



**THE EFFECT OF PERSONALITY ON PURCHASE DECISION OF COSMETIC
PRODUCTS: THE CASE OF FEMALE CONSUMERS IN ADDIS ABABA,
ETHIOPIA**

BY

BIRUKTAWIT SHUMET

**A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY SCHOOL OF
COMMERCE MARKETING MANAGEMENT GRADUATE PROGRAM IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ART (MA) IN MARKETING MANAGEMENT DEPARTEMENT OF
MARKETING**

ADVISOR

MULUGETA GEBREMEDHIN (PHD)

June, 2020

ADDIS ABABA UNIVERSITY
SCHOOOL OF GRADUATE STUDIES
MASTER OF ARTS DEGREE IN MARKETING MANAGEMENT

By;

Biruktawit Shumet

Approved by Board of Examiners:

Thesis Advisor

Signature

Dr. MULUGETA GEBREMEDHIN

Internal Examiner

Signature

DR. MESFIN WORKINEH

External Examiner

Signature

DR. LAKEW ALEMU

CERTIFICATION

The undersigned certifies that she has read and hereby recommends for acceptance by Addis Ababa University School of Commerce, a research report entitles “The Effect of Personality on Purchase Decision of Cosmetic Products: The Case of Female Consumers in Addis Ababa, Ethiopia”. In partial fulfillment of the requirements for the degree of Master of Art (MA) in Marketing Management.

Mulugeta Gebremedhin (PHD)

DECLARATION

I, declare that this research report is my own original work and it has never been produced or submitted to any university of higher learning institution for the similar or different award.

Signature _____

Date _____

ACKNOWLEDGEMENT

First and foremost, I wish to thank the Almighty God for his immeasurable kindness and love. He granted me throughout my studies and field work. May his name be praised. I extremely extending my sincere gratitude to my advisor Dr. MULUGETA GEBREMEDHIN whose identifiable efforts, spirit concern and encouragement, empowered and helped me to finish my research report on time.

I appreciate the financial contributions and motivational support of my Father Ato Shumet Kebede and my Mother W/ro Mebrat Gizaw and my whole family members who helped me in one way or another.

I also like to present my special thanks to all respondents who sacrifices their valuable time in filling questionnaire.

Table of content

CHAPTER ONE INTRODUCTION	1
1.1 Background of the study	1
1.2.Statement of the problem.....	2
1.3.Research questions	4
1.4.Research objective.....	4
1.4.1.General objective	4
1.4.2.Specific objective.....	4
1.5.Significance of the Study.....	5
1.6.Scope of the study	5
1.7 Limitation of the study	6
1.8.Definition of terms	6
1.9. Organization of the study.....	7
CHAPTER TWO REVIW OF RELATED LITERATURE.....	8
Introduction	8
2.1.Theoretical Review	8
2.2. The Concept of Purchasing Decision	10
2.2.1. Consumer Buying Decision Process	11
2.2.1.1. Problem Recognition	11
2.2.1.2. Information Search	11
2.2.1.3. Evaluation of alternatives	11
2.2.1.4. Purchase Action	12
2.2.1.5. Post-purchase Actions.....	12
2.3. Cosmetics	12
2.4. Theories on Personality.....	13
2.4.1. The psychodynamic theory	13
2.4..2. Psychoanalytic theory	14
2.4..3. Neo-Freudian theory	14
2.4..4. Behavioral theories	15
2.4..5. Humanistic theories	16
2.4..6. Socio-Cognitive theories.....	17
2.4..7. Trait theory	17
2.5. Factors affecting Purchasing decision.....	18
2.5.1. Openness.....	18
2.5.2. Conscientiousness.....	19

2.5.3. Extraversion	19
2.5.4. Agreeableness	19
2.5.5. Neuroticism (Emotional Stability).....	20
2.6. Empirical Review.....	20
2.7. Conceptual Framework.....	21
CHAPTER THREE RESEARCH METHODOLOGY	25
Introduction	25
3.1.Description of the Study Area.....	25
3.2. Research Approach	25
3.3 Research Design.....	26
3.3. Population of the Study.....	26
3.4 Sample Size and Sampling Techniques	26
3.4.1 Sample size	26
3.4.2 Sampling technique.....	27
3.5. Data collection methods.....	27
3.5.1 Primary Data Collection Method.....	27
3.5.2 Secondary Data Collection Method.....	28
3.6 Data analysis Methods	28
3.7 Reliability and Validity.....	28
3.7.1. Reliability	28
3.7.2. Validity	29
3.8 Ethical Consideration.....	29
CHAPTER FOUR DATA PRESENTATION, ANALYSIS AND INTERPRETATION.....	30
Introduction	30
4.1.Response rate	30
4.2.Demographic Characteristics of Respondents	30
4.2.1.Age of the respondents	31
4.2.2.Resident	31
4.2.3.Occupation.....	32
4.2.4.Educational level of respondents	32
4.2.5.Marital status of respondents	33
4.3.Reliability Test.....	33
4.4.Correlation analysis	34
4.5.Regression analysis.....	35
4.5.1.Testing for regression analysis	36

4.5.1.1. Multi-collinearity Test	36
4.5.1.2. Linearity Test	37
4.5.1.3. Normality Test	38
4.5.1.4. Homoscedasticity Test	40
4.5.2. Multiple Linear Regression analysis Results	40
4.5.2.1 Regression analysis Openness and Purchase decision	40
4.5.2.2. Regression analysis Conscientiousness and Purchase decision	41
4.5.2.3. Regression analysis Extraversion and Purchase decision	43
4.5.2.4. Regression analysis Agreeableness and Purchase decision	44
4.5.2.5. Regression analysis Neuroticism and Purchase decision	44
4.5.3. Multiple Regressions Analysis	45
4.6. Hypothesis Result	48
4.6.1 Openness and purchasing decision	49
4.6.2 Conscientiousness and purchasing decision	49
4.6.3. Extraversion and purchasing decision	50
4.6.4. Agreeableness and purchasing decision	50
4.6.5. Neuroticism and purchasing decision	51
CHAPTER FIVE SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATION	52
Introduction	52
5.1. Summary of findings	52
5.2. Conclusion	54
5.3. Recommendations	55
Reference	56
Appendix 1	61

List of Tables

Table I Statistics.....	30
Table II Age of respondents	31
Table III resident of respondents	31
Table IV Occupation of the respondents.....	32
Table V Educational level of respondents.....	32
Table VI. Marital status of respondents	33
Table: VII Cronbach's Alpha of data reliability.....	33
Table VIII Pearson Correlation Analysis	35
Table IX correlation between each variable	36
Table X Multicollinearity test.....	37
Table XI Normality test.....	38
Table XII Model summary of Openness	41
Table XIII: Test of Model Adequacy (ANOVA) for Openness	41
Table XIV Model Summary for Consciousness.....	42
Table XV Test of Model Adequacy (ANOVA) for Consciousness	42
Table XVI Model Summary for Extraversion.....	43
Table XVII Test of Model Adequacy (ANOVA) for Extraversion.....	43
Table XVIII Model Summary for Agreeableness.....	44
Table XIX Test of Model Adequacy (ANOVA) for Agreeableness	44
Table XX Model Summary for Neuroticism.....	45
Table XXI Test of Model Adequacy (ANOVA) for Neuroticism.....	45
Table XXII Regression Model Summary.....	46
Table XXIII ANOVA Result of the study.....	47
Table XXIV Coefficients Analysis of the study.....	47
Table XXV Hypothesis Result	48

List of Figures

Figure 1: Conceptual framework	22
Figure 2: Scattered plots.....	37
Figure 3: Normal distribution curve.....	39
Figure 5: Scattered residual plots for IV and DP.....	40

ACRONYMUS AND ABBREVIATION

OP- Openness

CO- Conscientiousness

EX- Extraversion

AG- Agreeableness

NE- Neuroticism

PD- Purchase Decision

IV-Independent variable

DV-Dependent variable

VIF- Variance Inflation Factor

SPSS- Statistical Packaging for Social Science

ANOVA-Analysis of Variance

ABSTRACT

The objective of this research is to study the correlation between Big Five Model and purchasing decision of cosmetic products in the case of female consumers in Addis Ababa, Ethiopia. The Big Five Model is classified according to the personality traits taxonomy: openness (O), conscientiousness (C), extraversion (E), agreeableness (A) and neuroticism (N) (OCEAN). A quantitative research design has been selected as the most suitable method to collect data from the targeted respondents for this study. A response of 380 sets of questionnaire has been distributed and 319 questions were received from the female cosmetic users in Addis Ababa. Descriptive frequency and percentage have been conducted to explore the demographic characteristics of the target respondents. Using Multiple Linear Regression model, this research is useful to examine the relationship between the five independent variables (OCEAN) to one dependent variable (purchase decision) after meeting all the given assumptions successfully. Statistical Package for Social Science (SPSS) version 26 was used to generate the actual results. The results confirmed that personality factors like Openness, Conscientiousness, Extraversion and Agreeableness as having a positive significant relationship with purchase decision whereas, Neuroticism proven to have a negative and significant relationship with purchase decision. The study is useful for market to determine personality traits of customers in order to segment the market based on different personality traits of female consumers.

Key words: Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism, Purchase decision

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Human personality is an interesting area for marketers attempting to predict purchase decision of products and it helps them categorize consumers into different target groups based on personality traits. In light of this, the study investigated the effect of personality on purchase decision of cosmetic products the case: of female consumers in Addis Ababa, Ethiopia.

The search, buy, utilization and transfer of goods and services by shoppers are impacted by bunch of natural, social, individual and psychological variables. One of the psychological factors archived in marketing literature to impact consumers' buying behavior is personality (Blackwell, Miniard, & Engel, 2007; Schiffman & Kanuk, 2010; Solomon, 2011).

According to (Smith, 2001:66) personality is “consistent ways of reacting to the environment in which (an individual) lives”. It recognizes one individual from another and forms an individual's interaction with the outside environment. A person's attitudes, tastes, preferences and values are demonstrative of his or her personality. Unconscious drives, natural impacts and cognition establish personality (Myers, 1995; Burger, 2000; Franzoi, 2000; Blythe, 2008). As an individual develops up his or her personality is modified or adjusted (Schiffman & Kanuk, 2010) by the individuals or occasion encompassing him or her or due to his or her education—be it formal or casual.

To understand the sources, nature and development of this consistent behavior patterns and how the knowledge might be useful in human relationship, scholars and researchers have relied not only on Sigmund Freud's psychoanalytical theory, the Carl Jung-led Neo-Freudian theories, and the traits theory, but have also borrowed from other theories like, the behavioral theory, humanistic theory, and socio-cognitive theory.

Of these, the characteristic theory has been “the essential premise of marketing personality research” (Blackwell, Miniard, & Engel, 2007, p. 273) due fundamentally to its consistency, solidness (DeJong, 2008) and its quantitative nature.

There are numerous measurements of personality characteristics, but within the 1930s, Thurston (in Mikolajczak-Degrauwe, Brengman, Wauters, & Rossi, 2012) proposed that there are five independent common variables underlying personality, an idea upheld by, Costa and McCrae (1985), John (1997), Wiggins (1996). ‘The five-factor model’—as it has come to be known—consists of five wide measurements: agreeableness, extraversion, openness, conscientiousness, and neuroticism. These days, the Big Five is the foremost common frame to depict personality, which makes difference marketers to classify buyers into diverse target groups based on personality characteristics.

In light of this, the study seeks to investigate the effect of personality factors (define in term of agreeableness, extraversion, openness, conscientiousness, and neuroticism) on purchase decision of cosmetic products: the case of female consumers in Addis Ababa, Ethiopia.

1.2. Statement of the problem

Consumers buy items to reflect their personality. The type of house, clothes, furniture, apparatuses, automobiles, jewelry individuals purchase without a doubt to reflect their personalities. Ali. K, Babak J. N, Seied R. H (2014) simply depicted personality as the kind of behavior that individuals have in front of others and their responses which are appeared within the society. Moreover, Sagini T M, Haridas. R. (2014) characterized personality as what an individual really is. It also incorporates his thoughts, feelings and behavior, which this plain behavior is due to his interaction with the society and other individual human creatures. Each and every person is having his own personality and behavior pattern which is diverse in every sense. Whereas the selection of best alternative whereby shoppers prepared for the buying act, an trade of cash, a guarantee to pay or back in return for ownership of a particular item or execution of particular benefit is what known as purchasing decision.

Previous researches on purchase decision and cosmetics products often focused on demographics and quality, brand, price, advertisement and packaging variables whose limitations have been acknowledged by scholars such as, (Desai K. 2014),(Rameshwari et al. ,2016).(S S. SARANYA et al 2017) and (Smt. Uma Minajigi et al,2019).

For instance, (Desai K. 2014), considered the factors affecting buyers buying decision for beauty care products item and his study exposed that the majority portion of cosmetic market is secured by females. According to his research, quality is the foremost vital factor affecting the consumers buying decision. TV and reference groups are other important factors to impact consumer buying decision.

