

Investigating the effect of the “big five” personality dimensions on compulsive buying behavior of Egyptian consumers

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Keywords

Compulsive Buying Behavior, Personality, “Big Five”

Abstract

Compulsive buying behavior is an emerging phenomenon nowadays, that has gained greater attention since the late 1980s (Magee, 1994), reflecting negative behaviours of consumers (Hafez et al., 2013). This research aims to discuss compulsive buying behaviour of Egyptian consumers, taking the “Big Five” personality dimensions as the independent variable that impacts this behaviour, and therefore discussing this topic in the context of developing countries, unlike previous researches. Although many theories exist about the measurement of personality traits, the most famous and widely used approach in the recent years is the “Big Five” model (Quintelier, 2014; Tommasel et. al, 2015), namely; openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism (Leung and Bozionelos, 2004; Lin, 2010; Tommasel et al., 2015). Quantitative research design is used, utilizing a structured questionnaire. Results are gathered from 400 respondents and are later analysed using Statistical Package for Social Sciences Version 20 (SPSS 20). Few tests are done, namely; reliability analysis, factor analysis, descriptive analysis, stepwise regression analysis, and ANOVA test.

The findings of the analysis and tests resulted in a new model, consisting of four new personality dimensions that affect compulsive buying behaviour, namely; anxiety, openness, self-control, and self-confidence. It is recommended to use the resulted model in future research, testing the effect of the new personality measures on compulsive buying behaviour. This research contributes to both application and theory, since it adds to the literature of the discussed topic, while focusing on developing countries. It also highlights the significant influence of some demographic groups on the newly identified relationship. Furthermore, it helps marketers in creating and adopting better marketing strategies.

1. Introduction

O'Guinn and Faber (1989) were the firsts to define compulsive buying as “chronic, repetitive purchasing that becomes a primary response to negative events or feelings”, a definition later on adapted by most of the researchers of this topic. Many factors were previously studied that influence compulsive buying behaviour, however this study's independent variable of interest is the “Big Five” personality dimensions of personality, which has been discussed by many theories from different points of views. Personality was defined by psychology theories as the combination of emotional, interpersonal and attitudinal processes that originate internally in each person (Quintelier, 2014). The most famous and widely used approach in the recent years is the “Big Five” or the “Five-Factor Model” (Mowen and Spears, 2000; Dant et. al, 2012; Lounsbury et. al, 2014; Tommasel et. al, 2015), namely; openness to experience, conscientiousness, extraversion, agreeableness and neuroticism (Mowen and Spears, 1999; Llewellyn and Wilson, 2003; Leung and Bozionelos, 2004; Matzler et. al, 2006; Johnson and Attman, 2008; Lin, 2010; Tommasel et al., 2015)

This paper aims to examine the relationship between personality and compulsive buying behaviour. Furthermore, previous research in this area focused on this topic in developed

countries, such as USA (Mowen and Spears, 1999; Xu, 2007; Norum, 2008; Attman, 2008), Australia (Phau and Woo, 2008) and China (Li et al., 2009). However, minimum attention was given to developing countries, and among all to Egypt. This is why this research aims to cover this part and fill that gap by investigating compulsive buying behaviour of consumers in developing countries, taking Egypt as the main scope. As for personality, there has been a wide interest in studying the “Big Five” personality dimension, and its effect on compulsive buying behaviour. Many research was done about this topic, however only few literature and research exist that studies this topic in the context of developing countries. This research therefore aims to study the same relationship in the context of employed Egyptian consumers, testing the effect of the “Big Five” personality dimensions on compulsive buying behaviour in the context of the Egyptian market.

