Consumer Personality Traits and Compulsive Buying Behaviour – Role of Social Media Addiction in a Mediating Relationship

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Introduction

Consumer behaviour is dynamic in nature. The buying habits of an individual are influenced by their family, friends, society, subculture, social level, personality, and psychological aspects (Orji et al., 2017). Among various buying behaviour such as rational, impulsive, and compulsive (Seno et al., 2021), compulsive purchasing has drawn significant consideration among numerous academics, marketing, and consumer researchers. The terms "oniomania," "buying mania," "compulsive consumption," "addiction to buying," and "dysfunctional shopping" are all synonyms for the term "compulsive buying," (McElroy et al.,1994). The rapid, albeit temporary, respite from anxiety or despair that compulsive shopping offers consumers is the reason they do it (Hassay & Smith, 1998). According to Boujbel and d'Astous (2015), when consumers' consuming demands are satisfied, emotional psychological states (including pleasure, excitement, discomfort, and guilt) are frequently produced.; However, the effects are more widespread and include social and financial issues when customers lose control over their purchasing and consume excessive amounts of products (Muller et al., 2015). Compulsive purchasing is conceptualised as a reaction to intrusive desires that result in a higher level of adverse emotion (Otero-Lopez & Villardefrancos, 2013) because compulsive buyers frequently experience uncontrollable urges and are most likely to be motivated by hedonic delight. A satisfying in-store or internet shopping experience drives individuals in the direction of compulsive buying (Kshatriya & Shah,2023).

Prior studies have suggested that personality traits have a role in compulsive purchasing (Shehzadi et al., 2016; Otero-Lopez et al., 2021). Balmaceda et al. (2014) and Ojedokun (2018), describe "personality" as the aggregate of psychophysiological ways of thinking, feeling, acting, and communicating that might influence human behaviour. To develop various taxonomies of personality traits, individual differences according to physiological characteristics are conceptualised at many levels (Brick & Lewis, 2016). These traits are the distinctive ways in which a person thinks and feels that are observed to last across time and in a variety of contexts (Bornstein, 2018; Osatuyi, 2015). The Big Five Model, developed by McCrae in 1986, divides these personality qualities into five groups (Lin, 2010). The model is regarded as one of the theories in psychology that have received the most attention for explaining various individual behaviours (Shang et al., 2016). Leong et al. (2017) and Tommasel et al. (2015) state that there are five

main dimensions that can be used to classify distinct individual behaviours: neuroticism, extraversion, openness to experience, conscientiousness, and agreeableness. How the information is categorized into the five personality traits is greatly influenced by each feature's capacity to accurately predict human behaviour (Soto, 2018). Therefore, the model has been proven by numerous investigations, and the multiple constructions for each characteristic are thought to be accurate for thorough justifications and presentations (Maria et al., 2014; Osatuyi, 2015).

Although compulsive shopping happens in physical stores, there is evidence that it is moving more and more toward social media (Maccarrone-Eaglen & Schofield,2023). Compulsive purchasing behaviour and social media addiction are complex behavioural disorders that have a significant adverse effect on the well-being of the individuals involved (Pahlevan Sharif & Yeoh, 2018). Earlier studies have shown that users' preferences for making use of social media differ based on their personal traits and usage intention, and these aspects may result in problems with social media usage in individuals (Kircaburun et al., 2020). Excessive social media use has proven to cause stress, anxiety, sadness, lower self-esteem, and various other mental health conditions (Roberts et al., 2019). Such disorders also cause sufferers to spiral into irrational consumption that leads to compulsive buying behaviour to find psychological relief from their symptoms (Williams & Grisham, 2011).

Hence, this study attempts to study the relationship between personality traits such as neuroticism, extraversion, openness to experience, conscientiousness, agreeableness, and compulsive buying behavior.

The present study proposes that consumers' core personality traits or conversely their social media addiction have an impact on their intense attention or their compulsive buying. By reviewing other studies' findings, which contend that different personality theories can account for consumers' compulsive buying behaviour (Fayez & Labib, 2016). The theoretical assumptions were inspired by earlier studies that examined how consumers' social media addiction affects compulsive buying behaviour (Pahlevan Sharif & Yeoh,2018). Although other personality traits have been studied in connection with compulsive buying such as antagonism (Harnish et al., 2021) or impulsivity (Black et al., 2012), this study aimed to study the broad perspectives of personality by using the Five-Factor model of personality keeping social media addiction as a mediating factor in both online and offline settings as the two offline and internet retail markets in India have an extensive amount of potential to promote compulsive purchasing (Bhakat & Muruganantham, 2013).

It is important that all the studies mentioned above focus on the direct processes connecting personality traits with compulsive buying, personality with social media addiction, or social media addiction with compulsive buying. There are a few notable exceptions in the body of research on consumer behaviour. A study by Rose (2007) used a mediational approach to explicate the effect of personality traits on compulsive buying through impulsivity and materialism and in 1999, Mowen and Spears conducted a study that looked at how customers' materialistic attitude and desire for stimulation affected their compulsive buying behaviour.

