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“The effect of consumer's personality traits
on online deal-proneness”

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Introduction

With online shops booming and increasing promotional activity consumers hardly have chances not to be involved into online purchasing or bargain. Commonly price promotion is perceived as signal to pay attention and accept the offer that otherwise might not have been considered. However, the prospect of paying a lower price not always leads to successful purchasing but may also downplay quality perception or “dumbing down” the shopping intention (Aydinli, Bertini & Lambrecht, 2014). In a recent study by Aydinli et al. (2014), it was highlighted that consumer's decision toward promotional offer often guided by affect or arousal rather than by a mental effort evaluating upcoming purchase decisions. In other words, facing a sales promotion customer tend to think less and reduce processing motivation. At the same time online retail provides customers with opportunity to search and compare products online, which, in turn, indicates the application of mental and evaluative efforts as well as demonstrate a proactive customer's position. In their study Schneider and Currim (1990), for better understanding of how promotions affect consumer shopping behavior, described two types of consumer's deal proneness: active, which requires from the customer extra search actions to find promo deals like flyers or coupons, and passive that is described by sensitivity mostly to in-store promotional displays.

Initial research about consumer promotion-oriented behavior include mainly socio demographic aspects of shoppers; later the psychographic profile of the deal-prone consumer was emphasized that brought more conclusive results (Schneider and Currim, 1991; Ailawadi, Neslin & Gedenk, 2001; Martínez & Montaner, 2006). Yet, personality traits were hardly in focus of studies related to online shopping behavior.

Although managerial focus on promotional offers increased on late, the review of the marketing literature detected relatively little theoretical work in the area of consumer's deal proneness, and specifically, few efforts exploring its relationship with consumers' personality.

While extensive academic research has examined the personality characteristics (extraversion, conscientiousness, agreeableness, openness to a new experience and neuroticism) of the customer and their intention to search and afterwards purchase online (Bosnjak, Galesic & Tuten, 2007; Tsao & Chang, 2010; Leong, Jaafar & Sulaiman, 2017; Ul Islam, Rahman & Hollebeek, 2017; Moslehpour, Pham, Wong & Bilgiçli, 2018) only a few studies investigate deal prone consumers (Schneider and Currim, 1991; Lichtenstein, Netemeyer & Burton 1990; Ailawadi et al., 2001; Martínez & Montaner, 2006; Ieva, De Canio & Ziliani, 2018). Existing studies about the topic refer mostly to offline retail ignoring serious shift towards online purchasing. Despite these works, little is known about how personality traits affect customer's deal-prone behavior, and whether our personality plays the primary role that determines our attitude and actions towards online sales promotions.

In conditions of hyper-competition at the market prices of goods are reduced, retailers have to fight for the customer. The market ceases to be the seller's market and it becomes a customer's market. The findings of this paper will contribute to understanding of online promotional tactics, consumer's behavior, and maximization communicational effectiveness through examining customers' personality traits. Thus, development in personalized promotional offers, considering very fundamental consumer traits, along with demographic and psychographic characteristics, may add to modern marketing strategies.

Prior researches found out that consumer's personality traits and psychological states relate to some extent to particular purchase motivations and goals, namely, utilitarian and hedonic (Agrebi & Jallais, 2015; Kukar-Kinney, Scheinbaum & Schaefers, 2016; Tsao & Chang, 2010; Chen & Lee, 2008), which, in turn, may be used for explanation of a person's purchasing decisions and behavior (Babin, Darden & Griffin, 1994; Childers, Carr, Peck & Carson, 2001; Arnold & Reynolds, 2003; Bridges & Florsheim, 2008). Consequently, there is a connection between personality traits and purchasing intentions or buying intentions

(Bosnjak et al. 2007, Moslehpour et al. 2018). Among several types of consumer behavior this paper's focus lies in promotional purchase behavior or bargain seeking (Baumgartner, 2002, Hamilton, 2000, Keng Kau, Tang & Ghose, 2003). As a result, this research aims to explore the relationships between online consumer's personality traits (extraversion, conscientiousness, agreeableness, openness to a new experience and neuroticism) and their behavior towards price promotions. More detailed, two types of deal-prone consumers will be considered based on their active (online search for promo codes, flyers, coupons, etc.) or passive (sensitivity to in-store sales promotion) responses towards online promotional offers (Schneider & Currim, 1991). To further development of the topic the following objectives are sought in this paper:

- To find out whether the personality traits are drivers that influence customers deal-proneness;
- To determine whether there is difference in the personality traits that affect customer's active and passive deal proneness;
- Are these traits the same that influence online searching and purchasing intentions?

To investigate these relations, I focus primary on young generation, who are mostly university students and graduates who represent a valuable target for promotional offers and spend a lot of time surfing on the Internet, apart from active online purchasing. For this reason, the qualitative measures of Big Five (the term was introduced by Goldberg (1981)) personality traits and two types of deal-proneness (Schneider & Currim, 1991) were adapted from the different studies.

The rest of the article has the following structure: first, the proper literature review on the topics of customer purchase motivation, promotional usage and personality traits is provided. This is followed by hypothesis statement, afterwards, the research method and

procedure used in the study will be presented. Further, the discussion of the study results will be presented, concluding by addressing implications, limitations and directions for future research.

Literature Review and Hypotheses

Nowadays, online and offline retail coexist and quite often overlap. People search for products and make comparison online, afterwards visit the store to make a purchase, or conversely, they explore and try a product in a brick-and-mortar store but purchase online. According to Ganesh et al. (2010) between modern online and traditional in-store shoppers there are more similarities than differences. Moreover, irrespective of shopping format customers share the similar shopping motivations.

Based on the study by Joines et al. (2003) about reasons for e-commerce use, one might conclude that “it is all about time and money” (p. 19). As advantages and triggers of online shopping were proclaimed customers’ desire for bargain, convenience (search and deals), control (mostly over the time). As factors restricting web usage, security and privacy were named as most important ones (Joines, Scherer & Scheufele, 2003). In turn, Childers et al. (2001) suggest that enjoyment evoked during purchasing through the new media (e-commerce web sites) strongly influences an attitude, therefore, hedonic aspects play as important role as instrumental aspects. Therefore, two motivations for online shopping will be considered in the present study: Hedonic and Utilitarian.

