

The Impact of Cardinal Personality Traits on both Online Impulsive and Compulsive Buying Behaviors: The Mediation Role of Hedonistic Shopping Experience

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Abstract

This study highlights the role of hedonistic shopping experience in shaping both compulsive and impulsive buying behaviors in the online context. Hedonistic shopping experience plays a mediating role in this research between the five proposed cardinal personality traits and compulsive and impulsive buying behaviors. This research aims to examine the impact of cardinal personality traits on both compulsive and impulsive buying behavior through hedonistic shopping experience. 523 questionnaires were distributed and only 455 were considered. Data have been collected from customers who have already made at least one online purchase. To test hypotheses a conditional analysis was used through SPSS, PROCESS. Results showed that all the hypotheses of this study were accepted. Moreover, the results of this research shows that cardinal personality traits can directly impact compulsive and impulsive buying behaviors or partially through hedonistic buying experience.

Keywords

Hedonistic shopping experience, Compulsive buying, Impulsive buying, Cardinal personality traits, Online shopping

INTRODUCTION

Recently, examiners of consumer behaviors noted major changes in purchasing behaviors, this ended up with an online shopping frequency and value increase (Adamczyk, 2021). Online shopping has improved since today businesses decided to have an online existence. This investment helped them to acquire a competitive advantage compared to other companies in the market (Mostafa & Hannouf, 2022). Especially in Lebanon, where online shopping is increasing based on a study done by El Khoury, Choudhary, and Al Alam (2023), this study revealed that more than (87%) of their respondents pass minimum one hour on social media per day. Additionally, more than (80%) of them shop at least one time monthly online. Moreover, statistics on e-commerce – Lebanon (2023) revealed that the revenue of the e-commerce market is expected to become \$1.926m by 2023. Therefore, shopping online is a up-to-date dynamic 24/7 available, and routine activity (Wang, Ali, Tauni, Zhang, & Ahsan, 2021). Consequently, consumers are usually engaged in online shopping activities for immediate pleasure or instant sensual inspiration. These shopping motivations could be indispensable tendencies for developing consumer compulsive and impulsive online buying behavior (Wang, Ali, Tauni, Zhang, & Ahsan, 2021).

The present-day Covid-19 state provided an exceptional chance for the development of new innovative services and products newly launched in the market. The enticement of these new products and services drove consumers to develop impulsive and compulsive buying behaviors. Moreover, the advantages of online shopping significantly played a major role in shaping both impulsive and compulsive buying behaviors (Maraz & Yi, 2022).

Currently, shopping is considered an indispensable part of not only consumers' daily lives but also of the economy (Oslen, Khoi, & Tuu, 2022). Shopping is not anymore used to simply purchase goods, it became a form of making happiness or a pleasing behavior (Tarka, Kukar-Kinney, & Harnish, 2022). Moreover, in modern-day societies, shopping became a routine; when shopping becomes an obsessive habit, it may lead to a damaging psychiatric concern defined as compulsive buying behavior (Gogoi & Shillong, 2020). Impulsive buying behavior is different from compulsive buying; impulsive buying is momentary whereas compulsive buying is considered a syndrome and can end up with some detrimental effects on the consumer (Gogoi & Shillong, 2020).

Despite six decades of research, impulsive and compulsive buying behaviors remain a significant topic for managing trade because they represent a crucial importance related to revenue and sales levels (Zhang, Leng, & Liu, 2020). However, insufficient studies focused on the role of online impulsive and compulsive buying (Arroyo & Máñez-Guaderrama, 2022). As a marketing tool, the internet is disposed to encourage this type of purchase since consumers are less inhibited due to their relative social anonymity (Arroyo & Máñez-Guaderrama, 2022). The process of online impulsive buying over channels varies but it certainly begins with the leaning to buy impulsively till the purchase is made regardless any reflection for the negative concerns related with this behavior (Utama, Sawitri, Haryanto, & Wahyudi, 2021). Therefore, the evolution of the e-commerce and the development of online impulsive buying behavior, this might be complemented by an immediate development of various problems on the long run. That means, continuous abusive impulsive buying behavior will turn to compulsive buying behavior, which has major detrimental consequences on consumers' personal social, and financial levels (Adamczyk, 2021).

