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## **A Study of Sensing (S) and Intuition (N) Personality Characteristics in Selected Business School Students in Gujarat State**

### **Abstract**

Personality is one of the utmost important assets of an individual which aids in categorizing the bounds of success, happiness and achievement in our life<sup>1</sup>. The study explores the sensing and intuitive personality dimensions of selected business school students across Gujarat state. Further, the study explores statistical differences in terms of various demographic aspects. NERIS Type Explorer® Scale was used to check the personality type of a total of 1067 management students. 69.5 per cent (742) of the respondents have a Sensing (S) personality dimension compared to 30.5 per cent (325) Intuition (N) personality dimension as dominating type. The conclusions of this research study are also reinforced by past research work which confirms that there are noteworthy differences between Sensing (S) and Intuitive (N) personality dimensions regarding selected demographic variables.

### **Keywords**

intuition, sensing, personality, NERIS Type Explorer® Scale, MBTI.

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<sup>1</sup> M. Kirti and D. Govind, *A Study of Identification of Personality Profiles of Undergraduate Management Students Using Myers Briggs Type Indicator (MBTI) Test*, "Pacific Business Review International" (2020), Volume 12, issue 8, pp. 26–34.

## 1. Introduction

Personality theory is a Psychological Type which was established by Carl Jung to elucidate some of the casual differences in an individual's behaviour. Carl Jung established analytical psychology, which distinguished the collective unconscious from the personal unconscious, and which imitates the common unconscious views of humans. Jung's theory is the most noted contribution of psychology, due to its characterizations of introversion and extroversion<sup>2</sup>. Carl Jung's (1921/1971) theory is that the differences in human behaviour are because of the reasonable consequences of rare undeveloped noticeable likings. He outlined two types which include introverts and extroverts, and which help to elucidate individual differences in personalities. Furthermore, he separated his preliminary arrangements into more categories which include two opposite perceiving functions: Sensation (S) and Intuition (N) and two contradictory judging functions: Thinking (T) and Feeling (F). Carl Jung identified eight different personality types. These alignments are the pair of two attitudes.<sup>3</sup>

- Introversion and Extroversion
- Four functions namely thinking, feeling, sensation, and intuition

Jung's psychological types theory was based on introspection, clinical observation, and anecdote. Jung's theory hypothesized four cognitive functions, which are thinking, feeling, sensation, and intuition respectively; they have polar alignments i.e. extraversion or introversion. This gives a total of eight (o8) leading functions. The Myers-Briggs Type Indicator (MBTI) studies types of personality empirically. The questionnaires of MBTI are based on four bipolar preferences. It determines the comparative preference of one over the other.<sup>4</sup> Intuition is a straight practice in the world. It is also based on the awareness of total basic facts identical to sensation, ones that make available the raw material for the thinking and feeling functions. It varies sensation in many ways, like they are regularly adding and deducting essentials from conscious sensation and are creative. (Jung, 1971).<sup>5</sup>

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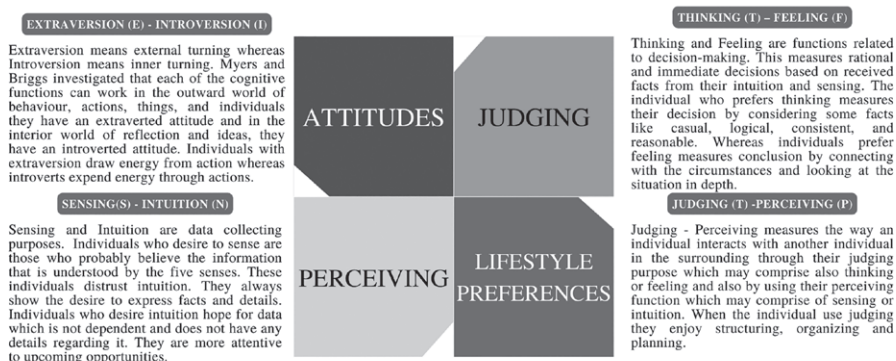
<sup>2</sup> D. C. Phillips, *Analytical psychology: Carl Jung*, "Encyclopedia of educational theory and philosophy" (2014) <https://dx.doi.org/10.4135/9781483346229>.