Theoretical Background

The proposed framework includes the following five personality traits: Neuroticism, Extraversion, Openness to experience, Conscientiousness, and Agreeableness (McCrae & Costa, 2008). Neuroticism is a propensity to feel depressed emotions, Extraversion displays a liking for social interaction, Openness is a requirement for novelty, diversity, and change, Conscientiousness describes high levels of aspiration

and a strong feeling of purpose whereas Agreeableness describes a readiness to yield to others in times of interpersonal conflict (McCrae & Costa, 2008).

Social media addiction is placed as a mediating factor. The mediating factor may completely or partially mediate the effects of a personality trait or may not have an effect at all. Finally, compulsive buying was described as a dependent characteristic. Keeping in mind that it is the most obvious indicator of behavioural indications and is typically those that researchers aim to predict and interpret

Personality Traits
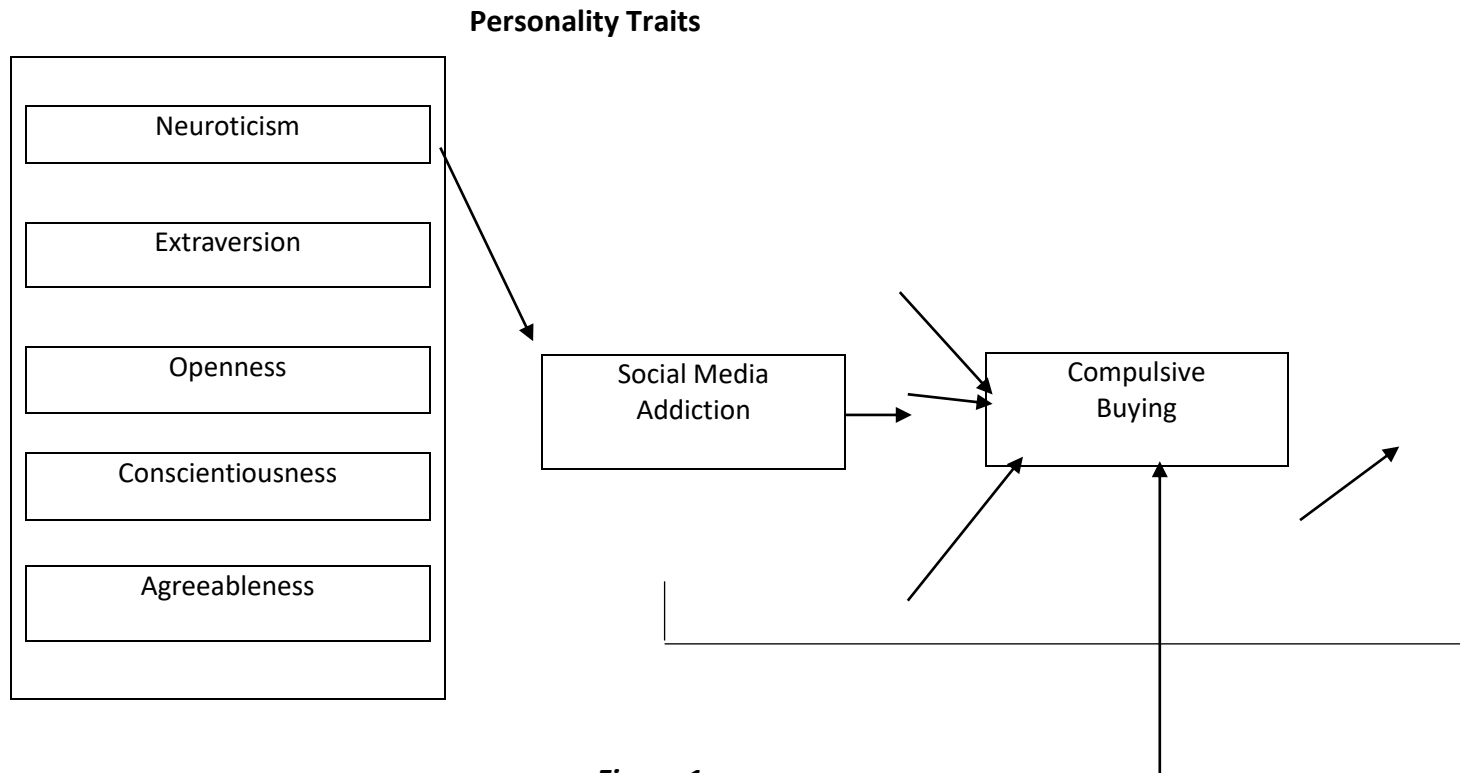
Figure 1

Conceptual Framework

Personality Traits and Compulsive Buying Behaviour

Initially, an overview of earlier studies that studied the influence of personality traits using the five-factor model of personality to explain compulsive buying is provided because personality qualities are helpful in fully comprehending consumer behaviour (Mowen, 2000). is provided. It is noted that when considering compulsive buying, two concepts are considered that are strongly tied to each other: Lack of impulse control and obsessive-compulsive behavior (Potenza et al., 2009). These two concepts exhibit themselves in a consumers' obsession with buying (McElroy et al., 1994). Although both constructs were claimed to be like one another in earlier studies, (Maccarrone-Eaglen & Schofield, 2017), the fact is that they diverge. For instance, an absence of impulse control is associated with compulsive buying (Rose, 2007). Obsessive compulsiveness on the other hand manifests as persistent thoughts that interfere with daily activities. Previous research suggests that compulsive buying consists of two components, namely impulsivity and compulsivity, which are complementing traits (Billeux et al., 2008).

Neuroticism and Compulsive Buying

Compulsive purchasing frequently contributes to emotional instability (Claes & Muller., 2017), increased anxiety (Billeux et al., 2008), and unhappiness (Saraneva & Saaksjarvi, 2008). Negative emotions like insecurity, failure (Kyrios et al., 2004), and embarrassment (Black, 2007) are more common in those who are less emotionally stable. Compulsive buying is more common in individuals who experience negative emotions regularly because it acts as a "compensatory mechanism" for those feelings (Weinstein et al., 2015).

Extraversion and Compulsive Buying

Social attention theory states that "extraversion is a human nature to grab, maintain, and enjoy other people's attention in social circumstances" (Ashton et al., 2002). Individuals who are extroverted tend to show their positive feelings strongly (Kuijpers et al., 2022). Such people crave other people's attention and reactions, which makes them more likely to act extrovertedly (Ashton et al., 2002). When people seek more external or social stimulation, extraverted behaviour may result in compulsive buying (Tarka et al., 2022). Extraverts often make purchases to display their self or group identity. Therefore, it is expected that extraversion and compulsive buying will be more closely related in socially engaged people (Shahjehan et al., 2012).

