

Impact of Big Five Personality Traits on Employees's Normative Commitment

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Today, business environment is rapidly changing day by day as well as, organizations have to adapt according to the changing environment otherwise they find it difficult to survive with the competition. Recruiting committed workforce is the most important and also challenging task for each and every organization of the world. The current research study focused to identify the impact of the big five personalities on normative commitment of sewing machine operators in MAS Bodyline Pvt Ltd. The quantitative and deductive approach was used for this study. To measure normative commitment of sewing machine operators was used standard questionnaire developed by Allen and Meyer and also personality was measured by using standard big five personality model questionnaire developed by John and Sanjay. Sample consists with sewing machine operators at MAS Bodyline, Horana. Sample was selected based on convenience sample technique. 200 questionnaires were distributed based on Morgan's table even though 166 questionnaires were returned. Cronbach's Alpha and KMO value ensured the reliability and validity of the questionnaire. The data were analyzed through analytical tools such as mean, standard deviation, correlation and regression analysis by using the Minitab and SPSS soft wares. The result concluded that there is a significant positive impact of extraversion and agreeableness on normative commitment and on the other hand, identified that there is a significant negative impact of neuroticism and openness to experience. Finally, current study found out that, there is not significant impact of conscientiousness on normative commitment.

Keywords: Normative Commitment; Big Five Personality