Hedonic and Utilitarian purchase motivations and benefits

First, the idea that a shopper can be driven not exclusively by functional attributes like simple need in a product or good, but also by other motives was explored by Tauber (1972). He suggested that other reasons, such as social experience, interaction with people sharing the same interest, attracting other’s attention, and pleasure of bargaining might force people to go shopping. In other words, people can go shopping for pleasure (satisfaction), not only because

of utilitarian needs. Hirschman and Holbrook (1982) developed the idea further. They compared traditional utilitarian shopping benefits with such motivations as enjoyment, pleasure, emotional arousal, and aesthetics (To, Liao & Lin, 2007). After that, many scholars investigated the value of purchasing in terms of utilitarian benefits versus hedonic benefits (Babin et al., 1994; Childers et al., 2001; Bridges & Florsheim, 2008). Utilitarian motivation is seen as goal-related, rational, mission-critical and decision-effective (Hirschman & Holbrook, 1982; Batra & Ahtola, 1991). Utilitarian value is turning shopping into a work (Babin et al., 1994). In turn, hedonic motivation correlates with such consumption behaviors as searching for happiness, sensual and visual enjoyment (To et. al., 2007). Shopping is no longer just a boring task or a mission to complete, not work anymore, but becoming an entertainment and fun (Babin et al., 1994). With the spread of the Internet, researchers argued that hedonic purchase motivation was among the important factors that force the consumer to make online purchases (Hoffman & Novak, 1996; Burke, 1999). Prior studies identify hedonic motives as important factors of consumer's buying behavior thanks to positive feelings while buying via technology. Some findings argue that hedonic motivation has a direct effect on intention to search and indirect influence on intention to purchase online (To et al. 2007). In contrast, a recent study revealed that the influence of hedonic purchase motivation on search intention is not significant, while utilitarian shopping motivation is truly responsible for consumers' intention to search and purchase online (Bridges & Florsheim, 2008, Tsao & Chang, 2010). Babin (1994) notices that bargain-related activities and responses may also add to hedonic value.

Deals and Price promotion

In the literature on the consumer's reaction to sales promotion is usually used the term "deal-prone consumer". Deal-prone consumers are those who modify their shopping behavior in order to gain from the time limited benefits offered by a promotion (Wakefield

and Barnes, 1996). They use promotional information to make purchase decisions and have a higher tendency to respond to an offer (Martinez & Montaner, 2006). Such customers tend to switch brands in order to take advantage of price promotion.

Some scholars suggest that deal-proneness is a generalized construct, and people who change their purchase behavior for one kind of promotions is highly likely to modify their actions for any other promotion (Lichtenstein et al. 1995, Martinez & Montaner, 2006). At the same time, researchers argue that characteristics of consumer's deal proneness may depend on and vary through a product category, the deal delivery channel (Bawa & Shoemaker, 1987), promotional mechanism (Schneider & Currim, 1991; Ailawadi et al., 2001) and across individuals (Webster, 1965; Montgomery, 1971; Blattberg et al., 1978). Besides, Ieva et. al. (2018) underlined the fact that the availability of a promotion per se attracts a deal prone consumer in higher degree than the factual size of the discount. Furthermore, Schneider and Currim (1991, p. 212) infer that “there is an evidence that sensitivity to different types of promotions, or types of deal proneness, may explain differing promotional response.”

In this respect, based on Schneider and Currim (1991) study, deal proneness will be dichotomized into “active” and “passive” types. In present paper active deal proneness (or out-of-store promotion usage) refers to the consumer’s sensitivity to the online flyers, promo-codes, coupons, promotional newsletters, etc. This type of deal proneness requires from the consumer some sort of proactivity, deep involvement and intense online search in order to find fruitful promotions. In contrast, passive deal proneness (or in-store promotion usage) is described by sensitivity to promotional offers at the point of sales, such as e-commerce website that requires relatively limited search efforts. In other words, this paper will differentiate between in-store and out-of-store promotional usage, drawing on terminology from Ailawadi et al. (2001) research.

At first, deal prone buyers were characterized from the point of view related to purchase costs and economic benefits (Blattberg et al., 1978). Later the idea of hedonic benefits for deal-prone consumers was analyzed by Schindler (1989). Further Chandon et al. (2000) integrated both perspectives and considered that promotional offers provide consumers with different level of hedonic and utilitarian (functional) benefits and explained how both of them may influence deal-prone decisions. Economic benefits of promotion reduce consumer's pain of paying, let consumers buy products of higher quality and improve the shopping experience overall. Alongside with the material attributes addressed by utilitarian benefits, hedonic values deal with opportunities for value expression, entertainment, and exploration (Chandon, Wansink & Laurent, 2000; Ailawadi et al., 2001).

Previously, deal prone consumer was characterized only through socio demographic and psychographic characteristics (Ailawadi et al., 2001; Martínez & Montaner, 2006). However, there are surprisingly few studies in personality traits literature that influence consumer studies. Personality was found very important for understanding consumers' shopping intention (Summers, Belleau & Xu, 2006). It unconsciously stimulates customers motivating them to demonstrate a particular behavior. Baumgartner (2002) suggests that the reason for mentioned lack of studies is that consumer researchers developed their own instruments to measure personality parameters in order to enhance the relations between personality and consumer motivations, decisions, behavior. He also argues that, "although the Big Five taxonomy has not been universally accepted, there is general agreement that it serves as a useful integrative framework for thinking about individual differences at a fairly high level of abstraction" (p. 287).