2. Literature Review

2.1. Background and Definitions of Compulsive Buying Behavior

Compulsive buying was defined as a “chronic, repetitive purchasing that becomes a primary response to negative events or feelings” (O’Guinn and Faber, 1989; Joireman et al., 2010; Singh and Nayak, 2015), which differs from the general definition of buying intention that is based on the matching between purchase motives with the attributes of the brand under consideration (Moharam and Shawky, 2012). Reviewing the literature highlighted several compulsive buying characteristics namely; impulsiveness (Black, 2001; Dittmar, 2005; Joireman et al., 2010), uncontrollability (Dittmar, 2005; Phau and Woo, 2008; Ergin, 2010), excessiveness (Dittmar, 2005; Li et al., 2009), difficulty to stop (Saraneva and Sääksjärvi, 2008; Black, 2001), irresistibility (Koran et al., 2006; Phau and Woo, 2008), and irrationality (Koran et al., 2006; Phau and Woo, 2008). Other characteristics are low self-esteem (O’Guinn and Faber, 1992; Joireman et al., 2010; Farrag et al., 2010); depression (O’Guinn and Faber, 1992; Joireman et al., 2010), anxiety (O’Guinn and Faber, 1992; Joireman et al., 2010), and obsessions (O’Guinn and Faber, 1992).

2.2. Background Information on Personality

The independent variable of interest in this research that impacts compulsive buying behaviour is personality, which measurement has been discussed by many theories (Quintelier, 2014). Dant et al. (2013) discusses that personality is theorized as a small set of stable characteristics, categorized as “dimensions” or “factors” that affect the way in which an individual acts in different situations. Tommasel et al. (2015) added that personality was defined by psychology theories as the combination of emotional, interpersonal and attitudinal processes that originate internally in each person, and consequently becomes among the main and primary factors that influence human behaviour, since it moderates how people react, behave, and interact with others, and stays stable during adulthood. Although many theories exist about the measurement of personality traits, the most famous and widely used approach in the recent years is the “Big Five” or the “Five-Factor Model” (Mowen and Spears, 2000; Llewellyn and Wilson, 2003; Leung and Bozionelos, 2003; Matzler et al., 2006; Sanders, 2008; Lin, 2010; Migliore, 2011; Balmaceda et al., 2012; Wolff and Kim, 2012; Lounsbury et al., 2012; Dant et al., 2012; Lounsbury et al., 2014; Quintelier, 2014; Tommasel et al., 2015). The “Big Five” personality dimensions are; openness to experience, conscientiousness, extraversion, agreeableness and emotional stability/neuroticism (Wolff and Kim, 2012; Lounsbury et al., 2013; Quintelier, 2014).

Migliore (2011) identified Openness to Experience as being intellectually curious, having creative and imaginative cognition styles, and open to new ideas. Openness to experience includes characteristics such as imaginativeness (Guthrie et al., 1998; Robie et al., 2004; Migliore, 2011; Shahjehan et al., 2011; Wolff and Kim, 2012; Lounsbury et al., 2012; Tommasel et al., 2015;

Agyemang et al., 2015) wideness of interests (Leung and Bozionelos, 2004), open-mindedness (Guthrie et al., 1998; Llewellyn and Wilson, 2003; Robie et al., 2004; Leung and Bozionelos, 2004; Sanders, 2008; Saadullah and Bailey, 2014) and adventure-seeking (Leung and Bozionelos, 2004). As a consequent to the mentioned characteristics of openness to experience, most of previous research presented a positive relationship between openness to experience and compulsive buying behavior (Shahjehan et al., 2012).

Conscientiousness is described as the tendency to be productive, achievement oriented, obedient and disciplined (Leung and Bozionelos, 2004). It is described by characteristics like being organized (Robie et al., 2004; Sanders, 2008; Quentelie, 2014; Balmaceda et al., 2014; Tommasel et al., 2015), discipline (Leung and Bozionelos, 2004; Balmaceda et al., 2014; Agyemang et al., 2015), carefulness (Guthrie et al., 1998; Wolff and Kim, 2012; Yang and Hwang, 2014), seriousness (Leung and Bozionelos, 2004; Roberts et al., 2005; Sanders, 2008), and dependability (Sanders, 2008; Shahjehan et al., 2011; Migliore, 2011; Lounsbury, et al., 2012; Dant et al., 2013; Quintelie 2014; Lounsbury, et al., 2014; Agyemang et al., 2015). According to the mentioned characteristics of conscientiousness, most of previous research discusses a negative relationship between conscientiousness and compulsive buying behaviour (Mikołajczak-Degrauwe et al., 2012).

