

The Study of Relationship Between Lifestyle Choices and MBTI

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Abstract

The purpose of this study is to determine the relationship between lifestyle choices and MBTI. There were 86 participants who recorded their responses on a Google Form. Participants were provided a link to an MBTI assessment if they were unsure or had not taken an MBTI assessment prior to completing the form. Personality is believed to affect our preferences and our behavior. A total of 15 questions related to lifestyle choices were asked, and the data was compiled to determine whether there was a correlation between MBTI personality types and their lifestyle choices. An additional two questions were asked about gender and age for biographical data. To ascertain if personality is intrinsically related to lifestyle, commonalities had to be found within most members of each MBTI type. These questions include one's usual state of mind, preferred entertainment genre, (prospective) career field, and a multitude of other insightful questions about one's preferences. However, one limitation of this study was the relatively small sample size to the number of 16 MBTI types. The Myers-Briggs Type Indicator (MBTI) is a popular form of personality assessment that people use to aid their daily lives. Many people use their MBTI type to explore their strengths and weaknesses and improve them. This is done through understanding the role of cognitive functions and their varying strength by each MBTI type. Because people who share an MBTI type have so many behavioral similarities, there may also be a relationship between MBTI types and preferences.

Keywords: Lifestyle Choices, MBTI Personality Types, Behavioral Correlation

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Introduction

The Myers-Briggs Type Indicator (MBTI) is a measure first introduced by Katharine Cook Briggs and Isabella Myers Briggs in 1943 and is used to determine one's personality. After Carl Gustav Jung published "Psychological Types," Katherine Cook Briggs was inspired to fine-tune the MBTI, with the additional knowledge of cognitive functions, based on introversion and extraversion. There have been several adjustments made to the MBTI using Jung's research and statistical measures, as MBTI was still at a premature stage during the time of its introduction. The official MBTI test is not as accessible to many participants of this study because of its cost, which is why the MBTI test from HumanMetrics, based on Briggs and Jung's work, is provided as a free resource for an accurate typing of one's MBTI. This research study aims to understand the relationship between members of each of the sixteen MBTI types and lifestyle choices by finding commonalities.

Background Research

Understanding the Links Between Positive Psychology and Fashion

In the realm of psychology, fashion has been related to negative aspects of well-being, such as obsessive buying behaviors and body image concerns. However, very few research have investigated the positive aspects of applying psychology to fashion practices. You can use fashion as a tool to manage your mood, make friends with your body, and negotiate your sense of self. In addition, the management of both hedonistic and eudaimonic well-being is constituted by the interaction of these three processes working together (Ya, 2023).

Psychology and Shoe Consumption

The most recent study looks at Nike, Puma, Adidas, and Reebok, which are all well-known names in the world of worldwide athletic footwear. It can be deduced that the characteristics of quality, comfort, cost, and innovation all played a significant part in the buying decision-making process. That Reebok had performance, price, and comfort identity; that Nike had quality, advertisement, and design identity; that Adidas had performance, quality, advertisement, and design identity; and that Puma for advertisement, packaging, innovation, and marketing activities were the highest identity for each brand. These are the factors that are used to determine the relative strength of each brand. Customers' purchasing decisions about athletic footwear are significantly impacted by factors such as advertising, the availability of customized athletic footwear through the internet, recommendations from friends and family, and endorsements from notable public figures. In addition, it has been shown that about half of the consumers are open to switching the brand of shoes they wear, and an increasing number of customers are considering purchasing personalized athletic footwear (View of Customers Buying Behavior and Preference Towards International Branded Sports Shoes, n.d.)

A person's level of self-esteem may influence the luxury goods they buy.

It is possible for a person's level of self-esteem to play a role in the decision-making process regarding whether they will invest in luxury products. This may be especially the case if they have limited financial resources and are unable to readily pay for the price of these products. Some customers may find that purchasing a luxury item helps them feel more accepted in their social circles, which in turn contributes to an increase in their perception of status. The proliferation of online purchasing means that a scarf that costs \$500 is now as close as the touch of a mouse button. The ultimate form of retail therapy for some people is the purchase of luxury products. The internet, fortunately for luxury goods, has made it easy for consumers to make impulsive purchases of their products.

Another reason why some people buy luxury things is to give themselves a sense of success. They want to treat themselves to something that they normally would not be able to purchase for themselves as a reward for all the hard work that they have put in (The Psychology Behind Why People Buy Luxury Goods, 2023).

Music Preferences and Personality

Several studies have been conducted to study the association between (often a limited set of) personality traits and affinity for a select group of musical styles. To this day, there has been no attempt to study, within a single approach, the extent to which personality traits correspond with love for a very wide range of musical styles. In order to address this issue, 36,518 participants were asked to rate their level of enjoyment for 104 different types of musical styles, complete a condensed version of the Big 5 personality inventory, and provide additional information regarding their preferred types of music. There was a correlation between the participants' personalities and their preferences for the musical types, as well as their motivations for listening to this music. On the other hand, in general, these later characteristics were related to the participants' age, sex, and wealth more closely than they were to their Big 5 scores. Therefore, personality is related to musical preference, but other aspects of an individual's makeup are arguably more directly related to each other (North, 2010).

MBTI & Color Preferences

An individual personality could be divided into colors and each color could show a specific characteristic. Color preferences are mixed with their daily life and could get more impact by choosing their style. The color RED traits are strong leaders, fast-paced thinkers, risk takers, and noticeably high energy with strong responsibility. They usually have less patience so they tend to struggle with ambiguity. People who like yellow are sociable, expressive, and passionate. They tend to be informal and very energetic. The characteristics of yellow are mostly at the forefront of their agenda and their relationships are built strong. People with green personalities are very friendly and quite informal in their communication. They could come across as emotional when they are relational and social. Personality types with blue are deep thinkers and analytical types. Although they are meticulous and pay great attention to detail, they have a tendency to come across the problem that they are facing (The Power of Influence - Colour Traits and Preferences, n.d.)