Openness and Compulsive Buying

Openness is characterized by the depth, permeability, and breadth of consciousness as well as the constant urge to broaden and analyse experience (McCrae & Costa, 1997). It is an effective indicator of novelty seeking (Goclowska et al., 2019) it also increases the buying behaviour of the consumers (Udo-Imeh, 2015). Therefore, the desire for new things and experiences, along with the accompanying dissatisfaction with what one already has, may also act as a motivator for compulsive buying. This is because the desire for new intellectual experiences is correlated with the demand for aesthetic stimulation, like browsing through an attractive product display in a store (Claes & Claes, 2014).

Conscientiousness and Compulsive Buying

Conscientiousness is a set of characteristics that encompasses different levels of propensity to practice self-control, be responsible to others, work hard, be organized, and follow regulations (Roberts et al., 2009), which is negatively related to compulsive buying (Tarka et al., 2022). In fact, highly conscientious shoppers are predicted to exhibit fewer excessive buying behaviours (Miao et al., 2020). Contrarily, a lack of competence or conscientiousness might contribute to compulsive buying, therefore lesser competency may result in more compulsive buying. Accordingly, a dearth of responsible consumption-related behaviour (such as consumers failing to cautiously plan their purchasing activities or maintaining control over their budgets) should be the primary cause of compulsive buying (Tarka et al., 2022). This is because persons who lack conscientiousness place less importance on fulfilling their social and personal commitments (Andreassen et al., 2013).

Agreeableness and Compulsive Buying

Agreeableness and compulsive buying have a negative relationship (Shehzadi et al.,2016). In contrast to the fundamental components of agreeableness like sympathy, politeness, or friendliness, compulsive purchasers might be more likely to avoid conflict with others (Andreassen et al.,2013). Since compulsive shopping is not socially acceptable, being adaptive protects against behavioral addictions (Mikolajczak-Degrauwe et al., 2012). Compulsive buyers are less likely to be highly agreeable people (Otero-Lopex & Pol, 2013) because they are more driven to maintain positive relationships with others. Contrarily, those who buy compulsively often tend to be less likable in terms of traits like trust,

benevolence, straightforwardness, and modesty (Tarka et al.,2022). Because lower levels of agreeableness are related to less kindness in relationships, as well as a lack of honesty and humility, they should make compulsive buying worse (Tarka et al., 2022).

Individuals with neuroticism, extraversion, and openness to new experiences appear to be more inclined to engage in compulsive shopping, which corresponds to the negative features of compulsive buying (Shemeis et al., 2021). Contrarily, conscientiousness, and agreeableness are basic personality characteristics that are connected to positive aspects of a consumer's life and, as a result, reduce the risk of compulsive purchase.