Personality traits

The Big Five model reflects human's personality with respect of individual differences of a person in degree and form of adaptation to social environment, considering

biological properties of the individual. These personality-based traits include five relatively independent dimensions, namely, agreeableness, neuroticism (or reverse — emotional stability), extraversion, openness to new experiences and conscientiousness (Costa & McCrae, 1999). “Many psychologists are now convinced that the best representation of trait structure is provided by the five-factor model” (Costa & McCrae, 1986, p. 509).

Extraverts are characterized by their positive attitude and mood towards external events and, also, within interpersonal relationships. They are more sociable, assertive, active, energetic, optimistic. Extraversion is characterized by a pronounced interaction with the outside world, tendency to seek sensory impressions and enjoyment. Extraverts may act impulsively, thoughtlessly, they fond of their external images more, and they are more perceptive to new things, ideas, and changes (Costa & McCrae, 1992, 1989, Tsao & Chang, 2010).

Those with a high degree of openness to new experiences are creative and broad minded, like to try out new things and ideas. Relying more on their feelings and impressions than on logic and evaluation, they pay little attention to current daily affairs and duties, do not like routine work and easily switch from one activity to another (Costa & McCrae, 1992, 1989). Openness reflects the willingness to consider different viewpoints and opinions, to challenge authority. Open person inclined to have more varied interests (Tsao & Chang, 2010).

Agreeableness is connected to modesty, trust, respectfulness and fair characteristics. Also, it reflects a commitment to collaboration and altruism. Individuals with a high level of agreeableness sympathize with others and seek to help them, while hoping for equal assistance in response. As a rule, such people are more popular in society and feel the need to be close to other people. However, it is very important to them to be liked by others and get approval of their behavior, as a result they try to avoid confrontation. Sometimes, in order to

reach a compromise, they are ready to act in detriment of their own interests. (Tsao & Chang, 2010, Costa & McCrae, 1992, 1989).

Conscientiousness shows tendency to discipline and achieving goals. People, who score high in conscientiousness show themselves as more individualistic, detail-oriented, efficient, responsible, careful, or vigilant, highly organized, and self-controlled. They are characterized by their ability to plan activities and consistently act in accordance with the plan. Such individuals are in control of their emotions and easily avoid troubles. (Costa & McCrae, 1992, 1989).

Neuroticism is responsible for dealing with a person's negative emotions. The more neurotic a person is, the harder it is for the individual to control emotions, he/she tends to feel anxiety, worry, fear, anger, frustration, envy. Neurotic people are very sensitive to other people's mockeries, have problems with handling stress and may experience inferiority complex. Problems in emotional regulation can reduce their ability to think clearly and make effective decisions. Therefore, they have a tendency to impulsive shopping or making purchases on a whim (Costa & McCrae, 1986, Tsao & Chang, 2010).

Personality traits and online purchase intention are agreed to be highly related, as argue Walczuch and Lundgren (2004). Additionally, it was shown that personality characteristics play a significant role in online trust and acceptance of technology (Wu & Ke, 2015). Pagani et al. (2013) support the idea of mutual analyzing internet users' personality traits and their perception of technology toward online shopping, since it may result in better understanding of human behavior, when "one wishes to study web-based phenomena, including social commerce" (p. 252).

Bosnjak et al. (2007) came to the conclusion that three of the Big Five factors, neuroticism, openness to new experiences, and agreeableness, have small, but significant influences on the willingness to buy online. Further, Tsao and Chang (2010) continue to

explore the impact of personal traits and show that neuroticism, extraversion, and openness to new experiences positively influence hedonic purchase motivation, while customers with high level of neuroticism, agreeableness, or openness to a new experience are more forced by utilitarian motivation. They also argue that willingness to buy online comes through utilitarian motivation, which is the key factor for search intention, but it is not true for a hedonic motivation. Additionally, extraversion constitutes the strongest driver of consumer engagement in the online brand communities which leads to purchasing (Ul Islam, Rahman & Hollebeek, 2017). Openness to new experiences, neuroticism and agreeableness are also positively related with consumer engagement, while conscientiousness is related with it negatively. All effects were found to be not strong but significant. The study by Leong et al. (2017) showed that Big Five model, urge to purchase (state of desire, spontaneous and sudden) and urgency (associated with neuroticism (Whiteside & Lynam, 2001)), are significant predictors of the F-commerce (Facebook) impulse shopping. Although there are dissimilarities between F-commerce and e-commerce in terms of marketing perception and consumer control.

Hypotheses

For characterization of the deal-prone consumer personality traits (Costa & McCrae, 1999) and the psychographic characteristics that Ailawadi et al. (2001) and Martínez and Montaner (2006) associated with aforementioned hedonic and utilitarian benefits of deal proneness will be taken into consideration. Using prior theoretical and empirical research, I developed hypotheses, of how consumers with different personality traits vary in their choice of active or passive reply strategy towards online promotions.

Conscientiousness is positively associated with online purchase intentions (Moslehpour et al., 2018) and utilitarian shopping values (Chen & Lee, 2008). People who are rich in conscientiousness are more organized, cautious, and tenacious (Pervin et al., 2004), in

the process of online shopping, they form or learn such things as cognition, information processing, alternative evaluation, etc. (Karl et al., 2007). For example, this type of shoppers, while purchasing online, will use their knowledge to decide whether products are suitable for their social positioning, they tend to consider alternative variants before make product choices (Tsao & Chang, 2010). Ailawadi et al. (2001), supported by Martinez and Montaner (2006), showed that planning and need for cognition, which both clear characterize conscientiousness, showed significant associations with deal proneness. Out-of-store promotion users were shown to be positively influenced by planning and negatively by need for cognition. Planning also predicts in-store promotion usage. Simultaneously, consumers make use of passive deal proneness buying mostly on impulse (Ailawadi et al. 2001). Therefore, I suggest:

H1a: Conscientiousness is positively related to active deal-proneness (out-of-store promotion usage).

H1b: Conscientiousness is negatively related to passive deal-proneness (in-store promotion usage).

This study also hypothesizes that more neurotic people will seek psychological stimuli via immediate online shopping, bargaining for a product, and enjoying the fact of delivery of ordered goods, in order to level the negative emotional affect (Tsao & Chang, 2010).