According to Wolff and Kim (2012), extraversion refers to the general tendency of an individual to approach social situations. Moreover, it is distinguished by traits like confidence (Guthrie et al., 1998; Leung and Bozionelos, 2004; Shahjehan et al., 2011; Quintelie, 2014; Agyemang et al., 2015), the experience of positive emotional states (Leung and Bozionelos, 2004; Quintelie, 2014), energy (Robie et al., 2004; Leung and Bozionelos, 2004; Matzler et al., 2006; Dant et al., 2013; Saadullah and Bailey, 2014; Agyemang et al., 2015), sociability (Robie et al., 2004; Leung and Bozionelos, 2004; Shahjehan et al., 2011; Lounsbury et al., 2012; Quintelie, 2014; Lounsbury et al., 2014; Agyemang et al., 2015), and being outgoing (Lounsbury et al., 2012; Lounsbury et al., 2014). As a result to the presented characteristics of extraversion, most of previous research talked about a positive relationship between extraversion and compulsive buying behavior (Mikołajczak-Degrauwe et al., 2012).

According to Migliore (2011) agreeableness refers to an individual's concern for social harmony and cooperation with others. It is characterized by traits likeselflessness (Bozionelos, 2004; Mikołajczak-Degrauwe, 2012; Saadullah and Bailey, 2014; Leung and Bozionelos, 2014; Quentelie, 2014), friendliness (Bozionelos, 2004; Balmaceda et al., 2014; Migliore, 2011; Leung and Bozionelos, 2014), modesty (Bozionelos, 2004; Quentelie, 2014; Saadullah and Bailey, 2014), and trust (Sanders, 2008; Shahjehan et al., 2011; Mikołajczak-Degrauwe, 2012; Leung and Bozionelos, 2014; Saadullah and Bailey, 2014; Quentelie, 2014; Agyemang et al., 2015). According to the presented characteristics of agreeableness, most of previous research hypothesized a positive relationship between agreeableness and compulsive buying behaviour (Shahjehan et al., 2012).

Neuroticism was described by Migliore (2011) as excessive worry that leads to mental distress, inability to deal with daily life activities, and emotional suffering. It includes traits like being nervous (Bozionelos, 2004; Shahjehan et al., 2011; Saadullah and Bailey, 2014), pessimism (Bozionelos, 2004), experiencing negative emotions (Bozionelos, 2004; Saadullah and Bailey, 2014; Agyemang et al., 2015), excessive worry (Bozionelos, 2004; Leung and Bozionelos, 2004; Johnson and Attmann, 2008; Migliore, 2011; Agyemang et al., 2015), and anxiety (Guthrie et al., 1998; Sanders, 2008; Mikołajczak-Degrauwe, 2012; Balmaceda et al., 2014; Saadullah and Bailey, 2014; Tommasel et al., 2015; Agyemang et al., 2015). As a consequence to the discussed

characteristics of neuroticism, most of previous research presented a positive relationship between neuroticism and compulsive buying behaviour (Mikołajczak-Degrauwe et. al, 2012). The research aims to examine the existing relationship between the “Big Five” personality dimensions and compulsive buying behavior in the Egyptian society.

3. Research Methodology

3.1. Methodology

This research follows the positivism methodology, since all the factors and criteria of research are known, and are only being tested, employing quantitative methods to get at the truth (Sekaran and Bougi, 2013). Explanatory Research is adopted as the aim is to investigate the relationship between cause and effect; namely the “Big Five” personality dimensions and compulsive buying behavior. Construct validity testifies to how well the results obtained from the use of the measure fit the theories around which the test is designed. Hence, in order to ensure the research construct validity, it is essential to identify research unit of analysis, tools and instruments.

3.2. Instruments

As for the instruments, quantitative research technique was used to gather data in this research, in the form of a structured, close ended, self-administered questionnaire. The questionnaire type is 5-point Likert scale, which is a rating scale that is widely used (Malhotra, 2004), ranging from strongly disagree to strongly agree. The questionnaire was developed in the English language, and was translated to the Arabic language by the college of language and translation at the Arab Academy for Science, Technology and Maritime Transport in Alexandria. As for the suggested data analysis techniques, the gathered data is analyzed using SPSS 20® (Statistical package for social science). First, descriptive analysis is used for the demographics, so that a sample profile is provided, presenting the frequencies of the demographic variables tested in the research; age, gender, completed level of education, marital status, number of children, current occupation, and household income. Following, a factor analysis is done to assess data suitability, followed by reliability analysis to ensure consistency of variables resulted from the factor analysis. Afterwards, regression analysis is done, and finally, ANOVA test was done, which is basically a procedure made to test the differences existing among different groups of data for consistency (Kothari, 2004).