In spite of the fact that, a few studies have been conducted on purchase decision and cosmetic products however most of the research studies in past have centered primarily on advertisement and its effect on buyers buying behavior, but as it were a small consideration has been paid towards personality traits and its influence on female purchase decision of cosmetic products. This gap in the research literatures influences the researcher's choice of this topic and to discover out the special consumer's personality traits on female purchasing decision of cosmetic products. Besides, Studies that however researched on personality are scanty and limited in scope. Their emphases were more on the clarification of the development and natures of the theories of personality than on its explanatory and predictive power with respect to buyers' behavior.

The other weakest region for marketers is assessing their customers' purchasing behavior, especially the effect of personality of females towards their purchase decision making. However this attitude will influence the chances of successful buying decisions which likely to be affected by their personality. Personality plays a critical role in the consumer purchasing decisions that different consumers have different personality characteristics which reflect their purchasing behavior. The serious problem that marketers must consider is how to determine personality as an important factor in purchasing decision and when it is not and analyzing the different personality characteristics which are dominant among individuals of region or another.

With this in mind, the researcher addresses the above-mentioned gaps in relation to personality and purchase decision of cosmetic products by female consumers. Thus, this study aims to investigate the effect of personality factors (Agreeableness, Extraversion, Openness, Conscientiousness and Neuroticism) on purchase decision of cosmetic products: the case of female consumers in Addis Ababa, Ethiopia.

1.3. Research questions

Main Research Question

What are the effects of personality on female consumers purchase decision of cosmetics products in Addis Ababa, Ethiopia?

Sub-research Questions

1. How does Openness affect female consumers purchasing decisions of cosmetic products in Addis Ababa?
2. To what extent Conscientiousness affect female consumers purchasing decisions of cosmetic products in Addis Ababa?
3. How does being Extrovert affect female consumers purchasing decisions of cosmetic products in Addis Ababa?
4. To what extent can Agreeableness affect female consumers purchasing decisions of cosmetic products in Addis Ababa?
5. How does Neuroticism affect female consumers purchasing decisions of cosmetic products in Addis Ababa?

1.4. Research objective

1.4.1. General objective

The main objective of this study is to investigate the effect of consumers' personality {Openness, Conscientiousness, Extrovert, Agreeableness and Neuroticism} on females purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

1.4.2. Specific objective

The specific objectives of this study are: -

- To examine the effect of Openness on female consumers purchasing decision of cosmetic products in Addis Ababa.
- To identify the effect of Conscientiousness on female consumers purchasing decision of cosmetic products in Addis Ababa.
- To investigate the effect of Extraversion on female consumers purchasing decision of cosmetic products in Addis Ababa.
- To identify the effect of Agreeableness on female consumers purchasing decision of cosmetic products in Addis Ababa.
- To find the effect of Neuroticism on female consumers purchasing decision of cosmetic products in Addis Ababa.

1.5. Significance of the Study

For Consumers

Each and every individual is having their own personality and behavior pattern which is diverse in every sense. They maintained that consumer's purchase decisions are greatly impacted by these personality characteristics. Personality could be a person's steady pattern of reactions. It is an internal structure in which experience and behavior are related in an orderly way. One individual is distinctive from others not as it were within the physical angles, but moreover in personality types. It is one of the factors that influence one's behavior within the market place. In this manner, the study helps to provide an understanding and analysis on how personality trait can affect females purchasing decision of cosmetic products

For Companies

Personality of consumers determines their purchasing pattern it is helpful for the marketers to group these consumers into a single market segment, and develop products and promotional campaigns targeted to these particular segments as well as these provides a contribution to gain better insight into consumers mind and possibility to evaluate their sells. Also, the finding helps to provide suggestions for product development opportunities.

For Other research

In addition, the outcome of this study might open further research opportunities for researchers and practitioners.

1.6.Scope of the study

Conceptual scope

This study's conceptual scope of the study is limited to the extent of assessing the main factors or the big 5 traits of personality that can affect the female consumers purchasing decisions of cosmetic products in Addis Ababa, Ethiopia. Even though the concept of personality on the purchase decision of consumers is vast, due to fundamentally to its consistency, solidness (DeJong, 2008) and its quantitative nature and also convenience and accessibility the Big five personality is selected for this study.

Geographical scope

The target scopes of the study are female cosmetic consumers who live in Addis Ababa only due to dispersed geographical location. Data will be taken randomly from any cosmetic shops which are located in Addis Ababa mainly Bole, Arada and Lideta this is because most of cosmetic consumers can be found easily in the selected areas.

Methodological scope

Explanatory quantitative research using cross-sectional survey design is used for this study. The study is designed in line with secondary sources and primary data is collected through a well-structured questionnaire from different sources and used for analysis.

1.7 Limitation of the study

All studies, even if they are prepared with high consideration, limitation do exist. There are some limitations related with this particular study. The following limitations are observed:

The primary limitation for this study is the absence of sufficient related studies that were conducted on the effect of personality on purchase decision of cosmetic products: the case of female consumers in Addis Ababa, Ethiopia.

The secondary limitation is the geographical coverage of this study prohibits generalization of the results to other areas of the country. In addition, some of the customers are unwilling to provide the necessary information and late responses from customers to reply for the questionnaire are taken as a limitation for this study.

As well as it was impossible to collect data due to the outbreak of COVID 19 pandemic the researcher was supposed to collect data using digital method.

1.8. Definition of terms

Conscientiousness: it is a personality trait which reflects how one individual differs from another in terms of their self-control, responsibilities, reliability and hard work (McCrae & Costa, 2008; Roberts, Lejuez, Krueger, Richards, & Hill, 2014).

Extroversion: The tendency of socializing, confidence, assertiveness, anticipation and enjoyment (Mooradian & Swan, 2006).

Neuroticism: the quality or state of being overly anxious, short tempered, moody and are stressed out (John et.al, 2008).

Openness: is an experience as being intellectually curious, having creative and imaginative cognition styles, and open to new ideas. Migliore (2011).

Agreeableness: alludes to a person's concern for social concordance and contribution with others. (Bozionelos, 2004; Mikołajczak-Degrauwe, 2012; Saadullah and Bailey, 2014; Leung and Bozionelos, 2014; Quenteliet, 2014).

1.9. Organization of the study

The final report of the research is organized into five chapters. The first chapter includes introduction parts and it contains background of the study, statement of the problem, research questions and objectives, significance of the study, scope of the study, limitation of the study and definition of terms.

The second chapter consists of literature review on the effect of personality on purchase decision. Based on theoretical review and empirical studies the formulated hypotheses and the developed conceptual framework are presented.

The third chapter focuses on methodology which contains description of the study area, research design, population and sample, data source and types, data collection procedures, ethical consideration and data analysis.

The fourth chapter deals with the data collection, organization, analysis and interpretation.

The fifth chapter contains summary of findings, conclusion and recommendation. Finally the reference and samples of questionnaire are attached to the appendix part on the research paper.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

In this chapter of the research paper core theories and models in the field of personality and purchasing decision-making are discussed and evaluated and empirical foundation of the study are outlined. The review gives the necessary background knowledge to the research questions and objectives.

2.1. Theoretical Review

Earlier researches on this particular field advocate that the effect of personality on purchasing decisions of females can be consequential and the returns on handling it more effectively are substantial. Marketing to women delivers a better return on the marketing dollar through both higher customer acquisition and greater customer retention. Because women are more inclined to long term brand relationships, enhanced loyalty means every marketing dollar invested in acquiring female customers' results in a higher retention rate (Barletta, 2003). Studies on the women buying behavior dimensions suggest that Females are more pro-environmental while shopping than their male counterparts (Zelezny et al., 2000).

Many scholars and authors in consumer behavior believe that personality exists and influences consumer behavior. They blame the lack of correlation between these two constructs in most studies to the problem of measurement and definition. Major marketers study and utilize what they see as a link between personality and consumer purchasing behavior. For this reason, products are often created to have "brand personalities" that marketers believe match the primary personality traits of those they see as the "best prospects" for purchasing the product/service.

Through advertising and marketing communications, marketers seek to appeal to consumers based on the personality characteristics of their best prospects. They believe that personality factors influence greatly what consumers purchase, as well as when and how they use/consume products and services.

In studying personality some researchers and scholars have been able to extract its nature or features. These include the followings:

Personality is integrated: This implies that all the factors that constitute personality interact with one another to produce an integrated whole (Blythe, 2008);

Personality is unique and reflects individual differences: No two persons are exactly alike. This is due to the fact that "...the inner characteristics that constitute an individual personality are unique combination of factors..." (Schiffman&Kanuk, 2010: 136). People no doubt share personal characteristics, but as Blythe (2008) argue, the possible combinations of traits are so huge that each person is different.

Personality is self-serving: Personality is purported to meet individual's need as defined by the person's traits (Blythe (2008);

Personality is consistent: An individual's basic personality once established, will tend to be both consistent and enduring (Franzoi, 2002; Blythe, 2008; Schiffman&Kanuk, 2010; Gharibpoor&Amiri, 2012) especially during adulthood. Franzoi (2002) describes consistency as one important quality of personality. Franzoi (2002: 381) explains that consistency manifest itself "...when we see them (people) responding in the same way in a variety of situations over an extended period of time". Blythe (2008) and Schiffman and Kanuk (2010) agree that this feature enable marketers to segment market and offer standardized offerings to each market segment;

Personality is multiply expressed: There are many ways of expressing personality beside behavior. Our feelings, thoughts and social interaction are reflective of our personalities.

Personality can change: Franzoi (2002) posits that personality changes due to culture and evolutionary processes. These cultural and evolutionary processes can among other things mean major life events like, marriage, child birth, the death of a parent, a change of profession and/or job (Scchiffman&Kanuk, 2010), natural disaster, or relocation to a new environment entirely different culture.

Personality is Measurable: Psychologists seek to measure personality through a number of methods. The most common of these methods include objective tests and projective measures. Objective tests, such as self-report measures, rely on an individual's personal responses and are relatively free of rater bias. Projective measures are founded in psychoanalytic theories of personality and involve using ambiguous stimuli to reveal inner aspects of an individual's personality.

2.2. The Concept of Purchasing Decision

Whereas Bennett (1995) characterizes buyer behavior as the dynamic interaction of influence and cognition, behavior, and environmental events by which human creatures conduct the exchange viewpoints of their lives,” Blackwell et al. (2001) emphasize product disposal in their definition of customer behavior as those activities individuals undertake when obtaining, consuming and disposing of products and services.” In any case, Dwindle and Olson (2005) declare that customer buying behavior can be characterized within the light of interactions and exchanges of experiences. They characterized that buyer behavior includes the thoughts and feelings individuals encounter and the activities they perform in utilization processes.

It moreover incorporates comments from other consumers, promotions, price information packaging, and product appearance; is dynamic, includes intuitive and exchanges.” Solomon (2009) however takes a more holistic view of the concept encapsulating the marketing of a product offering (broadly characterized) from beginning to out of date quality „consumer behavior is“ the study of the processes included when people or groups select, buy, utilize, or dispose of products, services, ideas, or experiences to fulfill needs and wants. These stages were presented in 1910 by a psychologist name (Dewey, 1910). According to Dewey, these stages are a system to evaluate a customer buying behavior driving up to and after the purchase transaction have been completed. With that being said, a customer was not continuously taking after these steps with each buy. For illustration, in case a customer needs a pack of M&Ms, the buyer was recognizing a need (step one) at that point skip to step four (buying decision). There was no need to search for information on the product or evaluate alternatives.

2.2.1. Consumer Buying Decision Process

The buying decision process has several steps, which are processes undertaken by the consumer with regard to a potential market transaction before, during and after the purchase of a product or service. There are usually five stages:

2.2.1.1. Problem Recognition

It is the primary stage of customer buying decision process. It is additionally known as “Problem recognition”. It begins with the essential require like air, water, food and shelter. It may also begin with a step ahead of fundamental needs (Kotler & Keller 2016, p. 195; Kotler at el. 2017, p. 155-156.). The company should understand the consumer need and focus on to fulfill it (Shma, 2012). Within the need recognition, the companies can discover out the need of the consumer and creates marketing strategies (Kotler & Keller 2016, p. 195; Kotler at el. 2017, p. 155-156.). For instance; an individual is hungry at that point the food is its desire, but a great food may fulfill it. So, the company should focus on to fulfill the need of buyer. After this stage, the next stage is information search.

2.2.1.2. Information Search

After the buyer has recognized the need, she will attempt to discover the means to solve that need. To begin with, she will review how she has solved such a problem within the past, if it is important, which is called normal decision making. Besides, the customer will attempt to solve the problem by asking a companion or reaching to the market to seek advice concerning which product will best serve the need` and this can be called limited decision making. Here, consumers actively or passively include themselves in finding suitable information as per their needs for beauty care products items. Buyers search around for information such as product range availability, price, product suitability and utilize and the nature of the product. Opinions of family, companions, specialists and beauticians, as well as reference to company websites and advertisements are major information sources as respects to beauty care products. The consumer moreover looks the information of the product when he/she wants to try new product (Clow& Baack 2016, p.76).

2.2.1.3. Evaluation of alternatives

Consumers evaluate alternatives to different criteria such as features, characteristics and benefits that a customer wants in solving the required problem. The consumer will choose which product to purchase from a set of alternative products depending on the unique features, in case any, which the product offers. Here consumers assess the different options in cosmetic products as per their needs on the premise of price, quality, brand image, ingredients, suitability, accessibility and other significant features. It is difficult to get it the consumers behavior, but the marketers focus on a few step such as

to begin with- buyer need to fulfill its needs & wants and second- buyer need to be more benefited from the particular brand. (Kotler & Keller 2016, p. 197).

