

Investigating the Relationship between the Big Five Personality Traits model and Selfie Posting behavior with the moderating role of Culture and Marital status among University Students

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ABSTRACT

Purpose - the major aim of the study is to find the impact of student personality traits on selfie posting on social media with the moderating role of culture and Marital Status.

Study Design/methodology/approach - For this purpose, data were collected through questionnaires from two different higher education institutions from Bannu and Islamabad. The obtained response was analyzed through SPSS and moderation results were validated through Preacher and Hayes statistical procedure.

Findings - The result shows variation in predicting students' personalities based on selfie posting among the National University of Modern languages and the University of Science and Technology Bannu. Findings for the moderation effect also vary among both HEIs due to cultural differences, especially for female students.

Originality/Value - The current study for the first time investigates the difference in psychological behavior (Personality Traits) of two different universities in Pakistan's work context. Similarly, the buffering role of culture and marital status is also investigated for the first time.

Research Limitations/Implications - The current study has several limitations as the response was validated through correlation and regression for the sample from two different universities. However further studies may apply t-tests to compare the mean differences in gender and marital status. Future studies may also investigate other demographic variables i.e income level of the parents, student's subject specialization, and social class differences to understand the dynamic relationship between student's personalities and selfie-posting attitudes.

Key Word: Big Five Personality traits, Selfie posting, Culture, Marital status, Digital media

1 | INTRODUCTION

Social media is a platform where people present themselves to the world, enlightening personal details and information about their lives. Social media subscribers express their real nature with the help of snapshots, social connections, special moments, or facial expressions (Ellison et al., 2020). Selfie is a photograph that someone takes with a webcam or with the help of a smartphone and is shared on social media selfie was introduced as a word in the year 2013 (Guntuku et al., 2019). Fifty-five percent of the time selfies were posted via social media with about 52% of women and 50% of men (Omar & Dequan, 2020).

Personality with the help of pictures can be expressed better enough through social networks. Personality can be defined as the patterns of behaviors and emotions, thoughts, as well as the intrinsic and extrinsic psychological mechanisms of those patterns (Kircaburun et al., 2020). Factors related to genes and environment shapes personality in which cultural values are important as personality cannot prevail without culture (Tiggemann,

[Anderberg, & Brown, 2020](#)). There are various models pertaining to personality. The Big Five personality traits are extraversion, agreeableness, openness, conscientiousness, and neuroticism. European and North-American countries scored higher in extraversion than those Asian and African countries ([Ofori et al., 2022](#)). Extroverts who have a collectivist orientation prefer a group learning environment more than those with an individualistic orientation ([Cao et al., 2021](#)). Self-objectifying people and narcissists spend much of their time on social networking sites (SNS). In addition, psychopathic personalities and narcissists show a significant association with selfies, the behavior of narcissists is more like the behavior of men who add selfies on social media ([Chung et al., 2019](#)), editors of selfies ([Pikoos et al., 2021](#)). The behavior of SNS subscribers and selection of images and Facebook profiles. Big five personality traits show a relationship with social media usage, as extroverts belong to Facebook groups more than other groups ([Gretzel & solutions, 2019](#)). Individuals having neuroticism personality trait is prospective to share personal information and posted pictures on social media. Also, people with neuroticism were expected to use Facebook, while people who scored high on conscientiousness would use Twitter to socialize ([Akgün et al., 2020](#)). Extroverts were found to have a higher frequency of photos and status updates than introverts.

Culture is defined as an association related to declarative and procedural knowledge that best answers the basic questions of life ([Wilksch et al., 2020](#)). Culture spreads in society with the help of language, practices, social media, values, and artifacts. However, there is a lack of studies to investigate the role of country/state culture to promote selfie-posing attitudes among male and female students. Using social media and presenting oneself through pictures to gain recognition is one of the important hobbies of the younger generation. However, in Islamic injunction, there is strong opposition to presenting females through photos/ videos or live streaming via any mode of communication ([Kaplan et al., 2019](#)). Therefore, it is a culture that defines limits for women in an environment to prevent them from presenting themselves on any social media platform. In Pakistan, universities that use social media among women vary according to cultural barriers, family settings, modernization, and the concept of Islamic mandate regarding personal presentation ([Greijdanus et al., 2020](#)). At the same time, no evidence to date has been found to correlate the relationship between the big five personality traits and the posting of selfies through the moderating role of the respondent's marital status. Therefore, the current study is novel in many ways and will promote the existing construction of the selfie-posting attitude among students ([Eastman et al., 2020](#)). At the same time, the role of culture and marital status will be investigated through the moderating variable between the big five personality traits and the publication of selfies between the Capital University of Science and Technology (CUST) Islamabad, and the University of Science and Technology Bannu (USTB).