Development of Research Conceptualization

The selection of social media addiction as a theoretical mediator

Earlier research studies centered on elucidating the direct relationship between personality traits and compulsive buying. As an underlying conceptual mechanism of this study, this research suggests social media addiction-mediated compulsive buying and personality traits relationship. Because the terms "social media addiction," "problematic social media use," and "compulsive social media use" are all in use to describe the maladaptive use of social media, which is characterised by either poor self-regulation or addictive-like symptoms (Marinoet al., 2018) people who use social media excessively are those who prioritise pleasure-seeking (Krista et al.,2023). As a result, social media addiction is linked to positive emotions and satisfaction (Longstreet & Brooks,2017), much of which is comparable to those frequently connected with using and buying products (Taylor et al.,2019). By highlighting a particular function for social media addiction in the hypothesised relationships of the conceptual model, it refers to consumers' means of finding pleasure in their shopping. Hence, the social media addiction of consumers is irrational (Griffiths,2012), and impulsive decisions are made (He et al.,2017) in response to emotions that are desired throughout purchasing. However, social media addiction produces positive emotions (i.e., satisfaction) (Longstreet & Brooks,2017) in reaction to the negative emotions that they have (Longstreet et al.,2019) which supports the growth of compulsive buying (Maccarrone-Eaglen & Schofield,2023). Hence social media addiction is chosen as hypothesised mediator of the personality-compulsive buying link because it reflects the compulsive use of social media, which manifests as excessive use and constant monitoring at the detriment of other activities (Zivunska et al., 2019).

Personality Traits and Social Media Addiction

The studies reviewed reported varying results on personality traits (Neuroticism, Extraversion, Openness, Conscientiousness, Agreeableness) influencing social media addiction. Neuroticism (Marengo et al.,2020), extraversion (Dilawar et al.,2022), and openness (Dalvi-Esfahani et al.,2019) are the key predictors of social media addiction. Despite appearing to use social media rarely, those who exhibit high neuroticism indicate excessive use (Bowden-Green et al.,2021). People with high neuroticism are influenced to use social media (Facebook) excessively as it deteriorates their mood (Abbasi & Drouin, 2019). While men and women reported similar addiction symptoms, women with higher levels of neuroticism subsequently showed higher associations (Turel et al.,2018). Meanwhile, Extraverts are more prone to consistently create content, use social media, and spend excessive time on many social media platforms (Bowden-Green et al.,2020). Whereas, Marengo et al. (2022) and Tekin and Turhan (2021) state that extraversion is not positively connected with social media addiction and it has a negative relationship. Being open to new experiences has been associated with a stronger propensity for socializing on Facebook (Ross et al.,2009), and that relies on how desirable a particular Facebook feature is to a certain personality attribute (Marshall et al., 2015). More personal information about themselves

is shared on social media by people who are more open to new experiences (Amichai-Hamburger & Vinitzky, 2010).

Problematic social media use is predicted by low conscientiousness and poor agreeableness (Ahmed et al., 2022). Conscientiousness and agreeableness are the protective traits of social media addiction (Huang et al.,2022). Conversely, the results of Mercan & Uysal (2023) show that both Internet addiction and social media addiction were predicted by conscientiousness and agreeableness. Conscientious individuals prefer other responsibilities over Facebook in order to accomplish their other responsibilities (Rajesh et al.,2020). Conscientious individuals are characterized by being effective, prepared, deliberate, trustworthy, accountable, and thorough (Stieger et al.,2020). Similarly, a high level of agreeable traits makes an individual more trustworthy, honest, charitable, submissive, humble, and tender-hearted (Sheese et al.,2004)

Social Media Addiction and Compulsive Buying

Consumers have a significant propensity to fantasise (O'Guinn & Faber,1989) and seek excitement (Desarbo & Edwards,1996) during the purchasing process. As a result, compulsive purchasers derive pleasure from their purchasing behaviour (Lo & Harvey, 2011). Social media addiction offers enjoyment and pleasure in a similar way (Gao et al.,2023). Compulsive shoppers desire their increased state of emotions, which includes the need to fantasise (Tarka & Harnish,2020). According to Maccarrone-Eaglen & Schofield (2023), social media addiction may lead to compulsive buying. Therefore, rather than being driven by a genuine or utilisation need for an object, compulsive purchasers are driven by an irrational desire to enjoy the process of buying (Parsad et al.,2021). This means that compulsive buyers are more likely to be consumers who are strongly motivated by excitement and emotional thrill (Frost et al.,2002). Social media addiction is a diversion for compulsive shoppers from unpleasant emotions (Longstreet & Brooks,2017). Individuals who like to shop are inclined to invest more time looking for things whereas people who enjoy feeling good perform better when exposed to images, advertisements, and other shopping-related stimuli. As a result, these individuals can be more inclined to have compulsive buying behaviour.