Not surprisingly, countless studies discussed the antecedents of both impulsive and compulsive buying behaviors, facing specific several personal, financial, psychological, and advertising-impacting issues. Nevertheless, few of these practices have investigated the impact of personal traits namely neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness on impulsive and compulsive buying behaviors, which is the gap that this research is intended to fill. Accordingly, this study will contribute to the current state by examining how personal traits presented by conservation and self-enhancement related to both impulsive and compulsive buying behaviors in Lebanon.

Adding to the above, this article will consider the reconciling role of the hedonistic shopping experience. Despite the importance of this phenomenon, pintsize of research have been conducted on the hedonistic shopping experience, with few studies focusing on the connection between such motivations and compulsive and impulsive buying behaviors (Coelho, Aniceto, Bairrada, & Silva, 2023).

This study will focus on the role of impulsive and compulsive online buying behaviors, it will investigate how personal traits are related to those buying behaviors and will discover if hedonistic shopping experience can mediate the relationship between personal traits and the above-mentioned behaviors; in addition, it will measure how personal traits can impact any hedonistic shopping experience.

Consumer buying behavior is hard to comprehend and measure. Thus, every shopper behaves in a different way from the others (Oslen, Khoi, & Tuu, 2022). Therefore, companies need to understand and scale various buying behaviors to elaborate convenient marketing strategies to target the appropriate market (Redine, Deshpande, Jebarajakirthy, & Surachartkumtonkun, 2023). Traditionally, sellers utilize external incentives like in-store offers and promotion to activate impulsive behaviors. Triggering impulsive buying behavior and running on such a behavior in an excessive way is a real objective for marketers (Redine, Deshpande, Jebarajakirthy, & Surachartkumtonkun, 2023). However, frequent impulsive buying behavior might establish a habit that may become irresistible (Gogoi & Shillong, 2020). Thus, irresistible buying behaviors without any sense of responsibility and an understanding of the circumstances will be considered compulsive buying behavior (Gogoi & Shillong, 2020). Although personality is a significant factor in determining consumer decisions and online purchases choices (Mostafa & Hannouf, 2022), specific personality traits can affect compulsive and impulsive buying behavior, particularly being enhanced by hedonistic shopping experience has remained insufficiently explored in the literature (Coelho, Aniceto, Bairrada, & Silva, 2023). Therefore, the aim of this article is to fill a literature gap by answering the question of what is the impact of cardinal personality traits on both compulsive and impulsive buying behavior taking into consideration hedonistic shopping experience as a mediating variable. The emergence of online shopping has opened up a relatively new realm for quick and convenient shopping for individuals without a predisposition to any type of buying behavior. Online shopping characteristics have created a variety of motivations for individuals with online buying behavior (Wang, Ali, Tauni, Zhang, & Ahsan, 2021). Additionally, the desire for sensory arousal and inspiration is a driving force behind the urge to shop among compulsive and impulsive buyers (Wang, Ali, Tauni, Zhang, & Ahsan, 2021). This suggests that the motivation to shop is predominantly hedonic (Zheng, et al., 2020).

Thus, it is needed to apprehend consumer's both compulsive and impulsive buying behavior in developing markets. The novel mechanism of this problematic behavior is necessary to be examined in Lebanon especially after the COVID-19 pandemic where the online shopping process has invaded markets (Redine, Deshpande, Jebarajakirthy, & Surachartkumtonkun, 2023). Therefore, understanding the factors that contribute to compulsive and impulsive buying behaviors may deliver an inclusive view of this behavior, especially in Lebanon going through an economic recession.