2 | LITERATURE REVIEW

2.1 | Big Five Personality Traits

According to ([Joo, Seok, & Nam, 2020](#)), the Big Five Personality Model consists of five important human behavior patterns namely, extraversion (ExtraV), Openness to experience (OPTE), Neuroticism (NEURO), Agreeableness (AGREA) and conscientiousness (CONS) that are widely used by different researchers to validate human personality during social networking. Extraversion is denoted as specific characteristics of an individual that are socially active, full of enthusiasm, and has an outgoing attitude ([Wang et al., 2021](#)). An individual having

(ExtraV) capabilities are welcome everywhere and became the symbol of attention for others ([Steinsbekk et al., 2021](#)).

Agreeableness is denoted by a warm personality with sympathetic behavior and trust ability as well as cooperation in nature. This kind of individual mostly focuses on others and provides help during a crisis ([Winter, Maslowska, & Vos, 2021](#)). In Conscientiousness (CONS), the individuals have dominant behavioral attributes, having an organized behavior with compassion, empathy, and congeniality. Neuroticism is the specific attributes of the human personality that are connected to emotional instability, threat, receptiveness toward a higher level of stress, worry, nervousness, and anxiety ([Cheah et al., 2019](#)).

The personality trait that is openness to experience directs people to seek adventure and the opportunity to learn new skills, they have a creative mindset and improve their abilities through the experimental process ([Salomon & Brown, 2021](#)).

2.1 | Relationship between the Big Five Personality Traits and Selfie Posting

The latest research work confirmed the relationship between the big five personality traits and individuals' attitudes on social networking sites (SNS). The findings show that (ExtraV) people have a higher proportion to use Facebook, upload their images to SNS, have a greater number of friends, and are extremely socially active on social media ([Gazit, Aharony, & Amichai-Hamburger, 2020](#)). Therefore, we postulate that:

H_{1a}: *There is a direct relationship between extraversion students and selfie-posting attitudes.*

Agreeableness individuals have a greater number of friends on Facebook and these types of people receive more likes on their profiles and photos, in addition, they prefer promoting knowledge sharing and are negatively correlated to status updating ([Maier et al., 2019](#)). Therefore, we hypothesize that:

H_{1b}: *There is a direct relationship between the agreeableness attribute of students and selfie posting attitude.*

Conscientious individuals are organized, compassionate, empathetic, congenial, and meticulous as well as self-disciplined. Hence, such individuals mostly share photo albums but mostly they are less addicted to the use of SNS ([Ksinan, Mališ, & Vazsonyi, 2021](#)). Therefore, we propose that:

H_{1c}: *There is a direct relationship between the conscientiousness attribute of students and selfie posting attitude.*

Research from previous studies depicts mixed findings about NEURO characteristics of individuals and using social media. While the study did not find any evidence for such kind of relationship and stated that there is a negative relationship between NEURO and SNS but a positive association for sharing personal information ([Frauenstein, Flowerday, & security, 2020](#)). Therefore, we suggest that:

H_{1d}: *There is a direct relationship between the Neuroticism attribute of students and selfie posting attitude.*

The linkage between human personality and using various mediums of SNS is also investigated. For instance, NEURO and ExtraV are related to high use of YouTube, on contrast all five characteristics of the big five personalities are related to Instagram usage, while Facebook usage shows different attributes of humans about the using country origin and their organization setup ([Rounsefell et al., 2020](#)). It can be concluded that a relationship

exists between the big five personality traits and using SNS as well as selfie posting behavior. The result from the study of ([Vandenbosch, Fardouly, & Tiggemann, 2022](#)) depicts that the Neuroticism attribute of students did not evident any kind of relationship with selfie posting. Similarly, ([Robinson et al., 2019](#)) also indicate similar results from the Korean work context. We also consider the likelihood that fear appeals could be at work here. For instance, studies have indicated a behavioral connection between anxiety and privacy worries. In this sense, biological psychology reveals a considerable link between cognition, neuroticism, and fear-relevant stimuli. When under low executive load, that is, when the content does not demand significant processing or cognitive effort, studies have shown that a neurotic person will be more likely to experience panic, thereby enhancing privacy issues ([Chakraborty et al., 2020](#)).