<sup>3</sup> F. Walborn, *Religion in Personality Theory*, Academic Press (2014).

<sup>4</sup> I.B. Myers and P.B. Myers, *Gifts Differing: Understanding Personality Type*, "Palo Alto, Calif.: Davies-Black Pub" (1995).

<sup>5</sup> C. G. Jung, *Psychological types The collected works of CG Jung*, "Princet. Univ. Press" Volume 6 (1971).

**Figure 1. Bipolar Dimensions of MBTI<sup>6</sup>**

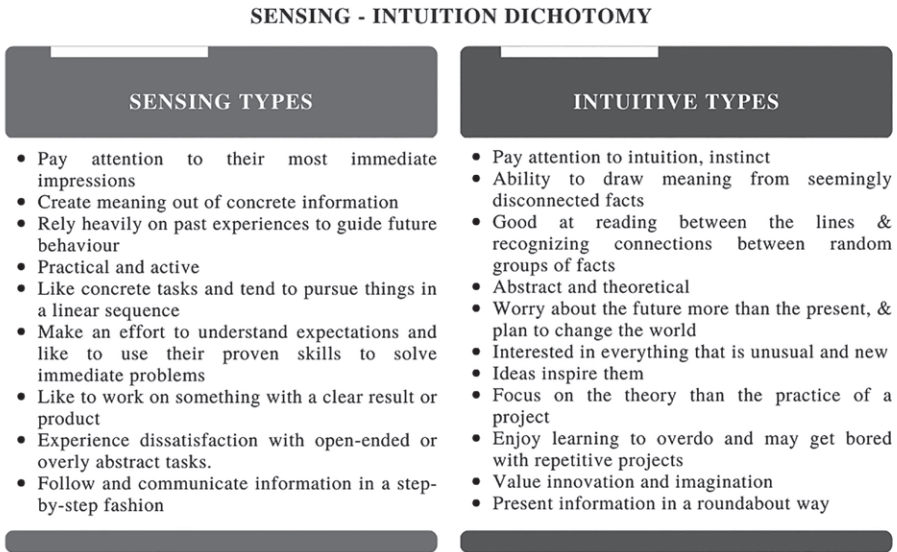


**Sensing (S) – Intuition(N) Dichotomy**

Perceiving of an individual in terms of Sensing(S) – Intuition (N), i.e. capability of an individual for collection of data and behavior when they receive information; i.e. giving more thoughtfulness to information, configurations and possibilities. Carl Jung defined this as the ‘*perceiving*’ function. Jung furthermore termed this function as an ‘*irrational*’ function, in that an individual does not essentially have control over the type of data they take in, but the way they process it. The figure below shows the differences between the general behavior patterns and traits of the Sensing (S) and Intuitive (N) type personality dimensions. The figure below compares the different characteristics exhibited by Sensing and Intuitive.

<sup>6</sup> I. B. Myers, *Introduction to Type: A Description of the Theory and Applications of the Myers-Briggs Type Indicator* (12th ed.), Palo Alto, CA: Consulting Psychologists Press 1990.

**Figure 2.** Sensing (S) – Intuition (N) Dichotomy



Source: Adapted from data collected from literature review

## 2. Literature Review

Berry, Peterson & Tetlock (1993) undertook a study on personality type, and the ‘decision-making process’, among the manager’s presumptuous verdict preferences (T-F) to impact on decision-making. A significant conclusion has been drawn by the study that all four functions can bring an impact on the process of decision making. Through this evidence, it has been noticed that decision-making is better for people with Intuitive and Thinking preferences, rather than people with good Sensing, and Feeling. Intuitive was more prone to looking for information & recognizing imaginative, and integrative solutions to problems. Ponto & Routamaa (1994) conducted a study on 159 managers, and concluded that Sensing types appear to be more “bureaucratic.” Hammer, and Kummerow (1996) associated MBTI’s constant scores with the Leadership Style scale. There is some indication that Intuition is linked with “leading by delegating”, and “taking charge”, while Sensing is connected with “leading by example” ( $r$ : 0.37 to 0.42).