Affective involvement, however, and not cognitive involvement, that is a significant determinant of intentions to purchase online. It leads to the conclusion that for the decision to shop online emotions are responsible more than reasoning (Bosnjak et al., 2007). Wallace et al. (1991) believes that negative emotions can trigger impulsive actions. Impulsive shopping is quite regular in-store behavior both online and offline, such customers share some traces of neuroticism, for instance, a quick arousal that is low controlled. Impulsive shoppers will use passive tactic towards promotions, but not active, which requires an additional effort prior to the purchase (Ailawadi et al., 2001, Martínez & Montaner, 2006). Besides, it is known that

neurotic people may also seek to reduce the unpleasant conditions and reactions of consumption through buying discounted products or looking for price promotions from different vendors. In a similar vein, it was proven, that consumers with low emotional stability are inclined to be utility motivated but also have a positive correlation with hedonic purchase motivation (Tsao & Chang, 2010). Consequently, I assume:

H2a: Neuroticism is positively related to active deal-proneness.

H2b: Neuroticism is positively related to passive deal-proneness.

Extraverted people are described as more enthusiastic; they are looking for excitement and adventure, sensitive to new things, ideas. They are more prone to seek sensory arousal and gratifications. Matzler et al. (2006) alongside with Tsao and Chang (2010) found out that extraverted consumers were more inclined towards hedonic consumption, as part of enjoyment and entertainment. Pleasure and arousal have positive impact on online shopping intentions, support previous studies Koo and Ju (2010), as well as perceived enjoyment increases an intention to use smartphones for shopping (Agrebi & Jallais, 2015). It is assumed that people who enjoy shopping equally enjoy searching for information on available promotions (Beatty & Smith, 1997), in order to use additional utility of low-price. Overall, they present a higher proneness to use both in-store and out-of-store promotions (Ailawadi et al., 2001, Martínez & Montaner, 2006). Extraverts report higher level of self-efficacy that makes them more pro-active (Hartman & Betz, 2007).

H3a: Extraversion is positively related to active deal-proneness.

H3b: Extraversion is positively related to passive deal-proneness.

Openness to new experiences characterizes people that like variability, including various opinions and viewpoints. They are less inclined to be biased or judgmental; such people are endowed by vivid imagination and curiosity (Barrick & Mount, 1991; Costa & McCare, 1985). When consumers have a high level of openness, they shop to satisfy their

requirements for knowledge, utility, efficiency, functionality of products or services, in order to find a desirable product at bargain prices (Tsao & Chang, 2010). Matzler et al. (2006) pointed out that consumers with higher degree of openness to experience are more influenced by emotional stimulation and can be easier involved into seeking hedonic pleasure online via searching and purchasing. This personality trait has a positive correlation with hedonic and utilitarian motivation (Tsao & Chang, 2010). Additionally, innovative people may show a favorable attitude towards promotions since these actions encourage them to try new products (Montgomery, 1971). Similarly, Martínez and Montaner (2006) revealed that innovative consumers are sensitive to in-store promotions and just for some types of out-of-store promotions. As a result, it is suggested:

H4a: Openness to new experiences is positively related to active deal-proneness.

H4b: Openness to new experiences is positively related to passive deal-proneness.

Although, small, but significant negative influence of agreeableness on the willingness to buy online was found by Bosnjak et. al. (2007). Chen and Lee (2008), Tsao and Chang (2010) proved that consumers with a higher degree of agreeableness are led by utilitarian purchase motivation. Ho et al. (2004) supported the fact that the greater degree of agreeableness is positively related to trust even in the economic breach situation. Trust, friendliness, generosity create more positive cognitive reactions to the other party (Chen and Lee, 2008). Such kind of people, while purchasing online, process information and evaluate alternatives (Karl et al., 2007). On the other hand, agreeableness is also responsible for affective involvement before or during online shopping (Bosnjak et. al., 2007). Hence,

H5a: Agreeableness is positively related to active deal-proneness.

H5b: Agreeableness is positively related to passive deal-proneness.

Methodology

Participants and Procedure

An online self-administered survey was designed to analyze the effects of the five personality traits on consumers' online behavior with the focus on deal-proneness. The questionnaire included four sections. First, respondents were asked about their shopping habits, for example, about the frequency of computer use for online shopping, in order to check their relevance to the target population of the study. Then, personality traits were measured. Third part is intended to measure the degree of customer's deal proneness of two types: out-of-store promotion usage (active deal-proneness) and in-store (passive deal-proneness). The last part consists of the questions related to socio demographic variables. For each construct of interest, series of regressions were applied to introduce the relationship between the personality traits variables and deal-proneness.

The survey was conducted using the platform www.soscisurvey.de during three months in the year 2019. All subjects for the study were consumers with online purchasing experience based in Europe. The overall sample consists of 331 participants who had been recruited through various survey exchange platforms. Each participant accessed the questionnaire via a link. Later, 56 participants, who did not spend enough time taking a survey, did not report enough proficiency in English language or did not currently live in Europe, were excluded from the sample. The final sample includes 275 participants (male=30%; female=70%), aged 16 to 63, with a mean age of 28.8 years (SD=9). The sample represents predominantly full-time students (31%) or working students (35%), also 26% are employed and thus are formally well-educated, whereas 14% obtained a high school degree, and 49% hold a bachelor's degree or similar, and 29% have a master's degree. Data analyses were performed using the SPSS Statistics software.

Measures

Prior to analyzing the suggested hypothesis, scales used to measure personality traits were estimated. Personality traits are operationalized by five constructs, namely extraversion, neuroticism, agreeableness, openness to new experiences and conscientiousness. Each of them was measured by 5 items scales derived from several studies, including John and Srivastava (1999), Donnellan et al. (2006) and Gil de Zúñiga et al. (2017), some items suggested reverse coding. Each construct (see Appendix A) was measured on a 7-point Likert scale, where scale points were labeled from 1= totally disagree to 7 = totally agree. According to Costa and McCrae (1997) personality traits proved their cross-cultural and cross-language similarities in their structure. All construct measures (Table 1) proved to be reliable or close to reliability according to the usually employed Cronbach's alpha cut-off (Nunnally and Bernstein, 1994). The items in the questionnaire were randomized in order to minimize the effect of order bias. Since the measures for personality traits were combined from several studies the values of internal reliability gained within the analysis cannot be compared with previous studies.

