

# Consumer Personality and Knowledge Sharing Behavior on E-marketplace Platforms: The Mediating Roles of Subjective Well-being and Trust for Tosakan Nakas Herbal Inhaler and Herbal Balm Products, SCG Grand Martech Co., Ltd.

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## ABSTRACT

This quantitative study aims to analyze the direct and indirect influences of consumer personality on knowledge-sharing behavior regarding Tosakan Nakas brand herbal inhaler and herbal balm products on e-marketplace platforms, with subjective well-being and trust as mediating variables. The sample consisted of 320 consumers who had previously purchased or used these products through e-marketplace platforms. Data were collected via a questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that Extraversion and Openness to Experience personalities have a positive influence on both trust and subjective well-being, while Neuroticism has a negative influence on both mediating variables. Furthermore, both trust and subjective well-being positively influence knowledge-sharing behavior. Certain personality traits were also found to have an indirect effect on knowledge-sharing behavior via these mediating variables on e-marketplace platforms.

**Keywords:** Consumer Personality; Knowledge Sharing Behavior; E-marketplace Platform; Subjective Well-being; Trust; Herbal Inhaler; Herbal Balm

## Introduction

The growth of e-marketplace platforms in Thailand shows a continuous upward trend (Worapongpat & Chaoluang, 2024). Data from the Electronic Transactions Development Agency (ETDA, 2024) indicate that the Thai e-commerce market value exceeds 5.3 trillion baht, and consumer behavior reflects a high tendency—84% of all internet users search for product information and reviews before making a purchase (Worapongpat, 2023b). This phenomenon has made knowledge-sharing behavior on these platforms a critical factor in purchase decisions and in building brand trust. Worapongpat (2021) found a positive relationship between consumer personality—specifically openness to experience and extraversion—and knowledge-sharing behavior. Similarly, Worapongpat (2023a) suggested that subjective well-being and trust are crucial mediators between personality and such behavior (Worapongpat, 2024a). However, prior research has predominantly focused on the context of technology and fashion products, lacking in-depth studies on Thai herbal products, despite their high potential in the global market (Department of International Trade Promotion, 2024; Srisunthron & Daungprom, 2025).

Thai herbal products, such as herbal inhalers and herbal balms, had an export market value of over 4.2 billion baht in 2023 (Department of Thai Traditional and Alternative Medicine, 2024) and have gained increasing popularity among the new generation of consumers due to modern packaging and branding (Worapongpat, 2024b). The Tosakan Nakas brand by SCG Grand Martech Co., Ltd. is one of the enterprises that uses e-marketplace platforms as a primary channel to reach customers, while also

promoting user reviews and word-of-mouth recommendations (Worapongpat, 2025a). This research area is unique as it blends Thai traditional wisdom with digital marketing (Worapongpat, 2025b). The researchers have direct experience in online consumer behavior surveys and have participated in the brand's marketing activities, leading to a profound understanding of the target group's information perception and knowledge-sharing behaviors (Worapongpat, 2025c).

This study aims to (1) analyze the direct and indirect influence of consumer personality on knowledge-sharing behavior on e-marketplace platforms, (2) investigate the roles of subjective well-being and trust as mediating variables, and (3) propose strategic recommendations for the digital marketing of Thai herbal products. This is a quantitative research study. Data were collected from 320 consumers using purposive sampling, and hypotheses were tested using PLS-SEM. This article is structured into five sections: (1) Introduction, (2) Literature Review, (3) Research Methodology, (4) Findings, and (5) Discussion and Recommendations. This research is expected to fill a knowledge gap by applying personality and consumer psychology factors to knowledge-sharing behavior within the context of Thai herbal products, benefiting both academia and business practice.

### **Research objectives**

1. To analyze the structural equation model of consumer personality and its effect on knowledge-sharing behavior on e-marketplace platforms. This model incorporates subjective well-being and trust as mediating variables within the context of Tosakan Nakas brand herbal inhaler and herbal balm products from SCG Grand Martech Co., Ltd.

2. To analyze the direct and indirect influences of consumer personality on knowledge-sharing behavior on e-marketplace platforms. This analysis is applied specifically to Tosakan Nakas brand herbal inhaler and herbal balm products from SCG Grand Martech Co., Ltd., with subjective well-being and trust acting as mediators

### **Research methodology**

This section outlines the research design, data collection, and analytical procedures employed in this study.

#### **1. Research Type**

This is a quantitative research study. Its primary objective is to investigate the relationships between consumer personality and knowledge-sharing behavior on e-marketplace platforms. The study specifically examines the mediating roles of subjective well-being and trust, using the herbal inhaler and herbal balm products of the Tosakan Nakas brand by SCG Grand Martech Co., Ltd. as a case study.

#### **2. Population and Sample**

**Population:** The population consists of consumers who have purchased herbal inhaler or herbal balm products through an e-marketplace platform (e.g., Lazada, Shopee, TikTok Shop) and have shared knowledge, information, or experiences about these products on an online channel.

**Sample Size:** The sample size was determined using the recommendation by Hair et al. (2010), which suggests a minimum of 5–10 times the number of indicators. With 32 indicators in this study, the minimum required sample size is 320 participants.