T. Hautala (2006) studied the association between personality and transformational leadership. The intention of this research is to evaluate the relationship between personality, and transformational leadership, and verify whether the ratings of appraisals of leaders and subordinates differ. 819 responses were collected among which 439 were leaders and 380 were subordinates. Personality was assessed through the MBTI test, and transformational leadership was assessed by the Finnish version of the LPI (Leadership Practices Inventory). There exists an association between personality and transformational leadership. As per that leaders' self-ratings, personality with intuition preference is favouring transformational leadership. Ratings of subordinates indicate leaders having sensing dimensions are related to transformational leadership.

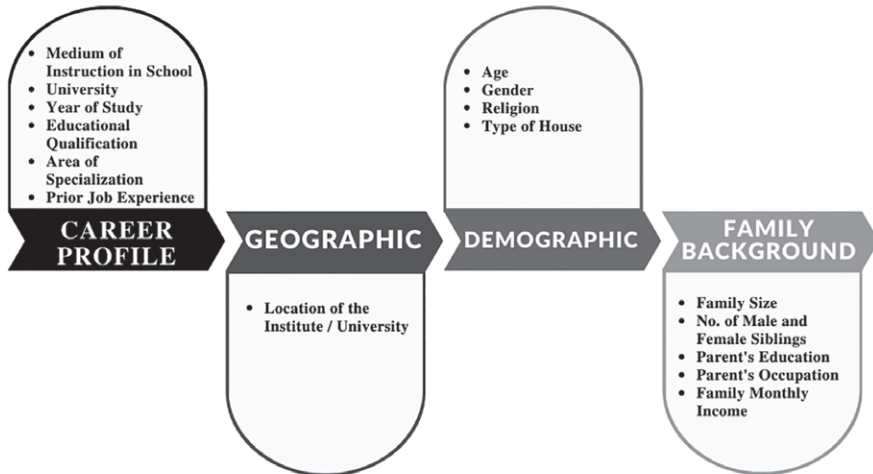
### 3. Research Methodology

#### Problem Statement

Personality type deliberates the psychological cataloguing of dissimilar categories of people. Personality types differ from personality traits, which originate in dissimilar steps. The research about creating and understanding personality profiles of management students is missing. From a generalized model of personality preferences, one concludes the necessity for including some antecedent influences, which can also identify issues concerning personality profiles, their differences and their sources; personality type and preferences; and various demographic variables as influencing factors to derive a personality profile of an individual.

## Research Model

**Figure 3.** Research Variables Model



Source: Own Research

## Scope of the Study

### Objectives

The study mainly concentrates on one bipolar preference and the comparative preference of one over the other.

- To assess the Personality Profiles of management students of selected business schools of Gujarat with special reference to their Perceiving Function (i.e. Sensing (S) and Intuition (N) personality dimensions).
- To explore the relationship between Personality dimensions (Sensing (S) – Intuition (N)), and various demographic variables of management students.

A total of 1067 management students (first and second year | males and females both) were selected as a sample with a cluster model using proportionate sampling in order to have a reasonably fair depiction of all the districts and business

schools in Gujarat. NERIS Type Explorer® Scale was used in section – I, and various demographic details were collected in section – II of the research instrument. The value of Cronbach Alpha was 87%. Various descriptive statistical analysis was made to make the research hypotheses meaningful.

#### 4. Data Analysis

##### Analysis of the NERIS Type Explorer® Questionnaire

To achieve the above-stated objectives, Frequency, Percentage, Mean and Standard Deviation of Personality Dimensions were calculated. Table 1 represents the mean and standard deviation values.