3.3. Scope

Non-Probability sampling was used in the research, namely convenience sampling, where individuals were selected because of their convenient accessibility and closeness to the researcher. Only respondents aging 21 and above, with a job were asked to fill the questionnaire. The study was only tested in Alexandria, due to accessibility reasons, considering it the second largest city in Egypt. Questionnaires were distributed in banks, multinational companies, and universities. 518 questionnaires were originally distributed and 400 were received back. This was selected using Krejcie and Morgan (1970) sampling table. According to this table, the sample size for a population of 1,000,000 or more is 384.

3.4. Research Hypotheses

The main aim of this research is to identify the relationship between the “Big Five” personality dimensions (independent variables) and compulsive buying behavior (dependent variable). The goal is to identify the different effect an individual’s behavior can have on his/her compulsive buying behavior. Therefore, this research hypothesized the following:

According to Mikołajczak-Degrauwe et al. (2012), conscientiousness is characterized by being responsible, disciplined, and precise. Those high on conscientiousness are organized, and think about the consequences of their actions very carefully. On the other hand, compulsive buyers are impulsive and irresponsible in their behavior, and therefore a negative relationship between conscientiousness and compulsive buying behavior is hypothesized. This research therefore hypothesizes:

H₁: There is a negative relationship between conscientiousness and compulsive buying behavior.

According to Shahjehan et al. (2012), agreeableness is positively related to compulsive buying. This research therefore hypothesizes:

H₂: There is a positive relationship between agreeableness and compulsive buying behavior.

Mowen and Spears (1999) hypothesized that there is a negative relationship between introversion and compulsive buying behavior. Mikołajczak-Degrauwe et. al, (2012) added that extrovert people are impulsive individuals characterized by lower self-control. Accordingly, the following hypothesis was developed:

H₃: There is a positive relationship between extraversion and compulsive buying behaviour.

According to Shahjehan et al. (2012), openness to experience is positively related to compulsive buying. This research therefore hypothesizes:

H₄: There is a positive relationship between openness to experience and compulsive buying behaviour.

Mowen and Spears (1999) found that highly neurotic individuals were compulsive buyers. According to Johnson and Attmann (2008), individuals high on neuroticism were found to be compulsive buyers. Other characteristics, such as low self-esteem, anxiety and depression were also found to have a relationship with compulsive buying, and since these variables are found to be similar to neuroticism, it was predicted that those high on neuroticism will be compulsive buyers. Shahjehan et al. (2012) accordingly added that neuroticism is positively related to compulsive buying. This research therefore hypothesizes:

H₅: There is a positive relationship between neuroticism and compulsive buying behaviour.

4. Analysis

4.1. Factor Analysis

To assess the suitability of the data, factor analysis was conducted. First, an interval scale measurement was used, which is the first requirement (Hair et al., 2010). This was successfully used in the study through the use of a 5-point likert scale questionnaire. Another requirement for using factor analysis is the strong relationship between the variables. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity are used to examine the strong relationship between the variables (Mukhopadhyay, 2009). The results of KMO test (Table 1) showed 0.907 which exceeds the minimum recommended value 0.8 (Mukhopadhyay, 2009). Bartlett's Test of Sphericity was 1784.757 with an associated statistical significance (p-value = 0.000). This implies that data is appropriate for factor analysis.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.907
Bartlett's Test of Sphericity	Approx. Chi-Square	1784.757
	Df	15
	Sig.	0.000

Table 1 - KMO and Bartlett's Test

It is considered that a factor loading above 0.3 is considered significant; loadings of 0.40 are considered more important; if the loadings are 0.50 or greater, they are considered very significant (Mukhopadhyay, 2009). All the 23 items have a loading values range from 0.453 to

0.691. This implies that all the items are statistically significant at a 0.05 significance level. Moreover, factor analysis has resulted in four suggested principal components (seven new variables) as shown in Table 2. Hence, it is vital to reallocate the elements among the new variables (derived from factor analysis) before performing any further analysis to investigate the relationship between the new variables and compulsive buying behavior.

