



*Research Article*

**THE EFFECT OF CONSUMER PERSONALITY TRAITS AND DECISION-MAKING STYLES ON ONLINE IMPULSIVE AND COMPULSIVE BUYING BEHAVIORS**

**TÜKETİCİLERİN KİŞİLİK ÖZELLİKLERİ VE KARAR VERME TARZLARININ ÇEVİRİMİÇİ İMPULSİF VE KOMPULSİF SATIN ALMA DAVRANIŞLARINA ETKİSİ**

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**ABSTRACT**

The main subject of this study is impulsive buying and compulsive buying behaviors that can occur in consumers' online shopping and are considered as the unusual or irrational aspects of purchasing. The study mainly focused on personal factors that may be the precursors of these behaviors. In this respect, the study aims to statistically analyze the relationships between the five-factor personality traits, consumer decision-making styles, impulsive buying, and compulsive buying variables based on the relational screening model. It aims to determine which personality and decision-making styles are associated with impulsive and compulsive buying. Within the scope of quantitative research, data was obtained through a survey method from 478 participants, which was determined through convenience sampling and analyzed. The findings from the analyses showed a significant negative relationship between agreeableness and impulsive buying behavior regarding personality traits and, similarly, between openness, conscientiousness, and agreeableness and compulsive buying behavior. It has been revealed that consumers who buy brand consciousness, fashion consciousness, recreational orientation, indecisiveness, impulsive, and habitual decision-making styles are more prone to impulsive and compulsive buying. The findings obtained from this study within the framework of an original research model are expected to contribute to the literature and marketing practice by enhancing the understanding of the personality-driven aspects of consumer behavior

**ÖZ**

Bu çalışmanın temel konusu, tüketicilerin online (çevrimiçi) alışverişlere ilişkin davranışlarında ortaya çıkabilen ve satın almanın olağandışı veya rasyonel olmayan yanı olarak ifade edilen impulsif satın alma ve kompulsif satın alma davranışlarıdır. Çalışma esas olarak bu davranışların ardında yatabilecek olan kişisel faktörler üzerine yoğunlaşmıştır. Bu bakımdan çalışmanın temel amacı, ilişkisel tarama metoduna bağlı olarak beş faktör kişilik özellikleri, tüketici karar verme tarzları, impulsif satın alma ve kompulsif satın alma değişkenleri arasındaki ilişkilerin istatistiksel olarak analiz edilmesidir. Çeşitli kişilik ve karar verme tarzları içerisinde hangilerinin impulsif ve kompulsif satın alma ile ilişkili olduğunun tespit edilmesi amaçlanmıştır. Bu amaçlar doğrultusunda bir nicel araştırma kapsamında, kolayda örnekleme yoluyla belirlenen 478 katılımcıdan anket yöntemiyle veri elde edilmiş ve analiz edilmiştir. Analizler sonucunda elde edilen bulgular, kişilik özellikleri bakımından uyumluluk ile impulsif satın alma davranışı arasında; deneyime açıklık, sorumluluk ve uyumluluk ile kompulsif satın alma arasında anlamlı negatif bir ilişkinin bulunduğunu göstermiştir. Marka odaklı, moda odaklı, haz odaklı, kararsız, dürtüsel ve alışkanlık üzerine satın alan tüketicilerin impulsif satın alma ve kompulsif satın almaya daha fazla eğilimli oldukları ortaya çıkmıştır. Çalışmanın özgün bir araştırma modeli çerçevesinde elde ettiği bu bulguların tüketici davranışlarının kişilik ağırlıklı yönünün anlaşılması bakımından literatüre ve pazarlama pratiğine katkılar sunması beklenmektedir.

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## 1 | INTRODUCTION

In the recent past, consumers were reliant on physical stores; however, today, the significant transformation brought about by digital environments has not only facilitated the act of shopping but has also fundamentally altered the entire shopping experience for consumers (Soni et al., 2019, p. 358; Durukal, 2020, p. 871). Presently, consumers may make purchases not solely based on rational motives, driven by the need for products/services, but also prompted by impulsive buying urges or an unrestrained compulsion to alleviate the tension associated with purchasing. Such purchases have garnered substantial attention from consumer behavior researchers and marketing academicians (Ünsalan, 2016, pp. 572-574). It is acknowledged that shopping can often occur without much thought or a tangible need for specific products/services (Bighiu et al., 2015, p. 72). Impulsive and compulsive buying, categorized as non-rational, deviates from conventional buying behaviors.

Purchasing is a regular aspect of everyday existence. Nevertheless, in certain situations, purchases can be unforeseen and spontaneous, arising instantly, driven by an impulse, and associated with intense motivation, pleasure, and excitement. Such purchases are commonly known as “impulsive buying” (also referred to as sudden, momentary, impulsive, impelling, internal, intuitive, motivational, or unplanned) (Rook, 1987). Although nearly everyone engages in such buying processes, repeated uncontrolled purchasing experiences can become problematic. This type of dysfunctional behavior often considered “compulsive buying,” involves repeated and excessive buying that may lead to psychological distress, such as substantial debts and feelings of guilt, significantly impacting an individual’s life (Christenson et al., 1994). In particular, consumers prone to compulsive buying tend to experience repetitive, irresistible, and overpowering urges to purchase products (often useless, fulfilling no actual need, unused or unconsumed) and report uncontrollable needs and escalating tensions that can only be relieved through purchasing (Valence et al., 1988; Faber, 1992; Christenson et al., 1994; Lejoyeux et al., 1996; Lejoyeux et al., 2007; Billieux et al., 2008, p. 1433).

The technological conveniences offered by the current era have led to the emergence of new platforms for impulsive and compulsive buying behaviors. Information and internet technologies have created a convenient marketplace for consumers through online platforms. When it comes to online shopping, businesses or intermediaries have many tools to develop marketing strategies targeting their desired market segment. This situation is an observable factor that enhances online impulsive and compulsive buying behaviors (Yakın & Aytekin, 2019, p. 200). In addition

to such factors, numerous environmental, social, economic, psychological, and cultural factors, both controllable and uncontrollable by businesses, can influence consumer purchasing behaviors. Uncontrollable purchasing behaviors, such as impulsive or compulsive behaviors, are thought to be influenced by various influential factors, with one of the most crucial being the consumer’s personality traits. Identifying the connection between personality traits and these behaviors can yield important insights (Hwang et al., 2012; Mikołajczak-Degrauwe et al., 2012; Callesen et al., 2014; Shehzadi et al., 2016; Shahjehan & Qureshi, 2019).

Marketing research on consumer behavior has focused on normative behaviors for many years (Rook & Fisher, 1995; Kim et al., 2012; White & Simpson, 2013; Melnyk et al., 2020). However, the presence of uncontrollable and negative aspects within consumer behaviors, such as impulsive or compulsive purchasing, has drawn attention to the darker side of buying. These behaviors can adversely affect the consumer in various aspects, such as psychological and financial, and their impact may extend to the immediate social circle and family, ultimately influencing overall quality of life. Behaviors like impulsive and compulsive buying, considered to deviate from the norm and irrational, have gained increased attention, particularly with the continuous rise of online shopping trends (Harnish et al., 2017; Malik & Joshi, 2023; Rocha et al., 2023). Therefore, investigating the underlying reasons behind these aspects that contribute to the negative side of consumer purchasing is crucial. Among the many influencing factors, consumer personality traits are considered one of the most significant. Establishing the connection between personality traits and these behaviors yields essential insights in this context (Saghir et al., 2019).