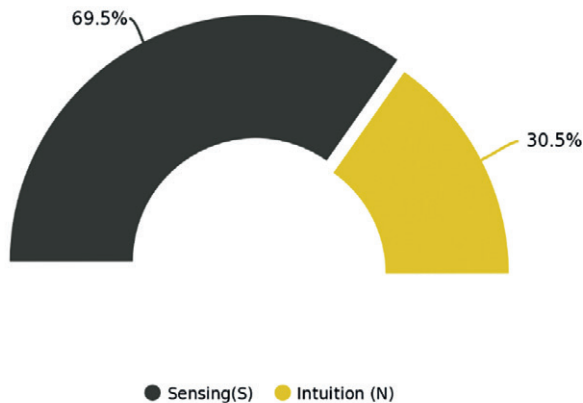
**Table 1.** Mean and SD of Statements Related to S| N Personality Dimensions

Sr. No.:	Statement	Mean	SD
1	Easy to stay relaxed in a pressurized situation	3.54	1.76
2	Practical than Creative	3.23	1.67
3	Person can hardly be upset	3.85	1.84
4	Hardly getting carried away by imaginations and ideas	3.51	1.60
5	Lost in thoughts while walking in nature	3.19	1.77
6	In sleep, dreams focus on the actual world and events	3.27	1.65
7	Spending time discovering impracticable and unrealistic ideas	3.64	1.67
8	Mind busy with unexplored thoughts and strategies	3.23	1.62
9	Not calling yourself a dreamer	4.03	1.91
10	Relying on experience than imagination	3.12	1.59

The mean score for the variables (on a scale of 7) ranges from 3.12 to 4.07. It states that all variables are taken into deliberation for the research, and greatly contribute to the personality assessment. Furthermore, Standard Deviation (SD) is in the range of 1.59 to 1.91 (on a scale of 7). This is reasonably high, demonstrating the varied answers given by the study respondents. From a high standard deviation, it can be interpreted that, there is a multiplicity in individual personality profiles. Everyone is dissimilar from others in relation to their behaviour, approach, intellect, decision-making, and response to pressure.

69.5 per cent (742) of the management students have a *Sensing* (S) compared to 30.5 per cent (325) *Intuitive* (N) personality dimension. As described by these traits about what individuals are more likely to do with the gathered information. In Gujarat, *Sensing* (S) personality dimensions are higher compared to *Intuitive* (N) personality types which rely on the visualization of past and future possibilities. A higher percentage of management students are more attentive to observable realities and more forthright results and conclusions.