	1	2	3	4	5	6	7
Careful					.576		
Organized					.728		
Disciplined					.752		
Serious					.703		
achievement oriented					.460		
depend on me						.717	
Responsible						.643	
Sympathize		.738					
Friendly		.673					
Cooperative		.701					
Selfless		.711					
Helpful		.719					
Modest		.711					
Trusting		.564					
Confident							.645
Energetic							.430
Sociable				.741			
Talkative				.791			
Expressive				.720			
Warm-hearted		.486					
Worry	.727						
Pessimistic	.623						
Nervous	.743						
Stressed	.823						
negative emotions	.729						
Anxious	.736						
Insecure	.518						
Moody	.612						
Sensitive	.476						
Imaginative			.685				
many interests			.620				
open minded			.535				
seek adventures			.733				
Curious			.617				

Innovative			.614				
Intelligent							.522

Table 2 - Rotated Component Matrix

4.2. Reliability Analysis

Following factor analysis, the validity of the collected data for the “Big Five” personality dimensions and compulsive buying behavior identified by calculating Cronbach’s alpha (Table 3). Since the calculated Cronbach's alpha values are higher than 0.6, the research can rely on the collected data for testing the research hypotheses (Sekaran, 2003).

Scale	No. of indicators	Cronbach's alpha
V1	9	0.855
V3	6	0.753
V5	5	0.743
V7	3	0.673
Compulsive Buying Behaviour	6	0.923

Table 3 - Reliability analysis

Next, stepwise regression was conducted to find the most suitable model. As a result, four models were proposed, and the model with the highest R (0.365) was created using only V1, V3, V5, and V7 (Table 4). Accordingly, this research proposed title for each variable based on its general theme. These titles are; V1 (Anxiety), V3 (Openness), V5 (Self Control), and V7 (Self Confidence).

Model Summary ^e						
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.256 ^a	.066	.063		1.00478	
2	.308 ^b	.095	.090		.99018	
3	.343 ^c	.117	.111		.97897	
4	.365 ^d	.133	.124		.97149	1.740
a. Predictors: (Constant), V1						
b. Predictors: (Constant), V1, V3						
c. Predictors: (Constant), V1, V3, V5						
d. Predictors: (Constant), V1, V3, V5, V7						
e. Dependent Variable: COMPDEP						

Table 4 - Model Summary

4.3. Descriptive analysis

Basic descriptive statistics are conducted to ensure that there is negligible distortion of the questionnaire outputs. Descriptive analysis (Table 5) illustrated that both trimmed mean and median are close to mean. This indicates that extreme scores do not have influence on calculated mean. In addition, the absolute values of the skewness coefficients are relatively low. This means that there is only a weak distortion of the collected data for all variables.

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean		Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic

V1	400	4.00	1.00	5.00	3.0681	.03818	.76356
V2	400	3.88	1.13	5.00	3.9778	.03137	.62736
V3	400	3.33	1.67	5.00	3.5113	.03579	.71578
V4	400	4.00	1.00	5.00	3.7008	.04184	.83684
V5	400	3.80	1.20	5.00	3.7335	.03285	.65693
V6	400	4.00	1.00	5.00	4.2675	.03741	.74823
V7	400	4.00	1.00	5.00	3.7717	.03340	.66798
COMPDEP	400	4.00	1.00	5.00	2.7017	.05191	1.03813
Valid N (listwise)	400						

Table 5 - Descriptive analysis

4.4. Stepwise Regression analysis

The stepwise selection procedure was employed to ascertain the relationship between the identified new independent variables and compulsive buying behavior (dependent variables).

4.4.1 Hypothesis testing

Investigating the relationship between the identified new independent variables and compulsive buying behavior (dependent variable) illustrated that the overall model was significant as $p\text{-value} = 0.009$ (Healey, 2009), $F = 15.155$, $R\text{-Square} = 23.3\%$ (Table 6). An assessment of individual variables significance and the associated estimated regression parameters are displayed in Table 6. The stepwise analysis has identified the best model with four variables (V1, V3, V5, and V7).