THEORETICAL FOUNDATION AND EMERGENCE OF HYPOTHESES

Compulsive Buying Behavior

Compulsive buying behavior refers to the inclination of a customer to be excessively thoughtful with purchasing, leading to repetitive irrational purchases and a absence of instinct control over buying (Moon & Attiq, 2018). This behavior

incorporates scopes of both impulse control disorder and obsessive-compulsive disorder. Compulsive buying can have severely damaging effects on personal, social, and financial well-being, including anxiety, despair, nervousness, lower self-esteem, guiltiness, and inability to meet payments (Black, Shaw, McCormick, Bayless, & Allen, 2012). The latest worldwide financial crisis has been partly indorsed to compulsive buying, particularly facilitated by the introduction of shopping malls and online websites in emerging economies (Oslen, Khoi, & Tuu, 2022). Although excessive purchasing may initially benefit retailers, it eventually harms incomes as compulsive buyers tend to return buying or spread negative word of mouth (Sharma, Markon, & Clark, 2014). Understanding this behavior is crucial for policymakers, as it affects not only the well-being of the affected consumers but also that of the society as a whole. (Moon & Attiq, 2018)

Recent academic practices have examined the extent to which compulsive buying behavior manifests in online contexts. Some earlier studies suggested that online shopping might facilitate more rational purchasing behavior by allowing greater information platform search and price comparison (Burke, 1997). However, more recent empirical results showed that Internet and online shopping may aggravate compulsive buying tendencies (Pahlevan Sharif & Khanekharab, 2017). Factors such as the time interval devoted on online shopping sites and the severity of internet usability have been identified as potential drivers of compulsive buying behavior (Lee, Park, & Lee, 2016). Recent research has also revealed a significant affirmative connection between online shopping engagement and compulsive buying behavior among Internet users (Pahlevan Sharif & Khanekharab, 2017).

Impulsive Buying Behavior

Recently, impulsive buying behavior was succinctly defined being a sudden and hedonic intricate purchasing comportment in which the speed of the instinct purchase stops any thought-deliberated reflection of optional future implications (Arroyo & Máñez-Guaderrama, 2022). Impulsive buying is an occurrence wherein consumers undergo an abrupt intense and sustained urge to immediately acquire a product (Coelho, Aniceto, Bairrada, & Silva, 2023). This type of buying behavior is typically devoid of premeditation and characterized by relatively a swift decision and a subjective inclination to direct control (Cornish, 2020). Impulsive buying constitutes a significant portion of the sales revenue garnered by numerous retail establishments (Gogoi & Shillong, 2020). Unsurprisingly, the antecedents of impulsive buying have received considerable attention within the territory of retail literature. The propensity for impulsive purchasing behaviors is shaped by a combination of internal and external factors. External factors in compass marketing-related inducements under the marketing professionals mechanism which are strategically employed to influence consumer behavior (Coelho, Aniceto, Bairrada, & Silva, 2023) such factors include various elements including the physical store ambiance, attributes of an online retail environment, social influences, pricing strategies and promotional efforts (Arroyo & Máñez-Guaderrama, 2022). On the other hand, internal factors are inherently linked to individual attributes such as age, gender, emotional state, and personality traits (Adamczyk, 2021).

Cardinal Personality Traits and Hedonic Shopping Experience

Individuals characterized by emotional instability, often referred to as neuroticism, frequently encounters sensation of anxiety, mood fluctuations, irritability, melancholy, and depression (Adamczyk, 2021). These adverse emotional states can serve as catalysts for engaging in hedonistic shopping experiences, enabling such individuals to temporarily elevate their negative sentiments and partake in moments of pleasure and exhilaration (Tarka, Kukar-Kinney, & Harnish, 2022). In this context, the act of shopping becomes intertwined with the pursuit of gratification, offering a release from stress and a mean of healing negative emotions. This form of hedonistic shopping serves as a distinctive indulgence for such individuals (Arroyo & Máñez-Guaderrama, 2022).

