

Impact of Personality Traits on Compulsive Buying Behaviour: With Special Reference to the Modern Trade Sector (Cargills supermarket) in Batticaloa district

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Abstract

This study examined the research problem, to what extent does the Personality traits impact on Compulsive buying behaviour of supermarket customers in Batticaloa district. Quantitative methodology was applied for this research study and 200 questionnaires were administered to collect data from the customers of four super supermarket in Batticaloa district. Further Descriptive, Correlation and Regressions analysis were performed for the analysis purpose. Major finding of this study revealed that there is a significant positive impact of Personality traits and Compulsive buying behaviour of supermarket customers in Batticaloa district. These findings of this study would be useful to marketers to concern on the dimensions of customer's personality traits in order to understand their compulsive buying behaviour. This will lead to enhancement of sales of supermarkets whereas this will lead to the long-term survival of the supermarket chain in the competitive market.

Keywords; *Personality traits, supermarket, Compulsive buying behaviour*

Introduction

Personality is the set of psychological traits and instruments within the individual that are organized and relatively enduring and that influence his or her interactions with, and adaptations to, the intrapsychic, physical, and social environments (Larsen & Buss, 2010). One individual is different from others not only in the physical aspects, but also in personality types. It is the result of the social and environmental influences on the person concerned (Sarker, Bose, Palit, & Haque, 2013).

Compulsive behaviour is defined as “repetitive and seemingly purposeful” acts that are “performed according to certain rules or in a stereotyped fashion” (American Psychiatric Association, 1985: 234). In marketing, manifestations of compulsive behaviour include purchasing behaviours that cannot be controlled, are excessive, more time consuming and patterned in nature. Compulsive buying is medically defined as an impulse control dysfunction, a mental disorder characterized by irresistible impulses to engage in harmful or senseless behaviours (Palan, 2011).

Consumer motives shopping are divided into two types: functional and emotional (Odabasi and Baris, 2002). Functional motives are called utilitarian motives and related to physical attributes such as reliability, durability and price and emotional motives are called hedonic motives related to feelings and affective states (e.g., the romance aroused by a candlelight dinner, the fear aroused while viewing a horror movie) (Sheth, 1983). Hedonic motives are those that are related to the social or emotional aspects of shopping (Lee, 2007). Hedonic buyers are not fulfilled the utilitarian value of the possessions but satisfied with the emotional and hedonic value like brand, design, appearance rather than price and quality (Wang, 2000).

In Sri Lanka context most consumer behaviours of different character of Sri Lankan consumer segments is getting important, because companies or marketers have to make decisions to invest their money in effective way. And also, will need to know this consumption behaviours process of consumer. Furthermore, the importance of the consumption behaviours process of different consumer is leading issue due to their increasing importance in market segment.

Research context (Cargills supermarket)

Supermarket industry is one of the fastest growing industries in the Sri Lankan economy. It is a concept that was brought into Sri Lanka during the 1980's. Gradually they captured a large number of customers all over the country and now have established themselves as a very dynamic and lucrative industry in the country. There are over 950 supermarket outlets owned by various companies and some of the leading companies are Cargills, John Keells Holdings, Laughs, PDK holding, Sathosa, SPAR International Super market (Licensed to CBL Group), Softlogic Holdings PLC and Richard Pieris, etc. other than those there are many small supermarket chains running under the names of Salinda, Sithuriya - Crystal etc.

5 years ago total contribution of the modern trade was around 15%, today, comparatively it has gone up to 28% which are 72% remaining to the general trade however, industry experts would believe retail market growth up to 25% of the total food retail trade in the country. Out of this 15%, Cargills Food City boasts a 63% market share rest of 37% enjoy another player (Daily News, 2020).

Problem statement

Theoretical Gap; There are few personality theories which developed by scholars according to their own clarification of personality traits. Some of the main theories are Neo Freudian theory, Socio psychoanalytic theory, Gestalt theory, Stimulus Response theory, Cognitive theory, Trait Theory. The first effort to examine a link between personality and compulsive buying behaviour had been made by Mowen and Spears (1999). They employed Allport's hierarchical approach where surface traits are explained by central traits which are predicted by cardinal psychological traits. According to this approach the five factor model (FFM) of personality will be used to interpret compulsive buying behaviour. It has five main dimensions used by some psychologists to explain human personality such as openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism.