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson	
1	0.365	0.233	0.124		0.97149	1.740	
Model	Sum of Squares		Df	Mean Square	F	p-value	
Regression	57.212		4	14.303	15.155	.000e	
Residual	372.798		395	.944			
Total	430.010		399				
* Predictors: (Constant), V1, V3, V5, V7							
Model	Unstandardized Coefficients		Standardized Coefficients		t	p-value	
	B	Std. Error	Beta				
(Constant)	1.112	0.424			2.619	0.009	
V1	.385	.066	.283		5.800	.000	
V3	.208	.074	.143		2.805	.005	
V5	-.322	.081	-.203		-3.978	.000	
V7	.233	.087	.150		2.669	.008	

Table 6 - Model Summary

4.5. ANOVA and t-test

The next test done was the One-way ANOVA; a statistical method that demonstrates the differences among demographics when affecting compulsive buying behavior. Many previous studies discussed how the different demographic groups could affect compulsive buying behaviour. Consequently, all demographics were tested, but only age, marital status, number of children, and income were found to be significant and their effect differs among the different groups. The results of the independent-samples t-test which was conducted to compare compulsive buying scores for males and females showed that there was an insignificant difference ($\text{sig.} = 0.138$) in scores for females and males.

5. Discussion and Conclusion

This study was aiming to measure the effect personality factors have on compulsive buying behaviour of Egyptian consumers. Five main factors of personality were tested and

hypothesized as determinants of compulsive buying behaviour, namely; conscientiousness, agreeableness, extraversion, openness to experience and neuroticism. All variables except conscientiousness were hypothesized to have a positive relationship with compulsive buying behaviour, a similar case to most previous studies about this topic. Conducting the proper analysis techniques, new possible personality characteristics that affect compulsive buying behaviour and that might be taken into consideration in future research are highlighted

The first test made in analysing the data was the factor analysis. After the conduct of factor analysis, a new distribution of statements was presented. The study began with testing the effect of the "Big Five" personality dimensions, but factor analysis revealed seven new groupings of variables. Therefore, it was not necessary to discuss the previously mentioned hypotheses, since new variables were discovered. Further analysis resulting from stepwise regression revealed that the best suggested model would be consisting of four only of the seven mentioned groups. Accordingly, those new groupings were named; Anxiety, Openness, Self-Control, and Self Confidence. The findings suggest that the new identified factors are a more suitable measure of personality in the Egyptian environment, and better define the personality of Egyptian compulsive buyers.

When ANOVA test was run, it was found that compulsive buying behaviour differs among some of the demographic groups. The results were significant when it comes to age, number of children, marital status and current job status. According to previous studies, there is an existent relationship between compulsive buying behaviour and young consumers (Ergin, 2010; Singh and Nayak, 2015). It was mainly discussed that young people tend to show stronger compulsive buying tendencies than older consumers (Dittmar, 2005). Furthermore, the household income level, which has a significant effect on the relationship between self-confidence and compulsive buying behaviour, was previously discussed by few studies. According to the research of Koran et al. (2006), as well as Ergin (2010) income is one of the significant factors affecting compulsive buying behaviour. Considering the number of children, and the marital status, there are no previous studies indicating a significant effect of this demographic group and compulsive buying behaviour.

According to these results, the equation of the suggested model is $y = 1.112 + 0.385 V1 + 0.208 V3 - 0.322 V5 + 0.233 V7$. The figure of the suggested model is presented below.