MBTI & Travel Preferences

People have different perspectives of choosing their traveling places. INTJ personalities prefer to travel alone and they are excited when they visit a historical location. INTP personality prefers to travel with nature, they feel relaxed whenever they are related to nature. ENTJ loves to do backpacking journeys and schedule and walk with their own backpack. ENTP chooses to travel which is very crowded and loud. INFJ likes to volunteer in a relaxing location, also they prefer to go to quiet, calm places. INFP personalities go on a trip with their lovers or with their friends. ENFJ likes a creative location, so they do not prefer to go to classic places. ENFP likes to mingle with the crowds in busy cities. ISTJ like to travel to historical places with their close friends like INFP opt for history vacations. ISFJ prefers to go for a trip with a small group of friends. ESTJ personalities prefer to go to a social city with a big group of friends. ESFJ people like to go on vacation with their family members and one of the crucial roles for visiting the place should be a perfect place to take a picture. For ISTP visit places which have hands-on cultural experiences. ISFP likes to go on a road trip with a small group of close friends. ESTP likes to go on an adventure when they visit. ESFP likes to go a luxury pathway which suits their daily lives (Talty, 2019).

MBTI and Working Area Tendencies

Susan Cain's book *Quiet* (2013) is a book about introverts. It brings remarkable attention to the undervalued skill sets and capabilities of introverts, suggesting that certain environmental conditions may be particularly nonadaptive for their creative thought process. ("Personality, Workstation Type, Task Focus, and Happiness in the Workplace") For instance, people with introversion might struggle to concentrate or bring thoughts in an open office or bench sitting since introverts often require a quiet, closed space to allow themselves to work more effectively (Personality, Workstation Type, Task Focus, and Happiness in the Workplace, 2022).

Methods

A survey questionnaire was prepared to understand which lifestyle preferences were shared by many members in each of the sixteen Myers-Briggs Type Indicator (MBTI) types. Because the members share many personality characteristics, we considered the possibility of the members also having similar preferences. We decided that fifteen questions were fit to help us examine the relationship between MBTI and what choices people make in their everyday lives. Some of the questions we asked included: "What is your hobby?", as well as "How do you usually feel?" In the survey, we have also included a free MBTI quiz for those who have not taken one before. Additionally, we added two questions regarding age and sex to collect demographic data from participants.

It is important to note that the number of participants was limited to eighty-six participants, meaning that there was little data that could be used to effectively observe the relationship between personality and preferences. For several MBTI types, there was only one participant's data to analyze, so we have decided against making any conclusions. Other limitations include MBTI mistyping, which is often due to having a bias towards certain personality traits, an unclear understanding of one's personality traits, contradicting personality traits due to level proficiency in two opposing MBTI functions, etc.

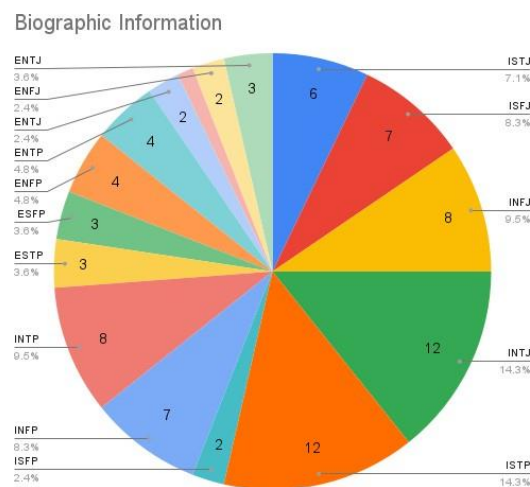


Fig 1. Biographic Information.

Results

Collecting 16 types of MBTI data we were able to find out each of the MBTI's preferences in various areas.

Fashion Type

Each personality type appeared to exhibit similar fashion preferences. Out of 6 people with the ISTJ MBTI type, 2 people 33.33% preferred casuals and street type respectively. Also, 44.4% of ISFJs preferred to wear casual clothing. For INFJs, 57.1% prefer casual clothing and minimalism style for 14.3%, maximalism style for 14.3%, and classic clothing for 14.3%; this demonstrates INFJs tend to enjoy the more casual clothing. Moreover, ISFJs, INFPs, INTPs, ESTPs, and ESFPs tended not to prefer street style clothing.

	casual	street	vintage	modern	minimalism	maximalism	sporty	classic
ISTJ	33.3	16.7	0	16.7	16.7	16.7	0.0	0.0
ISFJ	44.4	0.0	11.1	22.2	11.1	0.0	0.0	11.1
INFJ	57.1	0.0	0.0	0.0	14.3	14.3	0.0	14.3
INTJ	37.5	0.0	25.0	0.0	37.5	0.0	0.0	0.0
ISTP	16.7	8.3	16.7	0.0	33.3	16.7	0.0	8.3
ISFP	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0
INFP	28.6	0.0	0.0	14.3	0.0	14.3	0.0	42.9
INTP	37.5	0.0	0.0	25.0	37.5	0.0	0.0	0.0
ESTP	66.7	0.0	0.0	0.0	33.3	0.0	0.0	0.0
ESFP	33.3	0.0	33.3	0.0	0.0	33.3	0.0	0.0
ENFP	25.0	25.0	0.0	0.0	25.0	25.0	0.0	0.0
ENTP	25.0	25.0	0.0	0.0	25.0	0.0	25.0	0.0
ESTJ	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ESFJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0
ENFJ	50.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0
ENTJ	33.3	0.0	0.0	33.3	33.3	0.0	0.0	0.0

Table1. MBTI and Fashion Preference.