2.2.1.4. Purchase Action

Decision making process keeps going after buyer has made purchase as the consumer feelings and assessment after the sale are very critical for the marketers because they can persuade consumers to make purchases again and influence them to share with other individuals and vice versa (Burnett 2008, 81).

This stage includes the selection of a brand and the retail outlet at which to purchase the specified product. After selecting where to purchase and what to buy, the customer completes the final step of transaction with either cash or credit. After assessment among the distinctive beauty care products brand accessible within the market presently, consumers at last purchase the products desired as per needs. Here customers assess the purchase decision considering different risks like functional risks, physical risks, financial risks and psychological risks.

2.2.1.5. Post-purchase Actions

Within the event of favorable post-purchase evaluation, the customer will be fulfilled with the process. In any case, if the product's perceived performance level is underneath the desire, at that point this will in due course lead to disappointment. Consumers, in the event that they are satisfied, are at that point they are likely to utilize the same cosmetic brand in future, which is what gives rise eventually to brand loyalty. If particular products don't perform as per their desires, at that point customers are likely to switch to another brand if one is available and it is perceived to exceed the performance of the current product. The concept of satisfied or dissatisfied consumer is all about the customer desire and consume perceived. If the consumer expectation desire meets the products which he/she perceived, at that point shopper may satisfy. In the event that the customer desire does not meet the product which he/she perceived, at that point buyer will dissatisfy. (Kotler et al. 2017, p. 157.)

2.3. Cosmetics

Cosmetic is a Greek word which means to 'adorn' (addition of something embellishing to a Individual or a thing). It may be characterized as a substance which comes in contact with different parts of the human body like skin, hair, nail, lips, teeth, and mucous layers etc, Cosmetic Substances help in making improving or changing the outward appear of the body conjointly covers the odor of the body. It ensures the skin and keeps it in great condition. In common, beauty care products are external preparations which are applied on external parts the body. (Sharma, Gaurav & Gadhiya, Jayesh & Dhanawat, Meenakshi. (2018). Course reading of Restorative Details.)

Indeed in prior days, men and women utilized to brighten their bodies for enhancement of their appearance. Men utilized leaves of vegetables and parts of animals while ladies utilized to wear colored stones and flowers round their neck and wrist. Slowly, they begin utilizing colored soil and treatments on their face and body. Indeed bangles and jewelry made of prepared on earth materials got to be exceptionally common among the individuals. Eye shadows were made of copper (colored soil) ore and lamp black (colored soil) where as red color was utilized for coloring of hair. (Sharma, Gaurav & Gadhiya, Jayesh & Dhanawat, Meenakshi. (2018). Course reading of Corrective Definitions.)

Cosmetic contains skin-care creams, lotions, powders, aromas, lipsticks, fingernail and toe nail clean, eye and facial cosmetics, novelettes, lasting waves, colored contact focal points, hair colors, hair showers and gels, antiperspirants, hand sanitizer, infant items, shower oils, bubble showers, shower salts, butters and numerous other sorts of products.

2.4. Theories on personality

Psychologists have proposed some theoretical units with which to explain the sources and development of consistency in behavior patterns and intrapersonal processes. The theories are varied and each was developed by a number of psychologists in a “quest to understand what makes each of us who we are”(Burger, 2000: 5) and why people behave the way they do. Lee (2009: 3) states that these theories were developed “to explain the structure, process and development of human behavior”. The major theories on personality can be grouped into six major theories: The psychodynamic theory, the psychoanalytic theory, the traits theory, the behavioral theory, the biological theory, the humanistic theory, and, the socio-cognitive theory.

2.4.1. The psychodynamic theory

The psychodynamic theory is a theory in psychology founded on the idea that human personality developed primarily as a result of the interaction of instinctual drives and unconscious forces within the individual. The theory basically assumes that human behavior is unconsciously driven, different parts of the unconscious mind are in perpetual conflict, and our behaviors are traceable to our childhood experiences (McLeod, 2014).Psychodynamic theory include the pioneering work of Sigmund Freud (psychoanalytic theory) and those of his followers (Neo-Freudian theories)

2.4.2. Psychoanalytic theory

Freud suggests that instinctual drives and early childhood impacts are the factors that account for personality advancement (McLeod, 2014). According to Freud, theory is established on a tripartite structure of id, ego and superego (Kassarjian, 1971; Franzoi, 2002; Agbonifoh, et al., 2007; Blackwell, Miniard & Engel, 2007; Blythe, 2008; Bruner, 2009; Solomon, 2011; McLeod, 2014). The id is the fundamental drive of all psychic energy (Kassarjian, 1971; Williams, 1981; Agbonifoh, et al., 2007; Blythe, 2008; Cherry, 2013a). It is the component of personality that's present from birth and is unconscious (Cherry, 2013a). The id works on the pleasure principles; it contains the charisma which requests prompt satisfaction of found and natural wants such as sex and aggression regardless of the results (Schiffman & Kanuk, 2010). The superego is the ethical and moral measurement of the human psychic. "It characterizes what is ethically right and impacts the person to endeavor for perfection instead of joy or reality and, in this sense, serves as an moral constraint on behavior" (Williams, 1981: 135). The primitivism of the id and the morality of the superego are adjusted by the conscious ego. The ego considers the cost and benefits of an activity in terms of reality before deciding to act upon or abandon impulses.

2.4.3. Neo-Freudian theory

This was the collective theory created by "...thinkers who consent with the premise of Freud's psychoanalytic theory, but changed and adapted the theory to incorporate their own beliefs, thoughts and theories" (Cherry (2013b: para. 1). The Neo-Freudian agreed to Freud, tripartite structure of personality; "the significance of the unconscious; the forming of personality in childhood; and the dynamics of anxiety and the defense mechanism" (Myers (1995: 467). They disagreed on Freud's convictions that sexual drive is essential motivator which personality is molded entirely early during childhood encounters. They were rather of the view that social intelligent are fundamental to arrangement and development of personality which the conscious mind plays critical part in adapting with the environment. Notable neo-Freudians incorporate: Alfred Adler, Harry Sullivan and Karen Horney. Alfred Adler created the school of person individual psychology. Adler's work was much on individual's endeavors at overcoming feeling of inferiority by endeavoring for superiority (Schiffman & Kanuk, 2010) He theorized that when encouraged and acknowledged, person reacts in a associated and connected way; when discouraged, person acts in an unfortunate way by competing, pulling back, or giving up. Harry Sullivan investigated on Freud mechanism of anxiety and unconscious with a view to improving meaningful interpersonal relations .He was of the view that personality can only be caught on by observing people's behavior in interpersonal circumstance (Burger, 2000). He contended that Personality "can never be confined from the complex of interpersonal relations in which the individual lives and has his being" (Sullivan,

1953: 10). Karen Horney was celebrated for her work on “neurotic personality”. Karen characterizes neurosis as a maladaptive and counterproductive way of managing with relationships.

Their ways of securing these relationships include projection of their own insecurity and neediness which eventually drives others away.” Horney identified three basic personality patterns of dealing with the world: compliance, aggressive, and detachment (Solomon, 2011). Agbonifoh, et al., (2007: 154) elaborate on Horney’s typology of neurotic personality:

- I. A compliant person seeks to be loved, appreciated, and needed and avoids antagonizing others. He moves towards people.
- II. An aggressive individual move against others and desires to excel, win admiration, and achieve recognition and to exploit people and situations fully since he see the world as encouraging the ‘survival of the fittest’.
- III. A detached person desires independence, privacy, self-sufficiency and wishes not to share or to be bothered in the experiences of others. He moves away from others.

Criticism: The criticism leveled against Freudian theory include: (1) Hypotheses generated are not scientifically testable; (2) The theory based the development of personality only on the first five years of life and ignore the impact of later life experiences; (3) The theory heavy emphasizes on instinctive basis for personality; (4) It was directed mainly on the treatment of psychological disorders. The Neo-Freudian theories have been criticized on the following grounds: (1) Like Freud’s theory they are not scientifically testable or measured; (2) Each of the theories accounted for only a small aspect of personality.

2.4.4. Behavioral theories

Behavioral theory contends that an individual’s personality is the result of the interaction between person factors and environment impacts. It rejects the claim that inward mental states of people are the bases for personality and instead concerned it essentially with observable and quantifiable external events. To the behaviorists, a person’s intellect is ‘tabula rasa’ (a blank slate) at birth. Personality is “gained by classical or operant conditioning and molded by support inside the outline of rewards and punishment” (Burger, 2000; 380).

Not at all like the psychodynamic theory and the traits theory, has the behavioral theory contained a strong establishment in empirical research (Burger, 2000). Notable behaviorists incorporate John Watson and Frederick Skinner (Burger, 2000; Franzoi, 2002; McLeod, 2007a). Watson was of the view that conditioning standards account for human personalities. He rejected the Freudian concept and contended instead that the study of personality should be based on behavior that can be

observed, recorded and measured. Skinner anticipated that “our contrasts in our learning encounters are the most reason behind our individual contrasts in our behavior.

Criticism: (1) The approach is as well deterministic and expects that human don't have nor exercise freewill; (2) It failed to take into consideration the impact of unconscious mind on personality centering instead on external observable behavior (Burger, 2000; McLeod, 2007a).

2.4.5. Humanistic theories

The humanistic approach to identity holds that individuals are fundamentally great, are to a great extent capable for their activities and have an natural require for individual improvement and fulfillment in life (Myers, 1995; Burger, 2000). It takes a subjective and all encompassing see of human presence and pays specific consideration to issues of imagination, freewill, and human possibilities.

According to (Burger, 2000: 5), humanistic theory “identified individual duty and feelings of self-acceptances the key causes of contrasts in personality.” This theory rejected both the deterministic viewpoints of the psychodynamic theory and the behavioral theory which it considered dehumanistic (McLeod, 2007b). Bonin (2012) compared humanistic theories to existentialism within the sense that one’s choice of behavior is decided by one and not by fate. Humanistic personality researchers deemphasized scientific approach to the study of human personality and instead centered on qualitative research methods which are better adaptable to the subjective, conscious encounters of the people.

Two renowned figures in humanism were Abraham Maslow and Carl Rogers. Rogers’ theory of self-concept suggests that every individual is made up of a tripartite of self – real self, perceived self and ideal self – and these are related. Individuals inherently drive for growth of self-concept which can lead to self actualization. Maslow model includes of a pyramid of need arranged hierarchically from the lower needs to the higher needs. Individuals are motivated to satisfy the lower levels of needs first before being motivated to satisfy the higher levels of needs.

Criticism: (1) Its emphasis is on freewill which is in strife with the deterministic law of science makes it unfit for scientific examination or measurement; (2) Numerous key concepts in this theory such as “self-actualization”, “fully functioning”, and “peak experience” are ambiguously defined (Burger, 2000).

2.4.6. Socio-Cognitive theories

This approach fuses the cognitive approach to personality with the social learning point of view and has subsequently been referred to by a few researchers as ‘socio-cognitive theory’ (Myers, 1995; Sincero, 2012). Social learning theory is an expansion and a modification of the behavioral theory. The cognitive shows “personality clarifies contrasts in personality as contrasts within the way individuals handle information” (Burger, 2000: 452). Two preeminent contributors to this theory are Albert Bandura and Julian Rotter (Franzoi, 2002). Bandura’s “social learning theory”, suggests that “people learn social behavior basically through perception and cognitive processing of information, instead of through direct experience” (Franzoi, 2002: 405).

In Bandura’s point of view, personality is impacted by four cognitive factors. Bandura agree with the behaviorists that environment decides people’s behavior, but included that people’s behavior moreover decides the environment. It is the dispute of the scholar that interaction of cognition, actions, and environment shape human personality (Franzoi, 2002). Rotter, displayed the thought ‘locus of control’ which bargains with “the degree to which we accept that results in our lives depend on our activities (inside locus of control) versus the activities of uncontrollable environmental forces (external locus of control)” (Bandura, in Franzoi, 2002: 406). Criticism: It is subjective and vague for scientific study.

2.4.7. Trait theory

Trait theory proposes that personality is made up of a set of quantitative quantifiable characteristics or units known as traits. Traits are pre-dispositional attribute and are generally steady (McLeod, 2014). Franzoi (2002: 397) defines Trait as “a moderately steady tendency to act in a specific way over a variety of situations,” whereas, DeJong (2008: 20) depicted it as “...a basic measurement along which individuals contrast from one another.” Each personality incorporates a unique combination of traits and given its stability, individuals with a given combination of traits can be anticipated to behave consistently over circumstances and over time.

The quantitative introduction of the trait theory isolated it from psychoanalytical and Neo-Freudian theories which were primarily qualitative in nature .The upgrade of trait theory is credited to the spearheading works of of psychologists such as, Gordon Allport, Henry Odbert Raymond Cattell and Hans Eysenck (Myers, 1995; Burger, 2000; Franzoi, 2002). Allport and Odbert in what has come to be known as the “Lexical Hypothesis”, removed from an complete English word reference,, 18,000 words that described people’s characteristics and after that gathered words with comparative implications to arrived at a final list of almost 200 clusters of related words (Allport, in Franzoi,

2002). Allport's approach to trait personality was affected by Gestalt psychology which argues that "the entirety is distinctive from the sum of its part" (Franzoi, 2002: 397).