**Figure 4.** % of S | N Personality Dimensions



Source: Own Research

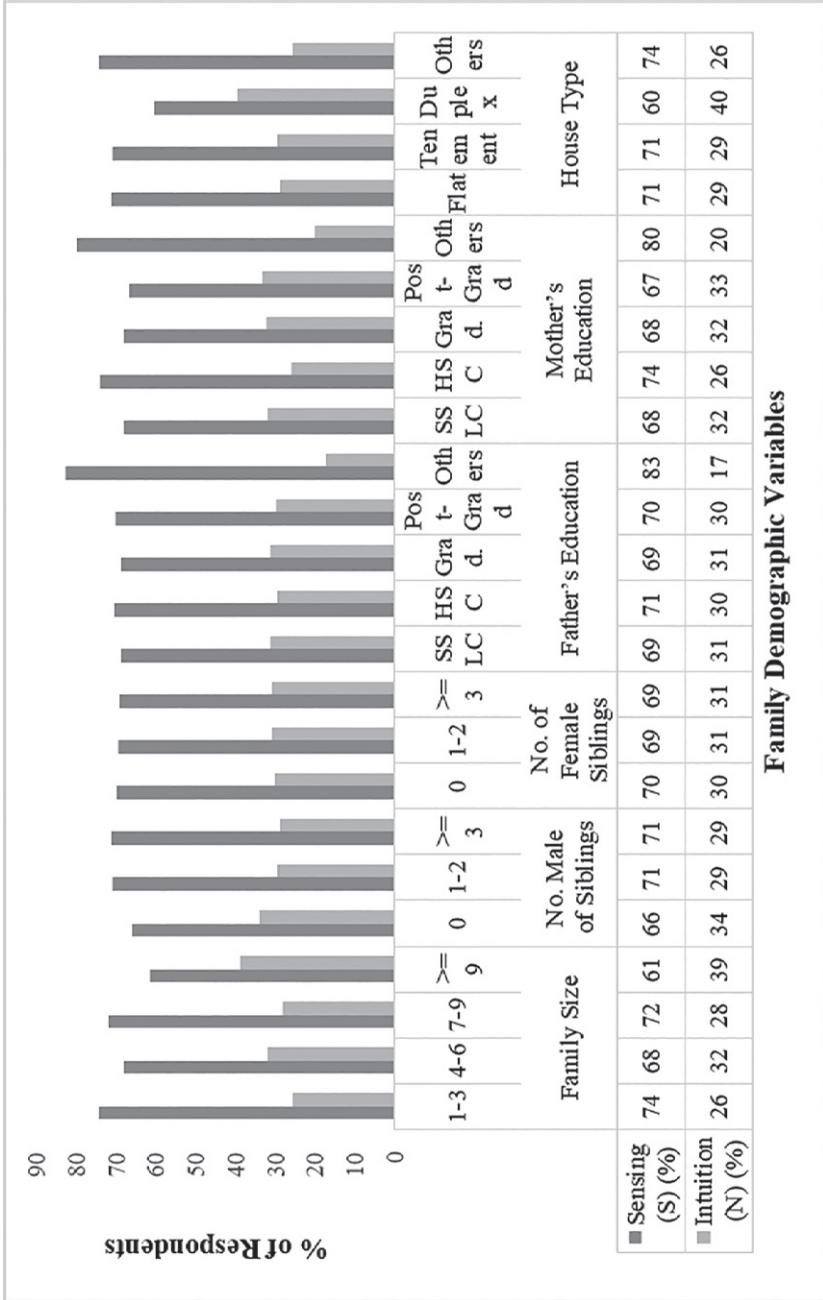
#### Analysis of Personality Dimensions Concerning Demographic Variables

The value for **Sensing (S)** was 70.1% (396) for male and 68.9% (346) for female management students. **Sensing (S)** (66.8%) is the dominating personality dimension found for the respondents who studied in vernacular medium schools. Management students with the highest education qualification (during their under graduate years) as BBA, B. Com, B. Tech / B.E, and B. Pharm and management students who were studying in 1<sup>st</sup> year and 2<sup>nd</sup> year, both have **Sensing (S)** as a leading personality dimension. Not much difference was observed among other dominating personality traits i.e **Intuitive (I)** for all the areas of specialization. Respondents having prior work experiences tend to be more **Intuitive (I)**. Figures 5 and 6 indicate the cross-tabulation of professional and family personality demographic variables.





Figure 6. S | N Personality Dimensions Concerning Family Demographic Variables



To study the relationship between personality dimensions and demographic factors, a chi-square test of independence was carried out. Table 2 shows the results of the same.