The personality and individual traits that define people shape their relationships with others and, most importantly, guide their lives (McAdams, 1995; Matthews et al., 2003). They also influence consumer behavior. In this regard, measuring personality traits is an essential area of research, and efforts in this direction have been ongoing since previous periods. Different theoretical frameworks have developed various personality scales geared toward this goal (Rook & Fisher, 1995; Mikołajczak-Degrauwe et al., 2012; Mathai & Haridas, 2014; Wojciechowska, 2017). The Five-Factor Personality Model (Bulut & Yıldız, 2018, p. 182) has gained widespread acceptance. Additionally, consumer decision-making styles closely relate to consumers’ characteristics and are essential in explaining purchasing behaviors. It is evident that individuals differ in emotion, action, thought, and desire patterns, and it is equally clear that each changes their thoughts, feelings, and behaviors over time (Revelle & Wilt, 2020, p. 2). In the context of purchases,

each consumer may exhibit different approaches based on various stimuli and factors. However, just as in personality traits, it is possible to consider and examine similar characteristics in decision-making styles. Efforts in the literature in this regard have been ongoing for a long time. Since the 1950s, researchers in consumer behavior have been interested in identifying consumers' fundamental decision styles when shopping. The consumer decision-making patterns introduced by Sproles and Kendall (1986) have gained widespread acceptance (Mishra, 2010, p. 48).

Following a quantitative research approach, this study aims to statistically determine the relationships between the Five-Factor Personality Inventory and the Consumer Decision-Making Styles Inventory, along with their dimensions, with impulsive and compulsive buying behaviors. The data obtained through a survey from consumers engaged in online shopping are utilized to achieve this goal. The primary objective is to elucidate the personality traits and decision-making styles strongly associated with impulsive and compulsive buying behaviors manifested in online purchases. Through exploring these objectives, findings derived from the data are presented, and specific evaluations are made based on these findings. In pursuit of these objectives, the study explores which personality traits and decision-making styles are more robustly linked to impulsive and compulsive buying behaviors in online shopping. The acquired results are shared based on the data, and subsequent analyses are conducted to interpret these findings.

## **2 | LITERATURE REVIEW**

### **2.1 The Big Five Personality Traits**

It is possible to say that there are various definitions and approaches related to the concept of personality in the literature. According to Hirschberg (1978, p. 45), personality is a holistic concept consisting of broad, enduring, and relatively stable traits used to assess and explain behavior (Eysenck, 1994, p. 39). As defined by Schermerhorn et al. (1997, p. 47), this concept represents a combination of characteristics that comprise an individual's general profile, interactions with others, and responses, encompassing the unique nature of the individual (Erol, 2013, p. 18). Bergner (2020, p. 15) describes an individual's personality as a set of enduring traits (tendencies to engage in specific behaviors or experience certain emotional states) and styles (tendencies related to how a person does things rather than what they do) that represent the individual's inclinations and qualities that differentiate them from others. According to Mayer (2007, p. 1), commonalities in the definitions and explanations related to personality highlight that personality entails distinctive patterns of thought, emotion, and behavior coupled with underlying psychological mechanisms (Funder, 2004, p. 5).

It is essential to note that researchers studying human personality and the theories proposed have generally been concerned with individual differences. They assume that individual differences are crucial in personality and will manifest in behavioral and reactive distinctions in specific situations (Eysenck, 1994, p. 38). Therefore, a common feature in many personality theories is the emphasis on the individual (Al Shalabi & Salmani Nodoushan, 2009, s. 14). Due to the diversity in criteria (and combinations of criteria) employed by developers of personality inventories, structural models vary in their transformation into scaled inventories (Saucier, 2009, p. 623). However, within these approaches, the Five-Factor Personality Model is widely recognized as the most researched, commonly used, and adopted personality model (Gosling et al., 2003; De Bortoli et al., 2019, p. 3). Studies have shown that the Five-Factor Personality Model can encompass different perspectives and models, consolidating various personality traits under these five factors (Bacanlı et al., 2009, p. 262).

The Five-Factor Personality Model posits that most individual differences in human personality can be empirically derived and classified into five broad domains (Gosling et al., 2013, p. 506). Therefore, this model organizes personality traits into five primary factors to represent personality on a broad scale, suggesting that individual differences can be classified within these five dimensions (Borghans et al., 2008: 983). The Five-Factor Personality Model's dimensions are extraversion, agreeableness, neuroticism, openness to experience, and conscientiousness.

- **Extraversion:** Extraversion is a trait that encompasses a feeling of comfort, ease in communicating with the environment, friendliness, energy, and a cheerful disposition. It typically describes a talkative, confident, and action-oriented individual who seeks to be more prominent in a group or context (Yunus et al., 2018, p. 1030).
- **Agreeableness:** This dimension reflects individuals' traits of affability and humanitarianism. The positive impact of agreeableness on social influences is emphasized, indicating that agreeable individuals tend to avoid conflict situations, behave in a manner focused on preserving social relationships, and prefer moderation (Çınar, 2011, p. 72). Individuals demonstrating agreeableness are generally considered helpful, good-natured, friendly, affectionate, compassionate, cooperative, polite, kind, tolerant, and trustworthy (Kamdar & Van Dyne, 2007).
- **Conscientiousness:** This dimension encompasses discipline, planning, rule-abiding, and acting rationally within a logical framework. Individuals with this trait have a well-developed sense of responsibility and high conscientiousness (Witt et al., 2002, p. 165). These individuals are systematic, averse to excuses, achievement-focused, ambitious, planned, disciplined,

eager, inclined to comply with rules, tightly bound to regulations, self-controlled, satisfied with order, systematic, meticulous, and disciplined (Von Glinow and McShane, 2005, pp. 58-59; Yaşar, 2019, pp. 29-30).

- **Neuroticism:** Neuroticism or emotional instability is a tendency to experience mood swings alongside negative emotions such as sadness or anxiety (Costa & McCrae, 1992). Individuals with neurotic tendencies might perceive commonplace situations as menacing and view minor setbacks as disproportionately distressing (Widiger et al., 2009; Widiger & Oltmanns, 2017, p. 144).
- **Openness to Experience:** Descriptive characteristics of this dimension include being analytical, complex, Inquisitive, self-reliant, innovative, progressive, unconventional, unique, visionary, possessing diverse interests, daring, embracing change, passionate about art, and open to new ideas (Somers et al., 2022, p. 24).

Personality is a holistic entity shaped by one's past, present, and future. An individual possesses a structure encompassing the desire to maintain habits and the aspiration to adapt to the future. In this state, personality is a composite of the imprints of the past, the applications of the present, and the fundamental tendencies of the future. The concept of personality, with its intricate nature, is influenced by various factors such as genetic and physiological factors, socio-cultural factors, social structure, and social class factors, as well as the family factor (Özkaya Onay, 2003, p. 92; Aktaş, 2006, p. 5). Individuals' personality traits generally shape their behaviors, preferences, and values. These personality traits can influence consumer decision-making processes (Roozmand et al., 2011; Lysonski & Durvasula, 2013; Raja & Malik, 2014; Achar et al., 2016) and potentially encourage specific decision-making styles.

## **2.2 Consumer Decision Making Styles**

Some of the research conducted to understand consumer behaviors has focused on defining general consumer orientations related to purchasing by taking a broader perspective on the increasingly complex process due to the growing diversity, number of stimuli, and evolving needs consumers face (Dursun et al., 2013, p. 294). Decision-making styles are fundamentally considered relatively stable consumer personalities that rarely change even when applied to different products, services, or situations (Tai, 2005). At its core, the consumer decision-making style represents a mental orientation that explains how a consumer can make choices when purchasing products and services (Nandi, 2013, p. 4; Güven et al., 2019, p. 53). Sproles & Kendall (1986, p. 276) define consumer decision-making styles as a "mental orientation characterizing the consumer's approach to making choices." Within this framework, Sproles & Kendall (1986) consider these styles a fundamental concept

reflecting consumer personality because of their cognitive and affective characteristics. In other words, they accept this structure as a "basic consumer personality," similar to the personality concept in psychology (Sproles & Kendall, 1986, p. 276).