H_{1e}: *There is a direct relationship between the openness to experience attribute of students and selfie posting attitude.*

Table.2.1. Outstanding work in the field of Personality and Selfie Posting Behavior			
Author/s	Title	Mediator/Moderator	Findings/ Advantages
Sukhdeep et al. (2018)	“Narcissistic personality and selfie-taking behavior among college students”	Demographic attributes e.g., Age, gender, and level of study	The findings depict that selfie posting and narcissism are directly related to each other among students from colleges in India.
Joy and Venkatachalam (2019)	“Personality and Selfie-Liking Behavior among College Students”	Age and Place of living	Results state that gender and area of living didn’t evident a relationship with selfie liking, while consciousness students mostly like other selfies. At the same time, extrovert individuals arouse a liking for self-centered and friendliness attributes.
Krämer et al. (2017) ,	“Beware of Selfies; the impact of Photo type on impression formation based on social networking sites”	The moderating role of Gender Type of Picture Meditational role of presumed motives for posting selfie	Results depict that person on SNS through selfies became less open to experiences and more extroverted than the same persons in pictures taken by others
Al-Kandari, Abdelaziz and Communication (2018)	“Selfie-taking motives and social psychological dispositions as predictors of selfie-related activities among university students in Kuwait”	Gender	Results depict that students’ selfie attitude was directly proportional to documentation and entertainment while posting selfies on SNS was because of self-perceived attractiveness, entertainment, and self-appraisal. Editing selfies was attached to seeking an appraisal for one’s appearance.
O’Sullivan (2017)	“The relationship between personality and social media: A study of Irish undergraduate students”	Number of friends	Results indicate that consciousness and time spent on SNS are negatively correlated, while neuroticism is positively associated. However, results for extroverts depict significant relationships with a total number of friends.
Bergkvist (2016)	“The Dark Triad as predictors of selfie behavior: The role of Narcissism, Machiavellianism and Psychopathy”	Gender, Younger & adult, selfie manipulation	Findings indicate that no relationship was found between dark threads of personality and the selfie-posting behavior of students.
Marshall et al. (2015)	“The Big Five, self-esteem, and narcissism	Motives for using Facebook	Results depict that conscious individuals mediate because of communication, while the need for information mediates the

	as predictors of the topics people write about in Facebook status updates”		strength between individuals with openness to experience, extraverts, and consciousness attributes.
Wang, Xie, et al. (2020)	“Narcissism and selfie-posting behavior: the mediating role of body satisfaction and the moderating role of attitude toward selfie-posting behavior”	Body satisfaction as a mediator and attitude toward selfies as intervening	Results state that body satisfaction mediates the relationship between Narcissism and selfie posting, while attitude buffers the relationship.
Hassan et al. (2018)	“Capturing selfie: Personality Traits and Behaviors among the Students of Different Universities in Lahore”	Gender,	Findings show mixed results, it indicates that selfie posting has positive and negative impacts. Both gender findings show that confidence increases while taking time to edit their selfie and wasting time questioning their effective utilization of time.
Charoensukmongkol (2016)	“Exploring personal characteristics associated with selfie-liking.”	Attention seeking (ASK), loneliness (Drewery et al.), self-centered behavior (SCB)	Findings depict that ASK & SCB mediate the strength between narcissism and selfie liking
Etgar and Amichai-Hamburger (2017)	“Not All Selfies Took Alike: Distinct Selfie Motivations Are Related to Different Personality Characteristics”	selfie motivator (SMT), self-approval (SAP), Belonging(BEL)	Findings depict that SMT, SAP, and BEL were differently correlated to personality BFM attributes and selfie liking.
Kim, Chock and Informatics (2017)	“Personality Traits and Psychological Motivations Predicting Selfie Posting Behaviors on Social Networking Sites”	Age and Gender	Results depict that both age and gender moderate the relationship between selfie-posting behavior and personality.
Chaudhari et al. (2019)	“Correlation of motivations for selfie-posting behavior with personality traits”	Gender, motivation attention	The result depicts that most female personality that posts their selfie was extraversion and agreeableness.
Wang, Wang, et al. (2020)	“Selfie posting and self-esteem among young adult women: A mediation model of positive feedback and body satisfaction.”	Positive feedback and body satisfaction	Findings indicate that positive feedback mediates the relationship between females-selfie posting appetite and their self-esteem.

2.2 | Relationship between the Big Five Personality Traits and Selfie Posting through the moderating effect of Culture and Marital status

Detail study from previous studies depicts that researchers use a demographic variable as a moderator between the big five personality attributes and their selfie-posting attitude. For instance, the study of investigate the mediating role of age, gender, and level of study among Indian college students. Another study conducted by ([Harari et al., 2020](#)) also use age and place of living as a moderator, their finding depicts that gender and area of living didn't evidence a relationship with selfie liking, while consciousness students mostly liked selfies. At the same time, extrovert individuals arouse a liking for self-centered and friendliness attributes. The study ([Nagaraju](#)