Hypotheses

It is proposed that neuroticism, extraversion, and openness to new experiences are the traits that will cause compulsive buying, through Social Media Addiction, while conscientiousness and agreeableness are the personality traits that will have the opposite effect and lessen compulsive buying via social media addiction. Fig.1 shows this conceptualization. The expected path of links in Fig. 1 represents a mediation model. As a result, the model aims to respond to two questions.

Do personality traits like neuroticism, extraversion, and openness to new experiences make people more likely to become addicted to social media, which in turn encourages compulsive buying?

Do conscientiousness and agreeableness decrease social media addiction which will discourage compulsive buying?

The study was furthered by Tarka et al. (2022), who used experiences with hedonistic shopping as a novel mediational mechanism to explain how personality factors influence compulsive buying through hedonistic shopping experiences. In addition, a study by Otero-Lopez and Villardefrances (2013) and Mowen and Spears (1999), investigated how personality traits through materialism influence compulsive buying. A novel mediational construct namely social media addiction marks a significant

distinction between both research and the current model. In light of this, the present study reframes the relationships between personality traits and compulsive buying that were previously explored. This leads to the following formulation of the proposed hypotheses:

H₁   a) Compulsive buying is influenced by the personality traits of neuroticism, extraversion, and openness to new experiences,

      b) This impact is mediated through social media addiction.

H₂   a) Compulsive buying is negatively impacted by the personality traits of conscientiousness and agreeableness

      b) This effect is mediated by social media addiction.

Research Methodology

Participants

The study is descriptive and analytical in nature. The target respondents were the shoppers in Coimbatore city. Coimbatore city which is a Tier II was selected because it is frequently referred to as the Manchester of the South or the textile center of South India, which is one of the most industrialized cities in Tamil Nadu. Data from respondents was gathered using the questionnaire at several shopping malls from July 2023 to August 2023.

Data Collection & Sample Selection

A questionnaire was developed consisting of statements to assess the personality traits of the shoppers based on "Big-Five" personality traits, social media addiction, and compulsive buying behaviour as well as details on demographic factors were admitted to the participants. Respondents answered the questionnaire anonymously and purposive sampling was used to choose the sample respondents. Out of 563 respondents who responded, 301 respondents who are both compulsive buyers and social media addicts are the sample of the study. All procedures engaging human participants complied with the ethical guidelines established and authorized by the Institutional Human Ethics Committee (IHEC) (No. IHEC/22-23/COM-15).

Instrument & Measurement

The five distinct groups of personality traits were evaluated using the "Big Five Inventory - GSOEP" (Hahn et al., 2012). In addition to maintaining consistency with earlier studies (Otero-Lopez & Villardefrancos, 2013; Donelly et al., 2012), which assessed personality traits instead of personality facets, this set of measures is chosen because of its importance in studying the compulsive buying phenomenon. Three items per trait make up the entire set of 15 items that make up the GSOEP measure. According to Ahn et al. (2012), this measure produces good psychometric qualities. To measure social media addiction, Van den Eijinden et al. (2016) were chosen. To measure compulsive buying, the most recent scale from Maccarone-Eaglen and Schofield (2017) is used. A five-point Likert scale (in which 5 indicates strongly agree and 1 indicates strongly disagree) was used to adapt all the items for the measuring scale. The framework of analysis includes Descriptive statistics and PLS-SEM.

Data Analysis

Model Estimation

The Variance Inflation Factor (VIF) values of the inner model were used in the current study to investigate the common method bias. All the VIF values were below 3.33, hence the model may be said to be free of the common method bias (Kock, 2015).

To evaluate the hypotheses proposed in this work partial least squares structural equation modeling (PLS-SEM) was used. The causal-predictive technique of PLS-SEM (Joreskog & Wold, 1982) was adopted because it enables researchers to strike a balance between prediction and explanation (Shmueli et al., 2019). To put it another way, although the theories and the path model are based on causal explanations, it is also anticipated that the model will have a high level of prediction accuracy, which should lead to more useful practical consequences. SmartPLS 4 was then employed to estimate the model's input parameters (Sarstedt & Cheah, 2019).

Demographics profile of the respondents

Table1

Demographic Profile

Demographic characteristic		Frequency (N=301)	(%)
Age (in years)	Below 25	38	13
	25-35	168	56
	36-45	52	17
	Above 45	43	14
Gender	Male	138	46
	Female	163	54
Educational Qualification	Graduate	178	59
	Post Graduate	92	31
	Professional	31	10
Total		301	100

Source: Computed Data

Validity and Reliability Analysis

Confirmatory factor analysis was used to assess the validity and reliability of the constructs. Cronbach's alpha values and composite reliability values must both be greater than 0.5 (Fornell & Larcker, 2018). Hair (2014) supported the conclusion that the Table 2 items' factor loadings were greater than 0.5, indicating that the items successfully conveyed the underlying concept.