It is anticipated that consumers may have one or more decision-making styles. Each consumer has a specific orientation and makes decisions accordingly (Sproles & Kendall, 1986; Lysonski et al., 1996; Bakewell & Mitchell, 2003; Lysonski & Durvasula, 2013). Sproles (1985) developed a tool to profile consumer decision-making styles, identifying six consumer decision-making style attributes: perfectionism, price consciousness, brand consciousness, novelty or fashion consciousness, shopping avoidance, time-saving, and indecisiveness. Sproles & Kendall (1986) refined this inventory and developed a shorter scale called the Consumer Style Inventory (CSI). This tool, utilized in this study, measures eight mental characteristics of consumer decision-making: perfectionistic, brand consciousness, fashion (novelty) consciousness, recreational (hedonistic) orientation, price-value consciousness, impulsiveness, indecisiveness (confused by over-choice), and brand loyalty (habitual). These decision-making styles are discussed below.

- **Perfectionistic:** These consumers engage in detailed research to reach and purchase the perfect option. They compare alternatives, follow a systematic purchasing process, and decide when they believe they have reached the best option after this intensive process (Mokhlis, 2009, p. 273; Sproles & Kendall, 1986, p. 269).
- **Brand Consciousness:** Reflects consumers who prefer to buy from more expensive brands with specific reputations and recognition. Consumers with this decision-making style tend to choose brands they perceive as higher quality, more popular, more preferred, and more frequently seen in advertisements when buying a product or service (Özden, 2019, p. 3).
- **Fashion (Novelty) Consciousness:** Consumers with this decision-making style derive excitement and pleasure from seeking and finding new things. They are excited to experience newly launched products. Following innovations, being stylish, acting by fashion, and having diversity is essential to them (Sproles & Kendall, 1986; Ünal & Erciş, 2006; Ceylan, 2013; Güney, 2018, p. 44).
- **Recreational (Hedonistic) Orientation:** Driven by hedonic or pleasure-oriented consumption, these consumers purchase products or services not only for consumption or use but also for the meaning they express. Consumers with this style view the purchasing process as a means of entertainment. They enjoy searching and examining products, comparing products, and making choices between products during

shopping (Sproles & Kendall, 1986, p. 270; Can, 2020, p. 38).

- **Price-Value Consciousness:** This style involves researching and purchasing options that contain the most favorable, rational, and best alternatives in terms of price. Such consumers want value for their money and are highly sensitive to problem-solving regarding potential issues (Özçelik, 2021, p. 24).
- **Impulsiveness:** This refers to the tendency to act quickly, impulsively, unplanned, and often thoughtlessly in shopping, purchasing processes, and decisions (Sproles & Kendall, 1986, pp. 271-274; Canabal, 2002, p. 1; Kavalcı, 2015, p. 43).
- **Indecisiveness (Confused by Overchoice):** This characteristic describes consumers who perceive many choices and experience an excessive information load, often leading to confusion about which product to buy (Mishra, 2010, p. 49).
- **Loyalty (Habitual):** This style represents consumers who repeatedly and consistently exhibit purchasing behavior from favorite brands or stores. Consumers with this style have almost turned the purchased brand into a habit. Therefore, when they feel the need or desire again, they turn to this brand, and changing this brand is not easy for them (Sproles & Kendall, 1986, pp. 271-274; Canabal, 2002, pp. 1; Kavalcı & Ünal, 2016, p. 1038).

The knowledge of consumer decision-making styles is crucial for marketers due to its close association with consumers' purchasing behavior. Characterizing consumers in this manner allows marketers to segment them, differentiate marketing tactics, implement practices, and tailor various offers (Yasin, 2009, p. 261).

### **2.3 Impulsive Buying Behavior**

Generally, a prevailing thought or mindset is at the core of consumers' purchasing approaches. In addition, when embracing a purchasing thought, consumers encompass both tangible and intangible elements within this thought over time. However, consumers may sometimes exhibit purchasing behaviors through rapid decision-making influenced by momentary, environmental factors. This approach, evaluated as impulsive buying behavior, signifies consumers making purchases without adhering to any fixed thoughts (Tuzcu & İşler, 2018, p. 537). Recognized as significant concept developers, Rook and Fisher (1995, pp. 305-306) defined impulsive buying as "the consumer's spontaneous, thoughtless, and immediate tendency to purchase." Associating this tendency with impulse, the authors regarded the impulse arising in impulsive buying as a spontaneous and suddenly occurring desire when confronted with an object. According to DeSarbo & Edwards (1996, p. 233), impulsive buying is a

response or tendency that the consumer spontaneously or reflexively gives when an environmental stimulus, a trigger, prompts the individual to purchase. According to Beatty and Ferrell (1998, p. 170), impulsive buying involves unplanned and immediate purchases made without a prior intention to buy a particular product category or fulfill a specific shopping task.

The most prominent feature of impulsive buying is its unplanned nature. The consumer decides to purchase at that moment rather than as a response to a known problem. The second feature of impulsive buying is exposure to stimuli. Stimulating factors that appeal to the consumer's perception of benefits, such as a stimulating piece of clothing, jewelry, or candy, or factors like a scent or a sound that appeals to the senses, can play a role. The third feature of spontaneous buying is the direct nature of the behavior. Consumers decide at that moment without evaluating the consequences of such a purchase. As a final characteristic, the consumer may experience emotional and cognitive reactions after the purchase. At this point, the consumer may experience emotional and cognitive reactions, including guilt or disregard for future consequences (Piron, 1991, p. 512; Parboteeah, 2005; Tinne, 2010, p. 66). Impulsive purchases are characterized by the intense or overwhelming feeling (pressure) of an immediate need to buy a product, disregard for potentially adverse purchasing outcomes, excitement and haste, and conflict between control and desire (Hoyer & MacInnis, 2007). Therefore, impulsive buying is not about solving a particular problem or finding an item that meets a pre-determined need; instead, it involves instant gratification in response to a buying impulse (Cheng, 2012, p. 228).

From the consumer's perspective, a negative aspect of impulsive buying is its potential to lead to unfavorable attitudes and cause psychological harm to consumers financially and due to their choices over time. Impulsive buying behavior, created by the process that extends to individuals blaming themselves in the future as a result of making spontaneous decisions, is a behavior that consumers must resist. Still, they often struggle to do so (Divanoğlu & Uslu, 2019, p. 220). On the other hand, another significant aspect of impulsive buying is that it results in irrational behaviors and a series of actions for consumers. Within these behaviors, consumers do not consider their current expectations, general expectations, desires, and budgets; they make decisions based on an impulse derived from environmental factors. In this process, where no analysis takes place, decisions are made not based on rational choices of products and services that could be preferred but rather on a whim, suggestion, recommendation, or pressure (Gülmez & Dörtyol, 2009, p. 68-69).

Consequently, this process hinders the parties involved from properly planning the subsequent steps (Harmancıoğlu et al., 2009, p. 28). From this perspective, impulsive buying decisions, being the most uncertain, negatively shape consumers' buying thoughts and plans. In impulsive buying behavior, consumers fail to evaluate processes correctly, make spontaneous decisions, and are influenced by impulsive buying decisions in the next time frame. Thus, consumers do not possess a qualified and self-owned purchasing behavior (Dincer, 2010, pp. 153-154).

In online shopping, businesses aim to induce consumers to make impulsive purchases. The aim is to capture the consumer's attention, interest them, motivate them with various stimuli, and encourage them to purchase or make additional purchases (Temel, 2021, pp. 94-95). On the other hand, by eliminating the time and space constraints in physical store environments, the online shopping environment can potentially lead to more impulsive buying behavior (Eroğlu et al., 2001, p. 177). Consumers may be exposed to products they did not plan to buy in online shopping and may have a tendency to make unplanned purchases (Rezaei et al., 2016, p. 62; Taşkın & Özdemir, 2017, p. 254).