Extraverted consumers, represent the individual penchant to be in the center of others attention in a given community (Ashton & Lee, 2022) seeking heightened positive emotion through consumption. As well as those consumers are highly open to experience, which characterizes them by a high sense of curiosity, enjoyable online shopping experience tendencies, and imagination (Olsen, Tudoran, Honkanen, & Verplanken, 2016). Extraverted consumers are more predisposed to engage in hedonistic shopping experiences compared to individuals characterized by their rationality and objective buying decisions. Consumers with high conscientiousness referring to responsibility, precision, self-discipline, and competence are found to be less engaged in hedonistic buying decisions (Andreassen, et al., 2013). Agreeableness being a main personality trait can also serve as a protective factor against a lot of behavioral addiction which is negatively correlated to hedonic shopping experiences (Andreassen, et al., 2013). Research conducted by Ksendzova, Iyer, Hill, Wojcik, & Howll (2015), indicates a connection between excessive pleasure-seeking and lower agreeableness and conscientiousness, along with a higher level of neuroticism. Furthermore, Goldsmith (2016) establishes a correlation between extraversion and increased shopping frequency among consumers.

In summary, the researcher proposed a confirmed relationship between fundamental personality traits like neuroticism, extraversion, and openness to experience with hedonic shopping experience. Conversely, personality traits such as conscientiousness and agreeableness are anticipated to exhibit a negative correlation with hedonic shopping experiences.

Therefore, the research develops the following hypothesis:

Hypothesis 1. *The cardinal trait of neuroticism has a positive effect on the hedonistic shopping experience.*

Hypothesis 2. *The cardinal trait of extraversion has a positive effect on the hedonistic shopping experience.*

Hypothesis 3. *The cardinal trait of openness to experience has a positive effect on the hedonistic shopping experience.*

Hypothesis 4. *The cardinal trait of agreeableness has a negative effect on the hedonistic shopping experience.*

Hypothesis 5. *The cardinal trait of conscientiousness has a negative effect on the hedonistic shopping experience.*

Personality traits and Both Impulsive & Compulsive Buying Behavior

In recent times, there has been a notable debate about the adoption of the trait-based methodology to quantitatively assess personality traits, as declared in the work of Sofi & Najar (2018). A well-known theory in this domain is the big five personality traits theory, commonly referred to as the big five model, as delineated by (Myszkowski, Storme, & Tavani, 2019). The big five personality model stands out as the most commonly known framework to understand and measure those trait interrelationships (Milfont & Sibley, 2012).

Numerous studies confirm that the big five model, encompassing the dimension of neuroticism alternatively refers to the emotional instability level; this level is considered to be directly correlated to both impulsive and compulsive buying behaviors (Shahjehan & Qureshi, 2019). This implies that individuals characterized by emotional instability might go through impulsive and compulsive buying behaviors (Coelho, Aniceto, Bairaada, & Silva, 2023).

Extraversion might be correlated to compulsive and impulsive buying due to its connection with the desire for stimulation and social conduct as stated (Furnham & Brewin, 1990). Individuals exhibiting a heightened degree of extraversion demonstrate a lively engagement with both social and material facets of life. They tend to be sociably dynamic and inclined toward experiencing positive emotions as indicated by McCrae & Costa (1991). This proclivity for sociability heightens the likelihood of their interaction with sales persons. Moreover, their predisposition for risk-taking is associated with the extroverted inclination toward seeking excitement and embracing uncertainty as confirmed by Shahjehan & Qureshi (2019).

Openness to experience is characterized by the fact of accepting new concepts, and ideas and going through new experiences, individuals who enjoy a low level of rigidity in their decisions are to be considered open to either impulsive or compulsive experiences (Mondak, Hibbing, Canache, Seligson, & Anderson, 2010). Shahjehan & Qureshi (2019) declared that openness to experiences that involve critical thinking, cultural awareness, and intelligence artistic is significantly associated with both impulsive and compulsive buying behavior.

The agreeableness personality trait is constituted of kindness, altruism, trust, and affection; these features are found to influence an individual's ability to manifest both impulsive and compulsive behaviors (Myszkowski, Storme, & Tavani, 2019).

Individuals with high thoroughness are commonly perceived as systematic effective organized and thoughtful, in contrast to those with lower levels who tend to display diminished focus and heightened susceptibility to task diversion; both individuals' types are connected to compulsive and impulsive buying behaviors (Shahjehan & Qureshi, 2019). Furthermore, the advent of the internet has facilitated the examination of personality traits as predictors of any online behavior (Japutra & Song, 2020). Remarkably, the big five traits model has emerged as a highly effective tool for investigating specific Internet-related behaviors (Huang & Yang, 2010). Myszkowski, Storme, & Tavani (2019) identified an impact of personality features on e-consumer activities, confirming that these personality characteristics provide valuable criteria to classify various electronic consumer behaviors.