Table 2

Measurement items and factor loadings

Item statement	Factor loading	Cronbach's alpha
Neuroticism (NEUR)		0.762
I stress a lot	0.824	
I easily get nervous.	0.835	
I'm calm, and I do well with stress.	0.808	
Extraversion (EXTR)		0.712
I speak and communicate well.	0.738	
I am social and outgoing.	0.801	
I am reserved	0.848	
Openness (OPEN)		0.733
I come up with new ideas	0.805	
I have a vivid imagination.	0.829	
I value artistic experiences	0.784	
Conscientiousness (CONS)		0.736
I work carefully.	0.848	
I'm usually lazy	0.876	
I work in an efficient manner.	0.652	
Agreeableness (AGRE)		0.808
I sometimes speak to people a little rudely.	0.772	
I'm a forgiving person.	0.842	
I think about others and treat them kindly.	0.902	
Social Media Addiction (SM)		0.886
I feel compelled to use social media more frequently.	0.789	
If I cannot use social media, I often become furious and disappointed.	0.779	
I often feel unsatisfied because I want to use social media more.	0.815	
I frequently turn to social media to keep out uncomfortable emotions	0.843	
I tried to use social media less, but I was unsuccessful.	0.754	
I regularly discover that all I can think about is when I will be able to use social media once more.	0.811	
Compulsive Buying (CB)		0.824
I frequently purchase items even if I cannot afford them.	0.723	
I often spend money on things I don't need even when I have very little left over.	0.686	
I can't help but spend some or all of my money when I have it.	0.764	
For me, going shopping is a chance to get away from the stress of my daily life.	0.791	
There are moments when I feel like I need to go shopping.	0.685	
My existence is largely focused on making purchases.	0.728	

Source: Computed Data

Reflective measurement model

The convergent validity was examined using the average variance explained (AVE). The AVE must be greater than 0.5 and lower than the comparable composite reliability values to prove validity (Table 3). The internal consistency was confirmed and all factor loadings were more than 0.5 (ranging from 0.65 to 0.90) in accordance with the CFA results (Table 4). Convergent validity was further ensured by the AVE measurements being better than 0.5 (Hair et al., 2020). A further indication of discriminant validity was seen in Table 4 where AVE outperformed the construct's highest squared correlation score with any other latent components.

Table 3

Confirmatory factor analysis and validity measurements

Latent variable	CR	AVE	rho_A	Fornell-Larcker						
AGRE	0.878	0.707	0.939	0.841						
CB	0.872	0.534	0.827	0.095	0.730					
CONS	0.839	0.638	0.803	0.188	0.238	0.798				
EXTR	0.839	0.635	0.723	-0.003	0.528	0.106	0.797			
NEUR	0.863	0.677	0.763	0.015	0.514	0.218	0.204	0.823		
OPEN	0.848	0.650	0.739	0.117	0.464	0.108	0.486	0.094	0.806	
SM	0.914	0.638	0.888	0.075	0.697	0.178	0.342	0.337	0.336	0.799

Source: Computed Data

Note: **CR**- Composite Reliability   **AVE**: Average Variance Extracted   **rho_A**: Omega-a

Discriminant Validity

To examine the discriminant validity of this study, the heterotrait-monotrait (HTMT) ratio correlation criteria is used. In Table 4, it is implied that all constructs have acceptable discriminant validity when the values are below the cutoff of 0.85. (Kline, 2011).

Table 4

Heterotrait-monotrait ratio

	AGRE	CB	CONS	EXTR	NEUR	OPEN	SM	Was the HTMT less than 1?
AGRE								
CB	0.123							Yes
CONS	0.230	0.279						Yes
EXTR	0.094	0.688	0.132					Yes
NEUR	0.051	0.649	0.303	0.271				Yes
OPEN	0.137	0.590	0.135	0.664	0.131			Yes
SM	0.087	0.814	0.196	0.426	0.408	0.414		Yes

Source: Computed Data

PLS performs better in small samples and is good at predicting the link between the constructs (Hair, 2016). PLS-SEM also provides R^2 values, connections between constructs, and model performance (Sarstedt et al., 2017).