#### **2.4 Compulsive Buying Decision**

Compulsion, one of the variables of the mental disorder called "Obsessive-Compulsive Disorder" (OCD) in psychiatric literature, refers to repetitive behaviors or mental actions caused by obsessions (intrusive thoughts). Obsessions, which manifest as obsessive thoughts, ideas, or urges, give rise to compulsive behaviors that are excessive in nature and repetitive. For instance, compulsive behaviors can manifest in various forms, such as obsessive handwashing, checking, or symmetrical arranging (Turkish Psychiatry Association, 2015). Compulsive behavior, compulsive consumption, and compulsive buying behavior are derived from this concept. In the early 20th century, obsessive consumption, which entered psychiatric literature as "oniomania," is addressed as "compulsive buying" concerning the process related to purchasing (Holbrook, 2001; Marcinko & Karlović, 2005; Tavares et al., 2008; Armağan & Temel, 2018; De Guzman et al., 2022).

For many consumers, the act of purchasing is quite regular and routine. However, for some consumers, purchasing behaviors can turn into an uncontrollable obsession (O'Guinn & Faber, 1989). Some consumers may lose control over purchasing behaviors (Trotzke et al., 2015). Thus, this shopping act can escalate to become an addiction, reaching a point of passion and

turning into a behavioral disorder (Armağan & Temel, 2018, p. 626). Different from normal shopping behavior, compulsive buying (Natarajan & Goff, 1992), medically defined as an impulse control disorder that emerges to counteract negative emotional states such as depression and loneliness (Krueger, 1988), is characterized by irresistible impulses (McElroy et al., 1994; Black 2007). In alignment with the medical definition, early conceptualizations of compulsive buying within the marketing domain described it as "persistent, repetitive buying that serves as a primary reaction to negative events or emotions." (O'Guinn & Faber 1989: 155; Palan et al., 2011, pp. 82-83). Compulsive buying behavior was defined by Edwards (1992, p. 54) as "chronic, abnormal patterns of shopping and spending characterized by an overpowering, uncontrollable, chronic, and repetitive urge to buy, as a way to alleviate negative stress and anxiety feelings, regardless of the consequences." Dittmar (2004, p. 424) has emphasized three main qualities of compulsive buying behavior. These critical features in the emergence of the behavior include an irresistible impulse, loss of control over the purchasing behavior, and consistent purchases despite negative consequences in individual, social, professional, and financial aspects. In this context, individuals exhibiting compulsive buying behavior generally engage in purchases that they do not need and would financially distress them (Aliçavuşoğlu & Boyraz, 2019, p. 1803). Compulsive buyers use shopping and spending activities to alleviate stress and associated anxiety, employing consumer shopping as an avoidance behavior to escape from anxiety (Lazarus, 1966). Conversely, individuals demonstrating less persistence in compulsive buying may engage in spending behaviors resembling compulsion for alternative reasons, such as boredom or materialism (DeSarbo & Edwards, 1996, p. 236).

One of the most significant factors triggering compulsive buying behaviors is the prevalence of promotions and discounts, the ability to compare a more substantial number of products at lower prices in online shopping environments, and the ease and enjoyment of the shopping process (Doğan Keskin & Günüş, 2017). Additionally, the absence of personal interaction and socialization during online shopping (Lee et al., 2016) can provide consumers with an isolated environment during the purchasing process, thus supporting compulsive buying behavior (Lee & Park, 2008; Deniz, 2020, p. 212). These factors can facilitate consumers' tendencies toward online compulsive buying, differing from physical shopping experiences.

Nevertheless, it is essential to emphasize that, despite their similarities, impulsive and compulsive buying behaviors are distinct phenomena. Impulsive buying involves purchasing influenced by external stimuli, such as spontaneously adding snacks or gum to the shopping basket while waiting at the checkout. Conversely, compulsive buying is driven by internal motivations, where the consumer may seek to alleviate anxiety or enhance their emotional well-being. Unlike impulsive buyers who succumb to positive emotions like pleasure and satisfaction, compulsive buyers resist these impulses initially, only to experience feelings of guilt, remorse, or even depression shortly after the purchase (Bighiu et al., 2015, p. 73).

In addition to all of these, despite sharing some similarities, impulsive buying and compulsive buying are distinct concepts in consumer behavior. While impulsive buying involves spontaneous, unplanned purchases guided by immediate desires, compulsive buying is characterized by an uncontrollable urge to shop, often resulting in repetitive and persistent behavior with negative consequences. However, as explored in this research, there are scholarly investigations in the literature that explore or analyze and correlate the tendency for impulsive buying with the tendency for compulsive buying (Kwak et al., 2006; Sneath et al., 2009; Flight et al., 2012; Shahjehan et al., 2012; Gogoi, 2020).

### 3 | METHOD

#### 3.1 Research Model and Hypotheses

The main subject of this study is impulsive buying and compulsive buying behaviors that may arise in consumers' online shopping activities, expressed as unusual aspects of purchasing. The research primarily focuses on the personal factors underlying "impulsive buying" and "compulsive buying" behaviors. To identify this, the study explores the "Five Factor Personality Inventory," a vital inventory extensively researched in the literature for determining personality types, and the "Consumer Decision-Making Styles Inventory," which examines various styles consumers exhibit in their purchases. The research encompasses consumers engaged in online shopping activities and provides insights into personality and styles concerning consumers' purchasing behaviors. In this context, the aim is to determine the direction and strength of the relationships among the variables considered, identify which personality and decision-making styles are associated with impulsive and compulsive buying, and determine which ones exhibit a stronger correlation.

Quantitative Research Methodology and Originality of the Model Within quantitative research methods, this study's model is grounded in relational surveys, showcasing originality. The Five-Factor Personality Model, widely examined by numerous psychology and consumer behavior researchers, serves as the theoretical foundation. Several studies have applied this model to investigate consumers' impulsive and compulsive buying behaviors (Mueller et al., 2010; Badgaiyan & Verma, 2014; Mowen, 2000; Shahjehan et al., 2012; Sofi & Najar, 2018; Yoon & Lim, 2018; Otero-López et al., 2021). In other words, the study delves into the impact of five personality traits on impulsive and compulsive buying behaviors (Yoon and Lim, 2018, p. 102). However, it is noteworthy that studies does not explore consumer decision-making styles within the context of impulsive and compulsive buying.

In this context, this research aims to fill the existing gap in the literature by revealing profiles of consumers' personality traits and purchasing styles within the framework of impulsive and compulsive buying. Additionally, it is anticipated that by considering the five-factor personality traits and consumer decision-making styles within a structural model, the study will contribute to understanding the personality-oriented aspect of consumer behavior. The results obtained from the structural analysis of the relationship patterns among the variables addressed in the research are expected to contribute to the literature on consumer behavior and marketing practice.

