

**ASSOCIATION OF PERSONALITY TRAITS WITH  
COMPULSIVE BUYING**



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**ASSOCIATION OF PERSONALITY TRAITS WITH  
COMPULSIVE BUYING**

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**THIS THESIS SUBMITTED**

**BY**

**OMMAI HABIBA**

**IS ACCEPTED BY THE BAHRIA UNIVERSITY ISLAMABAD**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
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**Ommai Habiba**

*Dedicated*

*To my beloved Ammi and Baba*

## TABLE OF CONTENTS

### CHAPTER – I

Introduction	1-16
Compulsive buying	1-5
Personality traits	6-15
Neuroticism	7-8
Extraversion	9-10
Openness	10-12
Agreeableness	12-13
Conscientiousness	14-1
Impulsivity	15-16
Literature Review	17-30
Rationale	30-31

### CHAPTER – II

Method	32
Objectives	33
Hypotheses	33
Sample	33
Operational Definitions	33
Instruments	35
Research Design	36
Ethical Consideration	36

Procedure	37
<b>CHAPTER – III</b>	
Results	38-50
<b>CHAPTER – IV</b>	
Discussion	51-55
Conclusion	56
Implication	56
Limitations and Recommendations	57
References	58-73
Annexure	

## LIST OF TABLES

Table-1	Frequencies and Percentages of the Demographic variables	40
Table-2	Psychometric properties of study variables (N=300).	41
Table-3	Inter scale correlation of Personality traits, Impulsivity and Compulsive buying	42
Table- 4	Multiple regression analysis to predict Compulsive buying by Personality traits and Impulsivity among buyers (N=300)	44
Table-5	T-test analysis between male and female buyers on Personality traits, impulsivity and compulsive buying among buyers (N=300).	45
Table-6	t-test analysis between age groups on Personality traits, impulsivity and compulsive buying among buyers (N=300).	46
Table-7	t-test analysis between Middle and Upper socioeconomic status on Personality traits, impulsivity and compulsive buying among buyers (N=300).	47
Table- 8	One way Anova between education categories on Personality traits, Impulsivity and compulsive buying among buyers (N=300).	48
Table - 9	Post-hoc analysis between groups (N=90).	49

## LIST OF ANNEXURES

Annexure-A	Permission to use scales
Annexure-B	Informed Consent
Annexure-C	Demographic Data Sheet
Annexure-D	Compulsive Buying Scale
Annexure-E	MINI IPIP Measure of Personality
Annexure-F	Barratt Impulsiveness Scale – BIS 11
Annexure-G	Plagiarism Report

## **ABSTRACT**

*Shopping is an integral part of our economy and every day's life in today's society. The current study aims to assess the association of personality traits and impulsivity with compulsive buying. Further, it also intends to assess variance of compulsive buying, personality traits and impulsivity across Age, Gender, Education level, and employment status. After thorough literature review, it was hypothesized that there would be association of personality traits (i.e. Neuroticism, Extraversion, Openness, Agreeableness, Conscientiousness) with compulsive buying. Secondly, it was hypothesized that there would be an association of Impulsivity (i.e. Attentional, Motor, Non planning) with compulsive buying. It was also hypothesized that there would be significant demographic wise difference on the variable of personality traits and impulsivity. The total sample of the study comprised of 300 (120 males & 180 females) participants. Research measures used were: demographic Information sheet, Compulsive Buying Scale (Valence, d'Astous & Fortier, 1988), MINI IPIP Personality measure (Donellan, Oswald, Baird & Lucas, 2006) and Barratt Impulsiveness Scale –BIS 11 (Patton, Stanford & Barratt, 1995). Results indicate the significant positive correlation of Neuroticism personality trait with Compulsive buying whereas negative correlation was obtained between Openness, Conscientiousness personality and Compulsive buying. Impulsivity was also positively correlated with compulsive buying. Results also indicate that Openness personality trait and subscales of Impulsivity i.e. Attentional, motor and non planning predicts compulsive buying. Moreover, Neuroticism personality trait was found higher in females as compared to males. Among the age groups, Openness, Agreeableness and conscientiousness was found higher in older adults. Among the socioeconomic status, high level of neuroticism was found in middle class and high level of extraversion was found in upper class. Among the educational level, the graduates and postgraduates have high level of openness to experience while agreeableness, was found higher*



*in post graduates. Impulsivity on the other hand was found higher in undergraduate. However, No significant differences among demographic variables were found in compulsive and non compulsive buying. Finally, avenues for future research have also been suggested.*

**Keywords:** Compulsive buying, impulsivity, personality traits, neuroticism, extraversion, agreeableness, openness, conscientiousness.