& Chikkegowda, 2019) investigated the number of friends as a buffering variable between the big five personality traits and selfie posting. Findings from table (2.1) state that almost 80% of researchers investigate the role of gender, age, and attention motivation as possible moderators between the big five personality traits and posting selfies on Facebook. However, there is a lack of studies to investigate the role of country/state culture to promote selfie-posing attitudes among male and female students (Wang et al., 2021). Using social media and presenting one's self through pictures to get recognition is one of the important hobbies of the young generation. However, in Islamic injunction, there is a strong prohibition to presenting women through photos/videos or live broadcasts through any mode of communication. Hence it is culture that defines the limits for women in a rigid culture to present themselves on any social media platform (Niu et al., 2020). At the same time, no evidence was found to correlate the relationship between the five big personality traits and the posting of selfies through the moderating role of the respondent's marital status. Therefore, the current study is novel in many features and will develop a questionnaire for the culture of selfie posting. At the same time, the role of culture and marital status will be investigated through the moderating variable between the Big Five personality model and the posting of selfies among students from engineering and science/technology universities.

H₂: *Culture buffers the relationship between the big five personality attributes and selfie posting among students.*

H₃: *Marital Status buffers the relationship between big five personality attributes and selfie posting among students.*

3 | METHODOLOGY & DESIGN

The current rationale for quantitative research is to recognize the relationship between the Big Five personality traits and selfie-posting behavior with culture and age as a moderator. To achieve this, the researchers organized a survey to achieve the demanded purpose and collected the data through a questionnaire. The study is non-contrived, and the information is obtained from students at Bannu University of Science and Technology (USTB) and the Capital University of Science and Technology (CUST). For this study, a survey was carried out to achieve the required objectives. While the data has been collected from USTB and CUST, therefore, the unit of analysis for this study is individuals (students). The study population consists of USTB and CUST students, and a sample of 110 from each university is selected based on a convenient sampling technique. The information was obtained through the construct adopted by (Srivastava et al., 2003) to measure the personality traits of the students. While for the measurement of the selfie-posting culture, a new questionnaire was developed and validated through a panel of experts, as well as a statistical procedure (Boursier, Gioia, & Griffiths, 2020). For the statistical analysis, correlation, and hierarchical regression were applied to evaluate the model.

4 | RESULTS and ANALYSIS

4.1. Correlation among Variables												
University of Science and Technology Bannu (USTB) n=110												
	Mean	SD	1	2	3	4	5	6	7	8	9	10
1. SPST	2.5533	.81432	1	.341**	.488**	.566**	.344**	.366**	.109	.477*	.122*	.109*
2. Culture	2.8287	.70812		1	.501**	.277**	.233**	.302**	.111	.222*	.233**	.211**

3.BFPM	3.1045	.66064			1	.109	.131	.304**	.042	.244*	.201**	.234**
4.ExtraV	2.6857	.81646				1	.144*	.089	.101	.089	.264**	.324**
5.OPTE	3.0876	.73112					1	.072	-.025	.112	.342**	.189*
6. NEURO	2.7098	.92211						1	.256**	.055	.091	.101
7.CONNS	3.1013	.71221							1	.043	.189**	.176*
8.AGREA	2.6098	.83426								1	.198*	.177*
9.GSP	3.0918	.81234									1	.102
10.ESP	2.4322	.81113										1
Capital University of Science and Technology (CUST) n=110												
	Mean	SD	1	2	3	4	5	6	7	8	9	10
1.SPST	2.6649	.87415	1	.311**	.432**	.111	.601**	.565**	.151*	.408*	.202**	.211**
2.Culture	2.9193	.71727		1	.191**	.288**	.521**	.222**	.081	.239*	.267**	.222**
3. BFPM	3.1147	.69555			1	.417**	.119	.304**	.029	.211*	.222**	.234**
4.ExtraV	2.6857	.81646				1	.114*	.312**	.203**	.308*	.433**	.445**
5.OPTE	3.0417	.75044					1	.023	-.045	.123	.132*	.243**
6. NEURO	2.6233	.85201						1	.237**	.077	.049	.022
7. CONS	3.0776	.72085							1	.106	.180*	.155*
8.AGREA	2.6593	.85687								1	.104*	.222**
9.GSP	2.6265	.48239									1	.018
10. ESP	2.6987	.27872										1
SPST= Selfie Posting Behavior; BFPM= Personality Big Five Model; ExtraV= Extraversion; OPTE= Openness to Experience; NEURO = Neuroticism; CONS= Conscientiousness; AGREA= Agreeableness. MS= Marital Status, GSP= Group Selfir Posting, ESP= Edited selfie Posting **, Correlation is significant at the 0.01 level (2-tailed). *, Correlation is significant at the 0.05 level (2-tailed)												