Literature Gap; According to Literature there are few findings which are not clearly explained, the trait Openness to experience has been unrelated to shopping addiction (Andreessen, 2013; Mowen and Spears, 1999; Wang and Yang, 2008). The shopping reported a negative relationship by stating that shopping addict is less adventurous and less curious and put less emphasis on abstract thinking than their counterparts. (Mikolajczak, 2012) Conscientiousness refers to being organized, discipline, systematic, precision and responsibility (Costa & McCrae, 1992). Consumer scoring more on conscientiousness is well structured and focuses on the consequences of consumer's actions carefully and as such are unlikely to involve in compulsive buying. In this case, conscientiousness appears to be a protective factor (Andreessen, 2013).

Practice Gap; Compulsive buying behaviour has been investigated in different buying contexts. For example, Balabanis (2001) examined lottery tickets buying behaviour whereas others had examined compulsive buying behaviour in general. There are some of studies which investigated the consumer shopping behaviour in supermarket but most of studies have examined the impulsive shopping behaviour in supermarket. In Sri Lanka there are a huge growth in supermarket sector and they require a deep study on compulsive buying behaviour to formulate marketing strategy and models based on the different type of personality of their consumer.

Research problem; At present, compulsive buying behaviour is most often identified as Impulse control disorder. However, no compromise about the classification of compulsive buying behaviour as a psychological disorder was yet found there is no doubt that compulsive buying is a serious mental problem which causes vital impairments in financial, social, legal and business areas of functioning of an affected one.

The intention of the study is to examine the roots of these inconsistencies and to give a decisive answer to the question whether "Personality traits impact on Compulsive Buying Behaviour of Cargills supermarket customers in Batticaloa district". In an attempt to explain the relationship between personality traits and compulsive buying behaviour as gap found in the prior studies. Thus, the problem statement of this study articulated as;

"Does Personality Traits impact Compulsive Buying Behaviour?"

Research objectives

1. To identify the level of Personality traits and Compulsive Buying Behaviour among Cargills supermarket customers in Batticaloa district.
2. To examine the relationship between Personality traits and Compulsive Buying Behaviour among Cargills supermarket customers in Batticaloa district.

3. To examine the impact of Personality traits on Compulsive Buying Behaviour of Cargill supermarket customers in Batticaloa district.

Research Questions

1. What is the level of Personality traits and Compulsive Buying Behaviour among Cargills supermarket customers in Batticaloa district?
2. What is the relationship between Personality traits and Compulsive Buying Behaviour among Cargills supermarket customers in Batticaloa district?
3. What is the impact of Personality traits on Compulsive Buying Behaviour of Cargills supermarket customers in Batticaloa district?

Literature review

Personality traits

Personality is something which is difficult to describe in a single sentence. It is said to be very broad and dynamic. (Karsarjian, 1971; Pierre, Harthem, and Dwight; 2011). Personality is the sum of entire biological, innate natures, impulses, tendencies, appetites and instincts of the individual and the acquired dispositions and tendencies acquired through experiences (Morton Prince 1924). Allport (1938) who gave the psychological definition of personality, defining as "Personality is a dynamic organization with in the individual of those psychophysical systems that determine his unique adjustment to his environment" Some authors and researchers have made some arguments regarding personality (Gangajail, 2009), for instance, Coney, Hawkins and Best (1995) raised question about particular nature of personality. Definition of personality depends on the context in which it is discussed (Roffe, 2005; Blackwell, Miniard and Engel, 2007).

"Personality is the distinctive and enduring patterns of thoughts, emotions, and behaviours that characterized each individual's adaptation to the situations of his or her life (Arnould, Price and Zinkhan 2002, p. 254). Personality is usually defined as individual's unique and relatively constant patterns of behaviour, thoughts and emotions. (Baron, 1993). Some authors define the personality as how an individual response his environment. "Personality is collection of individual characteristics that make a person unique, and which control an individual's responses and relationship with the external environment (Blythe, 2008 p.73). "Personality is set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli" (Kotler and Keller ,2009, p. 197).

Personality is the entire complex of the mutual impact of human nature and what is said in different conformations of personality in different environments. Personality is an individual's biological and cultural blueprint, a distinctive blend of the heredities and the environment. As result of development in study of personality, it is a unique configuration of biology, psychology and sociology. However, it still remains one of the most mysterious subject to study.