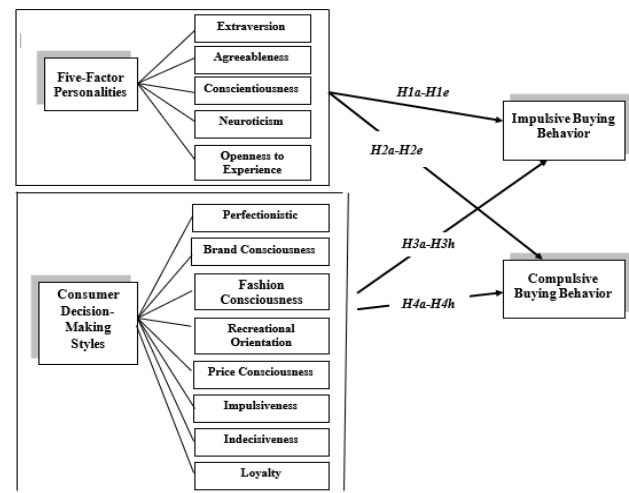


Fig. 1 Research Model

The hypotheses of the research were developed by supporting similar studies in the literature (Mueller et al., 2010; Badgaiyan & Verma, 2014; Mowen, 2000; Shahjehan et al., 2012; Sofi & Najjar, 2018; Yoon & Lim, 2018; Otero-López et al., 2021). In the relationship between five-factor personality traits and impulsive buying, the “H1. There is a significant relationship between personality traits and impulsive buying behavior.” hypothesis has been formulated. In the relationship between five-factor personality traits and compulsive buying, the hypothesis “H2. There is a significant relationship between personality traits and compulsive buying behavior.” has been formulated. The hypothesis “H3. There is a significant relationship between consumer decision-making styles and impulsive buying.” has been put forward in the relationship between consumer decision-making styles and impulsive buying. In the relationship between consumer decision-making styles and compulsive buying, “H4. There is a significant relationship between consumer decision-making styles and compulsive buying.” hypothesis has been put forward, and sub-hypotheses have been established for each sub-dimension.

### 3.2 Data Collection Method and Instruments

This research utilizes the survey method as the data collection technique. Within survey methods, an online survey approach has been employed to investigate online consumer behaviors. Participants were reached through online survey forms. Data were collected based on the responses from the distributed online survey forms. The questionnaire includes sections for determining participants' demographic characteristics and scales measuring research variables.

The original Five-Factor Personality Inventory consists of 44 statements and was published by John & Srivastava (1999). This study used an adapted version of the scale, with 30 statements demonstrating structural validity, according to Soto & John (2017). The scale is based on a five-point Likert format. Extraversion: represented by statements 1\*, 6, 11, 16, 21\*, 26\*; Agreeableness: 2, 7\*, 12, 17\*, 22, 27\*; Conscientiousness: 3\*, 8\*, 13, 18, 23, 28\*; Neuroticism: 4, 9, 14\*, 19\*, 24\*, 29; Openness to Experience: 5, 10\*, 15, 20\*, 25, 30\*. Statements marked with \* are reverse-coded.

Consumer Decision-Making Styles scale is an adaptation of the scale published by Sproles & Kendall (1986). The scale consists of 8 dimensions. However, considering the planned use of structural equation modeling, this study used three statements from each dimension, resulting in a total of 24 statements.

The impulsive Buying Behavior scale is an adaptation of the scale published by Rook & Fisher (1995), which

does not include sub-dimensions and comprises nine statements. Statement 8 is reverse-coded.

The compulsive Buying Behavior scale is an adaptation of the scale published by Flight & Scherle (2013). The original scale consists of 6 statements, derived and modified from scales developed by Faber & O’Guinn (1992) and Edwards (1992, 1993).

The statements in scales are based on a 5-point Likert Scale (1-I totally disagree, 5-I totally agree), with no reverse-coded statements. All scale expressions have been translated into Turkish by the researcher and finalized under the supervision of 5 academics who are knowledgeable in marketing literature and proficient in English.

Ethics committee approval was received for this study from the Adnan Menderes University Board of Ethics for Social and Humanities Research (Date: 08/12/2022; Number: 31906847/050.04.04-08.218).

Confirmatory factor analysis was conducted in the Structural Equation Modeling program to assess the reliability and consistency of the scales. It was found that the coefficients obtained for the fit indices in each scale in the factor analysis were at an acceptable level. Thus, the analyses proceeded.

### 3.3 Population and Sample of the Research

The study population comprises consumers aged 18 and above who shop online. As it is not feasible to reach the entire target population, a sampling method was employed. Considering the suitability of online survey methods and accessibility to data, a convenience sampling method was chosen. Convenience sampling, a non-random sampling method, involves selecting a sample determined by the researcher’s judgment from within the population (Haşiloğlu, 2015, p. 20). When the study population is vast in social science research involving fieldwork, a sample size of 384 is considered sufficient with a 95% confidence interval and a 5% error tolerance (Sekaran, 2003). Due to the large structure of the research population and the unknown exact number, an acceptable error rate (d) of 0.05 and a confidence level of 0.95 were assumed. Accordingly, the t-value corresponding to this confidence level was determined as 1.96. When applied to the sample formula for continuous variables, the formula is as follows:

$$n_0 = \frac{t^2 \cdot p \cdot q}{d^2} = \frac{(1,96)^2 \cdot 0,5 \cdot 0,5}{0,05^2} = \frac{3,8416 \times 0,25}{0,0025} = 384$$

Therefore, the sample was 384 individuals (Baştürk & Taştepe, 2013). Accordingly, survey forms were distributed based on online survey methods, and



responses were collected. A total of 478 participants responded to the valid survey form. Thus, the final data set of the study consisted of responses obtained from 478 participants. Table 1 displays the frequency and percentage distributions of the demographic attributes of the sample participants.

**Table 1.** Participants’ Demographic Attributes

Demographic Characteristic	f	%	Demographic Characteristic	f	%
<b>Gender</b>			<b>Education Level</b>		
Female	242	50,6	Secondary School-High School	55	11,5
Male	236	49,4	University (Graduate)	295	61,7
<b>Marital Status</b>			Postgraduate (Master’s-PhD)	128	26,8
Single	183	38,3	<b>Occupation</b>		
Married	295	61,7	Entrepreneur	40	8,4
<b>Age</b>			Homemaker	15	3,1
18-25	50	10,5	Private Sector Employee	137	28,7
26-35	92	19,2	Public Sector Employee	121	25,3
36-45	168	35,1	Student	33	6,9
46-55	122	25,5	Retired	43	9,0
56 and above	46	9,6	Freelancer	70	14,6
			Not Employed	19	4,0

### 3.4 Data Processing and Analysis

The data obtained from the participants constituting the study sample were coded and categorized within the framework of the SPSS software. The reliability and consistency of the data generated within the scales were assessed using Cronbach’s alpha ( $\alpha$ ) coefficient and normal distribution tests for skewness and kurtosis coefficients. Frequency tests were conducted concerning the demographic attributes of the participant consumers. The unity of the theoretical relational structure proposed in the research model with the obtained data was analyzed based on structural equation modeling. In this regard, the AMOS software was utilized. After determining the goodness-of-fit indices and confirming the model fit, the hypotheses regarding the relationships between variables in the research were tested through reports from this program, and evaluations were made regarding whether they were supported.

## 4 | FINDINGS

Confirmatory Factor Analysis (CFA) was conducted in the Structural Equation Modeling (SEM) program to

assess the reliability and consistency of the scales. Kaiser Meyer Olkin (KMO) coefficients and Bartlett’s sphericity test values obtained coefficients from factor analysis, Cronbach’s Alpha ( $\alpha$ ) coefficients and goodness-of-fit values were considered to determine reliability and consistency. The generally accepted approach for  $\alpha$  in the study is to be 0.7 and greater (Kılıç, 2016), but A reliability level of 0.60 and above is also acceptable in terms of measurement (Özdamar 2016; Akyüz, 2018; Yıldız & Uzunsakal, 2018). The skewness and kurtosis values, as measures of normal distribution, are expected to fall within the range of -2 to +2, as suggested by George and Mallery (2010). Accordingly, the results obtained for the scales are presented in Table 2.