Hypothesis 6. *Personality traits positively affect compulsive buying behavior.*

Hypothesis 7. *Personality traits positively affect impulsive buying behavior.*

The Mediation Role of Hedonistic Shopping Experience

Previous research has predominantly focused on clarifying the straight correlations between compulsive buying tendencies and personality mannerisms (Claes & Muller, 2017; Andreassen, et al., 2013). However, the exploration of a theoretical mediational mechanism underlying this observed effect has remained insufficient (Tarka, Kukar-Kinney, & Harnish, 2022). In this study, the concept of hedonistic shopping experience is considered to mediate the connection among personality traits and compulsive and impulsive buying behaviors (Coelho, Aniceto, Bairaada, & Silva, 2023).

In this context, hedonism is linked to favorable affective states and extravagant behaviors, related to those commonly attributed to the act of purchasing and utilizing products (Adamczyk, 2021). However, due to its intrinsic nature, hedonistic shopping eludes rational decision-making often rooted in unpredictable occurrences (Tarka, Kinney, & Harnish, 2022). By underscoring the particular role of hedonistic shopping experiences within the proposed constructs of this theoretical framework, the researcher refers to the personalized manners in which consumers derive gratification from shopping decisions, encompassing the experience of desirable outcomes and emotional arousal (Das & Varshneya, 2017). In doing so, the researcher is interested in studying consumers hedonistic shopping experience within an online context, intertwined with the irrational and impulsive cognitive patterns associated with the pursuit of excitement, novelty, and emotional responses during the act of shopping (Coelho, Aniceto, Bairaada, & Silva, 2023).

Such instance of hedonistic shopping moments is commonly observed on different levels, in physical retail and digital online stores, often characterized by consumer engagement in unrestrained expenditures (Harnish & Roster, 2019). This behavior underscores tendencies toward irrational decision-making and a lack of prudent financial management (Das & Varshneya, 2017). However, it is worth noting that these hedonistic shopping experiences induce favorable sensations, signifying pleasant emotional responses and reaction to negative emotional states accumulated throughout their daily life routine. As previously mentioned these emotional responses contribute to intensify compulsive and impulsive buying tendencies (Coelho, Aniceto, Bairaada, & Silva, 2023).

Hypothesis 8. Hedonistic shopping experience mediates the relation between personal traits and compulsive buying behavior.

Hypothesis 9. Hedonistic shopping experience mediates the relation between personal traits and impulsive buying behavior.

RESEARCH METHODS

This study utilized a quantitative approach, employing a self-administered questionnaire to test the proposed hypothesis. The model and its associated assumptions were formulated based on notable gaps identified within the existing literature. The questionnaire addressed customers who have already made an online purchase at least once within the Lebanese territory Lebanon.

Sampling Procedure

The researcher collected data from the customers who have already made an online purchase in the Lebanese territory through a convenient selection method. A number of 523 customers were approached, and questionnaires were filled by 455 customers, this represented an 86% response rate providing a satisfactory threshold.

This study used a deductive approach, wherein the researcher formulated hypothesis to explain the liaison among the independent, dependent, and mediating variables. Furthermore, the study employs a quantitative methodology that focuses on numerical data and employs a single data collection technique which is a structured questionnaire, using a 5-point Likert scale. The scores were as follows: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree.

The empirical procedure started after executing an experimental test to ensure the reliability and understandability of the indicators. The final empirical answers were gathered between June and July 2023, over a period of one month.

For this purpose, participants were assured that collected information will be used for the sake of this project only. The survey did not contain any private statistics request and was given out anonymously to further encourage credible and reliable answers.

