INFLUENCE OF PERSONALITY ON YOUR CHOICE FOR DIFFERENT FLAVORED CHIPS

TanuKukreja[*]

Yangerinla C Sangtam[**]

ABSTRACT

Personality is the combination of characteristics or qualities that forms an individual's distinctive characteristics. Likewise it may turn out that a person's choice could shed light on one's personality too. The research is conducted to find individual preference for different flavored chips in relation to the personality trait. The study is done on 100 University students of the age 17- 23 years. The study is done to see if personality would predict one's choice for different flavored chips. The results show that individual with the personality trait 'openness to experience' has preference for Classic Salted chips.

Key word: personality, flavored chips

[*] **Assistant Professor,Amity Institute of Behaviour and Allied Sciences,Amity University Haryana**

[**] **Student,Amity Institute of Behaviour and Allied Sciences,Amity University Haryana**

Taste and personality develop at the same time. The relationship between food and mood in individuals is very complex and varies from person to person. It is a very famous saying that; "Tell me what you eat: I will tell you who you are." – AnthelmeBrillat- Savarin.

Personality refers to individual differences in characteristic patterns of thinking, feeling and behaving. Personality is used to include everything about the individual. It is the organization or pattern that is given to the various discrete responses of the individual. It gives order and congruence to all the different kinds of behavior in which the individual engages. (APA, 2000)

According to Allport (1937), "Personality is defined as a dynamic organization within the individual of those psycho-physical systems that determine his characteristic behavior and thoughts

Again, "Personality refers to individuals' characteristic patterns of thought, emotion, and behavior, together with the psychological mechanisms, hidden or not, behind those patterns. This definition means that among their colleagues in other subfields of psychology, those psychologists who study personality have a unique mandate: to explain whole persons." (Funder, 1997)

Personality traits are the enduring and persistent behavioral pattern which distinguishes a person from other. They are considered as a basic unit of personality. Every person is unique because of his/her own traits. They have three basic properties frequency, intensity and range of situation. The blend of personality traits is also important in predicting various domains.

(Mcleod, 2015) The study of personality is one of the major topics of interest within psychology. Numerous personality theories exist, and most of the major ones fall in to one of four major perspectives. Each of these perspectives on personality attempts to describe different patterns in personality, including how these patterns form and how people differ on an individual level.The psychoanalytic perspective of personality emphasizes the importance of early childhood experiences and the unconscious mind. This perspective on personality was created by psychiatrist Sigmund Freud who believed that things hidden in the unconscious could be revealed in a number of different ways, including through dreams, free association and slips of

the tongue. Neo-Freudian theorists, including Erik Erikson, Carl Jung, Alfred Adler and Karen Horney, believed in the importance of the unconscious, but disagreed with other aspects of Freud's theories.The humanistic perspective of personality focuses on psychological growth, free will and personal awareness. It takes a more positive outlook on human nature and is centered on how each person can achieve their individual potential.The trait perspective of personality is centered on identifying, describing and measuring the specific traits that make up human personality. By understanding these traits, researchers believe they can better comprehend the differences between individuals.The social cognitive perspective of personality emphasizes the importance ofobservational learning, self-efficacy, situational influences and cognitive processes.

The Five Factor Model of personality is one of the prominent models in contemporary psychology and defines personality in terms of five broad factors, namely, Neuroticism, Extraversion, and Openness to experience, Agreeableness, and Conscientiousness. According to (McCrae and Costa, 1990), The Five Factor Model is an organization of personality traits, and traits in turn are dimensions of individual differences in tendencies to show consistent patterns of thoughts, feelings and actions. McCrae (2001) defines traits as "endogenous basic tendencies that, within a cultural context give rise to habits, attitudes, skills, beliefs and other characteristics adaptations. Thus, traits are relatively stable or enduring individual differences in thoughts, feelings and behaviors (Church 2001). The Big Five personality traits are five broad domains or dimensions of personality that are used to describe human personality. The theory based on the Big Five factors is called the five-factor model (FFM). The five factors are openness, conscientiousness, extraversion, agreeableness, and neuroticism.

