Abstract

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Investigating the Effect of the “Big Five” Personality Dimensions on Compulsive Buying Behavior of Egyptian Consumers

Compulsive buying behavior is an emerging phenomenon nowadays, that has gained greater attention since the late 1980s (Magee 1994). O'Guinn and Faber (1989) were the firsts to define compulsive buying as “chronic, repetitive purchasing that becomes a primary response to negative events feelings”, a definition later on adapted by most of the researchers of this topic. This research simply defines compulsive buying as a purchase behavior that is characterized by uncontrollable urges and compulsions to buy a product service without the existence of a real need to it. It aims to discuss compulsive buying behavior of Egyptian consumers, taking the “Big Five” personality dimensions as the independent variable that impacts this behavior, 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” the “Five-Factor Model” (Quintelier, 2014 Tommasel et. al, 2015), namely openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism (Leung and Bozionelos, 2004 Bartone et. al, 2009 Lin, 2010 Tommasel et al., 2015). Few tests were 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 behavior, namely anxiety, openness, self-control, and self-confidence. It was finally recommended to use the resulted model in future research, testing the new personality measures on compulsive buying behavior.