Measurements

For each of the variables of this study, specific measures were considered. The Big Five Inventory (BFI) was used to examine the 5 types of cardinal personality traits developed by Hahn, Gottschling, & Spinath (2012); each type of personality trait was given 3 items to be measured. Moreover, compulsive buying (CB) was measured by 4 items developed by Richmond compulsive buying scale Ridgway, Kinney, and Monroe (2008). Impulsive buying (IB) was measured by 4 items proposed by Indrajaya and Mahesha, (2022). In addition, hedonistic shopping was measured using 4 items based on the hedonistic shopping experience (HSE) scaled by Babin, Darden, & Griffin (1994).

Data analysis

The below conceptual model was studied by using a variety of statistical technics using SPSS version 23. However, to test the validity and consistency of parameters and to show the profile of the respondents many analysis technics were used including factor loadings, AVE, CR, reliability, and demographic measurements. These methods stood recommended by Hayes (2017).

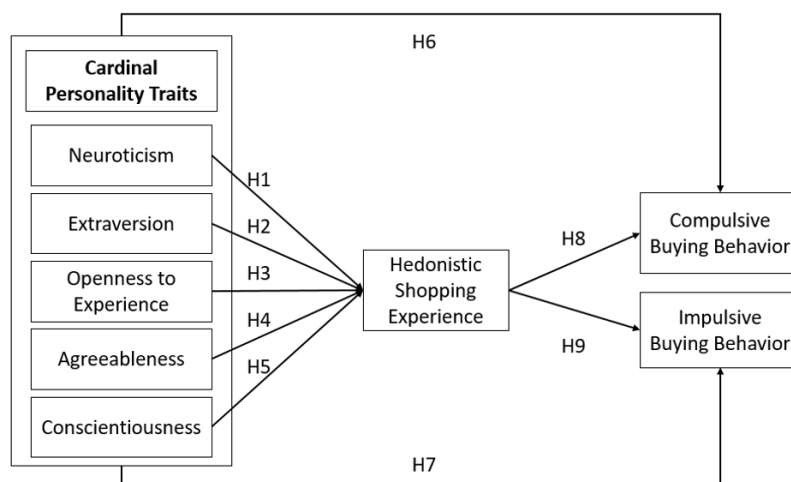


Fig. 1 Theoretical model

ANALYSIS

The mean and standard deviation were calculated to test the interaction between the independent, dependent, and mediating variable Table 1. Respondents demographic data in Table 2 reflect the main features of respondents' in terms of age, gender and educational level. The correlation coefficient matrix Table 3 demonstrates a positive correlation between the proposed variables; this indicates an adequate and acceptable foundation to proceed with further analysis.

Furthermore, in order to minimize the possible impacts of the common method variance, confidentiality and anonymity where insured and measures of various construct in the questionnaire were separated. Additionally, since statistics were

gathered from a one source, the common method bias was examined using Harman's single-factor test (Podsakoff, Mackenzie, Lee, & Podsakoff, 2003), this showed a total variance less than 50%, and that is considered satisfactory.

Table 1 Descriptive statistics

	Mean	Std. Deviation	N
Neuroticism	2.54	0.823	455
Extraversion	2.37	0.845	455
Openness to Experience	2.68	0.726	455
Agreeableness	2.75	0.756	455
Conscientiousness	2.38	0.628	455
Hedonistic Shopping Experience	3.43	0.837	455
Compulsive Buying Behavior	3.66	0.765	455
Impulsive Buying Behavior	3.49	0.876	455

Table 2 Variable data

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Female	220	48.3	48.3	48.3
	Male	235	51.7	51.7	100.0
	Total	455	100.0	100.0	
Educational Level	Bachelor's Degree	258	56.8	56.8	56.8
	Master's Degree	145	31.8	31.8	88.6
	Others	8	1.8	1.8	90.4
	PhD	35	7.7	7.7	98.1
	Secondary Education	9	1.9	1.9	100.0
	Total	455	100.0	100.0	
Age Range	18-25	152	33.4	33.4	33.4
	26-35	211	46.4	46.4	79.8
	36-45	52	11.4	11.4	91.2
	46 and up	40	8.8	8.8	100
	Total	455	100	100	

Table 3 Correlation coefficients matrix (N = 455)