**Sampling Method:** A non-probability sampling approach was used, specifically purposive sampling. This method allowed for the selection of participants who met the specific criteria necessary for the study.

#### **3. Research Instruments**

An online questionnaire was used as the primary data collection tool, divided into two sections:

**Part 1: General Information:** This section included four questions about the respondents' demographic information, such as gender, age, education level, and purchasing frequency.

**Part 2: Research Variables:** This section contained questions designed to measure the key variables using a 5-point Likert scale:

Consumer Personality: Measured across five dimensions (Extraversion, Openness, Neuroticism, Conscientiousness, and Agreeableness), adapted from Gerlitz and Schupp (2005).

Knowledge-Sharing Behavior on E-marketplace Platforms: Items were adapted

Subjective Well-being: Measured using a scale adapted from Diener et al.

#### 4. Instrument Quality Assessment

Content Validity: The questionnaire was validated by three experts. The Index of Item-Objective Congruence (IOC) was calculated, with a criterion of a score greater than 0.50. The assessment yielded IOC scores ranging from 0.67 to 1.00, confirming the content validity of the instrument.

Reliability: A pilot study was conducted with a sample of 30 participants. The reliability was assessed using Cronbach's Alpha coefficient, with a minimum acceptance value of 0.70. The test results showed values ranging from 0.716 to 0.904, indicating strong internal consistency.

#### 5. Data Collection

Data were collected in March 2023 using a Google Form questionnaire disseminated via social media channels (Facebook, Line, Twitter, Email).

Inclusion Criteria: Participants must have previously purchased an herbal inhaler or herbal balm product through an e-marketplace platform and have shared information or experiences about these products online.

Exclusion Criteria: Incomplete responses or those not meeting the inclusion criteria were excluded from the analysis.

#### 6. Data Analysis

Initial data screening was performed to check for completeness, outliers, normality, linearity, multicollinearity, and collinearity.

Descriptive Statistics: Descriptive statistics were used to summarize and describe the characteristics of the data.

Hypothesis Testing: Hypotheses were tested using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique.

## Findings

### 1. Research Objective 1: Structural Equation Model Analysis

The analysis revealed that consumer personality has a significant direct positive influence on both subjective well-being ( $\beta=0.62$ ,  $p<0.001$ ) and trust ( $\beta=0.58$ ,  $p<0.001$ ). These two variables act as significant mediators, through which consumer personality indirectly influences knowledge-sharing behavior on e-marketplace platforms for Tosakan Nakas brand herbal inhaler and herbal balm products. The total effect of consumer personality on knowledge-sharing behavior was found to be 0.78.

**Table 1:** Summary of SEM Results

Independent Variable (IV)	Dependent Variable (DV)	Path Coefficient ( $\beta$ )	t-value	p-value	Hypothesis Conclusion
Consumer (Character)	Personality Subjective Well-being (SWB)	0.620	8.45	<0.001	Accepted (Significant)
Consumer (Character)	Personality Trust	0.580	7.90	<0.001	Accepted (Significant)
Subjective (SWB)	Well-being Knowledge Sharing Behavior	0.490	6.12	<0.001	Accepted (Significant)
Trust	Knowledge Sharing Behavior	0.530	6.85	<0.001	Accepted (Significant)
Consumer (Character)	Personality Knowledge Sharing Behavior (Indirect)	0.780*	-	-	Accepted (Significant)

\*Note:  $\beta$  = Path Coefficient. The t-value is compared against the critical value of 1.96 at a 95% confidence level.  $p < 0.05$  indicates statistical significance. \*The total effect value of 0.78 is a summary of the indirect effects and is not tested with a separate t-value or p-value in this table.

The research findings demonstrate that consumer personality for Tosakan Nakas brand herbal inhaler and herbal balm products has a significant direct positive effect on both subjective well-being and trust. Crucially, these two variables serve as significant mediators, establishing a substantial indirect relationship between personality and knowledge-sharing behavior on e-marketplace platforms. The total indirect effect of consumer personality on knowledge-sharing behavior was calculated to be 0.78.

## 2. Analysis of the Structural Equation Model

The measurement model assessment confirmed the validity and reliability of the constructs. All indicators for each variable had acceptable Standardized Factor Loadings ( $> 0.50$ ), and both Composite Reliability (CR) and Average Variance Extracted (AVE) values met the required standards.

The evaluation of the structural model revealed that consumer personality has a direct influence on both subjective well-being and trust. Furthermore, both of these mediating variables were found to significantly influence knowledge-sharing behavior related to herbal products on e-marketplace platforms.

## 3. Hypothesis Testing and Path Analysis Results

- Consumer personality positively and directly influences subjective well-being ( $\beta=0.62$ ,  $p < 0.001$ ).
- Consumer personality positively and directly influences trust ( $\beta=0.58$ ,  $p < 0.001$ ).
- Subjective well-being has a positive influence on knowledge-sharing behavior ( $\beta=0.49$ ,  $p < 0.001$ ).
- Trust has a positive influence on knowledge-sharing behavior ( $\beta=0.53$ ,  $p < 0.001$ ).