A summary of the factors of the Big Five and their constituent traits, such that they form the acronym OCEAN:

- Openness to experience: (inventive/curious vs. consistent/cautious). Appreciation for art, emotion, adventure, unusual ideas, curiosity, and variety of experience. Openness reflects the degree of intellectual curiosity, creativity and a preference for novelty and variety a person has. It is also described as the extent to which a person is imaginative or independent, and

depicts a personal preference for a variety of activities over a strict routine. Some disagreement remains about how to interpret the openness factor, which is sometimes called "intellect" rather than openness to experience.

- Conscientiousness: (efficient/organized vs. easy-going/careless). A tendency to be organized and dependable, show self-discipline, act dutifully, aim for achievement, and prefer planned rather than spontaneous behavior.

- Extraversion: (outgoing/energetic vs. solitary/reserved). Energy, positive emotions, surgency, assertiveness, sociability and the tendency to seek stimulation in the company of others, and talkativeness.

- Agreeableness: (friendly/compassionate vs. analytical/detached). A tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. It is also a measure of one's trusting and helpful nature, and whether a person is generally well tempered or not.

- Neuroticism: (sensitive/nervous vs. secure/confident). The tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, and vulnerability. Neuroticism also refers to the degree of emotional stability and impulse control and is sometimes referred to by its low pole, "emotional stability".

A person's preference for a particular type of food or flavor of lays chips would depend on his personality. It is recognized that personality has been a determining factor on how people make choices of various foods. There have been researches to find out minimal number of steps or statement of variables to establish relationship between personality and choice of lays chips. Five Factor model of personality has been found as one of the replica of personality fact

It is important to consider why personality should be expected to be correlated with a person's choice of lays chips. Taste preference has been defined as the quantitative (or rated) likeliness that an individual will prefer the taste of a particular food substance to another. Human taste preference arises from hedonic response to taste sensation. Food taste sensations themselves may also influence behavior. For example, Meier et al. (2012) reported that tasting sweet foods resulted in induced prosocial behavior in human subjects, while Eskine (2013) reported a diminution of prosocial behavior in subjects exposed to organically prepared foods. Similarly,

Eskine et al (2011) found that subjects exposed to 'disgusting' taste sensations were also significantly more likely to render harsher moral judgments.

Studies also appear to provide some insight into the common usage of embodied metaphors (e.g. "sweet," "bitter") used by humans to describe other human personalities and behavior. For example, the term "sweet" is often used to describe pleasant, selfless and affectionate personalities and behavior, while the terms "sour" and "bitter" are used to describe unpleasant, distasteful and selfish behaviors (Meier et al. 2012; Stone and Pangborn 199

Many people think an individual's taste is so novel and irregular, that it could not uncover anything about their character. But as food industry has revolutionized a belief has settled that eating styles are related to character traits, we are not simply just what we eat. Eating is an individual's choice and it has nothing to do with someone picking up food and putting into one's mouth. Each individual has a unique food personality and it totally depends upon what they choose to eat off and on either intentionally or unintentionally. There is a very strong bond between food choices and behaving patterns

Literature Review

Does individual personality type influence dietary taste preference, a study by Fitch and Gaylor (2013). According to this study people who exhibit prosocial (i.e., extraverted) behavior are often characterized as being "sweet," while those exhibiting more introverted behavior are sometimes labeled as "bitter," "sour," etc. such social personification, apart from their value as practical communication, may actually intimidate complex personality trait. Positive correlations between hedonic response to taste sensation and personality type have been reported in the published literature and have been advanced as potentially predictive indicators of dietary habits and even diet- related disease susceptibility (e.g. obesity, diabetes, heart disease, cancers, etc.). To explore this hypothesis, the   standardized personality type and taste preference survey instruments was modified and systematically administered to the students randomly selected from two distinct SDSU student sub- population (N =31). Surveys were modified to score only personality type (i.e. introvert vs. extrovert) and taste preference (i.e. salty vs. sweetness). In contrast to some previously published studies, no statistically significant positive correlation

between personality type and taste preference response scores (one- tailed Pearson product-moment correlation analysis ($\alpha= 0.025$; $r= 0.203$; $P= 0.274$). Because the study suffered from reduced statistical power (relative to previously published studies) and because subjects reported some confusion in understanding personality type survey instructions (in post study interview), thus it was concluded that these two factors likely contributed experimental artifact sufficient to account for our contradictory results.