Table 5

Structural Equation Model: Results

Hypothesis	Std. beta	Std. error	t-value	p-value	R^2	F^2	Q^2
NEU → CB	0.288	0.048	5.947	0.000	0.677	0.218(M)	0.491
EXT → CB	0.229	0.045	5.054	0.000		0.115(M)	
OPE → CB	0.164	0.045	3.660	0.000		0.060(S)	
CON → CB	0.046	0.034	1.341	0.180		0.006(T)	
AGR → CB	0.029	0.035	0.822	0.411		0.002(T)	
SM → CB	0.457	0.067	6.827	0.000		0.493(L)	
NEU → SM	0.265	0.067	3.941	0.000	0.237	0.084(S)	0.191
EXT → SM	0.176	0.067	2.627	0.009		0.030(S)	
OPE → SM	0.214	0.068	3.167	0.002		0.045(S)	
CON → SM	0.072	0.062	1.165	0.244		0.006(T)	
AGR → SM	0.033	0.060	0.545	0.586		0.001(T)	

Source: Computed Data

The results of Table 5 show that social media addiction (β = 0.457, t = 6.827), neuroticism (β = 0.288, t = 5.947), extraversion (β = 0.229, t = 5.054), and openness (β = 0.164, t = 3.660) have a positive effect on compulsive buying. In contrast, agreeableness (H₆ β = 0.029, t = 0.822) and conscientiousness (β = 0.046, t = 1.341) on compulsive buying is rejected.

As hypothesised, Neuroticism (H₆ β = 0.265, t = 3.941), openness (β = 0.214, t = 3.167) and extraversion (β = 0.176, t = 2.627) have a positive relationship with social media addiction. Interestingly, Agreeableness (β = 0.033, t = 0.545) and conscientiousness (β = 0.072, t = 1.165) have a negative relationship with social media addiction. Table 5 shows that all variables together explain 67.7% and 23.7% of the variance in compulsive buying and social media addiction respectively.

Subsequently, the significance of each path was assessed by measuring the effect size (f^2) (Sullivan & Feinn, 2012). Effect size is classified into three categories based on Cohen's (1988) guidelines: Large (0.35), Medium (0.15), and small (0.02).

The results indicate that social media addiction has a large effect size (f^2 = 0.493) on compulsive buying. Whereas, neuroticism (f^2 = 0.218) and extraversion (f^2 = 0.115) exhibit a medium size effect on compulsive buying, while openness (f^2 = 0.060) has a small effect size. conscientiousness (f^2 = 0.006) and agreeableness (f^2 = 0.002) have trivial effect sizes in exhibiting the R^2 of compulsive buying.

Hence it is inferred that social media addiction is one of the major causes of compulsive buying. Likewise, neuroticism, extraversion, and openness are the key personality traits that influence

compulsive buying (Tarka et al.,2022; Asad et al.,2012). While, conscientiousness and agreeableness have a negative relationship (Tarka et al.,2022).

In terms of social media addiction, conscientiousness (f^2 = 0.006) and agreeableness (f^2 = 0.001) indicate a trivial effect size on influencing social media addiction. Additionally, three predictors namely, neuroticism (f^2 = 0.084), extraversion (f^2 = 0.030), and openness (f^2 = 0.045) were identified with small effect sizes on influencing social media addiction.

Thus, it is concluded that neuroticism, extraversion (Sumaryanti et al.,2020), and openness (Jaradat et al.,2017) are the three personality traits that influence social media addiction. Conscientiousness and agreeableness on the other hand have an adverse relationship (Huang et al.,2022).

The blindfolding technique is then used to evaluate the model's predictive relevance (Q^2), indicating that the model has predictive ability. The values of Q^2 for the endogenous variables can be identified to be greater than zero (Hair et al., 2017) ranging from 0.191 for social media addiction and 0.491 for compulsive buying.

Mediating effect

By bootstrapping the indirect effect, the Nitzl et al (2016) method is used to test the mediation effect (Table 6). The findings show that social media addiction mediates the relationship between neuroticism and compulsive buying (β = 0.121, t = 3.288). Similarly, social media addiction is also seen to mediate the relationship between openness and compulsive buying (β = 0.098, t = 2.864). Social media addiction also mediates the relationship between extroversion and compulsive buying (β = 0.081, t = 2.323). However, the findings show that the mediating effect of social media addiction between conscientiousness (β= 0.033, t = 1.145) and agreeableness (β = 0.015, t = 0.542) towards compulsive buying is rejected.

Table 6
Results of analysing the mediating effect

Mediating effect	Indirect effect	Bootstrap 5000		
		Std error	t-value	p-value
NEU -> SM -> CB	0.121	0.037	3.288	0.001
EXT -> SM -> CB	0.081	0.035	2.323	0.020
OPE -> SM -> CB	0.098	0.034	2.864	0.004
CON -> SM -> CB	0.033	0.029	1.145	0.252
AGR -> SM -> CB	0.015	0.028	0.542	0.588

Source: Computed Data

Discussion

Even though personality plays a big role in influencing the choices and purchases made by consumers (Olsen et al., 2016), the role of personality traits in the understanding of compulsive purchasing behaviour (Ridgway et al., 2008), particularly being influenced by social media addiction has not been extensively explored. The current study responds to this call by using a hierarchical model of personality (Mowen, 2000), employing the "Big Five Factors" as personality traits to determine their specific relationships with compulsive buying, via social media addiction; all traits are thus integrated within the single conceptual study framework. By doing this, it is built on previous studies (Taraka et al., 2022; Andreassen et al., 2013; Mikolajczak-Degrauwe et al., 2012; Otero-Lopez & Villardefrancos, 2013;

Mueller et al., 2010) that found a direct connection between several personality traits and compulsive buying.