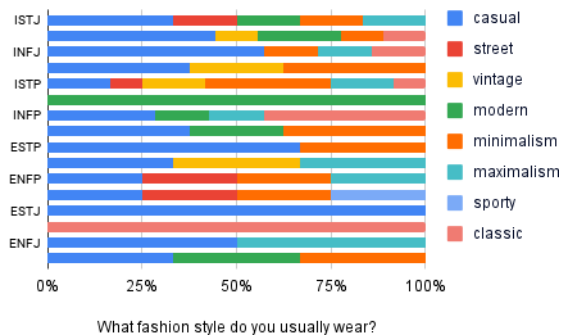


Fig 2. Fashion Type.

Shoes Preference

Each personality type appeared to exhibit similar shoe preferences. Out of 6 people with the ISTJ MBTI type, 2 people 33.33% preferred sneakers and sandals respectively. Also, 33.33% of ISFJs preferred to wear sneakers and flats. For INFJs, sandals, flats, and boots were each preferred by 2 people, or in other words, 25% each; this demonstrates INFJs tend to enjoy the more comfortable shoes. Moreover, ISTJs, ISFJs, and INFJs tended not to prefer heels. INTJs liked wearing sandals, heels, flats, each with a percentage of 27.27. ISTPs voted for loafers, sandals, and heels, with 25% each. Half of ISFPs chose flats, while the other half

chose sneakers as their daily preferred shoe. INFPs selected sneakers and loafers, with a percentage of 28.57 for each shoe type. INTPs voted 37.50% each for sandals and heels. ESTPs favored boots, with an overwhelming majority of 66.6%. ESFPs picked sneaker, loafer, and heels, with 33.% a piece. 50% of ENFPs preferred sneakers, and 50% of ENTPs would rather wear sandals for their shoes. ESTJs selected sneakers and boots, with 50% each. One ESFJ favored sneakers, which made 100% of ESFJs. Two out of the two ENFJs went for loafers as their daily show. Lastly, 66.6% of ENTJs opted for flats.

	Sneakers	Boots	Loafer	Sandals	Heels	Flats	Oxford
ISTJ	33.33	0.00	16.67	33.33	0.00	0.00	16.67
ISFJ	33.33	11.11	11.11	11.11	0.00	33.33	0.00
INFJ	12.50	25.00	12.50	25.00	0.00	25.00	0.00
INTJ	0.00	9.09	9.09	27.27	27.27	27.27	0.00
ISTP	16.67	0.00	25.00	25.00	25.00	8.33	0.00
ISFP	50.00	0.00	0.00	0.00	0.00	50.00	0.00
INFP	28.57	14.29	28.57	14.29	0.00	14.29	0.00
INTP	0.00	0.00	0.00	37.50	37.50	12.50	12.50
ESTP	0.00	66.67	0.00	33.33	0.00	0.00	0.00
ESFP	33.33	0.00	33.33	0.00	33.33	0.00	0.00
ENFP	50.00	0.00	25.00	0.00	25.00	0.00	0.00
ENTP	25.00	0.00	0.00	50.00	0.00	25.00	0.00
ESTJ	50.00	50.00	0.00	0.00	0.00	0.00	0.00
ESFJ	100.00	0.00	0.00	0.00	0.00	0.00	0.00
ENTJ	33.33	0.00	0.00	0.00	0.00	66.67	0.00

Table 2. MBTI and Shoe Preferences.

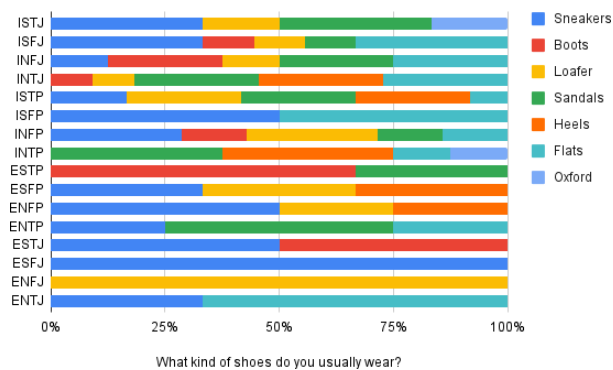


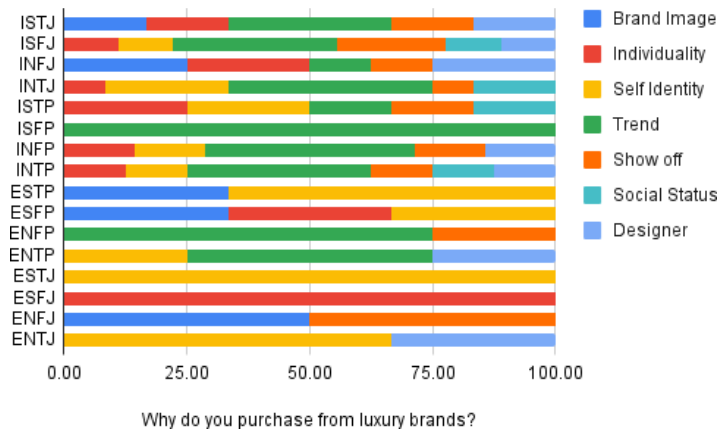
Fig 3. Shoe Preference

Reason for Luxury

33.33% of ISTJs and ISFJs purchased from luxury brands because they were in fashion. 25% of INFJs bought luxury items because of the brand images, individuality, and designer. 41.67% of INTJs chose to buy luxury brands because they were trendy. ISTPs purchased products from luxury brands, with the reasons being individuality and self-identity, with 25% each. All two ISFPs, 42.86% of INFPs, and 37.5% of INTPs acquired luxury items because they were in trend. Furthermore, 66.6% of ESTPs bought from luxury brands because they believed that they represented their identity. 33.33% of ESFPs considered brand image, another 33.33% considered individuality, and finally, the last 33.33% picked self-identity as the reason for purchasing luxury items. 75% of ENFPs picked the option for luxury items being in vogue as their reason for buying luxury items. 50% of ENTPs purchased luxury items because they were trendy. All ESTJs chose self-identity as the reason for buying from luxury brands. 50% of ENFJs each considered the brand images and showing off as the reasons for purchasing luxury goods. Lastly, 66.66% of ENTJs felt that it was within their self-identity to spend their money on exclusive luxury brands.

