

Abstract

Monika Fayez Rizkallah

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), 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 selfconfidence. 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.