Table (4.1) shows the strength of the relationship between selfie-posting behavior among students at different universities, their personality characteristics as well as cultural influence. Results for USTB student's data indicate that selfie-posting behavior has the highest correlation with the Extraversion ($r=.566$; $p<0.01$) attitude of the students followed by agreeableness ($r=.477$; $p<0.01$), while the lowest correlation exists between selfie-posting behavior and Conscientiousness ($r=.109$; $p>0.05$). On the other side data from CUST depict that the highest correlation for selfie posting behavior exists with openness to experience ($r=.611$; $p<0.01$), while the lowest strength of relationship exists between selfie posting behavior and ExtraV ($r=.111$; $p>0.05$). Similarly, the newly developed construct for selfie-posting culture also shows variation in the strength of the relationship between students' personality attributes and their selfie-posting behavior. According to the results the highest correlation exists between culture and OPTE ($r=.521$; $p<0.01$) among samples from students of CUST, while USTB data depict that culture and overall personality construct have the highest correlation ($r=.501$; $p<0.01$). Findings also show the result between selfie posting attributes i.e group selfie posting (GSP) and edited selfie posting (ESP). According to the results from two different universities, it is confirmed that GSP has the highest correlation with OPTE ($r=.342$; $p<0.01$) among USTB data while having the highest strength with ExtraV ($r=.442$; $p<0.01$).

Table.4.2. Hierarchal Regression Analysis for Solo Selfie Posting in both Universities

	USTB Sample (n=110) Solo Selfie				CUST Sample (n=110) Solo Selfie			
	B	T	Adjusted R ²	F	B	T	Adjusted R ²	F
Step-1								
Age	-.11	-1.78	.19	19.21***	.21**	4.22	.22	30.22***
Gender	-.09	-1.85			.32**	4.71		
TSNS	.31***	6.44			.42***	5.71		
MS	-.18	-1.22			-.11	-1.72		
Step-2								
ExtraV	.189***	2.918	.126	16.140**	.172**	2.918	.20	11.133**
OPTE	.164*	2.310			.195**	2.310		
NEURO	-.053	-.447			-.044	-.456		
CONS	.030	.450			.029	.433		
AGREA	.147	1.276			.297***	4.76		
Step-3								
ExtraV× CUL	.011	.301	.254	8.19***	.018	.301	.311	9.22***
OPTE× CUL	.134**	3.33			.221***	3.41		
NEURO× CUL	.110**	1.44			.310***	5.33		
CONS × CUL	.072	.402			.072	.402		
AGREA × CUL	.102	1.43			.192**	2.43		
ExtraV× MS	.01	.265			.03	.271		
OPTE× MS	.12**	1.78			.14**	2.21		
NEURO× MS	.14**	2.49			.05	.419		
CONS× MS	.03	.461			.04	.501		
AGREA× MS	.05	.802			.17**	3.49		
SPST= Selfie Posting Behavior; BFPM= Personality Big Five Model; ExtraV= Extraversion; OPTE= Openness to Experience; NEURO = Neuroticism; CONS= Conscientiousness; AGREA= Agreeableness. MS= Marital Status, CUL= Selfie posting Culture. TSNS= Time Spent on Social Networks **. Significance at the p<0.01 level; *. Significance at the p<0.05 level; ***. Significance at the p<0.001 level								

Table (4.2) depict information about the response from both university students related to posting a solo selfie on social networking sites and its relationship with personality attributes as well as a cultural factor that support or restrains posting selfies. In this regard, a hierarchal regression analysis was performed. In the first stage control variables (age, gender, time spent on social networking sites, and marital status) were entered.

According to the findings response from CUST depict that age ($\beta=0.21$ $p<0.01$), gender ($\beta=0.32$ $p<0.01$), and time spent on social networks (TSNS) ($\beta=0.42$, $p<0.001$), have a significant relationship, while from USTB the significant relationship was confirmed between solo selfie posting and TSNS ($\beta=0.32$, $p<0.001$). In the second step personality, the big five model attributes were entered to regress it on the solo selfie posting attitude of respondents from CUST and USTB.