Allport states that traits are 'building block' or 'atom' of personality. In this way rather than characterizing individuals as being basically materialistic or forceful as the Freudian or Neo-Freudian would do, trait theorist argue that individuals contrast with respects to the degree they have materialistic or forceful traits (Franzoi, 2002). Cattell (1945) utilized calculate factor to diminish Allport's list to 16 personality characteristics. Cattell (1945) was more concerned with utilizing characteristics as a conceptual device for anticipating human behavior and not only to clarify behavior or portray physical realities. Eysenck (1947) created a model of personality based on three characteristics: "introversion/extroversion, neuroticism/emotional steadiness, and psychoticism" (Franzoi, 2002: 398).

Numerous researchers, on the other hand, seen Cattell's (1945) theory complex and Eysenck's (1947) limited in scope. The occurrence of 'a befuddle cluster of personality scales' and, the lack of a common taxonomy for which human behavior may be portrayed, challenged personality psychologists to discover the 'best representation of the structure of personality characteristics (Ferrandi, Falcy, Kreziak & Valette-Florence, 2000).

This was accomplished within the early 1980s with the improvement of the 'Big Five' personality framework which comprises of agreeableness (great-natured, compassionate and cooperative), extraversion (sociable, talkative and assertive), conscientiousness (goal-oriented, prepared and loyal), openness to encounter (creative, artistically sensitive, and intelligent), and neuroticism (anxiety, depression, and nervous) (Costa & McCrae, 1985; McCrae & John, 1992).

Criticism: (1) The trait perspective centered only on explanation of traits and does not account for its improvement; (2) The trait theory has 'bewildering array of scales' (John & Srivistava, 1999) and lacks a common taxonomy. The 'big five' framework has been criticized by a few personality psychology researchers who have selected for diverse scales.

2.5. Factors affecting Purchasing decision

2.5.1. Openness

Migliore (2011) distinguished Openness to Encounter as being savvy people inquisitive; having inventive and imaginative cognition styles, and open to modern thoughts. Openness to encounter incorporates characteristics such as imaginativeness (Guthrie et al., 1998; Robie et al., 2004; Migliore, 2011; Shahjehan et al., 2011; Wolff and Kim, 2012; Lounsbury et al., 2012; Tommasel et al., 2015; Agyemang et al., 2015) largeness of interface (Leung and Bozionelos, 2004), open-mindedness

(Guthrie et al., 1998; Llewellyn and Wilson, 2003; Robie et al., 2004; Leung and Bozionelos, 2004; Sanders, 2008; Saadullah and Bailey, 2014) and venturesome (Leung and Bozionelos, 2004). As a result, due to the specified characteristics of openness to experience, most of past research inquired about and displayed a positive relationship between openness to experience and compulsive buying behavior (Shahjehan et al., 2012).

2.5.2. Conscientiousness

Conscientiousness is portrayed as the propensity to be beneficial, accomplishment arranged, respectful and disciplined (Leung and Bozionelos, 2004). It is depicted by characteristics like being organized (Robie et al., 2004; Sanders, 2008; Quenteliet, 2014; Balmaceda et al., 2014; Tommasel et al., 2015), teach (Leung and Bozionelos, 2004; Balmaceda et al., 2014; Agyemang et al., 2015), carefulness (Guthrie et al., 1998; Wolff and Kim, 2012; Yang and Hwang, 2014), seriousness (Leung and Bozionelos, 2004; Roberts et al., 2005; Sanders, 2008), and constancy (Sanders, 2008; Shahjehan et al., 2011; Migliore, 2011; Lounsbury et al., 2012; Dant et al., 2013; Quinteliet 2014; Lounsbury et al., 2014; Agyemang et al., 2015). According to the said characteristics of principles, most of past investigations examine a negative relationship between scruples and compulsive buying conduct (Mikołajczak-Degruwe et al., 2012).

2.5.3. Extraversion

Extraversion alludes to the common propensity of a person to approach social circumstances. In addition, it is recognized by characteristics like certainty (Guthrie et al., 1998; Leung and Bozionelos, 2004; Shahjehan et al., 2011; Quinteliet, 2014; Agyemang et al., 2015), the encounter of positive enthusiastic states (Leung and Bozionelos, 2004; Quinteliet, 2014), vitality (Robie et al., 2004; Leung and Bozionelos, 2004; Matzler et al., 2006; Dant et al., 2013; Saadullah and Bailey, 2014; Agyemang et al., 2015), amiability (Robie et al., 2004; Leung and Bozionelos, 2004; Shahjehan et al., 2011; Lounsbury et al., 2012; Quenteliet, 2014; Lounsbury et al., 2014; Agyemang et al., 2015), and being active (Lounsbury et al., 2012; Lounsbury et al., 2014).

2.5.4. Agreeableness

Agreeableness alludes to an individual's concern for social concordance and participation with others. It is characterized by traits like self-sacrifice (Bozionelos, 2004; Mikołajczak-Degruwe, 2012; Saadullah and Bailey, 2014; Leung and Bozionelos, 2014; Quenteliet, 2014), invitingness (Bozionelos, 2004; Balmaceda et al., 2014; Migliore, 2011; Leung and Bozionelos, 2014), unobtrusiveness (Bozionelos, 2004; Quenteliet, 2014; Saadullah and Bailey, 2014), and believe (Sanders, 2008; Shahjehan et al., 2011; Mikołajczak-Degruwe, 2012; Leung and Bozionelos, 2014; Saadullah and Bailey, 2014; Quenteliet, 2014; Agyemang et al., 2015).

2.5.5. Neuroticism (Emotional Stability)

Neuroticism was portrayed by Migliore (2011) as over the top stress that leads to mental trouble, failure to bargain with lifestyle exercises, and enthusiastic enduring. It incorporates characteristics like being apprehensive (Bozionelos, 2004; Shahjehan et al., 2011; Saadullah and Bailey, 2014), cynicism (Bozionelos, 2004), come across with negative feelings (Bozionelos, 2004; Saadullah and Bailey, 2014; Agyemang et al., 2015), intemperate stress (Bozionelos, 2004; Leung and Bozionelos, 2004; Johnson and Attmann, 2008; Migliore, 2011; Agyemang et al., 2015), and nervousness (Guthrie et al., 1998; Sanders, 2008; Mikołajczak-Degrauwe, 2012; Balmaceda et al., 2014; Saadullah and Bailey, 2014; Tommasel et al., 2015; Agyemang et al., 2015). In this manner the research aims to look at the impact of “big five” personality on purchasing decision of cosmetic products: the case of female consumers in Addis Ababa, Ethiopia.

2.6. Empirical Review

Several researches have been conducted over the affect and impacts of personality factor and traits in consumer buying behavior. Such as Tan, Foo, and Kwek (2004), Ranjbarian and Kia (2010), Mehmet (2012), Johari and Hee (2013); Sarker et al (2013), Murat (2011); Shimai, and Otake, (2002) . Each of these researchers utilized a few shape of personality factor to his or her focus region and established a relationship, either halfway or full between those factors and buyer buying behavior of those districts. For instance Tan et al (2004) chose the identity calculate of ‘Agreeableness’ and set up a relationship between that and customer buying behavior in Singapore.

Ranjbarian and Kia (2010) study centered on the impact of five major personality traits (Big Five) on measure of consumer’s thought set. The product inclusion also was considered as a moderating variable in this relation. The results showed that within studied population, the Big Five has no critical impact on consideration set size. But cognitive dimension of product involvement was positive and direct with consideration set size.

Mehmet (2012), utilizing the big five personality trait built up a relationship between them and experiential purchasing in Norway region. Johari and Hee (2013), moreover utilizing the big five personality traits based on multiple regression analysis set up a relationship between them and Malaysian health service consumers.

Whereas Murat (2011) utilizing the Big five personality factors set up a relationship between four of them and utilization of Cell phone in Nigde locale of Turkey. But Sarker et al (2013) lifted these efforts to a higher level by choosing nine personality components both from Neo-Freudian and traits theory and built up connections both full and partial relationship between them and consumer buying behaviors in Khuna region of Bangladesh.

Shimai, and Otake. (2002) worked on "Analysis of the relationship between aggressiveness and personality traits of children, established a significant relationship between personality factor of aggressiveness and buying behavior of children in Japan.

Idris and Khatibi (2009) moreover did an overview on personality traits and consumers' decision making toward advertising among Malaysian consumers. Their coefficient analysis appeared that both personality traits and psychological factors had positive relationship with consumer's decision making toward advertising.

Mitchell and Walsh, (2004) explored relationship in personality traits and German shopper decision-making styles toward promoting. They found that males and females want distinctive products based on personality traits. Their studies showed further an understanding of how gender influences consumers' approaches to decision making toward advertising. Moreover, they affirmed that there are personality traits and German buyer decision-making toward advertising.

2.7. Conceptual Framework

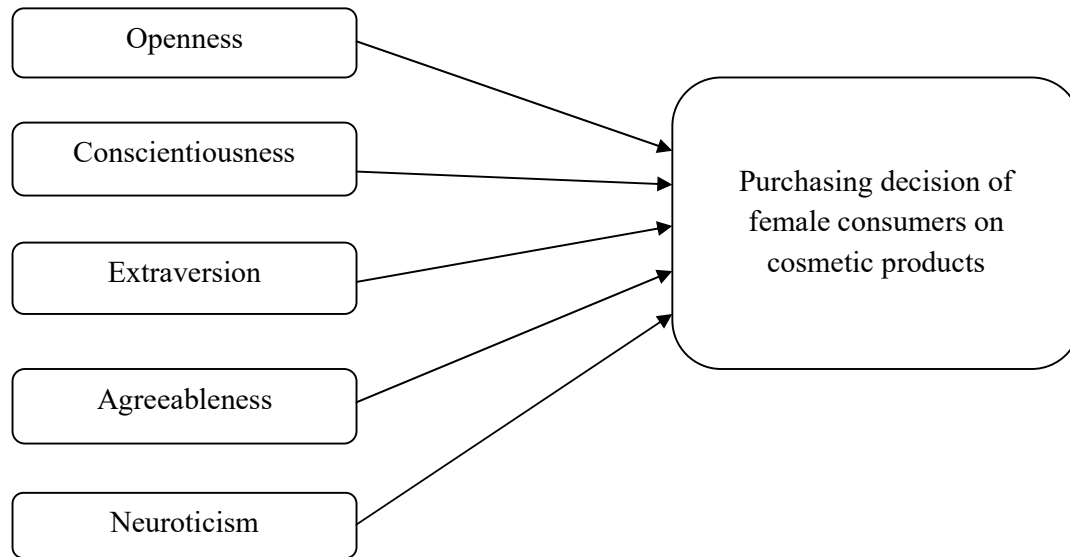
The underneath research model shows the 'Big Five' personality traits. The Big Five were created in the 1970s by two research groups (Encyclopedia). These groups were driven by Paul Costa and Robert R. McCrae of the National Establishing of Institutes and Warren Norman and Lewis Goldberg of the University of Michigan at Ann Arbor and the College of Oregon, according to Scientific American.

In this model Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism are the independent variables and the purchasing decision of female consumers will be dependent variable.

Figure 1: Conceptual framework

INDEPENDENT VARIABLE

DEPENDENT VARIABLE



Source: Adapted from Farid, Dania Shakaib and Ali, Mazhar(2018)

The effect of Openness on Purchase Decision of Cosmetic Products: the Case of Female Consumers in Addis Ababa, Ethiopia.

McCrae and Costa (2008) characterize openness as the person's level of imaginative capacity and their broad-mindedness. Mondak (2010) characterizes openness as a characteristic in which an individual tends to have versatile behavior and not one or the other is unbendable not one or the other for him nor for others not one or the other is unbending not one or the other for him nor for others. Hogan, Barrett and Hogan (2007) interface openness to the individual's creativity. In addition, openness can be characterized as the converse of preservationist and close-mindedness (John & Srivastava, 1999). Open minded people are quick at learning modern things, are gutsy and their interface are broadened (John, Naumann, & Soto, 2008). Individuals who score low in this characteristic are considered to be exceptionally preservationist, having limited mental level and behaviorally ordinary. They are very reserved and do not share their feelings as well. Whereas, people scoring high in this characteristic come up with cutting edge considerations and cherish engaging individuals. They are continuously arranged to come across with new things and are very adventurous (Hirsh, 2010). It is anticipated that open minded individuals tend to receive or try out new products. Therefore,

H₁: Openness has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

The effect of Conscientiousness on Purchase Decision of Cosmetic Products: the Case of Female Consumers in Addis Ababa, Ethiopia.

Individuals scoring low on this trait are pretty much care less, do not focus much on their life and the objectives to be fulfilled and can be distracted easily. people scoring high in this trait focus more on their future planning and expenses ,which eventually limits them to go for impulse purchases (Leong, Jaafar, &Sulaiman, 2017; Donnelly, Lyer, & Howell, 2012; Verplanken& Herabadi, 2001). Hence,

H₂: Conscientiousness has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

The effect of Extraversion on Purchase Decision of Cosmetic Products: the Case of Female Consumers in Addis Ababa, Ethiopia.