**Table 2.** Internal Consistency and Normal Distribution Measures of Research Scales

Scale	$\alpha$	KMO	Bartlett’s	Skewness	Kurtosis	
<b>Personality Traits</b>	Extraversion	,736				
	Agreeableness	,731				
	Conscientiousness	,641	,845	,000	-1,101	1,637
	Neuroticism	,733				
	Openness to Experience	,738				
<b>Decision-Making Styles</b>	Perfectionist	,889				
	Brand Consciousness	,780				
	Fashion Consciousness	,883				
	Recreational Orientation	,871	,849	,000	1,523	1,691
	Price Consciousness	,870				
	Impulsiveness	,784				
	Indecisiveness I	,843				
	Habitual I	,847				
	Impulsive Buying	,910	,887	,000	1,048	-,884
	Compulsive Buying	,890	,871	,000	1,538	2,165

The findings presented in Table 2 indicate that the scales are generally suitable for analysis in terms of internal consistency (Kılıç, 2016). Additionally, skewness and kurtosis values show that the data is within the normal distribution range (George & Mallery, 2010). In the confirmatory factor analysis, goodness-of-fit indices such as CMIN/DF, RMR, GFI, AGFI, NFI, CFI, PNFI, PCFI, RMSEA, and p-values met acceptable criteria.

The research aimed to identify the relationships between the dimensions of personality traits, decision-making styles, and impulsive and compulsive buying. In line with this objective, a path between each dimension and impulsive and compulsive buying was established. Each path analysis model was then tested. The obtained results are shared below.

**Table 3.** Relationship between Five Factor Personality Traits and Impulsive Buying Behavior

Variable	Dimension	Standardized $\beta$	Standard Error	Critical Value (t)	p
IBB	← Extraversion	,014	,067	,274	,784
IBB	← Agreeableness	-,104	,072	-1,858	,063
IBB	← Conscientiousness	-,185	,064	-3,159	<0,001*
IBB	← Neuroticism	,002	,069	,043	,966
IBB	← Openness to Experience	-,105	,055	-1,915	,055

\* Statistically significant, IBB: Impulsive Buying Behavior

As observed in Table 3, the relationships between the dimensions of extraversion, agreeableness, neuroticism, and openness to experience with impulsive buying are not statistically significant. On the other hand, the relationship between conscientiousness and impulsive buying is statistically significant ( $p < 0.001$ ). The negative  $\beta$  value ( $\beta = -0,185$ ) indicates that impulsive buying behavior decreases as conscientiousness increases, suggesting an inverse relationship.

**Table 4.** Relationship between Five Factor Personality Traits and Compulsive Buying Behavior

Variable	Dimension	Standardized $\beta$	Standard Error	Critical Value (t)	p
CBB	← Extraversion	-,080	,075	-1,526	,127
CBB	← Agreeableness	-,145	,080	-2,576	,010*
CBB	← Conscientiousness	-,190	,074	-3,273	,001*
CBB	← Neuroticism	,098	,077	1,275	,202
CBB	← Openness to Experience	-,150	,062	-2,435	,015*

\* Statistically significant, CBB: Compulsive Buying Behavior

As seen in Table 4, there is no statistically significant relationship between extraversion and neuroticism with compulsive buying. However, agreeableness ( $\beta = -0,145$ ;  $p = ,010$ ), conscientiousness ( $\beta = -0,190$ ;  $p = ,001$ ), and openness to experience ( $\beta = -0,150$ ;  $p = ,015$ ) have a significant relationship with compulsive buying. All of these relationships are negative, indicating an inverse relationship.

**Table 5.** Relationship between Consumer Decision-Making Styles and Impulsive Buying Behavior

Variable	Dimension	Standardized $\beta$	Standard Error	Critical Value (t)	p
IBB	← Perfectionist	-,059	,067	-,872	,383
IBB	← Brand Consciousness	,274	,061	5,332	<0,001*
IBB	← Fashion Consciousness	,220	,049	4,520	<0,001*
IBB	← Recreational Orientation	,310	,055	6,243	<0,001*
IBB	← Price Consciousness	-,072	,055	-1,322	,186
IBB	← Impulsiveness	,514	,062	9,282	<0,001*
IBB	← Indecisiveness	,262	,058	5,095	<0,001*
IBB	← Habitual	,150	,054	2,967	,003*

As seen in Table 5, brand consciousness ( $\beta = -0,274$ ;  $p < ,001$ ), fashion consciousness ( $\beta = -0,220$ ;  $p < ,001$ ), recreational orientation ( $\beta = -0,310$ ;  $p < ,001$ ), impulsiveness ( $\beta = -0,514$ ;  $p < ,001$ ), indecisiveness ( $\beta = -0,262$ ;  $p < ,001$ ), and habitual decision-making styles ( $\beta = -0,150$ ;  $p = ,003$ ) exhibit a statistically significant relationship with impulsive buying behavior. These findings suggest that an increase in these decision-making styles is associated with an increase in impulsive buying behavior. Among these styles, the highest level of relationship emerged between urgency and impulsive buying. However, on the other hand, perfectionism and price consciousness style did not show a statistically significant relationship with impulsive buying behavior.

**Table 6.** Relationship between Consumer Decision-Making Styles and Compulsive Buying Behavior

Variable	Dimension	Standardized $\beta$	Standard Error	Critical Value (t)	p
CBB	← Perfectionist	,039	,052	,783	,434
CBB	← Brand Consciousness	,259	,048	4,915	<0,001*
CBB	← Fashion Consciousness	,324	,038	6,498	<0,000*
CBB	← Recreational Orientation	,476	,044	9,097	<0,000*
CBB	← Price Consciousness	,017	,042	,334	,738
CBB	← Impulsiveness	,455	,048	7,116	<0,001*
CBB	← Indecisiveness	,284	,046	5,370	<0,001*
CBB	← Habitual	,196	,042	3,808	<0,001*

As seen in Table 6, brand consciousness ( $\beta = -0,259$ ;  $p < ,001$ ), fashion consciousness ( $\beta = -0,324$ ;  $p < ,001$ ), recreational orientation ( $\beta = -0,476$ ;  $p < ,001$ ), impulsiveness ( $\beta = -0,455$ ;  $p < ,001$ ), indecisiveness ( $\beta = -0,284$ ;  $p < ,001$ ), and habitual decision-making styles ( $\beta = -0,196$ ;  $p < ,001$ ) exhibit statistically significant relationships with compulsive buying behavior. These findings suggest that an increase in these decision-making styles is associated with an increase in

compulsive buying behavior. Once again, the highest level of relationship among the decision-making styles considered occurred between recreational orientation and compulsive buying. Similarly, perfectionism and price consciousness decision-making styles did not show a statistically significant relationship with compulsive buying behavior in all the relationships

considered; the goodness-of-fit indices, including CMIN/DF, RMR, GFI, AGFI, NFI, CFI, PNFI, PCFI, RMSEA, and p values, met the acceptable criteria. In light of all the findings obtained within the scope of the research, a summary of the acceptance or rejection of hypotheses after hypothesis testing is presented in Table 7.