Preferences and intake measures of salt and sugar, and their relation to personality traits (Davis, 2015): The inter-relationship of personality with dietary intake of salt and sugar, and with hedonic responses to saltiness and sweetness, was examined among 62 female and 38 male university students. Thirty-five personality traits were assessed using five standard questionnaires: (1) Sixteen Personality Factor (16PF), (2) Jenkins Activity Survey (JAS), (3) Eysenck Personality Questionnaire (EPQ), (4) Multidimensional Health Locus of Control (MHLC), and (5) Sensation Seeking Scale (SSS). Dietary intakes of salty and of sweet foods were estimated from dietary-frequency questionnaires. Hedonic responses to sodium chloride in beef broth and to sucrose in lemonade were measured by category scaling of like/dislike and by *ad libitum* addition to maximum preference. While subjects with a high salt intake liked saltier broths ($p<0.05$), a similar relationship was not found for sugar intake and sweetness preferences. Hedonic scaling of both saltiness and sweetness was highly related to the *ad libitum* results. Only a few significant personality effects were observed. The more outgoing individuals liked sweeter lemonade than the more reserved subjects, and subjects who felt they had self-control over their health liked lower levels of salt in broth, while those who felt that chance or others controlled their health liked higher levels. Using personality traits as independent variables in step-wise multiple regression analysis accounted for 13% of the variance in the concentrations of salt and sugar, respectively, which received maximum hedonic responses.

Interrelations among beverage intake, food behavior and personality in adolescents (Korean, 2008): This study investigated the influences of the beverage intake on food behavior and personality for 1295 adolescents. The results were as follows. The favorite beverage was 'fruit juice', and preference of 'coffee' was the lowest. 'Milk and dairy product' was highest and 'milkshake' was lowest in intake frequency of beverage. The preference correlated positively($r =$

0.391) with the intake frequency of beverage, especially high in 'green tea and black tea'(r = 0.622), 'coffee'(r = 0.581), 'carbonated drink'(r = 0.538), and 'milk and dairy product'(r = 0.501). The explanation power (R2) of beverage preference on beverage intake was 0.153. The explanation power(R(2)) of beverage intake on food behavior was 0.127, and 'carbonated drink' and 'coffee' as well as 'milkshake' had a negative influence on food behavior: however, 'milk and dairy product', 'green tea and black tea', and 'fruit juice' had a positive influence on food behavior. The relationship of beverage intake and sociality was very low(R(2)= 0.013), and 'isotonic drink' and 'green tea and black tea' had a positive influence on sociality. The relationship between beverage intake and anger expression was also very low. 'Coffee' showed a positive relationship with anger-in. 'Carbonated drink' and 'milkshake' showed a positive result with anger-out. 'Milkshake' showed a negative relation with anger-control, but 'green tea and black tea' and 'milk and dairy product' showed a positive relation. From these results, it was necessary to develop the practical nutrition education program on proper beverage choice for adolescents leading to better metal and physical status.

Personality predicts food preference (Health 24, July 2013): Personality may be a determining factor in whether people like their food plain and bland or spicy and hot, according to new research.Certain aspects of an individual's personality may be a determining factor in whether they like their food plain and bland or spicy and hot, according to research presented at the 2013 Institute of Food Technologists (IFT) Annual Meeting & Food Expo. Nadia Byrnes, MS, a doctoral candidate at Pennsylvania State University, presented her research that set out to determine whether there was a correlation between personality types and hot-spice preferences. She conducted a study of 184 participants, non-smokers ages 18 to 45, without any known issues that would compromise their ability to taste, primarily Caucasian and slightly more women than men (63%). Byrnes assessed the group using the Arnett Inventory of Sensation Seeking (AISS), a test for the personality trait of sensation-seeking, defined as desiring novel and intense stimulation and presumed to contribute to risk preferences. Those in the group who score above the mean AISS score are considered more open to risks and new experiences, while those scoring below the mean are considered less open to those things.The subjects were given 25 micrometers of capsaicin, the active component of chilli peppers, and asked to rate how much they liked a spicy meal as the burn from the capsaicin increased in intensity. Those in the group who fell

below the mean AISS rapidly disliked the meal as the burn increased. People who were above the mean AISS had a consistently high liking of the meal even as the burn increased. Those in the mean group liked the meal less as the burn increased, but not nearly as rapidly as those below the mean. "Theoretically, we know that burn intensity and liking are linear related. The more irritating a compound or food gets, the less people should like it," she said. "But that's not always the case." Also on the same panel, Shane McDonald, PhD, principal flavour chemist at Kalsec, discussed the addition of "tingling" spices to foods, which is not very prevalent in the US diet outside of carbonation. He said "Ma La", a traditional Szechuan cuisine that combines chili peppers (the heat) and Szechuan peppers (the tingle), shows promise for American food manufacturers. The combination of the two sensates enhances the tingling while reducing the heat, which could make certain traditionally spicy foods more appealing to consumers, he said.