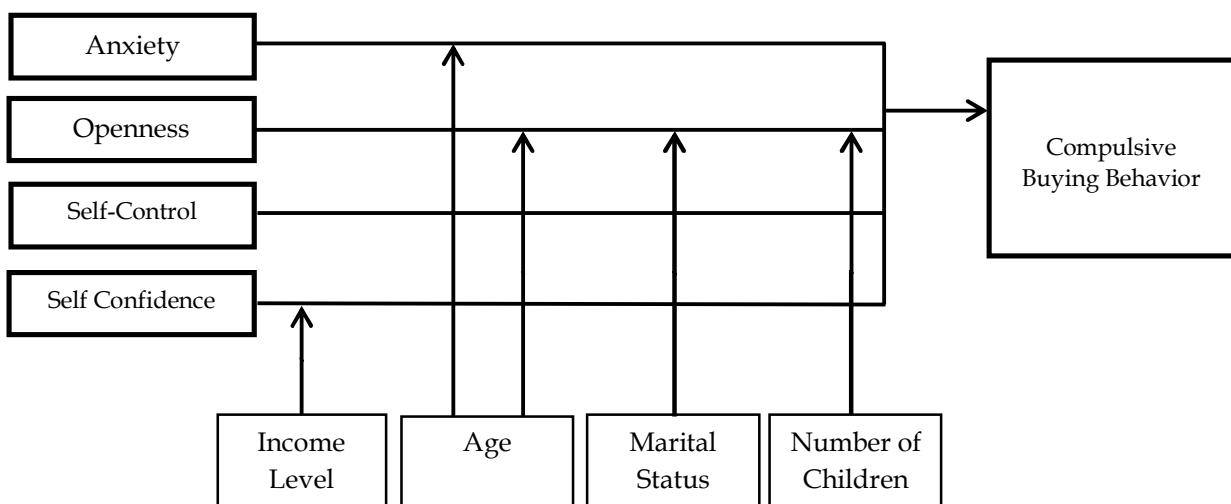


Figure 1 - Suggested Model

It is believed that this research contributes to both practice and theory. Discussing the academic implications, the findings of the present research contribute to the literature concerning the “Big Five” personality dimensions and their relationship to compulsive buying behaviour, identifying new variables with new significant relationship with compulsive buying behaviour of the Egyptian consumers. Moreover, since minimum attention was given to developing countries, and among all to Egypt, this research covers this part and fills that gap by investigating compulsive buying behaviour of consumers in developing countries, taking Egypt as the main scope. When it comes to the sample of the study, it covers a wide variety of demographic information, which offers a wide variety of correlations that could be done, to highlight the linkage and relationship between the variables of interest, as well as show possible exceptions or special cases. Furthermore, this research identified demographic groups with significant influence that were not covered in past research (marital status and number of children), which adds up to the literature.

As for the practical implications, this study points out at some important areas and points that marketers should take into account. It provides a better view on the existing relationship between personality and compulsive buying behaviour, and how individuals’ personality can affect his/her buying behaviour. This helps marketers study their target customers’ personalities to be able to deal with them effectively and help them make purchasing decisions, as well as deal with customers and affect their buying behaviour regarding their products, and also better segment the market and target the right type of customers. Furthermore, this could be useful for marketers in adopting the marketing philosophy of relationship marketing, which aims at establishing, attracting, maintaining and enhancing the relationships with customers (Abd-El-Salam et al., 2013).

5.1 Research limitations and Direction for Future Research

Despite the fact that this study increases the knowledge and understanding on the existing relationship between personality dimensions and compulsive buying behaviour of the Egyptian consumers, it has a number of limitations. However, these limitations build a ground for future research, and do not make the findings less significant. First, the sample consists of residents of Alexandria only, who are employed, and have a personal income. Therefore, the generalization of the study may be limited to this city only, and must be carefully applied, especially since the respondents are asked about shopping in general, without focusing on a specific shopping area. In the future, larger samples can be studied to compare the results of different cities in Egypt with the results found in this study, while focusing on a more specific shopping context, such as Fast Moving Consumer Goods context, since it is has become one of the main economic sectors in Egypt (Tantawi and Negm, 2011). Second, the research aims to focus on the effect of the “Big Five” personality dimensions on compulsive buying behaviour, limiting personality to only these five factors. It is recommended that future studies can focus on other theories of personality, covering other factors of personality than just the “Big Five” personality dimensions, for example taking the new proposed model as a base. Another limitation is the fact that the gathered data is cross-sectional in nature and not longitudinal. Cross-sectional studies fail to capture the changing and dynamic nature of consumers’ behaviour, so longitudinal study is recommended. Finally, the questionnaire was a self-administered one, where individuals used to rate their personality based on a series of statements. This can sometimes result in inaccurate information, since people tend to rate themselves higher on personality dimensions than they actually are. A solution might be the use of a different tool for measurement.

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