Compulsive Buying Behaviour

Details of past studies & history of the compulsive buying behaviour is delivered by Faber (1987). This unusual type of consumer behaviour is described by long-lasting stereotyped buying fashion in which the consumer feels unable to quit. Different scholars have given definition for compulsive buying in different ways. Compulsive behaviour is defined as "repetitive and seemingly purposeful" acts that are "performed according to certain rules or in a stereotyped fashion" (American Psychiatric Association, 1985: 234). Faber and O'Guinn (1988) defined compulsive consumers as "people who are impulsively driven to consume, cannot control this behaviour, and seem to buy in order to escape from other problems" (Mowen & Spears, 1999).

Compulsive buying contains uncontrollable desires to buy that are often related with excess purchasing that more than the individual can afford, purchasing items that are unnecessary, or spending more time for shopping than planned (McElroy et al. 1994). Compulsive buying is described by an extreme pre-occupation with buying and by the repeated buying of things that are unnecessary (Muehlenkamp, 2009; Smyth, 2007). Different scholars have named it in different ways such as compulsive consumption (Faber, O'Guinn, &Reymond, 1987), compulsive buying (Faber &O'Guinn, 1992 &Xu, 2008) and addictive consumption (Elliott, 1994; King 1981).

Compulsive buying is an erudite demeanour. People over a period of time accustom to the compulsive buying tendencies. The impress of compulsive buying can be observed right from childhood (Scherhorn, 1990; HalgaDittmar, 2005). Once familiarized it is challenging to restrain (O'Guinn and Faber, 1989). Compulsive buying behaviour ultimately leads to negative outcomes, it has been explained by more researchers in their past

studies. Compulsive buying behaviour is characterized by extreme thoughts of shopping and buying behaviour that leads suffering or harm (Black, 2007).

Compulsive buying behaviours have destructive financial and psychological consequences including holding credit card, lack of saving or no saving, nervousness, depression, frustration, interpersonal conflict and lack of self-esteem. Compulsive buying contains an "inability to control the urge" (Faber et al. 1995, p. 297) and "leads to extreme negative circumstances" (Ridgway et al. 2006, p. 131). Compulsive behaviour is medically described as an impulse control dysfunction, a mental disorder characterized by uncontrollable impulses to involve in harmful or irrational behaviours (Palan, 2011).

Association of Personality Traits with Compulsive Buying Behaviour

Compulsive buyers have been found to exhibit a number of personality traits commonly included within these diverse compulsive consumption types. Building on this research, Hirschman (1992) provided a general theoretical model of addictive consumption suggesting that people exhibiting some forms of compulsive consumption have similar characteristics, and that these behaviours have common causes and follow similar patterns of development. Most study on compulsive buying related this behaviour with aspects such as personality traits and family environment (Faber & O'Guinn, 1988, Valence, 1988). DeSarbo and Edwards (1996) established that compulsive behaviour 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, 1989).

It is measured by the traits that people exhibit. Research on personality in an organizational context has focused on labelling various traits, which describe employees and customer behaviours. Some of the personality traits that have been established by various researches as having the ability to influence the behaviour of people include ambition, loyalty, aggressiveness, agreeableness, submissiveness, laziness, assertiveness, and being extroverted among others. These traits can define factors characterizing consumer behaviour as a personality type. Literature considering roles of big five-personality traits theory in compulsive buying theory depicts incompatibilities in their results. However, consciousness encompasses an important trait, which can explain the differences in compulsive behaviours among different consumers.

Hypothesis

H₀: Personality traits do not have a significant effect on compulsive buying behaviour of customer.