This trait essentially deals with the propensity of socializing, confidence, self-assuredness, expectation and delight (Mooradian & Swan, 2006). Extravert people are chatty and get more energetic when interacting with others (John et.al, 2008). People, scoring low on this characteristic, are not so welcoming. They like to be autonomous and don't favor to depend on other individuals .People who have high score on this characteristic are persistently positive minded, confident, accommodating (Watson & Clark, 1991), full of energy, enthusiastic, and very dynamic who cherish to socialize (John & Srivastava, 1999). Their social capacity does not as only include their affiliation with family and companions, but too deals staff and retailers. The individuals scoring high on this characteristic venerate to explore new things in life which make them go for an impulse purchase in order to come across new things, as they have moderate self-control over themselves Eysenck, Barrett, & Barnes, 1993; Leong et.al, 2017; Judge, Simon, & Hurst, 2014). In this manner,

H₃: Extraversion has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

The effect of Agreeableness on Purchase Decision of Cosmetic Products: the Case of Female Consumers in Addis Ababa, Ethiopia.

According to McCrae and Costa (2008), this personality trait deals with the thought processes that drive people to support and keep up positive relations with other people. Individuals

falling high in this characteristic are respectable, self-sacrificing, charitable, concerned, understanding and compassionate. They are always prepared to assist others and expect others to help them within the same way as they did wholeheartedly. Individuals with the high all score on this characteristic tend to be sensible and think a few times before act. They are unlikely to go for impulse buying (Verplanken&Herabadi, 2001). Therefore,

H₄: Agreeableness has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

The effect of Neuroticism on Purchase Decision of Cosmetic Products: the Case of Female Consumers in Addis Ababa, Ethiopia.

People who score high on this trait are not emotionally stable and have exceptionally negative feelings. Individuals having this characteristic are short tempered, moody and are stressed out (John et.al, 2008). This characteristic is related with the normal personality, which encourages the inclination of an individual to experience destructive and harming effects of anxiety, distress, grief, unhappiness, humiliation, embarrassment, antagonism, guiltiness and antipathy.. might be confronting some psychiatric issues, as this trait leads a person to come up with nonsensical, illogical and unreasonable thoughts, which might conclusion up with negative results.. Therefore,

H₅: Neuroticism has a positive and significant effect on females consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This chapter contains discussion on various methodological techniques that are used in the study. This section present details on research design, population of the study, sample size, sampling techniques, data collection and conclusion, description reliability of instruments, data collection procedures and data analysis techniques.

3.1.Description of the Study Area

The study is conducted in Addis Ababa the capital city of Ethiopia. The city is divided into 10 sub cities which are Addis Ketema, Akaki Kaliti, Arada, Bole, Gullele, Kirkos, Kolfe Keranio, Lideta, Nifas Silk-Lafto, and Yeka sub-cities. Therefore, out of these ten sub-cities, the study was going to conduct within the three sub-cities i.e. Bole, Lideta and Arada due to the availability of cosmetic shops which are actually pretty hard to miss and it will be easy to find all kinds of cosmetic stores in mixed use buildings and commercial centers. However, due to the outbreak of COVID 19 pandemic data were collected via email and telegram <https://forms.gle/cNtw6W9LrybdZMpY6> by sending a link because there is a nationwide call for self isolation and social distancing of all citizens.

3.2. Research Approach

Creswell (2003) divided scientific research approaches into three: quantitative, qualitative, and mixed research. Quantitative research is an approach for testing objective speculations by inspecting the relationship among variables, which can be measured and analyzed utilizing statistical methods. Qualitative research is an approach for investigating and understanding the meaning people or group assign to a social or human issue “Whereas, mixed research approach includes collecting and analyzing both quantitative (numeric) and qualitative (descriptive) forms of primary data in a single study Creswell (2014). Quantitative research is used to evaluate the problem by way of creating numerical data or data that can be changed into usable statistics. It is used to measure attitudes, opinions, behaviors and other defined variables and generalize the results from a larger sample population (Susan, 2011).

Quantitative approach is used in considering the research objective and to gain a better understanding about the research problem. In addition to this, the research conducts a cross sectional study thus; this study only investigate the phenomenon at a particular time.

3.3 Research Design

This research is descriptive and explanatory in nature as this research tried to investigate what personality factors at what level affect female consumers purchasing decision on cosmetic products. Descriptive studies are conducted to answer who, what, when, where, and how questions and measures association (Carl McDaniel, 2010). Explanatory studies investigate whether the value of one variable causes or determines the value of another variable, in an attempt to establish linkage between them and generally measures the level of impact of the independent variables on the dependent variable (Carl McDaniel, 2010). Therefore, it investigates the relationship between independent variables (Openness, Conscientiousness, Extraversion, Agreeableness and Neuroticism) and the dependent variable (Purchasing decision).

3.3. Population of the Study

The populations of this study comprises female consumers of cosmetic products residing in three sub cities in Addis Ababa which are: -Bole, Lideta, and Arada these areas are selected because the usual shopping areas for cosmetic products in the city are located on such areas and all kinds of customers are found. Also various cosmetic shops are stationed in this selected areas and it is easy to access the target population within this area.

3.4 Sample Size and Sampling Techniques

3.4.1 Sample size

A sample is any subgroup or subset of the population under consideration. It can simply be referred to as a part or fraction of a whole (Olateju, 2013). Since it is often difficult to access the entire population, a sample or subset is taken to obtain information about the population. It is important to be able to infer the required information about a population from the sample drawn from it.

Since it is difficult to know all the female cosmetics users in the selected area the number of respondents to be included in the study will be calculated using Cochran (1977) formula for infinite population which is:

$$n_0 = \frac{z^2 pq}{e^2}$$

Where,

n_0 = the sample size,

z = selected critical value of desired confidence level, which will be 1.96

p = estimated proportion of an attribute that is present in the population, which will be 0.50

$q = 1 - p$, which will be 0.50

And e = the desired level of precision, which will be 0.05

$$\text{Therefore } n = \frac{(1.96)^2 \times (0.5 \times 0.5)}{(0.05)^2} = 384.16$$

The result from calculating the sample size is 384.16 samples which mean that the appropriate sample size for this study should be at least 384 samples.

3.4.2 Sampling technique

Sampling is the method or the procedure of collecting information from a population. It is difficult to enumerate an entire population, due to some constraints such as in- accessibility of the population, time frame factor, cost, inadequate resources etc. Based on all these factors, there is a need to take sample so as to minimize these constraints. In order for the result of the analysis of the sample to be reliable, the sample taken must be a representative sample of the population. Sampling can therefore be referred to as a process of obtaining representative sample from a population (Olateju, 2013). This research used non probability sampling because it is difficult to estimate the probability that each respondent in the population has of being included in the sample. Non probability sampling can be used in small inquiries and researches by individuals, this design may be adopted because of the relative advantage of time and money inherent in this method of sampling (Kothari, 2004).

Therefore researcher used non probability sampling such as convenience sampling in selecting the sample size and the population to be conducted in the study. Convenience sampling is a technique samples drawn from population that are close to hand, readily available, or convenient (Bhattacharjee, 2012). Hence due to simplicity and inexpensiveness this research used convenience sampling method.

3.5. Data collection methods

Both primary and secondary data are used.

3.5.1 Primary Data Collection Method

Refers to gathering particular information pointed at providing or refuting some facts. In data collection the researcher must have a clear understanding of what they hope to get and how they

hope to obtain it. According to (Kombo & Tromp, 2006). The study used primary data which were collected through self administrated questionnaire such as structured and close -ended questionnaire that are prepared in line with the objective of the study will be distributed to the cosmetic shops so that sales persons in those firms will provide the questionnaires to female customers to participate. The questionnaire are constructed based on Soto & John (2009) big five model. The response to the questionnaire are measured using the Likert scale of five rating scale where: Strongly Agree (SA) =5; Agree (A) = 4; Neutral (N) =3, Disagree (D) = 2; and Strongly Disagree (SD) =1. The Likert scale is used to make the questions easier for respondents to answer in a simple way.

3.5.2 Secondary Data Collection Method

Secondary data this research were collected from various sources including relevant books, previous researches, Journals, scientific Articles and other sources on internet. This helps the researcher to save time and minimize cost (Mark Saunder, philip lewis, Adrian Thornhill, 2009, p. 272) Secondary data are data which are collected from different written documents concerning the research problem.

3.6 Data analysis Methods

This study used both descriptive and inferential statistics. Descriptive statistics were used to summarize sample population characteristics and general data which will be obtained through the questionnaire and presented in mean, standard deviation, frequency percentages, and bar chart. The inferential statistics indicators used for the research are correlation and multiple regressions which are used to test hypothesis and research objectives.

As we have come across through the objectives above, this study intends to predict or explain the effect of personality on purchasing decision of cosmetic products: the case of female consumers in Addis Ababa. Hence, it is dependence type of association. Accordingly, correlation and multiple regressions are used. The data entry and analysis were performed by using Statistical Package for Social Science (SPSS) version 26.

3.7 Reliability and Validity

3.7.1. Reliability

Nunnaly (1978) stated that reliability is the consistency of a test, survey, observation, or another measuring device. The level of reliability of the instrument indicates the consistency of the variables. Cronbach's alpha is an index of reliability associated with the variation accounted for the true score of the underlying construct and it can only be measured for

variables which have more than one measurement question. 0.5 is a sufficient value, while 0.7 is a more reasonable value. Scales with coefficient alpha between 0.8 and 0.95 are considered to have exceptionally great quality, scales with coefficient alpha between 0.7 and 0.8 are considered to have good reliability, and coefficient alpha between 0.6 and 0.7 shows reasonable reliability.

3.7.2. Validity

Validity determines whether the findings are accurate from the perspective of the researcher, the participant, or the readers (John, W.C. 2009). This study's validity were assured through conducting survey with few of sample population to determine accuracy of finding drawn from questionnaire. Also opinion from the research advisor and experts ensured the content validity, whether the items measure the area of interest or the concept it intends to measure which were advanced its validity.

3.8 Ethical Consideration

Ethics are moral codes of conduct; rules for how somebody ought to work that can be taken after as circumstances request Knowledge of right and wrong is not enough; the person must need to do what is right depending on their ethical state no matter what the circumstance (Dwyer, F. 2009). Ethics addressed a set of moral guidelines, distinctive from laws, that takes into thought the results of activities (Beekun et al., 2003). In the marketing field, ethics conceptualization is also divergent (Nantel and Weeks, 1996; Sorensen, 2002; Robertson and Crittenden, 2003; Svensson and Wood, 2008). It is acclimatize to rules judging what is right or wrong, great or terrible, concerning human conduct in trade (Beekun et al., 2003 (Beekun et al., 2003). Confidentiality, the information obtained are kept as confidential information and were used for research purpose only. Conflict of interest, the study wouldn't cause conflict of interest between the researcher and participant.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Introduction

This study was conducted with the purpose of identifying the effect of personality factors on purchasing decision of cosmetic products in the case of female consumers in Addis Ababa, Ethiopia. Analysis of the data is primarily done to find an answer to the research question raised and to discuss the objective stated in previous sections. The outcome of this research will be further described based on the data analysis and circulation by Statistical Package for Social Science (SPSS). These sections include demographic information, descriptive analysis and regression analysis.

4.1. Response rate

This study had a sample size of 384 respondents and out of the 384 questionnaires distributed, 319 valid responses were obtained. This represents 83.9% response rate.

4.2. Demographic Characteristics of Respondents

Statistic data of the respondents is displayed within the below table. It presents about, age, resident, occupational status, educational level and marital status of the respondents.

Table I Statistics

Statistics

		AGE	PLACE	OCCUPATION	EDUCATION	MARITAL
N	Valid	319	319	319	319	319
	Missing	0	0	0	0	0
Mean		1.92	1.00	1.77	2.04	1.79
Median		2.00	1.00	2.00	2.00	2.00
Mode		2	1	2	3	2
Std. Deviation		0.915	0.000	0.589	0.882	0.558

Source: survey result, 2020

4.2.1. Age of the respondents

Table II Age of respondents

	Age of respondents	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20-Years Old	116	36.4	36.4	36.4
	26-35-Years Old	141	44.2	44.2	80.6
	35-45-Years Old	32	10.0	10.0	90.6
	46-Years Old or Above	30	9.4	9.4	100.0
	Total	319	100.0	100.0	

Source: survey result, 2020

Table II shows frequency and percentage of demographic variables of participants participated in this study the majority of the respondents were aged between 26 to 35 years old (44.2%) while the remaining 116 (36.4%) were aged between 18 to 20 years old and 32 (10.0%) of the respondents were aged between 35 to 45 years old only 30 (9.4%) of the respondents were aged 46 years old or above. This shows that the majority of the respondents were aged from 26 to 35 years old.

4.2.2. Resident

Table III resident of respondents

PLACE					
	Resident	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Addis Ababa	319	100.0	100.0	100.0

Source: survey result, 2020

Concerning the data above a total of 319 female participants were from Addis Ababa.

4.2.3. Occupation

Table IV Occupation of the respondents

OCCUPATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	100	31.3	31.3	31.3
	Employed	192	60.2	60.2	91.5
	Unemployed	27	8.5	8.5	100.0
	Total	319	100.0	100.0	

Source: survey result, 2020

Analysis for the respondents indicates that the majority of them 192 (60.2%) were employed while 100 (31.3) were students and the remaining 27 (8.5) were unemployed.