The results of the present study support the effect of personality traits on, compulsive shopping. Social media addiction also mediates the personality-compulsive buying associations. It was discovered that compulsive buying was not significantly influenced by the fundamental characteristics of conscientiousness (a propensity to act responsibly and with planning) and agreeableness (being cooperative). More importantly, agreeableness and conscientiousness may also prevent the emergence or awareness of compulsive shopping. However, theoretical constructs were strongly and favorably impacted by neuroticism, extraversion, and openness to experience traits which raised consumers' social media addiction and consequent compulsive buying. This indicates that neuroticism, extraversion, and openness to experience have a stronger indirect and favorable influence on compulsive buying, whereas conscientiousness and agreeableness have an adverse influence (Taraka et al.,2021).

Additionally, social media addiction is seen to be strongly correlated with compulsive buying. Maccarrone-Eaglen and Schofield (2023) and Pahlevan Sharif et al., (2022) both lend credence to the idea that compulsive shopping may result from excessive social media use or addiction. Hence it is inferred that customers are more inclined to engage in compulsive buying if they have a higher level of addiction to social media.

Factors Influencing Social Media Addiction

The term "social media addiction" is most frequently used as a "maladaptive psychological dependence on social networking sites to the point that behavioral addiction symptoms manifest" (Cao et al, 2020; Chen, 2019). This study adds to the body of literature by demonstrating that, in the context of branded clothes, the personality traits namely, neuroticism, extraversion, and openness are the important determinants of social media addiction. Increased emotional reactivity and sensitivity to negative emotions are traits of neuroticism and may turn to social media as a means of coping to alleviate stress and anxiety. In contrast, extroverts who are typically outgoing and sociable might be drawn to social media for the constant social interaction it offers, fueling their addiction by the need for continuous engagement and validation. Moreover, individuals with high levels of openness, characterized by a desire for novelty and exploration, may find themselves constantly seeking new information, trends, and experiences on social media which can contribute to social media addiction.

Implications of the Study

Marketers can use personality traits as a basis for creating highly targeted advertising campaigns. They can develop advertisements tailored to the specific traits of individuals more prone to compulsive buying. Advertisements can be designed to appeal to their unique motivations and tendencies.

E-commerce platforms and retailers can leverage insights from user's personality traits to provide personalized product recommendations. This can enhance the shopping experience and guide users toward items that align with their preferences, reducing the need for compulsive buying.

Compulsive shoppers may be more drawn to and consequently more prone to overspend in such shopping experiences as retailers embrace Virtual Reality (VR) to engage their customers. Marketers can adjust their content strategy to align with the tendencies of specific personality traits.

Incorporating behavioural insights into advertising strategies can help identify signs of compulsive buying and social media addiction in users. Marketers can use this data to adjust their advertisement placements and timings, avoiding situations that trigger compulsive buying.

To address social media addiction, marketers can focus on strategies that encourage healthy and meaningful engagement rather than mindless scrolling. Promoting user-generated content, fostering online communities, and providing valuable information can create a more positive experience.

Policymakers can explore regulations related to online advertising practices, especially on social media platforms. These regulations can include guidelines on targeting criteria and advertising content to ensure that vulnerable individuals are not disproportionately exposed to potentially harmful advertisements.

Conclusions

In conclusion, this research delves into the intricate dynamics between consumer personality traits, compulsive buying tendencies, and the pivotal role of social media addiction as a moderating factor. The findings underscore the significant influence of personality traits, particularly neuroticism and impulse control, in shaping individuals' susceptibility to compulsive buying, However, the novel contribution of this study lies in its revelation that heightened social media addiction behaviour can amplify compulsive buying inclinations. This highlights the transformative influence of online platforms and the urgency of addressing the potential risks associated with excessive social media usage. Ultimately, the study underscores the need for multifaceted interventions that consider both personality traits and the impact of digital environments in efforts to curb compulsive buying tendencies and promote responsible consumer behaviour in the digital age.

Limitations of the Study

A few limitations apply to the current research. Since the study did not focus on a specific retailing setting, it is essential to ascertain whether personality traits and shopping channels have a major impact on the incidence of compulsive buying and the effectiveness of sales strategies (online or offline). Second, the data used in our study were entirely self-reported, which could lead to underreporting of dark-side behaviors like compulsive shopping. Consequently, other data collection techniques, such as monitoring real behavior, are still required. Third, the present data offer a moment-in-time view of the compulsive purchase phenomenon. Therefore, it is advised to investigate the effects of personality factors on social media addiction and associated compulsive buying across time within a longitudinal framework.

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