Table 1

Construct Descriptive and Reliability.

Variable	Mean	Standard Deviation	Cronbach's Alpha (number of items)
Extraversion	4.5	1.08	0.73 (5)
Conscientiousness	5.26	0.96	0.6 (3)
Neuroticism	3.9	0.96	0.68 (5)
Openness	5.2	0.96	0.71 (4)
Agreeableness	5.15	0.8	0.62 (5)
General deal-proneness	4.82	1.18	0.9 (9)
Active deal-proneness	4.03	1.4	0.92 (9)
Passive deal-proneness	4.5	1.38	0.83 (5)

Two types of online deal-proneness serve as primary dependent variables in the current study: active deal-proneness and passive deal-proneness, which were measured by scales adapted from prior research. For active deal-proneness, the scale used by Lichtenstein, Netemeyer, and Burton (1990) was adapted, which additionally proved its validity in the study of Martinez and Montaner (2006). The scale was derived from Marketing Scales Handbook by Bruner (2009). Passive deal-proneness scale originates from Ailawadi et al. (2001) and additionally proved its validity in the work of Martinez and Montaner (2006). All items were measured with a 7-point scale from 1 (totally disagree) to 7 (totally agree), where measurement for out-of-store promotion usage consists of 9 items ($\alpha=0.92$, $M=4.03$, $SD=1.4$) and in-store promotion usage of 5 items ($\alpha=0.83$, $M=4.5$, $SD=1.38$). Both constructs revealed good Cronbach's alpha value. High score in active deal proneness declares about consumer's pro-activity and tendency to search for sales promotions in advance before start of online purchasing, while those who have a high level in passive or in-store deal proneness react mostly on advertisements and sale promotion directly within online store.

Additionally, general deal-proneness is measuring a consumer's joy from sales promotion deals and propensity to buy products related with such offers. The scale adapted from studies of Burton et al. (1998) and Lichtenstein, Netemeyer and Burton (1995) and relates to general deal proneness (see Appendix A).

Control Variables

Age, gender, income and frequency of online shopping were included in the model as control variables together with the independent variables of interest. The age is a key influencer of online activity in general (Correa et al. 2009) and online shopping in particular (Bigne, Ruiz & Sanz, 2005; Khare & Singh, 2012). The younger the respondent, the more often he or she interacts online, shops online and shows computer literacy. Nevertheless, it was proven that once consumers reach the level of experienced e-shoppers, their behavior is

very much alike, regardless of their age, gender or income level (Hernández, Jiménez & Martín, 2011). Besides, probability of purchasing online is decreasing with age among generation X and increasing among generation Y (Lissitsa & Kol, 2016) and our sample includes several generational cohorts. Moreover, previous studies refer that consumers with more financial constraints are not more deal-prone than others with a higher economic level, therefore financial constraints cannot be a proper variable to identify consumer's deal-proneness (Laroche et al., 2003; Martínez and Montaner, 2006). As a result, two sets of hierarchical multiple regressions will be obtained. First will include age, gender, income and frequency of online shopping as control variables. Second will be controlled only for frequency of purchasing online, because it shows the degree of experience in online purchasing among respondents.

The model explains about 10 % of variance for each type of deal proneness. The level of explanatory power is not very high, comparing to other studies about deal proneness with the focus on demographics or psychographics as independent variables. For general proneness towards sale promotions $R^2 = 9\%$, $p < 0.001$. For out-of-store promotional usage (active deal proneness) $R^2 = 10\%$, $p < 0.001$, for in-store promotional use (passive) $R^2 = 11.5\%$, $p < 0.001$. The mentioned figures are true for the model with control only for for online purchase frequency (see Table 3). By adding age, gender, income of participants as controls, R^2 increases and equals 19.5%, 22.4% and 18.8%, respectively (see Table 4).

Results

Descriptive statistics suggest that the respondents showed quite high level of general deal-proneness ($M=4.82$, $SD=1.18$) that means they are very attracted by online sales promotions. Before progressing to regression analysis, the correlations among the dependent, independent and control variables were tested (see Table 2).

The independent variables of interest, i.e. personality traits, are related to each other as expected based on the literature (Gosling et al., 2003). Extraversion is positively associated with other personality traits, but negatively with neuroticism. Additionally, neuroticism has negative associations with conscientiousness and agreeableness. In other words, people with high levels of extraversion tend to be more emotionally stable and open to new experiences. In general, deal-proneness of any type is highly related to frequency of online shopping and negatively associated with consumers age. In case of deal-proneness, Table 2 shows that there is a strong and positive association between all types of deal-proneness and agreeableness, with more solid figures for in-store promotion usage $r = .146$, $p < .01$. Interestingly, negative correlations between openness to new experiences and general deal proneness ($r = -.105$, $p < .05$) as well as out-of-store promotional usage ($r = -.134$, $p < .05$) were established.

Table 2

Correlation matrix.