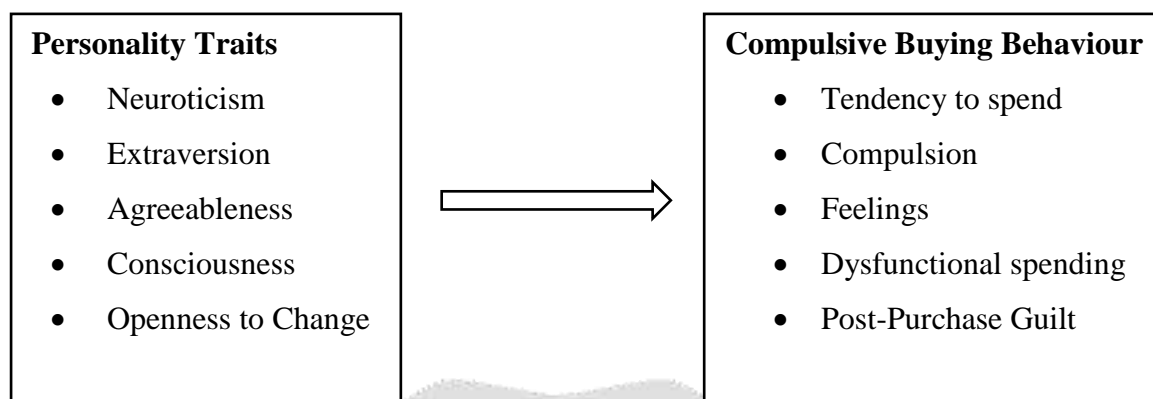
H₁: Personality traits have a significant effect on compulsive buying behaviour of customer.

Methodology

Conceptual Framework

The figure 1 depicts the variables of this study. According to figure 3.1, the two variables are constructs. Based on the literature and the study by Narges, Taleghani and Mostafa (2013) this study conceptualizes the above framework in relation to the relationship between Personality traits, and Compulsive Buying Behaviour with their respective dimensions as shown in Figure 1.

Figure 1 Conceptual Model



(Source: Narges, Taleghani & Mostafa, 2013)

Questionnaire Formation

Questionnaire was developed with the support of previous studies carried out by experts in the relevant subject areas. Thus, statements on the four variables of this study were derived from different authors. The following table shows the sources for the statement of the study questionnaire. These statements have been widely applied in many studies on measuring the construct of the study

Table 1: Questionnaire Formation

| Name of Variable | Statements | Sources |
|-----------------------------|---------------|----------------------------|
| Personality traits | 20 Statements | Tom Buchanan et al. (2005) |
| Compulsive buying behaviour | 13 Statements | Edward (1993) |

(Source: Literature)

Sampling framework

In this study, population is unknown because this study focuses customers of four Cargills super market in Batticaloa district. Thus, 200 customers in the study area are considered as the sample for this study. Thus, convenience sampling method is used for this study. Hence researcher aims to consider the 50 customers from each four-super market chain. Thus, the questionnaire distributes to the 400 customers in Batticaloa district.

Table 2: Sampling framework

| Name | Location | Sample |
|---------------------|-------------------------|--------|
| Cargill food city 1 | Town, Batticaloa | 50 |
| Cargill food city 2 | Trinco road, Batticaloa | 50 |
| Cargill food city 3 | Eravur, Batticaloa | 50 |
| Cargill food city 4 | Kattankudy, Batticaloa | 50 |

(Source: Survey Data)

Data analysis techniques

In this research study, the research problem and research questions are evaluated by Univariate, bivariate and multivariate analysis. Univariate analysis is appropriate for any single variable to explore individual qualities of

its data. In this study, each of the study variables was measured with Likert's scale of 1-5 on average. Sekaran (2006) describes the mean of a sample as "a measure of central tendency that offers a general picture of the data without unnecessarily inundating one with each of the observations in a data set or sample.

Bivariate analysis used to measure the magnitude & direction of the relationship between Personality traits, Hedonic motivation and Compulsive buying behavior. The decision would be taken based on the amount of correlation coefficient (R) & its significance level. The significance level of the correlation coefficient is considered to explore the meaningful linear relationship & analyze the hypothesis formulated between the variable and dimensions of this study. a

The regression is an appropriate statistical multivariate analysis method in order to confirm or disconfirm the chosen hypotheses. The regression analysis has been used to determine the effect of independent variables on dependent variables. Further this analysis has been used to determine how 1 unit of independent variable results in the creation of dependent variable of the study.

Findings

Demographic profile

In this section, demographic profiles of the respondents namely Age of the respondents, Gender, and Marital Status were analyzed, and findings has been presented in tables.