Findings indicate mixed results from both university students. According to a response from CUST agreeableness ($\beta=0.297$; $p<0.001$), Openness to experience ($\beta=0.165$; $p<0.01$), and Extraversion ($\beta=0.188$; $p<0.01$) attribute of students show significant association with solo selfie posting attitude and resulting for 20% variance in the overall statistical model. On the other hand, results from USTB posit that only two attributes of the big five personality model (BFPM) namely Openness to experience ($\beta=0.192$; $p<0.01$), and Extraversion ($\beta=0.144$; $p<0.01$) cause 12% variance in the overall statistical model. In the third step of the interaction, the effect of moderators (culture* BFPM attributes) (Marital Status* BFPM attributes) was regressed on a dependent variable (solo selfie attitude). According to the results of student's responses from CUST, three attributes of

BFPM interaction affect OPTE×CUL ($\beta=0.188$; $p<0.001$), NEURO× CUL ($\beta=0.165$; $p<0.001$), and AGREA×CUL ($\beta=0.297$; $p<0.001$) shows the significant relationship. While from the sample of USTB, only two factors openness to experience ($\beta=0.134$; $p<0.001$) and neuroticism ($\beta=0.110$; $p<0.001$) depict a significant relationship. The second moderator for the current study is the marital status of the respondents. Results for both universities vary because of the variation in family structure, rules, and regulation of social class. According to the findings, the response from USTB indicates that only two factors OPTE× MS ($\beta=0.12$; $p<0.01$) and NEURO× MS ($\beta=0.14$; $p<0.01$) cause 25% variance in the model. While results from CUST indicate that openness to experience ($\beta=0.12$; $p<0.01$) and Agreeableness ($\beta=0.17$; $p<0.01$) cause 31% variance in posting solo selfies on social networking sites.

Table.4.3. Hierarchal Regression Analysis for Group Selfie Posting in both Universities								
	USTB Sample (n=110) Group Selfie				CUST Sample (n=110) Group Selfie			
	B	T	Adjusted R ²	F	B	T	Adjusted R ²	F
Step-1								
Age	-.13	-1.66	.178	19.44***	.08	.263	.205	17.72***
Gender	.21**	4.86			.21**	4.71		
TSNS	.23**	4.41			.25**	6.54		
MS	-.016	-1.34			-.31	6.88		
Step-2								
ExtraV	.322***	4.778	.344	9.10***	.402**	5.112	.211	14.123**
OPTE	.278**	2.310			.174**	3.310		
NEURO	-.053	.4471			-.024	-.356		
CONS	.402***	5.502			.032	.441		
AGREA	.229**	3.871			.347***	4.82		
Step-3								
ExtraV× CUL	.198**	4.30	.377	10.32***	.223***	5.301	.421	8.33***
OPTE× CUL	.152**	3.96			.021	.413		
NEURO× CUL	.092	.449			.056	.339		
CONS × CUL	.083	.542			.403***	6.40		
AGREA × CUL	.214**	3.93			.372***	5.43		
ExtraV× MS	.022	.245			.278***	4.26		
OPTE× MS	.122**	1.78			.144**	2.51		
NEURO× MS	.022	.362			.06	.509		
CONS× MS	.056	.473			.05	.511		
AGREA× MS	.178**	2.80			.220**	3.50		
SPST= Selfie Posting Behavior; BFPM= Personality Big Five Model; ExtraV= Extraversion; OPTE= Openness to Experience; NEURO = Neuroticism; CONS= Conscience; AGREAS= Agreeableness.MS= Marital Status, CUL= Selfie posting Culture.								
. Significance at the $p<0.01$ level; *. Significance at the $p<0.05$ level; *. Significance at the $p<0.001$ level								

Table (4.3) depict information about the response from both university students related to posting group selfie on social networking sites and its relationship with personality attributes as well as a cultural factor that support or restrain posting selfies. In this regard, a hierarchal regression analysis was performed. In the first stage control variable (age, gender, time spent on social networking sites, and marital status) were entered. According to the findings response from CUST depict, gender ($\beta=0.2$ $p<0.01$), and TSNS ($\beta=0.25$, $p<0.01$), a significant relationship, while USTB response indicates a significant relationship between group selfie posting, gender ($\beta=0.21$, $p<0.01$), and TSNS ($\beta=0.23$, $p<0.001$). In the second step personality, the big five model attributes were entered to regress it on group selfies posting attitude with (peers, friends, and colleagues) of respondents from CUST and USTB.

In the third step interaction, the effect of moderators (culture* BFPM attributes) (Marital Status* BFPM attributes) was regressed on the dependent variable (Group selfie attitude).

According to USTB findings related to moderating relationship between personality attributes and selfie posting, it is indicated that only two factors OPTE $\times$ MS ($\beta=0.122$; $p<0.01$) and AGREA $\times$ MS ($\beta=0.178$; $p<0.01$) cause 37% variance in the model. While results from CUST indicate that openness to experience ($\beta=0.144$; $p<0.01$), Agreeableness ($\beta=0.17$; $p<0.01$) and extraversion ($\beta=0.278$; $p<0.001$) cause 42% variance in posting group selfie on social networking sites.