**Table 2.** Relationship Between Demographic Variables and Personality Dimensions<sup>7</sup>

Variable	Variable * S/N	Variable	Variable * S/N
Gender (1)	0.680	Family Size (3)	0.241
Age (2)	0.405	No. of Male Siblings (2)	0.341
Medium of Instruction in School (2)	0.082	No. of Female Siblings (2)	0.975
Educational Qualification (5)	0.027	Religion (6)	0.710
Institute / University (28)	0.000	Father's Education (4)	0.697
Place (14)	0.000	Mother's Education (4)	0.288
Year of Study (1)	0.032	Father's Occupation (5)	0.738
Specialization / Plan (3)	0.048	Mother's Occupation (5)	0.464
Prior Job Experience (5)	0.419	Monthly Family Income (3)	0.424

The Chi-Square test identified that there is a significant relationship between *Sensing (S) / Intuitive (N) Personality Traits* and

- Educational Qualification (p-value – 0.027, df – 5)
- Institute / University of Study (p-value – 0.000, df – 28)
- Place/ City of Institute / University of Study (p-value – 0.000, df – 14)
- Year of Study (p-value – 0.032, df – 1)
- Area of Specialization Pursuing / Plan (p-value – 0.048, df – 3)

<sup>7</sup> The parentheses values show Degrees of Freedom (df).

**Table 3.** Multiple Comparisons of Personality Dimensions with Prior Job Experience

Variables		Mean Difference (I-J)	Std. Error	Sig.
<b>No Experience</b>	Less than 12 months	0.09	.71	0.894
	1–3 Years	–0.17	.88	0.847
	4–6 Years	0.18	1.74	0.916
	7–9 Years	7.31 <sup>*</sup>	3.56	0.040
	09 and Above	–7.69	5.03	0.127
<b>Less than 12 months</b>	1–3 Years	–0.26	1.03	0.798
	4–6 Years	0.09	1.82	0.961
	7–9 Years	7.21 <sup>*</sup>	3.60	0.046
	09 and Above	–7.78	5.06	0.124
<b>1–3 Years</b>	4–6 Years	0.35	1.89	0.852
	7–9 Years	7.48 <sup>*</sup>	3.64	0.040
	09 and Above	–7.52	5.09	0.140
<b>4–6 Years</b>	7–9 Years	7.13	3.94	0.071
	09 and Above	–7.87	5.30	0.138
<b>7–9 Years</b>	09 and Above	–15.00 <sup>*</sup>	6.15	0.015

It can be seen from Table – 3 that concerning the influence of prior job experience of the respondents on personality dimensions, a significant difference was noted in pairs of: *7–9 Years of Work Experience*

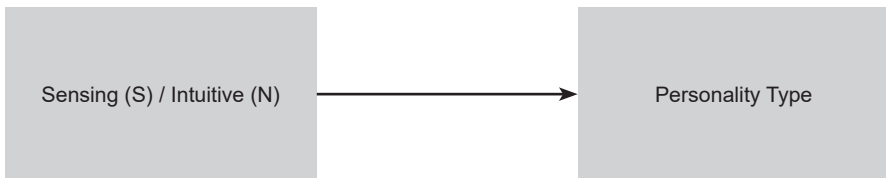
- No Experience | Less than 12 months | 1–3 Years | 09 and Above

**Table 4.** LSD Test among Demographic Variables with S | N Personality Dimensions

Variables	Dissimilarity of View Among Pair Demographic Variables
Educational Qualification	B.Tech / B.E. and B.Pharm B.Tech / B.E. and BBA
Previous Job Experience	7-9 Years and No Experience 7-9 Years and Less than 12 months 7-9 Years and 1-3 Years 7-9 Years and 09 and Above

It can be seen from Table – 4 that concerning the influence of educational qualification and prior job experience of the respondents on personality dimensions, a significant difference was noted in the pairs mentioned in the table above.

Moderation Model (Sensing (S) / Intuitive (N) | Personality Type)



**Figure 7.** Moderation Model (Sensing (S) / Intuitive (N) | Personality Type)

**Table 5.** Moderation Model S | N Personality Type)

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	83.44	1	83.44	4.00	0.046 <sup>b</sup>
Residual	22158.51	1064	20.82		
Total	22241.96	1065			
Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Stand. Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	9.802	0.714		13.72	0.000
SN_Avg	-0.402	0.201	-0.061	-2.00	0.046

*a. Dependent Variable: Personality Type*

Considering Sensing (S) / Intuitive (N) as an independent variable and Personality Type as a dependent variable, the ANOVA p-value is 0.046 which specifies that the regression model is significant. Moreover, Sensing (S) / Intuitive (N) has a direct relationship with Personality Type. Hence there is no further moderating effect affecting the model.