Variables	1	2	3	4	5	6	7	8	9	10	11
1. General Deal Proneness											
2. Active Deal Proneness	.790***										
3. Passive Deal Proneness	.787***	.821***									
4. Openness	-.105*	-.134*	-.070								
5. Extraversion	-.019	-.027	-.012	.154**							
6. Neuroticism	.040	.033	.027	.003	-.271***						
7. Agreeableness	.112*	.119*	.146**	.179***	.301***	-.203***					
8. Conscientiousness	.089	.113*	.083	.030	.220***	-.175***	.245***				
9. Online shopping frequency	.209***	.207***	.265***	-.056	.128*	-.225***	.083	-.011			
10. Age	-.330***	-.323***	-.334***	.102	-.014	-.067	-.102	-.199**	.073		
11. Income	-.033	-.033	-.060	.012	.127*	-.128*	.071	-.031	.186***	.182**	
12. Gender	-.072	-.072	-.126*	-.003	.039	-.262***	-.113*	-.081	.173**	.162**	.122*

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; # $p < 0.1$

The first hypotheses predicted a positive relationship between conscientiousness and out-of-store promotion usage, as well as negative association with in-store promotion usage. Analysis of the β coefficients of the conscientiousness variable in two regressions demonstrated that the more conscientiousness consumer is, the higher the probability that he

or she will be actively deal prone ($\beta = 0.121$; $p = 0.49$). Therefore, H1a was accepted, and conscientiousness positively predicts out-of-store promotion usage. H1b is not supported, since the coefficient of the conscientiousness variable is not significant, and it is not associated with in-store deal-proneness. Additionally, the influence of this particular personality trait on general deal-proneness was found not significant also (see Table 3).

Table 3

Personality traits predicting consumers' online deal-proneness.

Variables	Active Deal Proneness (β)	Passive Deal Proneness (β)	General Deal Proneness (β)
Extraversion	-0.072	-0.071	-0.060
Conscientiousness	0.121*	0.085	0.097
Neuroticism	0.114#	0.119*	0.119*
Openness	-0.140*	-0.075	-0.110#
Agreeableness	0.141*	0.160**	0.132*
Frequency of online shopping	0.224***	0.285***	0.228***
R ²	0.101	0.115	0.09

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; # $p < 0.1$

As Table 4 shows, conscientiousness is not significant after controlling for the respondents' socio demographic.

The second hypothesis suggested that people who are higher in neuroticism will be more interested in any kind of deal proneness (active or passive), were partly supported. It seems that people, who are emotionally less stable, tend to adapt passive tactics towards sales promotion $\beta = 0.119$, $p = .050$ (see Table 3). However, the effect of neuroticism on active deal proneness also approaching a level of significance ($\beta = 0.114$, $p = .068$).

Further, the third set of hypotheses considered that extraversion was not a predictor to any type of deal prone behavior. Thus, consumers with high degree in extraversion have no tendency to adapt active or passive tactics towards online sales promotion. Possibly, it can be

explained by the utilitarian nature of deal prone behavior while extraverted people seek for pleasure, excitement and hedonic consumption. Hence, H3 a and b are rejected.

Results claimed that effect of openness to new experiences on passive deal-proneness is not significant. So, hypothesis H4b was declined. Despite the fact that H4a was also not supported, analysis showed that openness negatively predicts active deal-proneness ($\beta = -0.140$, $p = .02$). For every unit of increment in consumer's openness to new experiences, there will be an equivalent of 0.140 units of decrease in active deal proneness. In other words, individuals who possess vivid imagination, curiosity and like variability will show a lower degree of proactive deal prone behavior.

Finally, I studied the associations between a consumer's degree of agreeableness and deal-proneness. Both hypotheses H5a and H5b were supported. On the one hand, the hypotheses argued that greater degree of agreeableness shared by customer will have a positive effect on active proneness towards sales promotions ($\beta = 0.144$; $p = 0.027$). On the other hand, the agreeableness also positively influences customer's respond to in-store promotion ($\beta = 0.160$; $p = 0.011$).

After analyzing the coefficients of the two logistic regressions established in this research, one can state that four hypotheses have been confirmed and one revealed opposite effect. Main findings of the analysis are presented in Table 5.

Table 5

Main findings summary. Hypotheses Support.

H1a:	(+) Extraversion (+)	Active Deal Proneness	No
H1b:	(+) Extraversion (+)	Passive Deal Proneness	No
H2a:	(+) Conscientiousness (+)	Active Deal Proneness	Yes
H2b:	(+) Conscientiousness (-)	Passive Deal Proneness	No
H3a:	(+) Neuroticism (+)	Active Deal Proneness	No
H3b:	(+) Neuroticism (+)	Passive Deal Proneness	Yes

H4a:	(+) Openness (+)	Active Deal Proneness	No
H4b:	(+) Openness (+)	Passive Deal Proneness	No
H5a	(+) Agreeableness (+)	Active Deal Proneness	Yes
H5b:	(+) Agreeableness (+)	Passive Deal Proneness	Yes

To sum up, the block of the five personality traits and frequency of online shopping of the model explains 4% of the variance of passive deal-proneness, 5.4% of the variance of active deal proneness. When the three additional demographic variables were included as controls, the model explains 22,4% and 19,5% of passive and active deal-proneness, respectively, and most of the personality traits effects are no longer significant. The relationship between openness and active deal-proneness remained negative and approaching statistically significance, $\beta = -0.105$; $p = 0.054$. Among the personality traits, openness and agreeableness showed the strongest effect on customer's active and passive deal-proneness (see Table 4).

Table 4

Personality Traits predicting consumers' online deal-proneness.

Variables	Active Deal Proneness (β)	Passive Deal Proneness (β)	General Deal Proneness (β)
Extraversion	-0,058	-0,57	-0,05
Contentiousness	0,062	0,019	0,038
Neuroticism	0,073	0,060	0,081
Openness	-0,105*	-0,036	-0,073
Agreeableness	0,107#	0,115*	0,095
Frequency of online shopping	0,255***	0,324***	0,257***
Age	-0,298***	-0,307***	-0,320***
Income	-0,052	-0,049	-0,011
Gender	-0,036	-0,098	-0,031
R ²	0,195	0,224	0,188

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$; # $p < 0.1$

Discussion

The given study investigates the extent to which consumer's personality traits affect two types of customer's online deal-proneness in European countries. To do so, multiple regressions were employed to study personality traits of the consumers who are taking advantages of in-store promotion usage or out-of-store. Overall, the results showed a mild but consistent relationship; those consumers who modify their behavior with in-store promotions reveal different personality profiles than users of out-of-store promotions. The analysis also showed that the relations between personality traits and online deal-proneness differ substantially from the associations between personality traits and online purchase intentions. For instance, neuroticism and agreeableness were found to have a negative impact on intention to shop online (Bosnjak et al. 2007), while the current study found the traits, mentioned above, as positive predictors of general deal-proneness. Additionally, openness to new experiences is negatively related to general deal-proneness, while Bosnjak et al. (2007) showed a small but positive effect on online purchasing intentions.