	Brand Image	Individuality	Self Identity	Trend	Show off	Social Status	Designer
ISTJ	16.67	16.67	0.00	33.33	16.67	0.00	16.67
ISFJ	0.00	11.11	11.11	33.33	22.22	11.11	11.11
INFJ	25.00	25.00	0.00	12.50	12.50	0.00	25.00
INTJ	0.00	8.33	25.00	41.67	8.33	16.67	0.00
ISTP	0.00	25.00	25.00	16.67	16.67	16.67	0.00
ISFP	0.00	0.00	0.00	100.00	0.00	0.00	0.00
INFP	0.00	14.29	14.29	42.86	14.29	0.00	14.29
INTP	0.00	12.50	12.50	37.50	12.50	12.50	12.50
ESTP	33.33	0.00	66.67	0.00	0.00	0.00	0.00
ESFP	33.33	33.33	33.33	0.00	0.00	0.00	0.00
ENFP	0.00	0.00	0.00	75.00	25.00	0.00	0.00
ENTP	0.00	0.00	25.00	50.00	0.00	0.00	25.00
ESTJ	0.00	0.00	100.00	0.00	0.00	0.00	0.00
ESFJ	0.00	100.00	0.00	0.00	0.00	0.00	0.00
ENFJ	50.00	0.00	0.00	0.00	50.00	0.00	0.00
ENTJ	0.00	0.00	66.67	0.00	0.00	0.00	33.33

Table 3. MBTI and Reason for purchasing luxurious brand products. ISTP and have chosen “Trend” as a reason and ESTJ chose “Self Identity.”



Favorite Music Genre

[illegible]

ENFJ	50.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00
ENTJ	0.00	0.00	0.00	0.00	0.00	66.67	33.33	0.00

Table 4. MBTI and Favorite Music Genre

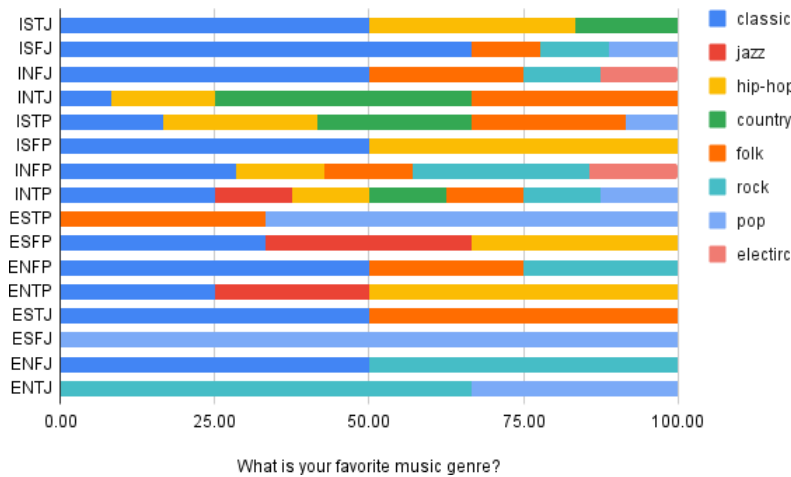


Fig 5. Music Genre

Favorite Luxury Brand

Based on the data of preference of luxury brands, 33.33% of ISTJs prefer Chanel and Gucci for their luxury brand preference. 22.22% of ISFJs selected Miu Miu and Gucci. 37.5% of INFJs would pick Gucci as a luxury brand to purchase from. 25% of INTJs favored Gucci as well. 16.67% of ISTPs were more partial to Miu Miu, Chanel, Dior, and Versace. 50% of ISFPs leaned toward Gucci and Off-white for luxury brands. 42.86% of INFPs preferred Gucci. 25% of INTPs tended to choose Louis Vuitton, Dior, and Yves Saint Laurent over other brands. Each of the 33.33% of ESTPs found Louis Vuitton, Dior, and Gucci as their preferred brands for luxury goods. Moreover, 33.33% of ESFPs were attracted to Louis Vuitton, Miu Miu, and Chanel as brands. Half of ENFPs went for Gucci as their standard luxury brand to buy from. 25% of ENTPs had a preference for Louis Vuitton, Miu Miu, Dior, and Off-white as a luxury preference respectively. 100% of ESTJs chose Louis Vuitton for their preference. All of the ESFJs were predisposed to purchasing from Hermes when browsing for luxury goods. 50% of ENFJs tended to choose Celine and Gucci for luxury inclination. 33.3% of ENTJs lend to Chanel, Prada, and Bottega Veneta for their luxuries.

	Louis Vuitton	Celine	Miu Miu	Chanel	Dior	Gucci	Versace	Prada	Balenci aga	Bottega Veneta	Yves Saint Laurent	Valentino	Hermes	Off-White
ISTJ	16.67	0.00	0.00	33.33	0.00	33.33	16.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ISFJ	11.11	11.11	22.22	11.11	0.00	22.22	0.00	0.00	11.11	0.00	0.00	11.11	0.00	0.00
INFJ	0.00	0.00	0.00	0.00	12.50	37.50	25.00	0.00	0.00	0.00	0.00	0.00	12.50	12.50
INTJ	8.33	0.00	0.00	16.67	16.67	25.00	8.33	16.67	0.00	0.00	0.00	8.33	0.00	0.00
ISTP	8.33	0.00	16.67	16.67	16.67	8.33	16.67	0.00	16.67	0.00	0.00	0.00	0.00	0.00
ISFP	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
INFP	0.00	14.29	0.00	0.00	14.29	42.86	0.00	0.00	0.00	14.29	14.29	0.00	0.00	0.00

INTP	25.00	0.00	0.00	12.50	25.00	0.00	0.00	0.00	12.50	0.00	25.00	0.00	0.00	0.00
ESTP	33.33	0.00	0.00	0.00	33.33	33.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ESFP	33.33	0.00	33.33	33.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ENFP	0.00	0.00	0.00	0.00	0.00	50.00	0.00	25.00	25.00	0.00	0.00	0.00	0.00	0.00
ENTP	25.00	0.00	25.00	0.00	25.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.00
ESTJ	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ESFJ	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	0.00
ENFJ	0.00	50.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
ENTJ	0.00	0.00	0.00	33.33	0.00	0.00	0.00	33.33	0.00	33.33	0.00	0.00	0.00	0.00

Table 5. MBTI and Luxury Brand Preference.