## 5. Results and Findings

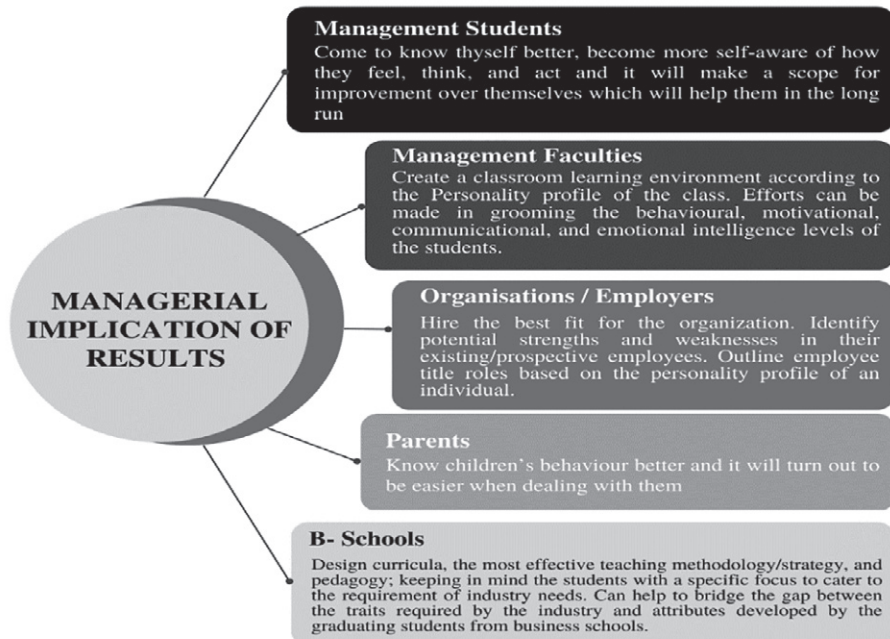
- The mean score for the variables is ranging from 3.12 to 4.07 (on a scale of 7). It specifies that all variables that are considered for the research purposes highly contribute to the assessment of personality.
- Further, Standard Deviation (SD) is observed in the range of 1.59 to 1.91 (on a scale of 7). This is moderately high, representing the diverse responses given by the study respondents. From a high standard deviation, it can be construed that there is considerable diversity in the personality profiles of individuals.
- In Gujarat, **Sensing (S)** personality dimensions are higher among management students (69.5%) when compared to Intuitive (N) personality types (30.5%), who rely on the visualization of past and future

possibilities. A higher percentage of management students are more attentive to observable realities and more forthright results and conclusions.

- A significant relationship has been found between:
  - Educational Qualification (p-value – 0.027, df – 5)
  - Institute / University of Study (p-value – 0.000, df – 28)
  - Place/ City of Institute / University of Study (p-value – 0.000, df – 14)
  - Year of Study (p-value – 0.032, df – 1)
  - Area of Specialization Pursuing / Plan (p-value – 0.048, df – 3)

## 6. Managerial Implication of Results

The findings of the research will be of immense importance and utility to the management students, faculties, parents, organizations, and Business Schools. The figure 8 shows implications.



**Figure 8.** Managerial Implications

Source: Own Research

## 7. Limitations and Future Scope of the Study

Since personality is developmental, other demographic factors that are not part of the study can be determined across developmental / age levels; accordingly, NERIS Type Explorer® Questionnaire can also be validated and there is a need to understand the holistic personality of an individual. The research work can be extended to other diverse fields. The personality test can be administered on a larger sample covering management students from private and Government aided B-Schools so that the above results can be confirmed on a larger population.

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