworks. Considering the overall discussions, it can be stated that abstract paintings are the most popular art form as it is acceptable for customers with different types of personalities. A primary data collection method of conducting an online survey has been followed for collecting data. It has been observed that personality traits pose a major influence on the selection of painting types and people with Analysts' personality prefers the Realism form of painting. Photorealism paintings are mostly preferred by Logistician people who are introverts and extrovert people prefer Expressionism paintings.

The abstract form of paintings is mostly preferred by people with INTJ personalities, though the characteristics of this type of painting are acceptable for various personality traits. Thus, it can be stated that this study has evaluated the connection and influence of personality traits on choosing painting types and purchasing them as each type of painting consists of different characteristics. A total of 16 personality types have been identified and illustrated and various types of paintings including Expressionism, Abstract, Photorealism, Realism and Impressionism have been assessed.

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**Appendix: Survey Questionnaire**

1. Age group
  - a) 25-30
  - b) 31-45
  - c) 46-50
  - d) Above 50
2. Type of painting you like
  - a) Realism
  - b) Photorealism
  - c) Expressionism
  - d) Abstract
  - e) Impressionism
  - f) Pop Art
  - g) Surrealism

(Please rate your opinion against the following statements as per the following scale

0 = strongly disagree, 1 = disagree, 2 = neutral, 3 = agree, 4 = strongly agree)

Statements	0	1	2	3	4
3. Personality traits are influential towards the kind of art people like	11	10	7	18	55
4. People with analysts personality like realism art paintings	10	15	4	22	50
5. Logistician (ISTJ) personality types of people like Photorealism paintings	6	15	6	24	55
6. Expressionism art paintings are liked by people who are explorer and extroverts	6	10	5	17	63
7. INTJ personality types who are analysts mostly like abstract art paintings	11	19	8	23	40
8. All the sixteen personality types are specific and includes particular characteristics and personality traits	10	15	11	20	45
9. ESFP and ENTJ are the personality types who like pop art paintings	15	10	6	19	51
10. The types of art people choose that reveals their personality traits and types	3	17	3	20	58