Fig 6. A Reason to purchase luxury brand.

Hobby

After collecting data on the choices made by 85 people with 8 options (Computer Gaming, Sports, Cooking, Singing, taking photos, Reading, Drawing, Shopping), we were able to find out that each MBTI prefers a different hobby. According to our data pools, half of the INFJs have sports as a hobby. Likewise, 50% of ESTJs tended to play sports as their hobby. As for the INTPs, half preferred reading and 25% liked taking photos when they were given spare time. For the ISTJ MBTI type, 33.33% took part in photography and reading. Also, each of the 33.33% of ESTPs had singing, reading, and shopping as their hobbies. 33.33% of ISTPs liked spending their time reading.

	Computer Game	Sports	Cooking	Singing	Taking photos	Reading	Drawing	Shopping
ISTJ	0.00	16.67	0.00	16.67	33.33	33.33	0.00	0.00
ISFJ	11.11	0.00	11.11	11.11	33.33	22.22	11.11	0.00
INFJ	0.00	50.00	12.50	0.00	12.50	25.00	0.00	0.00
INTJ	0.00	25.00	8.33	8.33	25.00	8.33	8.33	16.67

ISTP	8.33	8.33	0.00	25.00	8.33	33.33	16.67	0.00
ISFP	0.00	50.00	0.00	0.00	50.00	0.00	0.00	0.00
INFP	14.29	28.57	14.29	14.29	14.29	0.00	14.29	0.00
INTP	12.50	0.00	0.00	0.00	25.00	50.00	0.00	12.50
ESTP	0.00	0.00	0.00	33.33	0.00	33.33	0.00	33.33
ESFP	33.33	33.33	0.00	0.00	33.33	0.00	0.00	0.00
ENFP	0.00	25.00	25.00	25.00	50.00	25.00	0.00	0.00
ENTP	25.00	25.00	25.00	0.00	0.00	25.00	0.00	0.00
ESTJ	0.00	50.00	0.00	0.00	0.00	0.00	0.00	50.00
ESFJ	0.00	100.00	0.00	0.00	0.00	0.00	0.00	0.00
ENFJ	0.00	0.00	0.00	0.00	50.00	50.00	0.00	0.00
ENTJ	33.33	0.00	0.00	0.00	0.00	33.33	0.00	33.33

Table 6. MBTI and Hobby

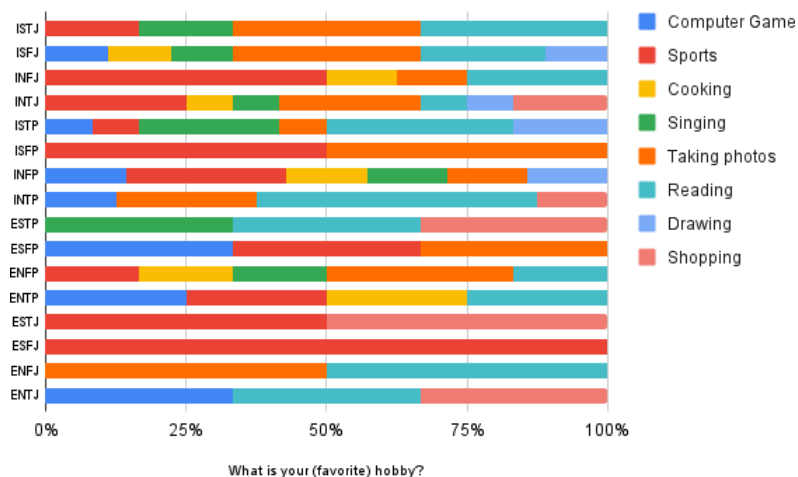


Fig 7. Hobby

Favorite Color

After collecting the data, we discovered that people with different personality types preferred a similar favorite color. With an overwhelming 83.3 percent, ISTJs strongly favored the color black. 42.9% of INFPs and 66.7% of ESTPs liked blue. The majority of ENTJs voted green as their favorite color, with 66.7 percent. Half of the ENFPs preferred the color red. In addition, the color gray and black were each voted by 50% of the ENFJs. Interestingly, ISTPs preferred the colors: green, pink, and blue over gray scale colors.

	Red	Orange	Yellow	Green	Blue	Purple	Pink	White	Grey	Black
ISTJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.0	83.3

ISFJ	11.1	11.1	0.0	0.0	22.2	11.1	0.0	11.1	11.1	22.2
INFJ	12.5	0.0	12.5	12.5	25.0	0.0	12.5	0.0	12.5	12.5
INTJ	16.7	8.3	8.3	8.3	16.7	8.3	8.3	16.7	0.0	8.3
ISTP	0.0	0.0	0.0	25.0	16.7	8.3	25.0	8.3	8.3	8.3
ISFP	0.0	0.0	50.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0
INFP	14.3	0.0	0.0	14.3	42.9	0.0	14.3	0.0	14.3	0.0
INTP	0.0	0.0	0.0	25.0	0.0	37.5	12.5	0.0	12.5	12.5
ESTP	0.0	0.0	0.0	0.0	66.7	0.0	0.0	0.0	0.0	33.3
ESFP	33.3	0.0	0.0	33.3	0.0	33.3	0.0	0.0	0.0	0.0
ENFP	50.0	25.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ENTP	0.0	0.0	0.0	0.0	25.0	25.0	25.0	0.0	0.0	25.0
ESTJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	50.0
ESFJ	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ENFJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	50.0
ENTJ	33.3	0.0	0.0	66.7	0.0	0.0	0.0	0.0	0.0	0.0