	USTB Sample (n=110) Selfie Edited				CUST Sample (n=110) Edited Selfie			
	B	T	Adjusted R ²	F	B	T	Adjusted R ²	F
Step-1								
Age	.19**	3.66	.115	12.22***	.18**	2.26	.195	17.72***
Gender	.01	0.86			.20**	4.71		
TSNS	.03	0.41			.05	.546		
MS	.16**	4.34			.31**	5.22		
Step-2								
ExtraV	.122	1.028	.144	8.10***	.050	.101	.132	6.443**
OPTE	.211**	2.080			.158**	2.98		
NEURO	-.053	-.4471			-.033	-.406		
CONS	-.052	-.7821			.044	.307		
AGREA	.189**	2.221			.317***	4.13		
Step-3								
ExtraV× CUL	.091	.430	.13	4.33**	.022	.303	.144	7.44***
OPTE× CUL	.132**	3.11			.230***	5.77		
NEURO× CUL	.092	.449			.055	.359		
CONS × CUL	.083	.542			.042	.406		
AGREA × CUL	.098	.393			.032	.435		
ExtraV× MS	.022	.245			.027	.264		
OPTE× MS	.214**	4.22			.174**	4.22		
NEURO× MS	.022	.362			.052	.522		
CONS× MS	.056	.473			.043	.544		
AGREA× MS	.078	.802			.110**	2.67		

level

Table (4.4) depict information about the response from both university students related to posting an edited selfie on social networking sites and its relationship with personality attributes as well as a cultural factor that support or restrains posting selfies. In this regard, a hierarchical regression analysis was performed. In the first stage control variables (age, gender, time spent on social networking sites, and marital status) were entered. According to the findings response from CUST depict, gender ($\beta=0.20$; $p<0.01$), age ($\beta=0.18$, $p<0.01$), and marital status ($\beta=0.31$, $p<0.01$) significant relationship. While USTB response indicates a significant relationship between edited selfie posting, with age ($\beta=0.19$, $p<0.01$) and MS ($\beta=0.16$, $p<0.001$). In the second step personality, big five model attributes were entered to regress it on edited selfies posting attitudes with (peers, friends, and colleagues) of respondents from CUST and USTB.

Findings indicate mixed results from both university's students. According to a response from CUST agreeableness ($\beta=0.317$; $p<0.001$), Openness to experience ($\beta=0.158$; $p<0.01$), attribute of students shows significant association with edited selfie posting attitude and resulting in 13% variance in the overall statistical model. On the other hand, results from USTB posit that similar two factors of BFPM namely Openness to experience ($\beta=0.211$; $p<0.01$), and agreeableness ($\beta=0.189$; $p<0.001$) are significant and, cause a 14% variance in the overall statistical model.

In the third step interaction, the effect of moderators (culture* BFPM attributes) (Marital Status* BFPM attributes) was regressed on the dependent variable (edited selfie attitude). According to the results for students' responses from CUST state only one attribute of BFPM interaction effect $OPTE \times CUL$ ($\beta=0.230$; $p<0.001$), shows a significant relationship. While results from the sample of USTB surprisingly evident the same factor openness to experience ($\beta=0.198$; $p<0.01$) for a significant relationship. The second moderator for the current study is the marital status of the respondents. Results for both universities vary because of the variation in family structure, rules, and regulation of social class. According to the findings, the response from USTB indicates that only one-factor $OPTE \times MS$ ($\beta=0.214$; $p<0.01$) caused a 13% variance in the model. While results from CUST indicate that openness to experience ($\beta=0.174$; $p<0.01$), Agreeableness ($\beta=0.110$; $p<0.01$) cause a 14% variance in posting group selfies on social networking sites. The variation in results associated with marital status and personality attributes depict that Bannu University is situated in the southern zone of Khyber Pakhtoonkhwa. Where culture is restricted for females to post their open-face solo selfies as well as group selfies, however, females can post their selfies with products and services and after taking selfies in 91% of cases they focus on products or services by cropping their faces.

On the other side personality attribute ($OPTE$, $ExtrV$, $AGREA$, and $CONS$) and selfie posting behavior is significantly associated with each other among the sample of both universities from different cultures in Pakistan. Based on the findings H_1 , H_2 , H_3 , and H_5 are partially accepted. Similar results were evident by (Etgar et al.,2017; Kim and Chock.,2016; Chaudhari et al.,2019; Hassan et al.,2018; Al-Kandari and Abdelazi.,2018; Joy & Venkatachalam.,2019).