Active deal-proneness or out-of-store promotion usage is associated with higher degree of conscientiousness. A tendency to analyze information, achieve goals and to be efficient, which is shared by people with great level of conscientiousness, play a positive role in the adapting proactive deal prone behavior. Moslehpour et al. (2018) discovered that conscientiousness positively predicts online purchase intentions. The current study goes further and argue that out-of-store promotion usage gives conscientious people an opportunity to do something more efficient, well organized and controlled rather than spontaneous, they don't leave anything to chance as it could be via passive promotion usage.

Meanwhile, openness to new experiences negatively predicts out-of-store promotion usage. Following previous studies (McElroy et al., 2007, Arnold & Reynolds, 2003) one can argue that openness to new experiences is a very important determinant of using online

applications and desire to make purchasing online instead of traditional stores. Negative effects might be explained by the fact that open people are looking for new impressions, new goods and ready to be surprised during the online shopping rather than to be leaded by utilitarian benefits of deal-proneness.

Further, people who show a greater degree in agreeableness tend to be interested in out-of-store promotional usage. Results of the present study go in line with the previous findings establishing significant relations between highly agreeable customers, utilitarian purchase motivation and advantageous activities evaluation as well as processing information during online shopping process (Violet et al. 2004, Karl et al., 2007, Chen & Lee, 2008). Additionally, the results also buttress the study of Tsao and Chang (2010) where they showed that neuroticism and agreeableness have positive indirect effect on searching intention before shopping, while out-of-store promotion usage also suggests a specific online searching activity.

On the other hand, passive deal-proneness or in-store promotion usage is driven by agreeableness and neuroticism. Agreeable people are trustful and open and may be easily and positively influenced by in-store promotional deals. Also, as those who demonstrate higher degree of neuroticism are oriented towards in-store promotion usage, one can suggest that they tend to shop impulsively.

Similarly, it was suggested that neuroticism positively affects active deal-proneness as well, because customers with low level of emotional stability tend to comfort themselves through any possible online activity in Internet — active or passive (Hamburger & Ben-Artzi, 2000, Butt & Phillips, 2008, Gil de Zuniga et al., 2017, Ul Islam et al., 2017). However, in current study the effect of neuroticism on active deal proneness is only approaching the level of statistical significance. It remains unclear, whether such kind of consumers tend to manage their mood through active bargain seeking.

Surprisingly, there is a lack of predictive power for extraversion effect on deal-proneness, although previous studies associated this personality trait with high level of demonstrated self-efficacy, active Internet use, online consumer engagement, etc. That can be explained by the fact that extraversion is more related to social interaction and communication via Internet rather than searching for deals and in-store promotion usage (Hamburger & Ben-Artzi, 2000, Ehrenberg et al., 2008, Correa et al., 2010, Gil de Zuniga et al., 2017). Additionally, extraversion is related to hedonic shopping motivations, one can conclude that deal proneness per se provide not so much joy and adventure for a person but more related to a “work” rather than “fun” (Babin et al., 1994).

This study addresses a new possibility in the area of promotional marketing and market segmentation literature and makes several contributions. First, the study introduces the role of the Big Five personality traits in online sales promotion usage, alongside socio demographic, psychographic and, some economic determinants as was argued in prior studies. Additionally, results of the study show some difference in personality portrait of people who communicate and shop online and those who are involved in out-of-store and in-store promotion usage.

It becomes obvious that nowadays it is not enough to invest only in price cut promotion, but it rather demands a complex approach, including moderation of designers and developers work. So, personality traits are ones of our very basic characteristics which are responsible for our behavior. Better understanding the personality portrait of deal-prone consumer leads marketers to design better promotional campaigns for each type of promotion usage. So, marketers can choose the suitable channel, because it was proven that consumers of e-commerce, mobile shopping, brand community, F-commerce are differing in their personality and some other characteristics (Huang & Benyoucef, 2013). For instance, customers, who are high in agreeableness and conscientiousness, have tendency to out-of-

store promotional usage, besides, they feel positive about utilitarian values that can be evoked through central route content websites (Chen & Lee, 2008). On the other hand, developing new experimental types of sales promo activities may increase an interest towards promotional deals among extraverts and those looking for new experiences. For example, the strategy might be successful for F-commerce campaigns where targeting is easily adjusted.

Limitations and Future Studies

This study has some limitations, which could be addressed by future research. The study employed a self-reported survey with a descriptive model and did not aim to estimate causal effects. Because the sample size was limited, the study has a lack of generalizability and did not test interactions or more complex relations among independent variables and the outcome.

It would be quite interesting to conduct a similar study comparing results through generational cohort, because the probability of purchasing online is decreasing with age among generation X and increasing among generation Y. Besides, it is argued that generation X is more utilitarian in their online purchasing when generation Y is more hedonic (Lissitsa & Kol, 2016). Also, different generations prefer different channels for online shopping.

Findings about the impact of personality traits on different types of online purchase-oriented activities such as search for products, Facebook shopping intentions, mobile shopping are very controversial. For instance, as it is mentioned at Leong et al. (2017) study about impulsive Facebook shopping, F-commerce and regular online shopping have significant dissimilarities. Further studies are needed, to examine deal prone behavior through a particular channel and specific products categories. This type of information would allow to contrast, if the degree of deal-proneness depends on the category of the product.

Among limitations it is worth mentioning that due to time constraint the Big-Five model was tested with a brief index. It requires a more careful adoption of the scales for

personality traits (as well as more careful pretest), although the traits were selected and adjusted from trustworthy sources, it would be more beneficial to use the scales adapted entirely from one particular resource rather than combining them from different authors.

