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## Conference Title

# *Personality Traits as Predictors of Shopping Motivations and Behaviors: A Canonical Correlation Analysis*

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### ABSTRACT

This study examines the relationship between Big Five personality traits with shopping motivation variables consisting of compulsive and impulsive buying, hedonic and utilitarian shopping values. Two hundred forty seven college students were recruited to participate in this research. Bivariate correlation demonstrates an overlap between personality traits; consequently, canonical correlation was performed to prevent this phenomenon. The results of multiple regression analysis suggested conscientiousness, neuroticism and openness as predictors of compulsive buying, impulsive buying and utilitarian shopping values. In addition, the results showed significant differences between males and females on conscientiousness, neuroticism, openness, compulsive buying and hedonic shopping value. Besides, using hierarchical regression analysis, we examined sex as moderator between Big Five personality traits and shopping variables, but we didn't find sufficient evidence to prove it.

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## 1. Introduction

Personality traits are one of the main sources of our decisions. Furthermore, social personality can predict the social behaviour in particular conditions. In this paper, we don't want to examine what factors impacts on personality, but we want to explore the personality effects on shopping motivations to predict future behaviour of our new or current customers and illustrate a guideline map to plan and conduct our strategic programs. A Study on the impact of personality on shopping section will modify our approach to the business; what goods and services should we

produce? What is the customer's response to specific social stimuli that have impact on personality and what proper reaction should we do? Which personality trait has outstanding role in the society so that we will provide suitable goods and services to be alive in this emerging market? Are men and women same in shopping procedure? And when do they notice hedonistic or utilitarian aspects of shopping? In other words, individuals have different types of personality traits which are bold within their personality and make them distinctive in behaviour, habits, motivations and responses to a stimulus. Individual differences in personality come from two sources: environmental sources which are early experiential calibrated, enduring situational evocation, strategic specialization, adaptive self-assessment of inheritable qualities and

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heritable sources, which are temporal or spatial variations in selection pressures, negative frequency-dependent selection and mutation–selection balance (Buss, 2008). For several centuries, psychologists tried to determine the dimensions and characteristics of personality. These efforts had continued until they increasingly agreed that five supertraits might adequately describe the structure of personality (Maltby, Day, & Macaskill, 2010). Costa and McCrae (1985, 1992a, 1992b, 1995) discussed five major factors, which are influential in forming personality. They called these traits as Big Five Model of Personality and developed a measure to assess them that is called NEO Personality Inventory. Five dimensions of Big Five Factors are Neuroticism, Extraversion, Openness (to experience), Conscientiousness, Agreeableness (Digman, 2002). These personality factors were conceived by researchers to pay much more attention to relations between personality and consumer behaviour. Although personality research (“personology”) has long been a fringe player in the study of consumer behaviour, little research has directly been devoted to personality issues, and if consumer personality has ever been investigated, it tended to be from the narrow perspective of developing yet another individual difference measure in an already crowded field of personality scales or considering the moderating effects of a given trait on some relationship of interest (Baumgartner, 2002). But recently, many researchers discussed the topic of personality and consumer behaviour (Verplanken & Herabadi, 2001; Wang & Yang, 2008).