5 | DISCUSSION

According to the results of students' responses from CUST three attributes of BFPM interaction effect $OPTE$, $NEURO$, and $AGREA$ show a significant relationship. While from the sample of USTB, only two factors openness to experience and neuroticism depict a significant relationship. The second moderator for the current

study is the marital status of the respondents. Results for both universities vary because of the variation in family structure, rules, and regulation of social class. According to the findings, the response from USTB indicates that only two factors OPTE and NEURO cause a 25% variance in the model. While result from CUST indicates that openness to experience and agreeableness cause 31% variance in posting solo selfies on social networking sites. The variation in results associated with marital status and personality attribute depict that USTB culture is restricted for females to post their open face solo selfies, while male respondent proudly announces their engagement etc. on social media to get recognition from peers/friend and social circle, While Islamabad and its vicinity culture is liberal and both male and female may share their solo selfies during the engagement, weddings, etc. to get recognition and appreciation among its social sector.

Findings related to personality and group selfies indicate mixed results from both university students. According to responses from CUST agreeableness, openness to experience, and extraversion attributes of students show significant association with group selfie posting attitude. On the other hand, results from USTB posit those four attributes of BFPM namely openness to experience, extraversion, and consciousness cause 34% variance in the overall statistical model. The highest values for personality factor Consciousness with group selfie posting among USTB students are based upon the nature that conscientiousness is characterized by organization, dutifulness, and achievement ([Zheng, Ni, & Luo, 2019](#)). In the view of ([Sun, 2021](#)) research, conscientiousness measures the propensity to live an organized life in comparison to a spontaneous or ad-hoc approach to life. They also show that individuals with high conscientiousness are more probably to be organized, reliable, and consistent. They usually do the planning, search for achievements, and pursue long-term objectives ([Mehta et al., 2020](#)). Also, according to their finding that stumpy conscientiousness persons normally are easy-going, unplanned, and artistic. They incline to be extra forbearing and less followed policy and the set of laws ([Taylor & Marketing, 2020](#)).

The significant moderating role of culture for posting group selfies among samples of CUST is based upon the nature and grooming of students in a culture where their personality attributes are developed in accordance with cultural ethos and regulations. As conscientiousness is characterized by organized, dutiful, and achievement individuals while agreeableness shows an individual's warmth, kindness, faithful, and helpful characteristics, and it sends back a direction toward others ([Tay et al., 2020](#)). Similarly, Persons with extraverted personality traits are delighted for being the theme of concentration ([Aschwanden et al., 2021](#)). These attributes forced students from the developed areas, along with supporting culture from the family side to celebrate group achievements and task accomplishments via sharing group selfies on SNS.

The second moderator for the current study is the marital status of the respondents. Results for both universities vary because of the variation in family structure, rules, and regulation of social class.

The variation in results associated with marital status and personality attributes depict that Bannu University is situated in the southern zone of Khyber Pakhtunkhwa. Where culture is restricted for females to post their open-face solo selfies as well as group selfies, while male respondent proudly announces their activities/hobbies etc. on social media to get recognition from peers/friend and social circle. On the other side, CUST is located in the capital of Pakistan Islamabad, where culture is liberal and both males and female may share their solo as well as group selfies during engagements, weddings, entertainment, etc. to get recognition and appreciation among its social sectors.

Openness to experience is connected to expressive sensitivity, bear as well as political broadmindedness. Such individuals try to give innovative looks to their pictures by adding additional features to get the highest recognition among their group members. For this purpose, often OPTE individuals use a sweet selfie, beauty plus, candy camera, sweet camera, B612, and other applications from the play store to edit their selfies and add freshness as well beauty to their pictures/selfies.

The Culture of district Bannu is restricted females from even posting their selfies in their hijabs, as it raises a question mark on their character and depicts their violations of social norms. On the other side, male respondents proudly announce their activities/hobbies, etc. on social media to get recognition from peers/friends and social circle by editing their selfies for making their selfies more attractive. However, CUST is located in the capital of Pakistan Islamabad, where culture is liberal in its nature and both males and females may share their solo as well as group selfies as well as edited selfies during engagements, weddings, entertainment, etc to get recognition and appreciation among its social sectors. For this purpose, both male and female respondents even married couples also used advanced tools to edit their selfies for more positive comments, likes, and recognition by their SNS circle. Based on the detailed result of the current study it is evident that personality attributes are associated with selfies posting behavior among the students from both universities with huge variations in their culture. Similarly, selfie posting is also associated with demographics attributes consistent with the results evident by ([Tandon et al., 2021](#)) from different countries across the globe.

Results for moderating the role of culture evident it buffers the relationship between various selfies posting behavior and personality attribute. The result for moderating effect of culture as well as marriage is based upon the research gap of previous studies, as to date no single study has investigated the mediating/moderating role of culture in promoting selfies among university students. Similarly, not much work has been done so far investigating the buffering role of marital status between personality attributes and selfie-posting behavior.

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