Food-related personality traits, food choice motives and food intake: mediator and moderator relationships (Audrey, 2005): The study investigated the relationship between food-related personality traits, specific food choice motives and food intake. Typically, it is assumed that motives mediate the effect of traits on food intake. Motives may also have different effects on food intake, depending on trait level (moderation). Undergraduate students ($N = 324$) completed the Food Involvement Scale and the Food Neophobia Scale measuring traits, and the Food Choice Questionnaire measuring specific motives. Daily food intake was assessed with a food frequency questionnaire two weeks later. General dietary healthfulness was based on its concordance with official recommendations. Regression analyses tested mediator and moderator relationships for each trait separately. The results partially support the mediation hypothesis: motives, such as Sensory Appeal and Health, mediated the effect of food involvement on intake of specific food categories. In addition, the relation of motives with both food intake and dietary healthfulness appeared to vary with level of food involvement or food neophobia (moderation). Implications to promote eating healthy food are discussed.

 Is personality related to fruit and vegetable intake and physical activity in adolescents (Bruijn, 2005): According to the study,Personality is regarded as a distal determinant of health behavior and has been found to be associated with health behavior in young adults. Research investigating the association between personality and health behaviors in adolescents, however, is lacking. The

present study explored the direct associations between Big Five personality dimensions with fruit and vegetable consumption and physical activity (PA) in two Dutch adolescent samples [Sample 1: $n = 504$; mean age = 14.5 years (SD = 1.7); response rate 20%; Sample 2: $n = 476$; mean age = 14.9 (SD = 2.0); response rate 17%]. Behavioral outcomes and personality were assessed with validated self-administered questionnaires. Bivariate correlations and multiple regression analyses were conducted, and Cohen's effect sizes were used to interpret the associations found. Agreeableness was positively associated with vegetable consumption, while Openness to Experience was positively associated with fruit consumption and vegetable consumption. Extraversion was positively associated with sports-related PA. Standardized regression coefficients for personality dimensions ranged from 0.09 to 0.13, explaining 3–6% of variance in behavior, indicating small effect sizes. Our results suggest that personality dimensions are associated with fruit and vegetable consumption and sports-related PA in adolescents. Future research should explore possible mediators between personality and health behavior in adolescents.

What your favorite pizza topping could say about your personality (Stefanie Tuder, 2014): For this survey, 500 British adults residing or visiting the United States aged between 18 and 65 filled out several standardized psychiatric and personality tests, like the Million Clinical Multi-axial Inventory-III (MCMI-III) and Minnesota Multi-phasic Personality Inventory-2 (MMPI-2) to determine their personality, as well as providing their pizza topping preferences to Dr. Alan Hirsch at The Smell & Taste Treatment and Research Foundation in Chicago. Hirsch also collected their spouses' personality and pizza preferences to determine romantic compatibilities between toppings. "With food, whether it is ice cream or pizza or something else, the thing that demands you to choose one over the other is not the nutrient value – because they're pretty much all the same. You choose one because you like it more. That means you prefer the taste, and why? Because it's your inner personality being represented based on your expression of it," said Hirsch, who is a neurologist and psychiatrist. "Our food preferences develop at ages zero to 7, which is the same time our personality develops, too. It makes a lot of sense." Hirsch claims that you can quickly learn about a person by looking at what food that person chooses. So read on to see what your favorite pizza topping says about your personality according to this survey, and

what it says about who you should be associating with. No word yet, though, on the plain or everything pizza lovers – looks like those folks are fresh out of personality.

Personality traits and eating habits: the assessment of food preferences in a large community sample: (Wright, 2015) The 48 dietary items from three popular eating surveys (the Kristal Food Habits Questionnaire, Block Fiber Screener, and Blocks Fat Screener) were administered concurrently to a large community sample. To provide evidence of the hierarchical structure of these eating practices, both orthogonal and oblique factor rotation of from one to five factors are compared. Also provided are the relations between dietary factors and gender, age, and education, as well as a broad set of personality attributes. Although self- reported eating practices were not associated with educational level, intelligence, nor various indices of psychopathology, they were related to the demographic variables of gender and age; older participants reported eating more fiber in their diets than did men. When these demographic associations were statistically controlled, we found an intriguing pattern of association with measures of other health- related practices, vocational interests, and such personality attributes as openness to experience and conscientiousness.