Though there is still much to investigate in the area, this study sheds light on additional opportunities for online marketers and retailers who desire to attract deal prone consumers, which constitute a valuable segment at a modern overcrowded online market.

Abstract

Online retail is one of the most promising and fast-growing segments of the market, where price promotion remains a very powerful sales strategy with the immediate effect. However, customers respond to promotion differently or even ignore it at all. The present paper aims to validate to what extent consumers personality may influence their reaction towards sales promotion while they are shopping online. An online survey has been conducted among 275 participants with a purpose to evaluate their personality traits (extraversion, conscientiousness, agreeableness, openness to new experiences and neuroticism), online purchasing habits as well as attitude to promotional offers. Moreover, two kinds of consumer's deal proneness were considered within the study, namely, active and passive deal proneness. The empirical results revealed relationships between some of the personality traits and two mentioned types of deal-proneness. Thus, conscientiousness and agreeableness positively related to active deal proneness, when openness to a new experience is negatively associated with it. Besides, neuroticism and agreeableness positively influence passive deal proneness. Therefore, this study contributes to the marketing segmentation literature with a focus on deal-prone shopping behavior, because the connection between Big Five personality traits and online deal-proneness previously were not examined or described. Hence, taking into consideration the effect of personality upon attitude towards online sales promotion, managers may design sales strategy in the way that will be beneficial for different personality traits.

Keywords: personality traits, sales promotion, deal proneness, consumer behavior, online shopping, market segmentation.

Abstrakt

Der Online-Handel ist einer der vielversprechendsten und schnell wachsenden Segmente des Marktes, wo die Preispromotion mit sofortigem Effekt eine sehr starke Vertriebsstrategie bleibt. Kunden reagieren jedoch auf Werbung anders oder ignorieren sie überhaupt. Entsprechend liegt das Hauptaugenmerk dieses Forschungsprojekts auf der Untersuchung wie die Kundenpersönlichkeit ihre Reaktion auf die Verkaufsförderung während des Online-Einkauf beeinflussen kann. Unter 275 Teilnehmern wurde eine Online-Umfrage durchgeführt, um ihre Persönlichkeitsmerkmale (Extraversion, Gewissenhaftigkeit, Freundlichkeit, Offenheit für ein neues Erlebnis und Neurotizismus), Online-Einkaufsgewohnheiten sowie Einstellung zu Werbeangeboten zu bewerten. Darüber hinaus wurden zwei Arten von Deal-neigung des Verbrauchers in der Studie berücksichtigt, nämlich aktive und passive Deal-neigung. Die empirischen Ergebnisse zeigten Zusammenhänge zwischen den Persönlichkeitsmerkmalen und den beiden erwähnten Arten von Deal-neigung. So hängt Gewissenhaftigkeit und Freundlichkeit positiv mit aktivem Deal-interesse zusammen, wenn Offenheit für eine neue Erfahrung negativ damit verbunden ist. Außerdem beeinflussen Neurotizismus und Freundlichkeit positiv passive Deal-neigung. Daher trägt diese Studie zur Marketing-Segmentierungsliteratur mit Fokus auf online Deal-Neigung-Verhalten bei, da die Verbindung zwischen Big Five Persönlichkeits-merkmalen und Online Deal Neigung zuvor nicht untersucht oder beschrieben wurde. Unter der Berücksichtigung der Wirkung der Persönlichkeit auf die Einstellung zur Online-Verkaufsförderung, können Manager die bessere Vertriebsstrategie entwickeln, um die verschiedenen Persönlichkeitsmerkmale mit den angepassten Maßnahmen anzusprechen.

Keywords: Persönlichkeitsmerkmale, Verkaufsförderung, Deal-neigung, Verbraucherverhalten, Online-shopping, Marktsegmentierung.

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Appendix A.

Scales.

General Deal-Proneness

I enjoy buying a brand that is “on deal”.

Beyond the money I save, buying brands on deal makes me happy.

Compared to other people, I am very likely to purchase brands that come with promotional offers.

Receiving a promotional deal with a product purchase makes me feel like I am a good shopper.

I’m usually not motivated to respond to promotional deals on products.

When I purchase a brand that is offering a special promotion, I feel that it is a good buy.

I feel like a successful shopper when I purchase products that offer special promotions.

I love special promotional offer for products.

Usually I compare prices for the product on different websites.

Personality Traits

I am outgoing, sociable.

I sympathize with others’ feelings.

I get routine work done right away.

I have frequent mood swings.

I have a vivid imagination.

I generate a lot of enthusiasm.

I can be cold and aloof.

I am easily distracted.

I am relaxed most of the time.

I am curious about many different things.

I am sometimes shy, inhibited.

I am generally trusting.

I make plans and follow through with them.

I get upset easily.

I am sophisticated in art, music, or literature.

I don't like to speak in front of groups.
I like to cooperate with others.
I don't like to pay attention to detail.
I seldom feel blue.
I like to reflect, play with ideas.
I feel comfortable introducing myself to new people.
I am helpful and unselfish with others.
I am a reliable worker.
I remain calm in tense situations.
I have difficulty understanding abstract ideas.

Active Deal-Proneness

Redeeming coupons/promo codes makes me feel good.
I enjoy looking for coupons/promo codes on the Internet.
When I use coupons/promo codes, I feel that I am getting a good deal.
I enjoy using coupons/promo codes, regardless of the amount I save by doing so.
I have favorite brands, but most of the time I buy the brand I have a coupon/promo codes for.
I am more likely to buy brands for which I have a coupon/promo codes.
Coupons/promo codes have caused me to buy products I normally would not buy.
Beyond the money I save, redeeming coupons/promo codes gives me a sense of joy.
I pay attention to online advertisement so as not to miss a good deal.

Passive Deal-Proneness

I am influenced by special displays and offers in the online store.
I take advantage of specials in the online store.
I often check discount section in the online store.
I tend to leave goods in the online shopping cart waiting for a special offer.
I use promo codes displayed in the online store.