**Table 7.** Summary of Hypothesis Testing Results

Hypoth.	Tested Relationship		Std. $\beta$	p	Support Status	
<b>H1</b>	<b>Personality Traits</b>	<b>→</b>	<b>IBB</b>		Partially	
<b>H1a</b>	Extraversion	→	IBB	,014	,784	×
<b>H1b</b>	Agreeableness	→	IBB	-,104	,063	×
<b>H1c</b>	Conscientiousness	→	IBB	-,185	<0,001	✓
<b>H1d</b>	Neuroticism	→	IBB	,002	,966	×
<b>H1e</b>	Openness to Experience	→	IBB	-,105	055	×
<b>H2</b>	<b>Personality Traits</b>	<b>→</b>	<b>CBB</b>		Partially	
<b>H2a</b>	Extraversion	→	CBB	-,080	,127	×
<b>H2b</b>	Agreeableness	→	CBB	-,145	,010	✓
<b>H2c</b>	Conscientiousness	→	CBB	-,190	,001	✓
<b>H2d</b>	Neuroticism	→	CBB	,098	,202	×
<b>H2e</b>	Openness to Experience	→	CBB	-,150	,015	✓
<b>H3</b>	<b>Decision-Making Styles</b>	<b>→</b>	<b>IBB</b>		Partially	
<b>H3a</b>	Perfectionist	→	IBB	-,059	,383	×
<b>H3b</b>	Brand Consciousness	→	IBB	,274	<0,001	✓
<b>H3c</b>	Fashion Consciousness	→	IBB	,220	<0,001	✓
<b>H3d</b>	Recreational Orientation	→	IBB	,310	<0,001	✓
<b>H3e</b>	Price Consciousness	→	IBB	-,072	,186	×
<b>H3f</b>	Impulsiveness	→	IBB	,514	<0,001	✓
<b>H3g</b>	Indecisiveness	→	IBB	,262	<0,001	✓
<b>H3h</b>	Habitual	→	IBB	,150	,003	✓
<b>H4</b>	<b>Decision-Making Styles</b>	<b>→</b>	<b>CBB</b>		Partially	
<b>H4a</b>	Perfectionist	→	CBB	,039	,434	×
<b>H4b</b>	Brand Consciousness	→	CBB	,259	<0,001	✓
<b>H4c</b>	Fashion Consciousness	→	CBB	,324	<0,000	✓
<b>H4d</b>	Recreational Orientation	→	CBB	,476	<0,000	✓
<b>H4e</b>	Price Consciousness	→	CBB	,017	,738	×
<b>H4f</b>	Impulsiveness	→	CBB	,455	<0,001	✓
<b>H4g</b>	Indecisiveness	→	CBB	,284	<0,001	✓
<b>H4h</b>	Habitual	→	CBB	,196	<0,001	✓

As seen in Table 7, all proposed main hypotheses have only partially been supported. It has been determined that there is a significant relationship between agreeableness and impulsive buying behavior among personality traits. However, extraversion, neuroticism, openness to experience, and conscientiousness did not show a significant relationship. Regarding compulsive buying behavior, it was observed that neuroticism, agreeableness, and conscientiousness, among personality traits, have a substantial relationship with compulsive buying behavior. At the same time, extraversion and openness to experience did not show a significant relationship. Regarding the consumer decision-making styles variable, significant relationships were found between brand consciousness, fashion consciousness, recreational orientation, indecisiveness, impulsiveness, and habitual with impulsive buying behavior. Similarly, in the context of compulsive buying behavior, it was observed that there is a significant relationship between brand consciousness, fashion consciousness, recreational orientation, indecisiveness, impulsiveness, and habitual with compulsive buying behavior. Perfectionism and price orientation did not significantly correlate with impulsive and compulsive buying variables.

## **5 | DISCUSSION AND CONCLUSION**

In this study, the focus has been on consumers' impulsive buying and compulsive buying behaviors within the framework of online shopping; the aim is to associate consumers' personal characteristics and decision-making styles with these shopping behaviors. In other words, the goal is to determine the relationship between consumers' personality traits and decision-making styles and impulsive and compulsive buying. In line with this, statistical analyses were conducted using the responses obtained from 478 participants, which were reached through the convenience sampling method via a survey form aiming to measure four research variables based on the quantitative research method using SPSS and AMOS software.

The findings obtained through these analyses have indicated some significant results. According to the studies conducted to identify the relationships between the dimensions of the five-factor personality traits and consumer decision-making style dimensions with impulsive and compulsive buying, it was observed that only the conscientious personality trait has a significant but weak inverse relationship with impulsive buying. Extraversion, agreeableness, neuroticism, and openness to experience traits were not associated with impulsive buying. Openness to experience, agreeableness, and conscientiousness traits showed a significant inverse relationship with compulsive buying, indicating that participants with these traits

have a lower tendency towards compulsive buying. No association was found between other traits and compulsive buying. These results, obtained for inverse relationships, indicate that highly conscientious individuals are less likely to engage in impulsive and compulsive buying. Openness to experience and agreeableness traits may also be associated with a low tendency for compulsive buying. The results suggest that individuals with high responsibility are those who avoid both impulsive and compulsive buying. Participants with the trait considered as agreeableness do not engage in compulsive buying.

In relational analyses of consumer decision-making styles, participants' impulsive and compulsive buying tendencies were observed as brand consciousness, fashion consciousness, recreational orientation, indecisiveness, impulsiveness, and habitual. However, perfectionism and price consciousness, although showing a negative relationship with both variables, were not significant. These results indicate that price focus and perfectionism, which can be more associated with rational attitudes and behaviors, steer consumers away from impulsive and compulsive buying. On the other hand, styles more associated with hedonic motivations have higher tendencies for such buying behaviors.

When reviewing the literature, it is evident that the study conducted by Youn & Faber (2000), which associates impulsive buying with personality, prominently emphasizes the importance of personality. Herabadi (2003) demonstrated that responsibility and agreeableness are negatively associated with the tendency for impulsive buying, while the cognitive dimension is positively associated with the impulsive buying affective factor of neuroticism. Similarly, Shahjehan et al. (2012) reported a positive association between neuroticism and impulsive buying, indicating that individuals experiencing emotional instability, anxiety, pessimism, irritability, and sadness are more likely to exhibit impulsive buying behaviors. Likewise, Bratko et al. (2013) showed that impulsivity, neuroticism, and extraversion are primarily associated with the tendency for impulsive buying, and overlapping genetic effects guide these personality traits.

Numerous studies have discussed understanding and predicting consumer behavior using personality variables. The initial attempts were made by Mowen & Spears (1999) and Mowen (2000) to determine the link between personality and compulsive buying behavior. They found that neuroticism and agreeableness traits were significant predictors of compulsive buying. Balabanis (2001) employed the Five Factor Personality Model to explain compulsive buying behavior. The results showed that extraversion, previously considered not directly affecting compulsive buying, was associated with the urge for compulsive buying in the context of lottery tickets and scratch cards. In

contrast to the findings of Mowen & Spears (1999), Balabanis (2001) found a negative relationship between agreeableness and compulsive buying (Mikołajczak-Degrauwe, 2012). According to the findings of Deng & Gao's (2015) research conducted in China, extraversion (positive impact) and responsibility (negative impact) were the personality traits showing the most significant effects on impulsive buying. The results of the study by Hendrawan & Nugroho (2018) in Indonesia indicated that extraversion and agreeableness personalities partially influenced impulsive buying behavior, while responsibility, emotional stability, and openness to experience did not affect impulsive buying. Özhan & Akkaya (2018) showed that extraversion, responsibility, and neuroticism influenced compulsive buying behavior, while agreeableness and openness to experience did not. According to the findings obtained in India by Sofi & Najar (2018), emotional stability, responsibility, and agreeableness negatively impacted impulsive buying tendencies. Yüce & Kerse (2018) demonstrated the negative impact of personality's responsibility and neuroticism dimensions on compulsive buying behavior. Bozbay et al. (2021) found a relationship between neuroticism and compulsive buying in a sample of university students in Spain, while other personality traits did not show a significant relationship. The results of a study conducted in Egypt by Shemeis et al. (2021) showed that neuroticism has a significant positive effect on compulsive buying, while extraversion and responsibility have a significant adverse impact. The results of the research conducted by Yalçınkaya and Karadağ (2022) indicated that agreeableness and neurotic personality traits significantly and positively impact impulsive buying tendencies, while extraversion and responsibility significantly and negatively impact impulsive buying tendencies. According to the findings obtained by Tarka et al. (2022) in the United States, extraversion, neuroticism, and openness to experience traits indirectly and positively influence compulsive buying, while responsibility and agreeableness show a stronger direct and negative relationship with compulsive buying. In the context of the findings in the literature, it is observed that, in general, agreeableness and responsibility traits of consumers in terms of personality characteristics are either not significantly correlated or show a negative effect. Based on both the findings of this research and those in the literature, it can be inferred that consumers exhibiting such traits are generally those who do not demonstrate compulsive buying behavior.