Table 7. MBTI and Color Preference

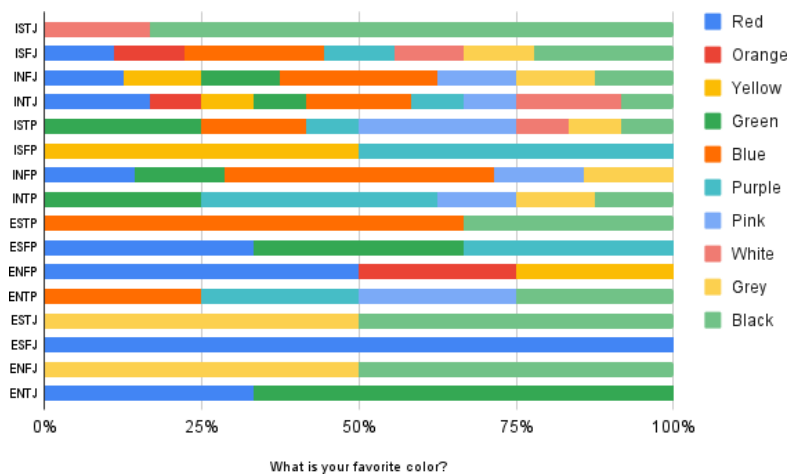


Fig 8. Color Preference

Favorite Entertainment Genre

After collecting data on favorite movie/book genres, we were able to find out a general result of how MBTI connects to favorite genres with the information given. 12 people with the INTJ personality type preferred a large variety of genres, including action, comedies, musical, science fiction, sports, and thriller. Their preferences did not cluster to a few specific genres; instead, the majority of these 6 genres had about 1–2 votes. However, on the other hand, 12 ISTPs only voted for four genres: action, comedies, adventure, and fantasy. Each genre had 2–4 votes.

	Horror	Romance	Action	Comedies	Adventure	Musical	Fantasy	Drama	Science fiction	Sports	Thriller	Western
ISTJ	0.0	33.3	16.7	0.0	16.7	0.0	0.0	0.0	0.0	16.7	16.7	0.0
ISFJ	11.1	11.1	0.0	33.3	0.0	0.0	11.1	0.0	33.3	0.0	0.0	0.0
INFJ	0.0	12.5	25.0	12.5	25.0	0.0	0.0	12.5	0.0	12.5	0.0	0.0
INTJ	0.0	0.0	16.7	25.0	0.0	16.7	0.0	0.0	8.3	16.7	16.7	0.0
ISTP	0.0	0.0	16.7	33.3	25.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0
ISFP	50.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0
INFP	0.0	14.3	28.6	14.3	0.0	0.0	0.0	14.3	14.3	14.3	0.0	0.0
INTP	0.0	12.5	0.0	25.0	12.5	0.0	12.5	0.0	12.5	0.0	25.0	0.0
ESTP	0.0	33.3	0.0	0.0	0.0	0.0	0.0	33.3	0.0	0.0	33.3	0.0
ESFP	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ENFP	0.0	0.0	25.0	0.0	25.0	0.0	25.0	25.0	0.0	0.0	0.0	0.0
ENTP	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	25.0	0.0	25.0	0.0
ESTJ	0.0	50.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ESFJ	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ENFJ	0.0	0.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0
ENTJ	33.3	0.0	33.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 8. MBTI and Entertainment Preference

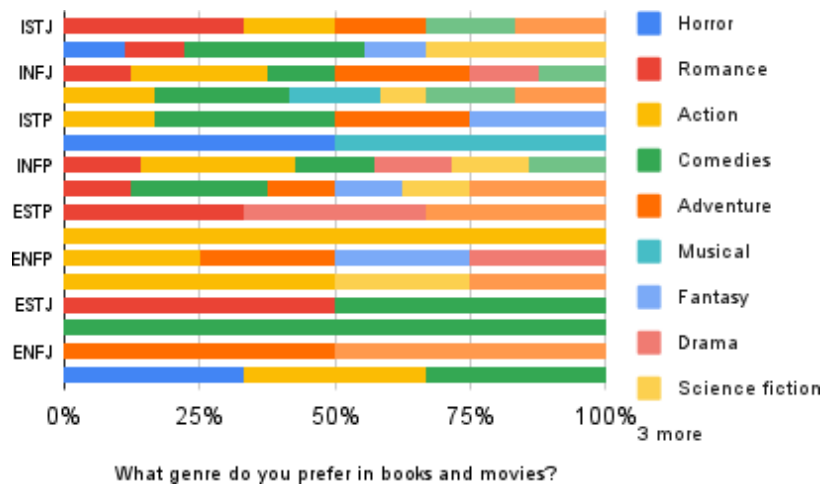


Fig 9. Favorite books and Movies Genre

Prioritization of Finances

Based on the data, we were able to conclude that there were variations in where each of the MBTI types spent most of their money. INTJs had a constant vote on how they spent their money, and expressed a 16.7-25 percent vote for food, shopping, hobby, saving, transportation, and medical expenses. ISTPs also showed a large variety of ways of managing their finances, but had the lowest percent of preference to shopping, with 8 percent. Saving had the highest vote with 41.7%, and the rest of the categories remained at 16.7%. ESTJs had a 100% preference for shopping; however, there were only two ESTJs.