Table 3: Frequency Distribution of Demographic profile

| Demographic variables | Frequency | Percentage |
|-----------------------|-----------|------------|
| Age level | | |
| 18-29 | 109 | 54.5% |
| 30-45 | 83 | 41.5% |
| 46-60 | 7 | 3.5% |
| Above 60 | 1 | 0.5% |
| Gender | | |
| Female | 109 | 54.5% |
| Male | 91 | 45.5% |
| Marital Status | | |
| Unmarried | 122 | 61% |
| Married | 78 | 39% |

(Source: Survey Data)

As stated in the Table 3, out of 200 sampled respondents, the majority of (54.5%) respondents were within the range of 18 to 29 years old, and the minimum (0.5%) of the respondents were fallen in the age category of above 60. Further 41.5% of representation by the age category of 30-45 and 3.5 % of customers are fall into the age slot 46-60. Further, out of 200 Customers 54.5% of Customers are Female in while 45.5% of the customers are Male. Hence the above half of the percentage of customers are represent by female. As per the marital status, 61.3% of the modern trade customers are Single, followed by 38.7% of customers are married.

Descriptive Analysis: Objective 01

Personality Traits

The variable 'Personality traits' was measured with five dimensions such as Neuroticism, Extraversion, Agreeableness, Conscientiousness and Openness to change. Table 4.8 displays the mean and standard deviations for these five dimensions and overall variable.

Table 4: Descriptive Analysis – Personality traits

| Dimensions | Mean | Std. Deviation |
|-----------------------------------|--------------|----------------|
| Neuroticism | 2.63 | .70 |
| Extraversion | 3.37 | .69 |
| Agreeableness | 3.95 | .61 |
| Consciousness | 3.49 | .62 |
| Openness to change | 3.239 | .78 |
| Overall Personality traits | 3.339 | .32 |

(Source: Survey data)

Table 4 shows that over all personality traits is at moderate level. Among the five dimensions, agreeableness has the highest mean value whereas neuroticism has the lowest mean value. Out of five dimensions, four dimensions shows the moderate level mean value except the dimension agreeableness which is at high level.

Compulsive Buying Behaviour

The variable “Compulsive buying behaviour” was measured with five dimensions such as Tendency to spend, Compulsion, Feelings, Dysfunctional spending and Post-purchase guilt. Table 5 displays the mean and standard deviations for these six dimensions along with overall variable.

Table 5: Descriptive Analysis – Compulsive buying behavior

| Dimensions | Mean | Std. Deviation |
|--|-------------|----------------|
| Tendency to spend | 2.52 | .86 |
| Compulsion | 2.70 | .95 |
| Feelings | 3.53 | .93 |
| Dysfunctional spending | 2.81 | .98 |
| Post-purchase guilt | 3.14 | .99 |
| Overall Compulsive buying behaviour | 2.94 | .68 |

(Source: Survey data)

Table 5 reveals that overall Compulsive buying behaviour is at a moderate level. Out of five dimensions, four dimensions show the moderate level mean value except the dimension feelings which shows high level. Among the five dimensions, feelings have the highest mean value whereas tendency to spend has the lowest mean value.

Correlation Analysis: Objective 02

Results show that there is a strong positive relationship between personality traits and Compulsive buying behaviour ($r= 0.515$, $p<.01$). It is noted that the positive strong relationship between independent and dependent variable of the study.

Table 6: Correlation Analysis

| Variables | | Personality Traits | Compulsive buying behaviour |
|-----------------------------|---------------------|--------------------|-----------------------------|
| Compulsive buying behaviour | Pearson Correlation | 0.515** | 1 |
| | Sig. (2-tailed) | .000 | |

(Source: Survey data)

Regression Analysis: Objective 03*Simple Regression Analysis*

Simple regression analysis was carried out to find the impact of Personality traits on compulsive buying behavior. The fitted regression model was:

Model: $Y = f(X)$

Where,

Y - Compulsive buying behaviour

X - Personality traits

Table 7: Model Summary – PT & CBB

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .515 ^a | .265 | .262 | .58635 |

a. Predictors: (Constant), Personality traits (PT)

(Source; survey data)

Table 8: ANOVA – PT & CBB

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 31.075 | 1 | 31.075 | 90.382 | .000 ^b |
| | Residual | 86.297 | 251 | .344 | | |
| | Total | 117.371 | 252 | | | |

a. Dependent Variable: Compulsive buying behaviour

b. Predictors: (Constant), Personality traits

(Source; survey data)

Table 9: Coefficient – PT & CBB

| Coefficients ^a | | | | | | |
|---------------------------|------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .694 | .384 | | -1.806 | .002 |
| | PT | 1.090 | .115 | .515 | 9.507 | .000 |

a. Dependent Variable: Compulsive buying behaviour

(Source; survey data)

Table 7 shows that 27% of the variation ($R^2 = 0.265$) in Compulsive buying behavior is explained by Personality traits of customers in modern trade sector. Therefore, the regression model is adequate. Further, table 8 indicates that the significant value from ANOVA is 0.000 which is less than 0.05. Hence, it can be concluded that there is a significant of independent variable on the dependent variable, and thereby this regression model can be used to explain the impact of independent variable on dependent variable.