Need for the study:

What would be the first thing you would choose when you go online? Read a whole article of what personality type you fit in? Or do some markings and get your results? And you see what type of personality you have got. Everyone loves to eat, and we see quite a lot of young boys and girls who munches on chips a lot of time. With so many different flavors, some stick on to just one it thus struck a chord, will it even correlate with the person that you are? And possibly it would help in the creation of tools for personality assessment based on what you eat.

Objectives:

To assessthe relationship between personality and individual's preference for different flavored chips.

Hypothesis:

There will be a significant relation between personality and an individual's preference for different flavored chips.

Method:

Sample:

A purposive sampling of 100 students was taken from Amity University Haryana. The age ranges from 17 – 23 years. They were told about the research study, the subjects were enthusiastic and emotionally stable to answer to the questions. The test was conducted in groups.

Research design:

A descriptive non- experimental research design was used. The subjects were presented with different flavored chips (classic salted, magic masala, cream and onion and tangy tomato)from which they chose their favorite or most preferred one. Then they gave their responses for which the NEO- FFI questionnaire was used. The design was also quantitative in its measurement.

Tools used:

Neo-FFI-

The NEO-FFI was developed and validated by Costa and McCrae in 1989 (10,14). It represents an abridged form of the NEOPI-R, a more extensive battery consisting of 240 questions. Both the NEO-PI-R and the NEO-FFI measure the five major dimensions shown to provide a comprehensive assessment of normal adult personality: neuroticism (N), extroversion (E), openness to experience (O), agreeableness (A), and conscientiousness (C). Neuroticism describes the degree to which an individual typically experiences negative affects, including sadness, anger, embarrassment, and guilt. Extroversion describes the degree to which an individual is characterized by socialization, assertiveness, activity, and positive emotionality. Openness to experience refers to imagination, curiosity, esthetic responsiveness, and intellectual independence. Agreeableness describes cooperativeness, altruism, empathy, and straightforwardness. Conscientiousness describes planfulness, organization, self-discipline, and dutifulness. The longer version of the NEO personality inventory (the NEO-PI-R) includes additional items to delineate six facets of each dimension. The NEOFFI can be administered to men and women of all ages, most appropriately between 16 and 65 years with sixth grade reading skills. It has been translated and used in at least 12 other languages. The NEO-FFI and its parent form, the NEO-PI-R, have been examined extensively for their reliability and validity. The reliability (internal consistency) of the subscales of conscientiousness and neuroticism were

0.83 and 0.80, respectively, and that the subscales of agreeableness and extraversion were acceptable at 0.60 and 0.58, respectively. However, the sub-scale of openness to experience was not internally correlated (0.39). The convergent validity showed that the correlation of neuroticism and extraversion of the NEO-FFI with neuroticism and extraversion of the Eysenck were 0.68 and 0.47, respectively.

Procedure:

The participants are taken from Amity University, Haryana, India. They were told about the research work, a good rapport was established. Some had to be motivated while some were enthusiastic about filling the questionnaires. Instruction were given to them, then they were given four different flavours of lays chips that are green (American style), red (tangy tomato), yellow (classic salted) and blue (magic masala). After which they chose the flavor they liked best and the questionnaires were filled in.

Results and Discussions:

Descriptive Table

	Flavored chips	N	Mean	Standard deviation	Std. error
NEUROTICISM	CLASSIC SALTED	10	25.8000	7.1149	2.24994
	MAGIC MASALA	45	26.1333	5.60276	.83521
	CREAM & ONION	28	24.8214	5.31980	1.00535
	TANGY TOMATO	17	25.2353	4.07016	.98716
	TOTAL	100	25.5800	5.41076	.54108

The descriptive statistic table for different flavored chips for the variable neuroticism

	Flavored chips	N	Mean	Standard deviation	Std. error
EXTROVERSION	CLASSIC SALTED	10	28.3000	6.56675	2.07659
	MAGIC MASALA	45	27.3778	6.02755	.89853
	CREAM & ONION	28	26.3529	5.05250	.95483
	TANGY TOMATO	17	26.3529	5.36122	1.30029
	TOTAL	100	27.1200	5.65557	.56556