	Food	Shopping	Hobby	Saving	Transportation	Medical Expenses
ISTJ	0.0	50.0	0.0	0.0	16.7	33.3
ISFJ	11.1	11.1	33.3	33.3	0.0	11.1
INFJ	25.0	12.5	25.0	12.5	12.5	12.5
INTJ	16.7	16.7	16.7	25.0	25.0	0.0
ISTP	16.7	8.3	16.7	41.7	16.7	0.0
ISFP	50.0	0.0	0.0	0.0	50.0	0.0
INFP	14.3	28.6	28.6	14.3	14.3	0.0
INTP	12.5	25.0	12.5	12.5	37.5	0.0
ESTP	0.0	66.7	0.0	33.3	0.0	0.0
ESFP	33.3	33.3	0.0	0.0	33.3	0.0
ENFP	25.0	25.0	0.0	25.0	0.0	25.0
ENTP	0.0	75.0	25.0	0.0	0.0	0.0
ESTJ	0.0	100.0	0.0	0.0	0.0	0.0
ESFJ	0.0	100.0	0.0	0.0	0.0	0.0
ENFJ	50.0	0.0	0.0	0.0	50.0	0.0
ENTJ	33.3	0.0	0.0	33.3	33.3	0.0

Table 9. MBTI and Prioritization of Finances.

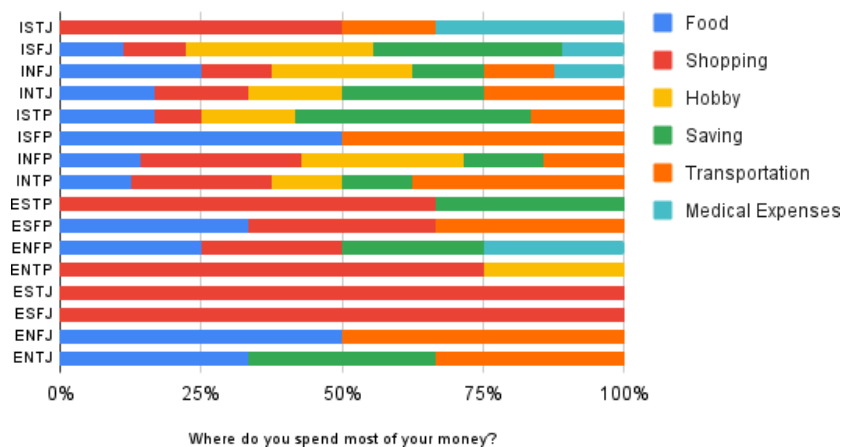


Fig 10. Prioritization of Finances

Favorite Working Area

After the data was collected, we found out that personality types affected one's preferred working space. 88.9% of ISFJs liked working at home, which was an outstanding percentage compared to other MBTI with similar participant numbers. On the other hand, INTPs voted in similar percentages for all three different working spaces: 37.5% voted for cafes and the library, and 25% for their home as for where they preferred to work.

	Cafe	Library	Home
ISTJ	0.0	33.3	66.7
ISFJ	0.0	11.1	88.9
INFJ	25.0	25.0	50.0
INTJ	16.7	50.0	33.3
ISTP	8.3	50.0	41.7
ISFP	0.0	0.0	100.0
INFP	14.3	28.6	57.1
INTP	37.5	37.5	25.0
ESTP	66.7	0.0	33.3
ESFP	0.0	66.7	33.3
ENFP	25.0	25.0	50.0
ENTP	25.0	25.0	50.0
ESTJ	0.0	0.0	100.0
ESFJ	100.0	0.0	0.0
ENFJ	0.0	0.0	100.0
ENTJ	33.3	0.0	66.7

Table 10. MBTI and Favorite Working Area.

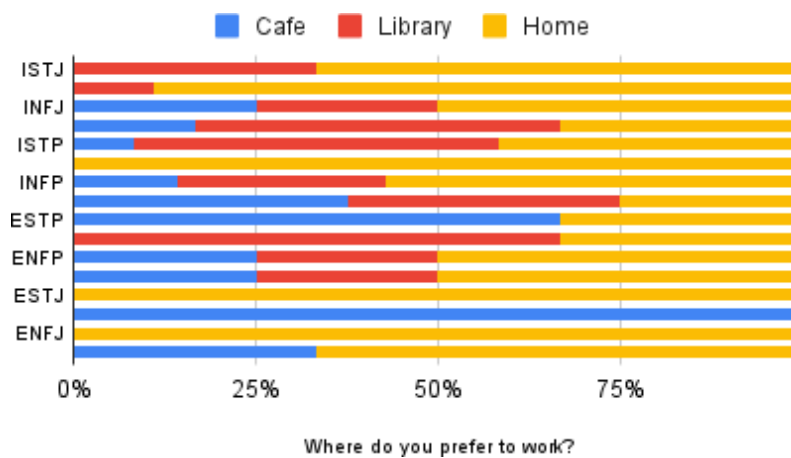


Fig11. Favorite Working Area

Favorite Season

According to the data, each personality type had a different preference for a season. INTJs and ISTPs both had 12 people and a contrasting percentage for each season. INTJs had the highest preference for spring, with 41.7%. Moreover, 8.3 percent of INTJs voted for winter, which is the lowest recorded percentage for a season. ISTP had the highest percent of 58.3 percent for fall. In contrast, ISTPs have the lowest percent of 8.3 for spring, which is the highest percentage for INTJ.

	Spring	Summer	Fall	Winter
ISTJ	0.0	16.7	16.7	66.7
ISFJ	44.4	22.2	11.1	22.2
INFJ	25.0	12.5	12.5	50.0
INTJ	41.7	33.3	16.7	8.3
ISTP	8.3	16.7	58.3	16.7
ISFP	50.0	0.0	0.0	50.0
INFP	14.3	28.6	28.6	28.6
INTP	12.5	25.0	25.0	37.5
ESTP	33.3	0.0	33.3	33.3
ESFP	0.0	100.0	0.0	0.0
ENFP	50.0	0.0	50.0	0.0
ENTP	37.5	12.5	12.5	37.5
ESTJ	50.0	50.0	0.0	0.0
ESFJ	0.0	0.0	100.0	0.0
ENFJ	0.0	0.0	50.0	50.0
ENTJ	0.0	33.3	33.3	33.3

Table 11. MBTI and Favorite Season.