4.2.4. Educational level of respondents

The demographic analysis for the respondents indicates that the majority of them 130 (40.8%) were graduates of university degree or above while, 118(37.0%) were high school completed and the remaining 71 (22.3%) were diploma graduates

Table V. Educational level of respondents

EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school Complete	118	37.0	37.0	37.0
	Diploma	71	22.3	22.3	59.2
	University Degree or Above	130	40.8	40.8	100.0
	Total	319	100.0	100.0	

Source: survey result, 2020

4.2.5. Marital status of respondents

Table VI. Marital status of respondents

MARITAL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	90	28.2	28.2	28.2
	Unmarried	206	64.6	64.6	92.8
	Divorced	23	7.2	7.2	100.0
	Total	319	100.0	100.0	

Source: survey result, 2020

Finally, for the marital status majority of the respondents 206(64.6%) were unmarried, 90(28.2%) were married and the minorities 23(7.2%) were divorced.

4.3. Reliability Test

Reliability is essentially about consistency. That is, if we measure something many times and the result is always same, then we can say that our measurement instrument is reliable (John et al., 2010). According to Hair, et al., (2010), if α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability. Therefore, based on the test, results the items are reliable and acceptable. The value of Cronbach's alpha for each variable range from 0.75 to 0.759 and the entire scale shows 0.917 level thus, it indicates that the items used to measure the personality factors are reliable and acceptable.

Table: VII Cronbach's Alpha of data reliability

Variables	Cronbach's Alpha	Number of Items
Openness	0.75	7
Consciousness	0.703	7
Extraversion	0.752	7
Agreeableness	0.776	7
Neuroticism	0.749	7
Purchasing Decision	0.759	7
Entire Scale	0.917	42

Source: survey result, 2020

4.4. Correlation analysis

In this study Pearson's correlation coefficient was utilized to decide whether there's a relationship between openness, consciousness, extraversion, agreeableness, and neuroticism with purchase decision. Pearson's coefficient of correlation is the foremost broadly utilized strategy of measuring the degree of relationship between variables. This coefficient assumes there's a linear relationship between the two factors.

The following section presents the results of correlation on the relationship between independent variables and dependent variable. Table VIII underneath demonstrates that the correlation coefficients for the relationship between independent variables (openness, consciousness, extraversion, agreeableness, and neuroticism) and the dependent variable (purchase decision) is linear and positive extending from moderate to strong correlation coefficients. A correlation coefficient of +1 demonstrates that two variables are perfectly related in a positive sense; a correlation coefficient of -1 demonstrates that two factors are perfectly related in a negative sense and a correlation coefficient of 0 shows that there's no linear relationship between the two variables.

As it is clearly indicated in table VIII, a moderate to strong and positive relationship was found between openness and purchase decision ($r = 0.699$, $p < 0.01$), consciousness and purchase decision ($r = .506$, $p < 0.01$), extraversion and purchase decision ($r = .521$, $p < 0.01$), agreeableness and purchase decision ($r = .656$, $p < 0.01$), neuroticism and purchase decision ($r = -.706$, $p < 0.01$), which are statically significant at 99% confidence level. In addition to this, the correlation between neuroticism and purchase decision is strongest in relation to the other variables.

Table VIII Pearson Correlation Analysis

Correlations

		PD	OP	CO	EXT	AG	NEU
PD	Pearson Correlation	1	.699**	.506**	.521**	.656**	-.706**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	319	319	319	319	319	319
OP	Pearson Correlation	.699**	1	.365**	.390**	.478**	-.510**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	319	319	319	319	319	319
CO	Pearson Correlation	.506**	.365**	1	.288**	.362**	-.459**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	319	319	319	319	319	319
EXT	Pearson Correlation	.521**	.390**	.288**	1	.356**	-.425**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	319	319	319	319	319	319
AG	Pearson Correlation	.656**	.478**	.362**	.356**	1	-.442**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	319	319	319	319	319	319
NEU	Pearson Correlation	-.706**	-.510**	-.459**	-.425**	-.442**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	319	319	319	319	319	319

** . Correlation is significant at the 0.01 level (2-tailed).

Source: survey result, 2020

Note: Pd = Purchase Decision, Op = Openness, Co = Conscientiousness, Ex = Extraversion, Ag = Agreeableness, Ne = Neuroticism.

4.5. Regression analysis

Regression analysis was utilized to examine the effect of dependent variable over the independent variable. The result as well helps us to understand which variables are more influenced by purchasing decision of the study area respondents.

4.5.1. Testing for regression analysis

Meeting the assumptions of regression analysis is vital to affirm that the obtained data truly represented the sample and that research has obtained the best results. Multi- collinearity, Linearity, Normality and Homoscedasticity tests are the four assumptions of regression analysis used in this study.

4.5.1.1. Multi-collinearity Test

Multicollinearity assumes that the independent variables within the model are strongly related with each other that they are basically measuring the same thing. You'd like to see no or exceptionally little multicollinearity among the independent variable. In any viable, the correlation between explanatory variable will be non-zero, in spite of the fact that this will generally relatively benign within the sense that a small degree of relationship between explanatory variables will nearly always occur but will not cause too much loss of accuracy. However, a problem occurs when the explanatory variables are very highly correlated with each other, and this problem is known as multicollinearity(Brooks, 2008). In this manner within the table underneath outlines there's no relationship that is equal to or exceeds Pearson correlation coefficients of 0.80 and this shows that there's no multicollinearity issue between variables.

Table IX correlation between each variable

	Op	Co	Ex	Ag	Ne
Conscience	.365	1			
Extraversion	.390**	.288*	1		
Agreeableness	.478	.362	.356**	1	
Neuroticism	-.510**	-.459**	-.425**	-.442**	1

Source: survey result, 2020

Tolerance and variance inflation factor or VIF are the two collinearity diagnostic factors that can be used to assess Multicollinearity problem among explanatory variables. According Robert (2006) The VIF is computed as “1/tolerance,” and it is proposed that predictor variables whose VIF values are more than 10 are indicators of a Multi-collinearity problem and tolerance is computed as 1-R² and it is recommended that a tolerance which value is less than 0.2 should be further explored.

Table X Multicollinearity test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	OP	.635	1.574
	CO	.745	1.342
	EXT	.759	1.317
	AG	.689	1.452
	NEU	.598	1.673

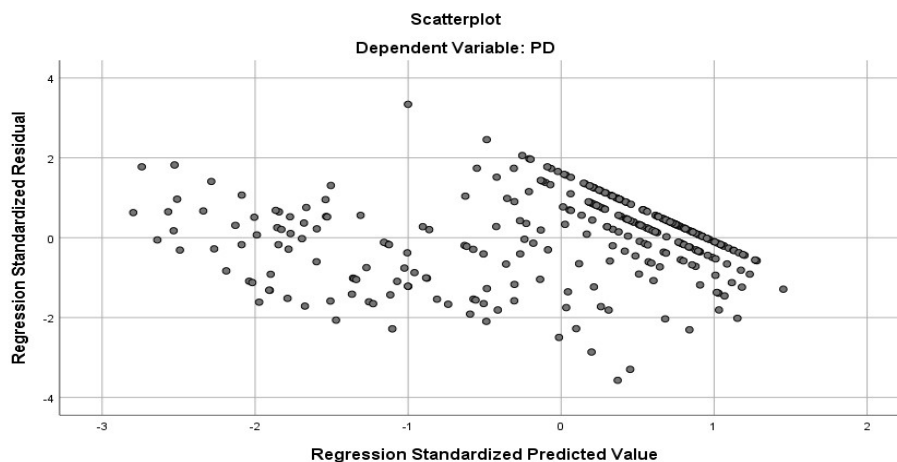
a. Dependent Variable: PD

Source: survey result, 2020

4.5.1.2. Linearity Test

The linearity of the relationship between the dependent and independent variable represented to the degree to which alter within the dependent variable is related with the independent variables (Hair et al., 1998). Linearity implies that there's a straight line affiliation between the independent variable and the dependent variable. To test the linearity between Independent variables and the dependent variable scatter plot of standardized residuals versus the fitted values for the regression models were visually inspected. The plots did not showed any systematic pattern,, hence we conclude that the linearity assumption is satisfied.

Figure 2 Scattered plots



Survey: Survey result, 2020

4.5.1.3. Normality Test

Normal distribution of the dependent variable and linear relationship with the independent variables, In the event that the relationships are linear and the dependent variable is normally distributed for each value of the independent variable, at that point the distribution of the residuals (the residual or error is the contrast between the actual and the anticipated values in the model) should be approximately normal. This can be assessed by using (Hair, et.al, 1997), definition that shows the most commonly acceptable value for (kurtosis/skewness) distribution is ± 1 . Therefore; as it can be seen in the following table, the kurtosis and skewness values of the variables fall within the range. Therefore, this study fulfills the assumption of Normality distribution as shown in the Table below.

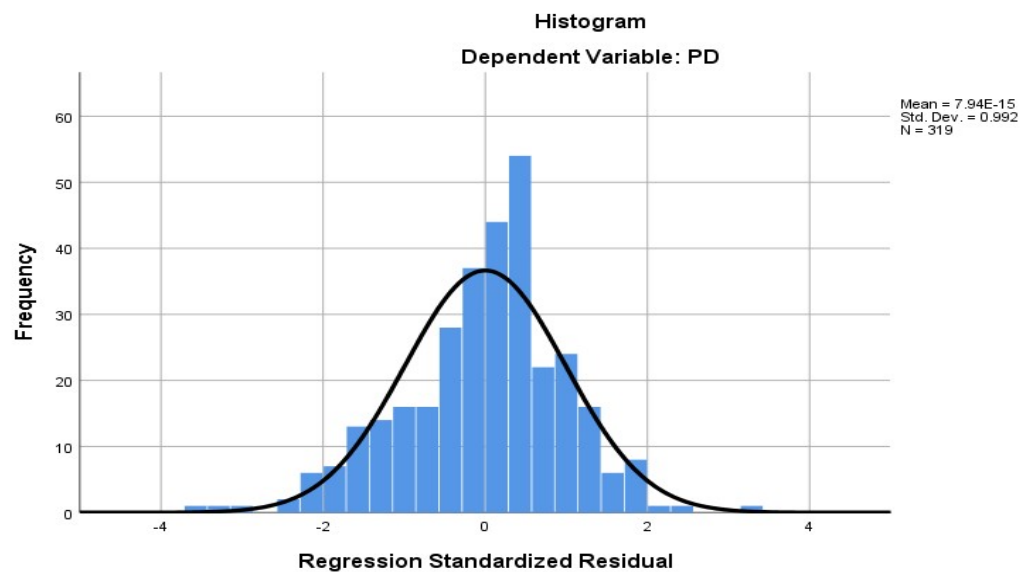
Table XI Normality test

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
OP	319	-.911	.137	-.532	.272
CO	319	-.952	.137	.260	.272
EXT	319	-.973	.137	-.219	.272
AG	319	-.910	.137	-.485	.272
PD	319	-.997	.137	-.484	.272
Neu	319	.911	.137	-.192	.272
Valid N (listwise)	319				

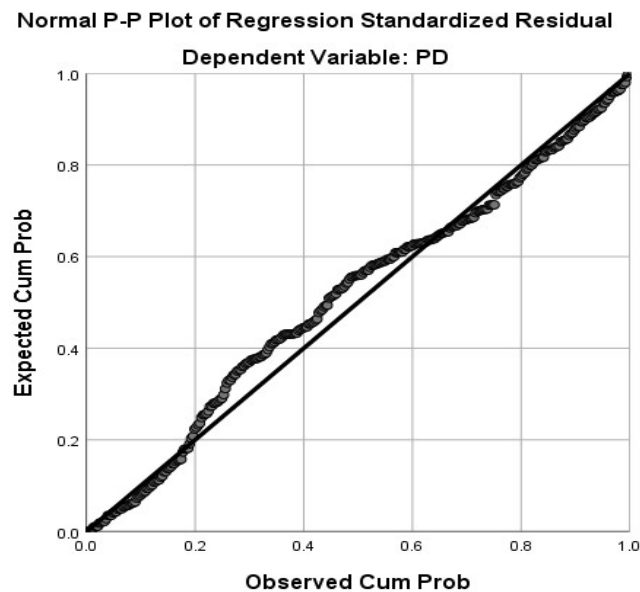
Source: survey result, 2020

Figure 3: Normal distribution curve



Source: Survey result, 2020

Figure 4: Normal P-P Plot of purchasing decision

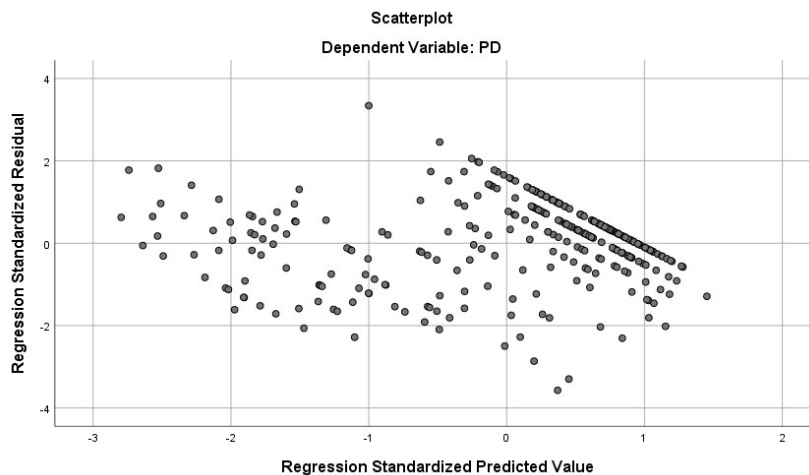


Source: Survey result, 2020

4.5.1.4. Homoscedasticity Test

At each level of the predictor variable(s), the variance of the residual terms should be stable. This just means that the residuals at each level of the predictor(s) should have the same variance Field (2005). Homoscedasticity focuses out for each value of X, the distribution of Y scores must have approximately equivalent variability. To check this assumption, the residuals can be plotted against the predicted values and against the independent variables. The data underneath shows the homoscedasticity test of this study. As it is shown within the graph underneath the residuals plot is the same width for almost all values of the predicted dependent variable which is purchasing decision.