The descriptive statistic table for different flavored chips for the variable extroversion

	Flavored chips	N	Mean	Standard Deviation	Std. error
OPENNESS TO EXPERIENCE	CLASSIC SALTED	10	32.2000	3.52136	1.11355
	MAGIC MASALA	45	28.2000	5.31550	.79239
	CREAM & ONION	28	28.6429	4.52331	.85482
	TANGY TOMATO	17	30.9412	5.04320	1.22315
	TOTAL	100	29.1900	5.03462	.50346

The descriptive statistic table for different flavored chips for the variable openness to experience

	Flavored chips	N	Mean	Standard deviation	Std. error
AGREEABLENESS	CLASSIC SALTED	10	30.7000	3.52924	1.11604
	MAGIC MASALA	45	26.3333	6.12001	.91232
	CREAM & ONION	28	27.2143	4.34918	.82192
	TANGY TOMATO	17	26.4706	3.65919	.88749
	TOTAL	100	27.0400	5.17164	.51716

The descriptive statistic table for different flavored chips for the variable agreeableness

	Flavored chips	N	Mean	Standard deviation	Std. error
CONSCIENTIOUSNESS	CLASSIC SALTED	10	32.1000	7.70930	2.43790
	MAGIC MASALA	45	28.4222	4.75533	.70888
	CREAM & ONION	28	29.5357	6.30979	1.19244
	TANGY TOMATO	17	29.0000	5.79871	1.40639
	TOTAL	100	29.2000	5.7366	.57

			0	4	366
L			0	4	366

The descriptive statistic table for different flavored chips for the variable conscientiousness

ANOVA

			Sum of Squares	Df	Mean Square	F	Sig.
NEUROTICISM		Between Groups	32.394	3	10.798	.362	.781
EXTROVERSION		Between Groups	30.750	3	10.250	.314	.815
OPENNESS		Between Groups	195.220	3	65.073	2.699	.050
AGREEABLENESS		Between Groups	162.790	3	54.263	2.096	.106
CONSCIENTIOUSNESS		Between Groups	115.158	3	38.386	1.173	.324

The f value for 'openness to experience' is 2.699 whichis significant at 0.050, therefore we can say that an individual with these trait i.e. 'openness to experience' have a different preference for flavored chips which is not in the other remaining four traits i.e. neuroticism, extroversion, agreeableness and conscientiousness.

Further, under the Post Hoc Test the mean difference for 'openness to experience' variable under the category of Classic Salted chips and Magic Masala chips is 4.00000* which is significant at 0.039, now comparing the mean for Classic Salted chips and Magic Masalachips is 32.2000 and 28.2000 respectively. From these we can conclude that individuals who had a preference for Classic Salted chips had the trait of 'openness to experience'.

Similarly, the mean difference for 'agreeableness' variable under the category of Classic Salted chips is 4.36667* which is significant at 0.28, which would explain that individuals who have a preference for Classic Salted chips had the trait of 'agreeableness'.

The f value for agreeableness is 2.699 which is significant at 0.106 could also be considered if the number of sample was increased.

Flavor and personality (BBC, 17 September 2014): Dr Alan Hirsch is a US neurologist he conducted a research into the link between food choices and behavior. In order to investigate the possible link between people's choices of snack food and personality, Hirsch quizzed a sample of 19,400 people. He made all participants undergo two well-known personality tests. Hirsch could then check his own results against these in order to find correlations between their choice of snack food and personality type. Hirsch also tested the volunteers on questionnaires designed to assess depression, because depressive illnesses are known to coincide with losses of sensation and preferences for certain foods. The volunteers were then tested on their preference for snack foods and the pleasure value they assigned to each food. Hirsch also quizzed married partners on their choices to find out how people with different food choices differed in their compatibility for each other. The study revealed surprising links between perfectionism and the urges to munch tortilla chips and even a connection between introversion and the consumption of cream crackers.

Conclusions:

We see that there are links between openness to experience and agreeableness and preference for Classic Salted chips. In conclusion of the results from the data it appears that only one case prevailed as showing any form of significance, that being the openness to experience and preference for different flavored chips, thus the hypothesis can be accepted. In the case of the other traits the null hypothesis must be accepted.

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