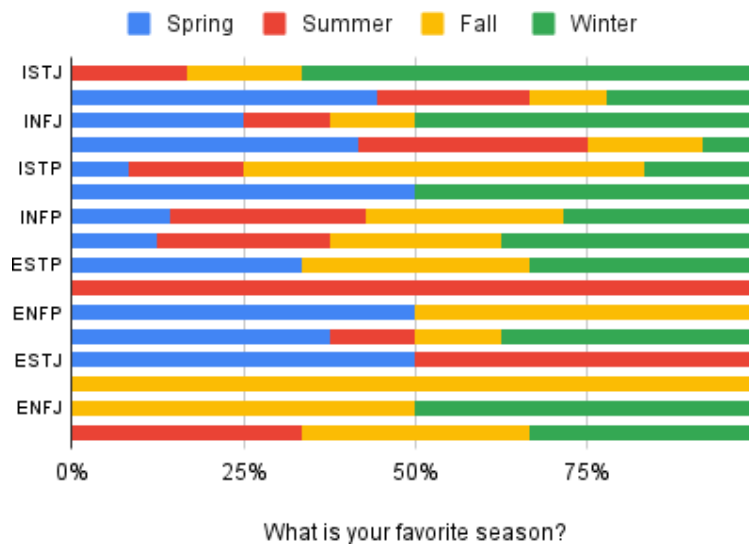


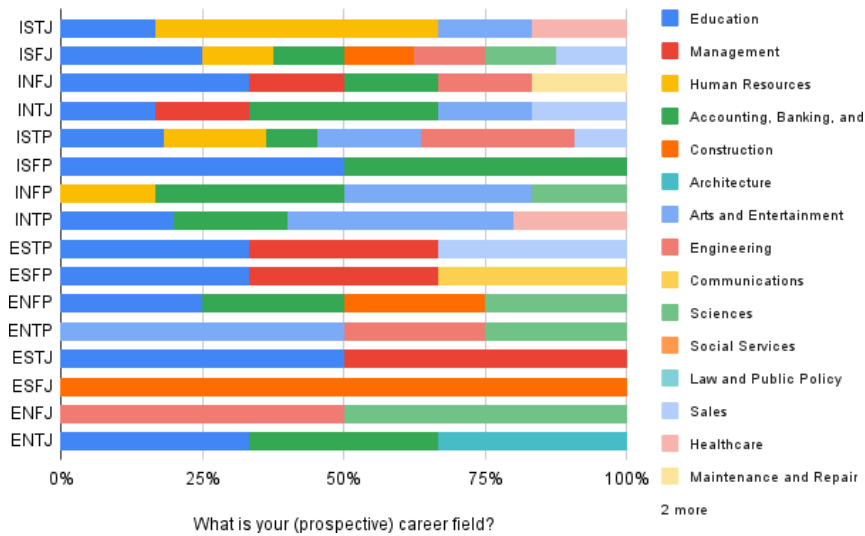
Fig 12. Favorite Season

(Prospective) Career Field

With the data collected, we found that out of 11 ISTPs, 18.2% chose education and 27.3% chose engineering. There was no strong correlation to any field, but a decent amount of ISTPs worked in fields that required strong technical skills, which would be related to their extraverted sensing function (se) being auxiliary. As for ISTJs, three of the six people were found to be involved in human resources. 25% of ISFJs and ENFPs chose the career field, education, and one of the two ESTJs chose education, while the other chose management.

	Edu cati on	Mana geme nt	Hu man Res sourc es	Acco untin g, Bank ing, and Finan ce	Const ructio n	Archi tectur e	Arts and Entert ainme nt	Engi neeri ng	Comm unicati ons	Sci enc es	Soc ial Ser vic es	La w and Pu bli c Po lic y	Sa le s	Heal thcar e	Maint enanc e and Repai r	Manuf acturi ng	Tra nsp ort
IS TJ	16.7	0.0	50.0	0.0	0.0	0.0	16.7	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.0	0.0	0.0
IS FJ	25.0	0.0	12.5	12.5	12.5	0.0	0.0	12.5	0.0	12.5	0.0	0.0	12.5	0.0	0.0	0.0	0.0
IN FJ	33.3	16.7	0.0	16.7	0.0	0.0	0.0	16.7	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.0	0.0
IN TJ	16.7	16.7	0.0	33.3	0.0	0.0	16.7	0.0	0.0	0.0	0.0	0.0	16.7	0.0	0.0	0.0	0.0
IS TP	18.2	0.0	18.2	9.1	0.0	0.0	18.2	27.3	0.0	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0
IS FP	50.0	0.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IN FP	0.0	0.0	16.7	33.3	0.0	0.0	33.3	0.0	0.0	16.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IN TP	20.0	0.0	0.0	20.0	0.0	0.0	40.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0	0.0	0.0
ES TP	33.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	33.3	0.0	0.0	0.0	0.0
ES FP	33.3	33.3	0.0	0.0	0.0	0.0	0.0	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
E N FP	25.0	0.0	0.0	25.0	25.0	0.0	0.0	0.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
E N TP	0.0	0.0	0.0	0.0	0.0	0.0	50.0	25.0	0.0	25.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ES TJ	50.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ES FJ	0.0	0.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
E N FJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.0	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
E N TJ	33.3	0.0	0.0	33.3	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Table 12. MBTI and (Prospective) Career Field



Limitations

The number of participants was limited to eighty-six participants, meaning that there was little data that could be used to effectively observe the relationship between personality and preferences. For several MBTI types, there was only one participant's data to analyze, so we have decided against making any conclusions. Other limitations include MBTI mistyping, which is often due to having a bias towards certain personality traits, an unclear understanding of one's personality traits, contradicting personality traits due to level proficiency in two opposing MBTI functions, etc.

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