On the other hand, based on the findings obtained in this research, it can be said that consumers who purchase based on brand, fashion, pleasure, indecision, impulsiveness, and habit are more inclined towards impulsive and compulsive buying. However, due to the specificity of the results obtained in a structure where

consumer decision-making styles are associated with impulsive and compulsive buying, it has not been possible to discuss the findings in the light of the literature. The Five Factor Personality Model has been applied in various studies to examine consumers' impulsive and compulsive buying behaviors (Mueller et al., 2010; Badgaiyan & Verma, 2014; Mowen, 2000; Shahjehan et al., 2012; Sofi & Najar, 2018; Yoon & Lim, 2018; Otero-López et al., 2021). In other words, five personality traits are observed and examined for their effects on impulsive and compulsive buying behaviors (Yoon & Lim, 2018: 102). However, it is noteworthy that consumer decision-making styles have not been examined in the literature in the context of impulsive and compulsive buying. Therefore, the relational model proposed in this research and the findings obtained within this framework are essential in literature and marketing applications.

According to the results obtained in the research, agreeableness and responsibility personality traits, along with perfectionism and price-focused decision-making styles, can be considered positive aspects of consumers from the perspective of consumer well-being advocates. Consumers exhibiting these traits are further away from irrational behaviors such as impulsive and compulsive buying. On the flip side, such consumers pose challenges for marketers. They need to deter consumers from these approaches. However, from another perspective, it is understood that consumer decision-making styles focusing on brand, fashion, pleasure, indecision, impulsiveness, and habit are more inclined towards impulsive and compulsive buying. Additionally, it has been revealed that, in general, individuals of a younger age, females, and singles tend to be more pleasure-focused. Indeed, these groups constitute an essential target audience for marketers. Taking into account such traits in marketing processes, such as marketing decisions and market segmentation, could be crucial. It is critical for marketers, especially businesses producing products targeting impulsive behaviors like impulsive buying, to understand consumers with these characteristics.

In the context of the results obtained in this research and in line with the research findings in the literature, it is necessary to acknowledge that personality traits do not provide a comprehensive explanatory framework for understanding and explaining impulsive and particularly compulsive buying behavior. Several other factors can contribute to the manifestation of these behaviors. For instance, some researchers (Holbrook & Anand, 1990; Donovan et al., 1994; Leith & Baumeister, 1996; Floh & Madlberger, 2013; Arslan, 2016; Barros et al., 2019; Temel, 2021; Baltacı & Eser, 2022; Temel & Armağan, 2022; Lin et al., 2023) have highlighted that the retail environment and various stimuli present in the environment can strengthen impulsive and impulsive buying behavior. According to some studies (Elliott, 1994; Roberts, 1998; Dittmar & Drury, 2000;

Yurchisin et al., 2004; Palan et al., 2011; Roberts et al., 2014), individuals engaging in compulsive buying tend to have lower self-esteem. Family communication patterns, childhood experiences related to money and spending (Black et al., 1998; Valence et al., 1988; Roberts et al., 2006; Baker et al., 2013), psychological problems such as negative mood, depression, and anxiety (Faber & Christenson, 1996; Lejoyeux et al., 1997; Brook et al., 2015; Darrat et al., 2016; Müller et al., 2012; Otero-López & Villardefrancos, 2013; Maraz et al., 2016; Duroy et al., 2018; Zheng et al., 2020; Zarei & Fuladvand, 2021) have also been linked to compulsive buying. Therefore, it is possible to mention various factors that can strongly influence consumers' online buying behavior, such as their personal characteristics, lifestyles, store features, stimuli, situational factors, and product characteristics (Basnayaka, 2015). Consequently, while this study has conceptualized a new model serving as a theoretical framework to investigate impulsive and compulsive buying behavior from the perspective of personal characteristics and decision-making styles, the findings emerging from future research on the antecedents and consequences of these buying behaviors have the potential to provide benefits to the literature and marketing practice.

In this study, the research model proposed and substantiated in light of data regarding the relationships between consumers' personality traits, decision-making styles, and impulsive and compulsive buying behaviors carries a degree of uniqueness within the literature context. By analyzing consumers' personality traits and characteristics related to shopping habits, it was considered that, despite the limitations of the research sample, it might be possible to delineate a consumer profile. The data obtained from the research, which was addressed within the scope of structural equation modeling, provided significant insights into which characteristics of consumers carry more weight in terms of impulsive and compulsive buying behaviors.

In the field of marketing, research on consumer behaviors has predominantly focused on examining normative behaviors for many years. However, within consumer behaviors, the uncontrollable and negative aspects of purchasing, such as impulsive or compulsive behaviors, have gained attention. These behaviors can adversely affect the consumer psychologically, financially, and in various other aspects. Furthermore, such behaviors may not only permeate the individual consumer but also impact their immediate social environment, including family, potentially compromising overall quality of life. These atypical purchasing behaviors, characterized by deviation from normal and irrational tendencies, have become increasingly prominent, particularly with the continuous growth of online shopping trends. Therefore, investigating the underlying reasons behind

these aspects of purchasing that contribute to the negative side for consumers is of utmost importance. Indeed, while various influencing factors may contribute to this phenomenon, this research has supported the idea that one of the most significant factors could be the consumer's personality and characteristic traits. Establishing the connection between personality traits and these behaviors has yielded significant findings, contributing to the literature and reflecting the efforts to understand and address these issues.

An essential contribution of this research to the literature is its focus on purchasing behaviors that deviate from normative behaviors, addressing personality traits and consumer decision-making styles in an integrated manner and revealing the relationships between impulsive and compulsive buying. The study emphasizes the uncontrollable and potentially negative aspects of consumer behaviors. Furthermore, it is considered that this research fills a gap in the literature by examining consumer decision-making styles in the context of online impulsive and compulsive buying behaviors, providing a new perspective on decision-making styles. On the other hand, since personality traits and decision-making styles can vary across countries due to cultural, linguistic, and other factors, obtaining different results in different cultures is a plausible scenario. In this context, it is believed that investigating impulsivity and compulsivity in purchasing behaviors with a sample representing Turkish consumers is essential for understanding consumer trends at the national level. Addressing similarities or divergences within different countries and cultures can provide insights into international marketing strategies by considering factors related to cultural differences.

The findings and results indicated by this study can contribute to marketing practices and have various implications for the industry. Consumer characteristics such as personality traits, lifestyles, and decision-making habits are crucial data points for marketers. On the other hand, considering the increasing popularity and traffic of online shopping in today's context, it is emphasized that online retailers and other e-commerce businesses need to understand consumers' behaviors better. Given that the study addresses consumers' personality traits and decision-making styles in the context of non-normative behaviors, the results are believed to provide insights that marketing practitioners can utilize to develop strategies for their target audiences. Identifying distinct consumer segments and devising targeting and various methods for these segments could be supportive. For instance, marketing units of businesses engaged in online shopping activities could gain ideas to activate marketing elements specific to these segments (such as campaigns, marketing messages, or offers) in a more targeted manner. Of course, the industry's structure

and each business within the sector have different characteristics, resources, and objectives. Therefore, it should be noted that sectoral evaluations based on the findings may not universally apply to every business.

While the findings and evaluations presented in the research contribute to both marketing researchers and practitioners, there are certain limitations. Firstly, the study results are limited to a sample of 478 participants obtained through convenience sampling in the context of quantitative research. In future research, in addition to quantitative studies conducted with more extensive or different samples, qualitative research techniques such as focus group discussions and unstructured interviews, where participants are encouraged to respond openly about themselves, can contribute significantly by testing a similar structure. Furthermore, reanalyzing a similar structure in different samples can be beneficial in understanding the personal characteristics and decision-making styles underlying impulsive and compulsive behaviors. Additionally, conducting similar studies with varying personality traits can be valuable in contributing to the literature.

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