As per the results in the Table 9, the fitted regression model can be shown as below:

$$Y = 0.694 + 1.090X$$

Multiple Regression Analysis

Multiple regression analysis was performed in order to analyze the impact of personality dimensions on compulsive buying behaviour. Following table 4.19 – 4.21 clearly explain the impact of personality traits dimensions on compulsive buying behaviour.

Table 10: Model summary - PT Dimensions and CBB

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Mode | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .784 ^a | .614 | .606 | .42813 |

a. Predictors: (Constant), Neuroticism, Extraversion, Agreeableness, Consciousness and Openness to change

(Source; survey data)

Table 11: ANOVA - PT Dimensions and CBB

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|-----|--------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean. Square | F | Sig. |
| 1 | Regression | 72.097 | 5 | 14.419 | 78.668 | .000 ^b |
| | Residual | 45.274 | 247 | .183 | | |
| | Total | 117.371 | 252 | | | |

a. Dependent Variable: Compulsive buying behaviour

b. Predictors: (Constant), Neuroticism, Extraversion, Agreeableness, Consciousness and Openness to change

(Source; survey data)

Table 12: Coefficients - PT Dimensions and CBB

| Coefficients ^a | | | | | | |
|--|--------------------|-----------------------------|------------|---------------------------|--------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.084 | .320 | | 3.387 | .001 |
| | Neuroticism | .113 | .044 | .116 | 2.557 | .011 |
| | Extraversion | .463 | .051 | .412 | 8.992 | .000 |
| | Agreeableness | -.067 | .043 | -.068 | -1.554 | .022 |
| | Consciousness | -.245 | .045 | -.223 | -5.482 | .000 |
| | Openness to change | .345 | .040 | .397 | 8.552 | .000 |
| a. Dependent Variable: Compulsive buying behaviour | | | | | | |

(Source; survey data)

Table 10 shows that 61% of the variation ($R^2 = 0.614$) in Compulsive buying behaviour is explained by dimensions of personality traits. Therefore, the regression model is adequate. Further, table 11 indicates that the significant value from ANOVA is 0.000 which is less than 0.05. Hence, it can be concluded that there is a significant influence of five dimensions of independent variables on the dependent variable, and thereby this regression model can be used to explain the impact of Neuroticism, Extraversion, Agreeableness, Consciousness and Openness to change on Compulsive buying behaviour.

$$Y = 1.084 + 0.113NE + 0.463EX - 0.067AG - 0.245CO + 0.345$$

Where,

Y - Compulsive buying behaviour
 NE - Neuroticism
 EX - Extraversion

AG - Agreeableness
 CO - Consciousness
 OP - Openness to change

5. Conclusions

This research study conducted to identify the effect of Personality traits on Compulsive Buying Behaviour of Modern trade sector (Cargills supermarket) customer in Batticaloa District. This study has proven that the level of Personality trait has a significant positive effect on modern trade customers' Compulsive Buying Behaviour. This finding aligns with the previous finding by Shahjehan et al. (2012) and Mowen and Spears (1999).

After a detailed analysis of the study, it is therefore suggested that managers need to focus on personality traits dimensions of consumer to achieve and sustain a competitive position in the market. They should emphasize on satisfying the needs and wants of their customer to attract and retain customers. Based on these results it can be specified that super marketer should give special attention to target different type personality traits and use different strategies to target different segments. For instance, as results show that people who are more open to changes are more inclined to buy creative items and innovative products. In order to motivate these people, super marketer must design their display innovatively and creatively. To motivate the extraversion customers super marketers should also focus on the elements that make the shopping a pleasure and fun creating experience.

This research has only been confined to the modern trade sector. Therefore, the same research can be extended to other service sector entities such as textile industry, furniture industry, fast-food industry and house hold industry etc.

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