Figure 5: scattered residual plots for IV and DP



Source: survey result, 2020

4.5.2. Multiple Linear Regression analysis Results

To study the effects of personality on purchasing decision of cosmetic products this research used multiple regression analysis. The model was analyzed by utilizing all selected internal personality traits.

4.5.2.1 Regression analysis Openness and Purchase decision

The below table shows that the regression statistic for the effect of personality factors on purchasing decision of cosmetic products. As explained in the table, the coefficient of determination; R square is 0.489 at 0.01 significance level.

Table XII Model summary of Openness

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.699 ^a	.489	.487		.49013

a. Predictors: (Constant), OP

b. Dependent Variable: PD

Source: survey result, 2020

In addition, model adequacy test (ANOVA test) is conducted to prove that the model on the relationship between these two variables is fitting. The test statistic indicates in table XIII shows that the model is adequate and fitting for this relationship since the p-value is 0.000, at 0.01 significance level.

Table XIII: Test of Model Adequacy (ANOVA) for Openness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.752	5	22.350	187.964	.000 ^b
	Residual	37.218	313	.119		
	Total	148.970	318			

a. Dependent Variable: PD

b. Predictors: (Constant), Neu, EXT, CO, AG, OP

Source: survey result, 2020

4.5.2.2. Regression analysis Consciousness and Purchase decision

Considering the effects of consciousness on purchasing decision, the study has formulated hypothesis. The hypothesis of the research states that consciousness has significant effect on purchasing decision. Accordingly, regression analysis was conducted to see the regression coefficient or r square. The regression result shows that the coefficient of determination; R square is 0. .256 at 0.01 level of significance. This shows that there is a significant relationship between consciousness and purchasing decision. The following table indicates the result.

Table XIV Model Summary for Consciousness

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.506 ^a	.256	.254	.59133

a. Predictors: (Constant), CO

b. Dependent Variable: PD

Source: survey result, 2020

To confirm the above findings, ANOVA test is conducted and it aimed to prove that the regression model on relationship between consciousness and purchasing decision fits. The test statistic indicated in the following table states that the model is adequate and fitting in the relationship between consciousness and purchasing decision since the p-value is 0.000, at 0.01 of significance level. In conclusion, there is a significant relationship between consciousness and purchasing decision.

Table XV: Test of Model Adequacy (ANOVA) for Consciousness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.125	1	38.125	109.031	.000 ^b
	Residual	110.845	317	.350		
	Total	148.970	318			

a. Dependent Variable: PD

b. Predictors: (Constant), CO

Source: survey result, 2020

Considering the direction of influence in the relationship between consciousness and purchasing decision the coefficient of determination indicates that consciousness has a positive and significant effect on purchasing decision.

4.5.2.3. Regression analysis Extraversion and Purchase decision

This study has formulated a research hypothesis which states that extraversion has a positive and significant effect on purchasing decision. Accordingly, the regression result shows that the coefficient of determination R square is 0.271 at 0.01 of significance level. In this case, it can be concluded that there is a positive and significant relationship between extraversion and purchasing decision.

Table XVI Model Summary for Extraversion

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.521 ^a	.271	.269		.58512

a. Predictors: (Constant), EXT

b. Dependent Variable: PD

Source: survey result, 2020

However, to pass on final judgment on the relationship between the independent and dependent variables, model adequacy test (ANOVA test) is conducted. The test statistic indicates in the following table XVII indicates that the model is adequate as the p-value is 0.000, at 0.01 significance level. Therefore, there is a significant relation between extraversion and purchasing decision.

Table XVII: Test of Model Adequacy (ANOVA) for Extraversion

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.439	1	40.439	118.117	.000 ^b
	Residual	108.531	317	.342		
	Total	148.970	318			

a. Dependent Variable: PD

b. Predictors: (Constant), EXT

Source: survey result, 2020

4.5.2.4. Regression analysis Agreeableness and Purchase decision

Considering the hypothesis formulated in the study stating that there is a positive and significant relationship between agreeableness and purchasing decision. Accordingly, a regression analysis is conducted to test the hypothesis. The regression result indicated in the following table, the coefficient of determination R square is 0.431 at 0.01 significance level. This implies that there exists a positive and significant relationship between the two variables.

Table XVIII Model Summary for Agreeableness

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.656 ^a	.431	.429		.51715

a. Predictors: (Constant), AG

b. Dependent Variable: PD

Source: survey result, 2020

In addition, the Analysis of Variance (ANOVA) result as shown in Table XIX confirms that the model is adequacy for this data since the p-value of 0.00 is less than 0.001 level of significance.

Table XIX Test of Model Adequacy (ANOVA) for Agreeableness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.192	1	64.192	240.024	.000 ^b
	Residual	84.778	317	.267		
	Total	148.970	318			

a. Dependent Variable: PD

b. Predictors: (Constant), AG

Source: survey result, 2020

4.5.2.5. Regression analysis Neuroticism and Purchase decision

Simple regression analysis is employed to test the hypothesis on the effects of personality on purchasing decision. The following table XX demonstrates the result from regression analysis on the effects of neuroticism on purchasing decision. The coefficient of determination R square is 0.492 and R is 0.701 at 0.01 of significance level. This implies that there exists a significant relationship between neuroticism and purchasing decision.

Table XX Model Summary for Neuroticism

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.706 ^a	.499	.497		.48531

a. Predictors: (Constant), NEU

Source: survey result, 2020

Besides, the model adequacy test conducted using analysis of variance. The test result validates the assumption that the model is adequate and appropriate for this data since p-value of 0.000, which is less than 0.01. As can be seen from the table number XXI, the test statistic (the p-value) is 0.00 at 0.01 of level of significance. Thus, we conclude that the predictor variable has a significant effect on the purchasing decision.

Table XXI Test of Model Adequacy (ANOVA) for Neuroticism

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.308	1	74.308	315.493	.000 ^b
	Residual	74.663	317	.236		
	Total	148.970	318			

a. Dependent Variable: PD

b. Predictors: (Constant), NEU

*Source: survey result, 2020***4.5.3. Multiple Regressions Analysis**

Regression analysis was employed to examine the effect personality on purchasing decision of cosmetic products. The model was analyzed by using all variables (Openness, Extraversion, Conscientiousness, Agreeableness and Neuroticism). Based on these the regression analysis of the study summarized as follow

Table XXII regression Model Summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.866 ^a	.750	.746	.34483	1.953

a. Predictors: (Constant), NEU, EXT, CO, AG, OP

b. Dependent Variable: PD

Source: survey result, 2020

As shown in table XXII, the value of R square was 0.750. This value tells how much of the variance within the dependent variable purchasing decision is clarified by the model. It shows the percentage of the response variable between the value of 0 and 100%. This summary is utilized to recognize the effect of personality on purchasing decision of cosmetic products .As it is shown within the table, R squared is 0. 750 and adjusted R squared is 0. 746 proposing that that 75% variation in dependent variable is clarified by independent variables utilized in the model. This implies that 75% variation in purchase decision is influenced by Openness, awareness, extraversion, suitability and neuroticism.

The Durbin Watson (DW) statistic shows for autocorrelation within the residuals from a statistical regression analysis. The DWs statistic will always have a value between 0 and 4. A value of 2 implies that there's no autocorrelation identified within the sample where as Values from 0 to less than 2 shows positive autocorrelation and values from 2 to 4 shows negative autocorrelation. (Field, 2009) proposes that values beneath 1 or more than 3 are a definite cause of concern. For this model the Durbin Watson was 1.953, which is within the acceptable suggested range and so the models is fit and appropriate in predicting the effect of personality on purchase decision.

Table XXIII ANOVA Result of the study

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.752	5	22.350	187.964	.000 ^b
	Residual	37.218	313	.119		
	Total	148.970	318			

a. Dependent Variable: PD

b. Predictors: (Constant), NEU, EXT, CO, AG, OP

Source: survey result, 2020

The result in the ANOVA table confirmed the significance of the overall model by p- value of 0.000 which is below the alpha level, i.e. 0.01 indicates the independent variables taken together have significant relationship with the dependent variable under study.

Table XXIV Coefficients Analysis of the study

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.892	.271		3.287	.001
	OP	.334	.038	.312	8.807	.000
	CO	.118	.037	.106	3.229	.001
	EXT	.144	.035	.134	4.120	.000
	AG	.285	.035	.281	8.255	.000
	NEU	-.304	.035	-.318	-8.694	.000

a. Dependent Variable: PD

Source: survey result, 2020

On the above Table XXIV, a coefficient indicates how much the dependent variable varies with independent variables, when all other independent variables are held constant. The beta coefficients indicate that how and to what extent the independent variables influence the dependent variable.

The above coefficients table is a regression analysis conducted in order to examine the significance of the hypothesis and the acceptability of the model. In this analysis the beta value and p-value examines the variation explained by the model is not due to chance. Therefore the significance level of the variable that is the p- value must be less than 0.01.

4.6. Hypothesis Result

Table XXV Hypothesis Result

Hypothesis developed	Beta value	significance	Relationship	Result
H₁: Openness has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.	.314	.000	Positive	Supported
H₂: Conscientiousness has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia	.105	.000	Positive	Supported
H₃: Extraversion has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.	.141	.000	Positive	Supported
H₄: Agreeableness has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.	.280	.000	Positive	Supported
H₅: Neuroticism has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.	-.318	.000	Negative	Supported

Source: survey result, 2020

4.6.1 Openness and purchasing decision

Based on the coefficients multiple regression table the beta value of communication is 0.314 at 99% confidence interval ($p < 0.01$) and this shows a positive relationship.

H_0 : Openness has a negative and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

H_1 : Openness has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

Reject H_0 , if $P < 0.01$

Therefore, accept H_1 , there is a positive relationship between openness and purchasing decision at the significance level of 0.01 and the Hypothesis is supported.

Discussion- Individuals with characteristic are always prepared to get involved on new things and are very adventurous (Hirsh, 2010). Openness has a positive and significant relationship with purchase decision. Indeed, this research has shown us the significance of this specific personality factor on the purchase decision making of female cosmetic users in Addis Ababa.

4.6.2 Conscientiousness and purchasing decision

Based on the result this relationship conscientiousness has a beta value of 0.105 it was find to be significant since the p value was less than 0.01

H_0 : Conscientiousness has a negative and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia

H_1 : Conscientiousness has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

Reject H_0 , if $P < 0.01$

Therefore, accept, H_1 there is a positive relationship between conscientiousness and female's consumer purchasing decision. Therefore second hypothesis of the study is supported.

Discussion- Individuals scoring high in this characteristic center more on their future planning and costs, which in the long run limits them to go for impulse purchases (Leong,

Jaafar, & Sulaiman, 2017; Donnelly, Lyer, & Howell, 2012; Verplanken & Herabadi, 2001). Conscientiousness has a positive and significant relationship with purchase decision.

4.6.3. Extraversion and purchasing decision

According to the findings of the regression analysis, extraversion has a beta value of 0.141 at 99% confidence interval ($p < 0.01$) and this shows a positive relationship.

H_0 : Extraversion has a negative and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

H_1 : Extraversion has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

Reject H_0 , if $P < 0.01$

Therefore, accept, H_1 there is a positive relationship between conscientiousness and female's consumer purchasing decision. Therefore the hypothesis of the study is supported.

Discussion- The individuals scoring high on this characteristic cherish to investigate modern things in life which make them go for an impulse purchase in order to get involved on unused things, as they have low self-control over themselves (Eysenck, Barrett, & Barnes, 1993; Leong et al., 2017; Judge, Simon, & Hurst, 2014). Therefore there is a positive relationship between extraversion and Female consumer purchasing decision.

4.6.4. Agreeableness and purchasing decision

Like the above hypothesis a regression analysis was conducted to test the relationship between agreeableness and purchasing decision. As it is presented on the table the beta value of agreeableness is 0.280 at 99% confidence interval ($p < 0.01$) and this shows a positive relationship. H_0 : Agreeableness has a negative and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

H_1 : Agreeableness has a positive and significant effect on female's consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

Reject H_0 , if $P < 0.01$

Therefore, accept, H_1 there is a positive relationship between agreeableness and female's consumer purchasing decision. Therefore the hypothesis of the study is supported.