Variables	Age	Gender	Education	NE	EX	OP	AG	CO	HSE	CBB	IBB
Age	1.0										
Gender	0.10	1.0									
Education	0.49	0.32	1.0								
NE	0.02	0.03	0.02	1.0							
EX	0.05	0.06	0.04	0.33	1.0						
OP	0.04	0.02	0.06	0.56	0.50	1.0					
AG	0.02	0.05	0.05	0.43	0.42	0.33	1.0				
CO	0.03	0.03	0.03	0.31	0.55	0.65	0.35	1.0			
HSE	0.04	0.04	0.02	0.44	0.63	0.41	-0.13	-0.36	1.0		
CBB	0.02	0.02	0.01	0.56	0.32	0.57	-0.34	-0.32	0.43	1.0	
IBB	0.01	0.05	0.05	0.62	0.47	0.61	-0.52	-0.49	0.64	0.39	1.0

In Table 4, all AVE statistical numbers were exceeding 0.5, which is considered satisfactory results. In term of reliability, all the values were exceeding 0.8 and all Cronbach's alpha values were surpassing 0.7 which is considered also satisfactory. Finally, Table 4 also demonstrates a satisfactory loadings of parameters and indicators of the conceptual model (Hair, Black, Babin, & Anderson, 2010).

Table 4 Factor Loading, Composite reliability, alpha and AVE

Construct	Item	Factor Loading	Composite Reliability	Cronbach's α	AVE
NE	NE1	0.762	0.83	0.81	0.596
	NE2	0.774			
	NE3	0.797			
EX	EX1	0.748	0.82	0.83	0.667
	EX2	0.727			
OP	OP1	0.734	0.80	0.81	0.601
	OP2	0.742			
	OP3	0.723			
AG	AG1	0.781	0.81	0.79	0.592
	AG2	0.798			
	AG3	0.655			

CO	CO1	0.765	0.81	0.83	0.634
	CO2	0.612			
	CO3	0.689			
HSE	HSE1	0.653	0.85	0.82	0.679
	HSE2	0.763			
	HSE3	0.781			
	HSE4	0.721			
CB	CBB1	0.732	0.80	0.82	0.689
	CBB2	0.745			
	CBB3	0.761			
	CBB4	0.769			
IB	IBB1	0.699	0.82	0.83	0.681
	IBB2	0.629			
	IBB3	0.665			
	IBB4	0.764			

RESULTS

Table 5 shows a direct effect between each of the five cardinal personality traits (NE-HSE with $p=0.000$, EX-HSE with $p=0.000$, OP-HSE with $p=0.000$, AG-HSE with $p=0.000$, and CO-HSE with $p=0.000$) and hedonistic shopping experience, this result indicates that the first five hypotheses are accepted. The below table showing the multiple mediation analysis, also showed a significant relationship between cardinal personality traits as a construct and hedonistic shopping experience (CPT-HSE with $p=0.011$)

Moreover, Table 5 shows a significant relation between cardinal personality traits as a construct and both impulsive and compulsive behaviors where CPT-CB with $p = 0.000$ and CPT-IB with $p=0.000$, this clearly indicates that cardinal personality traits impact both compulsive and impulsive behaviors; this helps to validate hypotheses 6 and 7.

The relationship CPT-HSE with $p = 0.011$, HSE-CB with $p = 0.012$, HSE-IB with $p = 0.014$ indicated an important association, this indicates a linkage between cardinal personal traits and both compulsive buying behavior and impulsive buying behavior was partially mediated by hedonistic shopping experience. The above results support hypotheses 8 and 9.