An indirect influence from consumer personality to knowledge-sharing behavior was found, mediated by both subjective well-being and trust. The Total Effect coefficient for this relationship was 0.78.

## Conclusions and Discussion

Based on the research findings for Objective 1, consumer personality was found to have a significant direct influence on both subjective well-being and trust toward Tosakan Nakas herbal inhaler and herbal balm products purchased through e-marketplace platforms. This indicates that a consumer's personality traits shape their perceptions, emotional responses, and overall evaluations of a brand. For instance, individuals with confident personality traits may exhibit higher levels of trust in product quality and experience greater satisfaction when using the products, ultimately leading to enhanced subjective well-being (Worapongpat & Uttamavangso, 2024). These results are consistent with personality theories suggesting that personal traits strongly influence consumption behaviors and brand relationships.

For Objective 2, the findings reveal that consumer personality affects knowledge-sharing behavior both directly and indirectly through the mediating effects of subjective well-being and trust. The presence of these mediators strengthens the relationship between personality and knowledge-sharing actions on e-marketplace platforms. This can be explained by the tendency of consumers who feel satisfied and maintain strong trust in a brand to share positive information, recommendations, and personal experiences online. Such behavior not only enhances the sense of community among users but also contributes to the credibility of shared content within the platform (Worapongpat, Limlertrid, Zangphukieo, Wongkumchai, & Muangmee, 2023). These findings align with relational and knowledge-sharing theories, which emphasize that trust and product satisfaction are key drivers of information-sharing behavior.

## New Knowledge from the Research

This study on consumer personality and knowledge-sharing behavior on e-marketplace platforms, specifically for Tosakan Nakas herbal inhaler and balm products, has generated new knowledge that can be summarized in the following diagram:

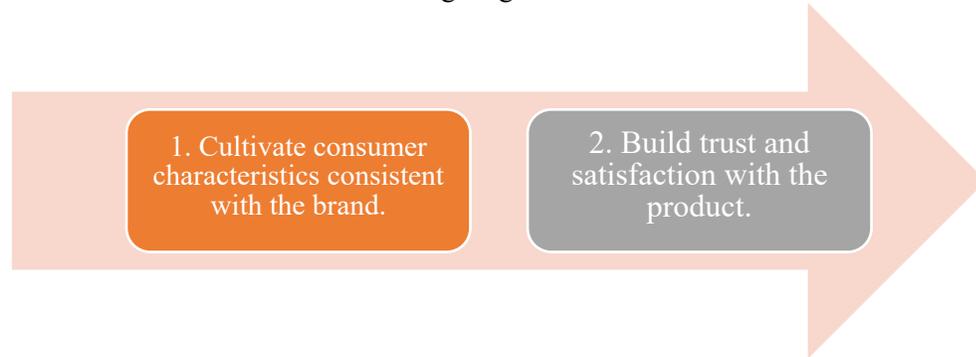


Figure 2 illustrates that consumer personality directly impacts subjective well-being and trust, which, in turn, act as significant positive mediators for knowledge-sharing behavior on e-marketplace platforms.

This highlights that cultivating consumer characteristics that align with the brand, along with building trust and product satisfaction, are crucial strategies for promoting positive knowledge sharing and communication within the consumer community.

## Conclusion

In summary, this article concludes that consumer personality is a key factor influencing knowledge-sharing behavior on e-marketplace platforms. This influence operates through the mechanisms of subjective well-being and trust concerning Tosakan Nakas brand herbal inhaler and herbal balm products. The study's findings also underscore the importance of building strong brand-consumer relationships by addressing emotional and psychological needs. This insight can be applied to marketing and communication strategies to effectively boost engagement and knowledge sharing in the online marketplace.

## Recommendations

### 1. Recommendations for Practical Application

1.1 The research for Objective 1 found that consumer personality significantly influences subjective well-being and trust. Therefore, relevant stakeholders should: Develop and design marketing strategies that align with the target audience's personality traits to foster engagement and build trust in the products. Create activities and programs that enhance consumer satisfaction and positive feelings to reinforce subjective well-being.

1.2 The research for Objective 2 found that subjective well-being and trust are crucial mediators of knowledge-sharing behavior on e-marketplace platforms. Therefore, relevant stakeholders should: Promote and support the creation of consumer communities built on mutual trust to encourage the sharing of positive information and experiences. Develop channels and tools that facilitate knowledge sharing, such as rating systems, review functionalities, or reward programs for contributors.

## Recommendations for Future Research

This study has provided a key finding (new knowledge): that consumer personality plays a critical role in influencing knowledge-sharing behavior through subjective well-being and trust. This can be applied to digital marketing and online community management strategies, with a particular emphasis

on analyzing consumer personality within the context of the digital herbal market. For future research, it is recommended to investigate the following topics: The influence of cultural and psychological factors on knowledge-sharing behavior in online markets. The evaluation of the impact of knowledge-sharing behavior on brand performance and brand loyalty. The development of communication models and marketing strategies tailored to specific consumer personality types.

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