### 1.1. The importance of investigating shopping behaviour in Iran

In this study, we examine personality and shopping variables among a sample that was chosen from Iranian college students. The main reason that we chose Iran was the rapid economic and social changes in the last years that have direct impact on society’s social behaviour; for example, based on IMF (International Monetary Fund), Iran’s GDP was increased and wealth dissemination index got a better rate, the Gini ratio improved and women contribution rate ascended rapidly. These factors caused to raise a new category of mid-income families with higher education, different needs, and unfamiliar with urban living challenges might affect in their personality. In addition, Iran’s population increased very fast from 1979 to 1990. The birth rate reached over 3% per year. Total population goes higher from 35 million up to more than 65 million. In this era, a new Iranian Generation Y was introduced regarding those who prefer to live in urban regions and immigrated therefore from rural to urban regions in the last years for better job opportunities and educational purposes. These factors drove people to create their new identity throughout consumption. On the other side, by increasing oil price which is Iran’s major income source, demand for consuming (luxury) goods especially imported goods increased, so that imports set a record and go over 58 billion dollars in 2011. By spread of materialism in Iran in these years (Teimourpour & Hanzaei, 2014), social shopping behaviour and social personality were impressive. In this context, most of international foreign companies such as Apple, HP, Hyundai, L’Oréal, Porsche, Knor, Procter & Gamble, and Siemens started to export their goods and services to Iran and open a representation without paying attention to sanctions. Others like Nestle, Unilever, Samsung, LG, Volvo directly manufactured their product in Iran. Meanwhile, the lack of enough researches related to shopping and psychology in this market makes of this research a necessary study for awareness-raising Iranian shopping behaviour.

### 1.2. Literature Review and Hypotheses

Research suggests that the shopping experience provides consumers with a combination of utilitarian and hedonic shopping value (Carpenter & Moore, 2009; Babin, Darden, & Griffin, 1994), impulsive and compulsive buying. Considering five major personal traits that we wanted to test which ones drove shopping motivations, a concise literature review of this factor has been described hereunder. At first, we explained four major shopping variables and then, personality traits will be provided to explore theoretical linkage among personality and shopping variables.

*Impulsive Buying:* Impulse buying generates over \$4 billion in annual sales volume in the United States. With the growth of e-commerce and television shopping channels, consumers have easy access to impulse purchasing opportunities, but little is known about this sudden, compelling, hedonically complex purchasing behavior in non-Western cultures (Kacen & Lee, 2002). Impulsive buying has been defined as the spontaneous or sudden desire to buy something, and when compared to more contemplative approaches to decision-making, it considered emotional, reactive, and “prone to occur with diminished regard” for the consequences (Rook, 1987). Rook (1987) also stated: “Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately. The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences”. Recent research on impulse buying behavior indicated that individual consumers did not view their specific purchases as wrong and indeed retrospectively reported a favorable evaluation of their behavior (Hausman, 2000).

*Compulsive Buying:* Faber and O’Guinn (1988) defined compulsive consumers as “people who are impulsively driven to consume, cannot control this behavior, and seem to buy in order to escape from other problems” (Mowen & Spears, 1999). DeSarbo and Edwards (1996) concluded that compulsive consumption was related to some of psychological traits such as “dependence, denial, depression, lack of impulsive control, low self-esteem, approval seeking, anxiety, escape coping tendencies, general compulsiveness, materialism (envy), isolation, excitement seeking, and perfectionism”. Most research and scholars consider that excessive buying, defined as consumer spends more than he/she can afford or beyond his/her needs, is responsible for this situation. The results of this painful issue for individuals, families, societies as well as countries and business environment are all unfavourable. For this reason, this behaviour has been of theoretical and practical interest to psychologists, psychiatrists, economists, sociologists and marketing scholars and practitioners (Eren, Eroglu, & Hacıoglu, 2012). That is why, authors discuss compulsive buying in terms of personality traits, demographic variables, family structure and the patterns that classify buyers as compulsive and non-compulsive (Faber & O’Guinn, 1992; Faber, O’Guinn, & Krych, 1987; Faber & O’Guinn, 1989).

*Hedonic Shopping Value:* Hirschman and Holbrook (1982) defined hedonic consumption as “those facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of one’s experience with products.” Basically this values are unstructured, mentally, affective and experience-based (Kim & Han, 2011) stimuli driven, pleasant and fun (Nguyen, Nguyen, & Barrett, 2007). People with higher hedonic values cannot be satisfied with utilitarian or functional aspects of buying behaviors but enjoyable and pleasurable aspects of them and they regard emotional and psychological values of shopping experience. Hedonic values are assumed to be associated with gratification through fun, fantasy, playfulness and enjoyment (Eren, Eroglu, & Hacıoglu, 2012). Hedonic value derived from the shopping experience reflects the emotional or psychological worth of the purchase. Sources of hedonic

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