Table 5 Multiple mediation analysis

Antecedent	Consequences								
	HSE			CB			IB		
	Coeff.	SE	P	Coeff.	SE	P	Coeff.	SE	P
NE	0.412	0.196	0.000	-	-	-	-	-	-
EX	0.564	0.178	0.000	-	-	-	-	-	-
OP	0.523	0.181	0.000	-	-	-	-	-	-
AG	0.473	0.193	0.000	-	-	-	-	-	-
CO	0.467	0.176	0.000	-	-	-	-	-	-
CPT	0.523	0.244	0.011	0.176	0.195	0.000	0.187	0.192	0.000
HSE	-	-	-	0.461	0.223	0.012	0.567	0.258	0.014
CB	-	-	-	-	-	-	-	-	-
IB	-	-	-	-	-	-	-	-	-
Constant	4.139	0.119	0.014	5.211	0.150	0.001	1.263	0.479	0.573
	$R^2 = 0.067$			$R^2 = 0.063$			$R^2 = 0.457$		
	F = 3.182,			F = 4.812,			F = 20.162,		
	P = 0.021			P = 0.012			P = 0.601		

IMPLICATIONS AND CONCLUSIONS

This research explored the link between five cardinal personality traits and both compulsive and impulsive buying behaviors through hedonistic shopping experience. First, this study confirmed that cardinal personality traits as a concept is related to both compulsive and impulsive buying behaviors. Second, this research showed that each of the five cardinal personality traits appear to shape hedonistic shopping experience. Third, implications showed that hedonistic shopping experience mediates the relationship between cardinal personality traits as a construct and both compulsive and impulsive buying behaviors.

Based on the above results, hedonistic shopping experience mediating effect cannot be disregarded, and this mediation is partial. Therefore, marketers should take into consideration that hedonistic shopping experience can play a substantial role in shaping both compulsive and impulsive buying behavior in the market. Marketers should take this inclusion into consideration and try to rise the satisfaction involvement so it can induct compulsive and impulsive buying behaviors. More importantly, both conscientiousness and agreeableness are found to be significantly and negatively related to the development of both compulsive and impulsive buying through hedonistic shopping experience. In distinction, the three cardinal personality traits of neuroticism, extraversion, and openness to experience, they all found to be noteworthy and have positive influence on hedonistic shopping experience thus on both compulsive and impulsive

buying behaviors. As a result, it appears that self-oriented actions are aided by congenial feelings related with hedonistic acts, which may lead eventually to excessive buying and create both compulsive and impulsive buying tendencies. The result of this research goes along with the European studies (Andreassen C. S., et al., 2013; Otero-Lopez & Villardefrancos, 2013).

The current research findings imply that organizations preparing their new marketing research strategies after the Covid-19 pandemic can influence consumer behaviors directly through any of their personality traits or through their satisfaction experience level and psychological needs. Marketers should specify their consumers' personality frame to be able to impulse their market behaviors.

For instance, compulsive buyers are strongly impacted by their own hedonic stimulations, and controlling this relation may serve as a preventive measure against any enjoyable spending behavior. This means, encouraging compulsive buyer to be more mindfulness as suggested by Creswell (2017), may lead to decrease byers hedonistic satisfaction when they encounter a desire for heightened pleasurable shopping experiences. Trying to transform hedonic buyers to mindfulness one would certainly decrease their online buying frequencies. It is imperative considering that mindfulness setting intervention intend to encourage amplified awareness thus decrease any hedonic satisfaction (Ludwig & Kabat-Zinn, 2008). The main today's concern of market researches is to shift online rational buyers from their impulsive buying behavior status to compulsive one who seek continuous satisfaction through their online buying behaviors (Japutra & Song, 2020). Empirical investigations affirm that cognitive and mindfulness assessed individuals always prefer to drive their daily life routine using their logical thinking instead of following their pleasurable experiences, even if those decisions are not convenient enough (Creswell, 2017).

LIMITATIONS AND RECOMMENDATIONS

The first important limitation is associated to the sample size due to the small number of conducted online shoppers which is 455. As a result, a larger sample size may be necessary to analyze the features incorporated in the existing used theoretical model; doing so improves the research findings. In addition, the research model goodness of fit and other more statistical means like PLS-SEM can be also helpful in understanding in deep the results. The same conceptual model can be tested in different countries and areas to see how nations in the MENA region differ in term of their responses and buying behaviors.

Furthermore, the current study was conducted in a single stage, a future study can be conducted using multiple stages and phases to ensure higher answers' reliability and validity. Moreover, future research may use a comparative or observational approaches and conduct interviews instead of questionnaires to acquire deeper understanding of both compulsive and impulsive buying behaviors.

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