Discussion- According to McCrae and Costa (2008), this personality characteristic bargains with the motives that drive individuals to maintain and uphold positive relations with other individuals. People falling high in this characteristic are respectable, self-sacrificing, philanthropic, concerned, understanding and compassionate. Therefore there is a positive relationship between agreeableness and purchasing decision.

4.6.5. Neuroticism and purchasing decision

According to table XXIV results of regression, Neuroticism has a strong negative influence in predicting the dependent variable purchase decision, with Beta value of $-.318$ 99% confidence interval ($p < 0.01$).

H_0 : Neuroticism has a negative and significant effect on females consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

H_1 : Neuroticism has a positive and significant effect on females consumers purchasing decision of cosmetic products in Addis Ababa, Ethiopia.

Reject H_1 , if $P < 0.01$

Therefore, accept, H_0 there is a negative relationship between neuroticism and female's consumer purchasing decision. Therefore the fifth hypothesis of the study is supported.

Discussion- Individuals who scores high on this characteristic are not sincerely steady and have very negative feelings. People having this characteristic are short tempered, moody and are stressed out (John et.al, 2008).

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

Introduction

This study intended to assess the effect of personality on purchasing decision of cosmetic products in the case of female consumers in Addis Ababa finally forward basic points that needs to be addressed. On the other hand, the purpose of this chapter is to highlight the summary of findings, conclusion and to present some recommendations.

5.1. Summary of findings

The study was analyzed by using descriptive approach and inferential statistics such as, testing correlation between dependent and independent variables as well as regression analysis. Based on the above mentioned approaches major findings are discussed here under:

The data showed that most of the respondents were females with the age from 26 to 35 years old who lives in Addis Ababa. Analysis for the respondents indicates that the majority of them 192 (60.2%) were employed. The demographic analysis for the respondents indicates that the majority of them 130 (40.8%) were graduates of university degree. The marital status, majority of the respondents 206(64.6%) were unmarried.

The Cronbach'Alpha of the all the variables in this study including both independent variables and dependent variable were more than or equal to 0.7. It indicated that the items stated in the questionnaire were reliable and consistent (Nunnaly, 1987). In another words, the questionnaire used in this study was valid at the same time it was a reliable instrument. Furthermore, the data in this study also fulfilled the assumption of normality as all of their (kurtosis/skewness) distribution was ± 1 . It was also believed that the data was normally distributed and therefore the parametric test could be conducted.

In Pearson Correlation Analysis, openness and conscientiousness appeared to have the strongest interrelation as they shared the highest coefficient value of -0.706 among all the other independent variables. It has been confirmed that there's no relationship that is equal to or exceeds Pearson correlation coefficients of 0.80 and this shows that there's no multicollinearity issue between variables. For multiple linear regression analysis, R squared is 0. 750 and adjusted R squared is 0. 746 proposing that that 75% variation in dependent variable is clarified by independent variables utilized in the model. This implies that 75%

variation in purchase decision is influenced by Openness, awareness, extraversion, suitability and neuroticism. In addition, all the five IVs were found to have either positive or negative relationship with the DV. On the other hand, the five IVs have significant relationship with the DV.

Openness: The research showed a positive relationship between openness and purchase decision. The hypothesis was supported as it showed a significant positive relationship between openness and purchase decision the individual with high degree of openness is creative and tends to look for modern encounters and thought. It was found to have an effect on purchasing decisions of female cosmetic users in Addis Ababa. In this manner, a female consumer in Addis Ababa can be influenced by her open personality while making a purchase decision of cosmetic products.

Conscientiousness: Result indicated that there was a presence of positive relationship between conscientiousness and purchase decision of female customers. It was found that there's an effect on purchase decisions of female cosmetic clients in Addis Ababa. Conscientiousness is often explained by the personality of self-disciplined, well-structured and organized. In any case, a person with high conscientiousness tends to have higher independence, so that there's an effect on purchasing decision of cosmetic products. However, the hypotheses in this variable were supported as the result was significant and have positive relationship.

Extraversion: This was found a presence of positive and significant relationship between extraversion and purchase decision. The high extraversion personality is often portrayed as dynamic, active and chatty. Thus, they have higher chance of being focused on by the sales individuals as they are more likely to communicate unreservedly with others. With this, it opens an opportunity for the salespersons to welcome them so there's a better possibility for purchasing cosmetic products this shows a positive relationship between extraversion and acquiring choice.

Agreeableness: Agreeableness has positive effect with purchase decision. Individuals with agreeableness personality tend to believe others and they are often categorized as an interpersonal oriented person. A person with high agreeableness tends to believe others easily. Hence, they are more likely to trust all the promises and information available on the cosmetic product itself, driving to accept the hypothesis which indicates a positive and significant relationship between agreeableness and purchasing decision.

Neuroticism: The result of the analysis shows that neuroticism was negatively correlated with purchase decision is often explained as stress, anxious, and nervous feelings, which is considered as a negative characteristic. In the hypothesis it was found that there's a negative and significant effect on purchasing decision.

5.2. Conclusion

This study was conducted in Addis Ababa to find out the effects of personality factors on purchase decision of cosmetic products in the case of female consumers in Addis Ababa. The researcher used the OCEAN or the 'Big Five' model. This model has been an innovative and groundbreaking concept which helps to identify the rare, exceptional and unusual characteristics of an individual (Goldberg, 1990). The big five model characterizes the personality of an individual at extensive and wide-ranging level of generalization and abstraction (John, Naumann, & Soto, 2008). It helps an individual to study the fundamental and essential set of behavioral traits (Feldman, 2010; Larsen, Cervone, & Butterworth, 2010).

The Big five personality traits incorporate openness, consciousness, extraversion, agreeableness, and neuroticism. Based on the result, the hypothesis of openness, consciousness, extraversion and agreeableness incorporates a positive and significant effect on female consumers purchasing decision on cosmetic products whereas; neuroticism incorporates a negative and significant effect on female consumers purchasing decision towards cosmetic products.

To achieve the main objective of the study a total of 384 respondents were asked including their responses on the 7 items on purchasing decision and responses and another 35 items on openness, consciousness, extraversion, agreeableness and neuroticism and this study was able to conceptualize how this characteristics influence the purchasing decision of female cosmetic users in Addis Ababa.

This research successfully found some implications which fulfills the significant of the study such as, it is useful for market to determine personality traits of customers in order to segment the market based on different personality traits of female consumer.

5.3. Recommendations for future research

- Independent variables of this research were confined to personality factors only. Future study may consider other individual factors such as culture, social class, and in the demographic factors they may consider income level in predicting and influencing factor on personality and purchase decision of cosmetic products.
- This research used the “Big Five” personality traits thus, the researcher proposes that researchers in future can adopt an extended version of the ‘Big Five’ model or encouraged to include other components of personality in expansion to the Big five characteristics and other researchers can consider mental, social, economical and cultural components.
- The future researchers may think reducing the items of questionnaire in order to improve target respondents’ willingness to assist in surveying. Based on the perception, a few of target respondents were not interested to reply the survey as the study contained 42 questions, which was very long compare to ordinary ones.
- To obtain a higher accuracy of result, the future researchers should consider conducting a proper interview instead of doing survey questionnaire in order to gain detail assessment on the personality traits. The researcher was not able to collect questionnaires by direct communication with the target respondents, because of the COVID 19 pandemic if it was collected by direct communication it will help the researcher to assess the respondent personality effectively as well as allowing respondents to have better understanding on each questions asked. Moreover, by interviewing the respondents allowing them to express their true opinion on each questions asked compare to survey.
- The study recommended marketers to give much emphasis on considering female personality traits for better awareness in order to target their strategies on convincing these social influencers and address the marketing gap by giving attention for effects of female’s personality on their purchase decision. It is also helpful for the marketers to group these consumers into a single market segment, and develop products and promotional campaigns targeted to these particular segments as well as these provides a contribution to gain better insight into consumers mind and possibility to evaluate their sells.

Reference

- Agbonifoh, B. O. (2007). *Marketing in Nigeria: concepts, principles & decisions* (2nd ed.). Aba, Nigeria: Afric Towers.
- Ali, K. B. J. (2014). "The influence of personality traits of customers on their loyalty: A case study of private banks of Kermanshah"; *International Research Journal of Applied and Basic Sciences*, 8 (2): 241-245. .
- Assael, H. (2002). *Marketing for the University of Hartford*, Mason, OH: South-Western College.
- Azoulay, A. &. (2004). Do brand personality scale really measure brand personality? *Journal of Brand Management* 11(2), 143-155 .
- Bennett, P. (1995). *Dictionary of Marketing* (Chicago, IL: American Marketing Association).
- Berkowitz, E. K. (1994). *Marketing* (4th ed.). Burr Ridge: Richard Irwin .
- Bhattacharjee, A. (2012). *Social Science Research: Principles, Methods, and Practices*. Florida: The Creative Commons Attribution.
- Blackwell, R. D. (2007).). *Consumer behavior* (10th ed.). Kundi Haryana, India: Thomas South-Western. *International Journal of Marketing Studies* .
- Blackwell, R. M. (2001). *Consumer Behaviour*, Ohio: South-Western.
- Blackwell, R. M. (2007). *Consumer behavior* (10th ed.). Kundi Haryana, India: Thomas South-Western .
- Blackwell, R. M. ((2007).). *Consumer behavior* (10th ed.). *Personality and Consumer Behaviour: A Review* .
- Blythe, D. (2008).). *Consumer behavior*. . London, United Kingdom: Thompson .
- Bonin, A. (2012). Comparison of humanistic and trait theories. [Online] Available: <http://www.examiner.com/articles>.
- Bozionelos, N. (2004). The big five of personality and work involvement. *Journal of Managerial Psychology*, 19(1), pp.69-81.
- Burger, J. ((2000).). *Personality (5th ed.)*. Belmont, CA: Wadsworth/Thompson. .
- Burnett. (2008). *Core concepts of Marketing* , Jacob foundation , Zurich , Switzerland.
- Carl McDaniel, J. a. (2010). *Marketing Research*. New Delhi; Wiley India(P,) Ltd.
- Cattell, R. (1945). The description of personality: Principles and findings in a factor analysis: *American Journal of Psychology*, 58, 59-90.
- Cherry, K. (2013a). The id, ego, and superego: The structural model of personality. [Online] Available: <http://www.psychology.about.com>.
- Cherry, K. (2013b). Who were the Neo-Freudians?[Online] Available: <http://www.psychology.about.com>.

- Clow, E. K. (2016). *Integrated Advertising, Promotion, and Marketing Communications*. Pearson Education Seventh Edition.
- Cochran, W. (1977). *Sampling technique* (3rd edition). John Wiley and Sons. New York.
- Costa, P. &. (1992). *NEO personality inventory professional manual*. Odessa, FL:Psychological Assessment Resources.es, Odessa, Florida, USA.
- Costa, P. T. ((1985)). *The NEO personality inventory*. Odessa, FL:Psychology Assessment Resources.
- Creswell, J. (2003). 'Research design: Qualitative, quantitative and mixed methods approaches'(2ndedn.). Thousand Oaks, CA: SAGE Publications.
- DeJong, J. (2008). *The impact of (dis)similarities in personality traits on conflict attributes in buyer-seller relationships*. Master's thesis, Open University of the Netherland, Faculty of Management sciences. From <http://www.dspace.ou.nl/bitstream/1820/145>.
- Desai, K. (2014). *A study on Consumer Buying Behavior of Cosmetic Products in Kolhapur*. Vol 01 Issue 10, ISSN-2347-2723.
- Dr.Anandranjan, S. S. (2016). *Consumer Purchase Decision Behavior towards Cosmetics Marketing*. Vol. I. Asia Pacific Journal of Research.
- Dwyer, F. R. (2009). *Business Marketing*, McGraw-Hill, New York.
- Eysenck, S. B. (1993). *A cross-cultural study of personality: Canada and England*. *Personality and Individual Differences*, 14(1), 1–9. [https://doi.org/10.1016/0191-8869\(93\)90168-3](https://doi.org/10.1016/0191-8869(93)90168-3).
- Ferrandi, J. F.-F. (2000). *Aaker's brand personality scale: A replication and a double methodological validation in French setting*. [Online] Available: <http://www.cerog.org/lalondeCB>.
- Field, A. (2005). *Discovering statistics using SPSS for Windows*. London: SAGE
- Field, A. (2009) *Discovering Statistics Using SPSS*. 3rd Edition, Sage Publications Ltd., London.
- Franzoi, S. (2002). *Psychology: A journey of discovery*. Cincinnati, OH: Atomic Dog.
- Gangajali, H. (2009). *Impact of personality on consumer behavior*. Retrieved from <http://www.boddunan.com/education/23-business-management/15779-1> .
- Hair, j.b. (2010). *Multivariate data analysis*. Pearson
- Hair, J.F. Jr., Anderson, R.E. and Tatham, R.L. (1998). *Multivariate data analysis*, (5th ed.). Upper Saddle River, NJ: Prentice-Hall.
- Hirsh, J. B. (2010). *Personality and environmental concern*. *Journal of Environmental Psychology*, 30(2), 245–248. <https://doi.org/10.1016/j.jenvp.2010.01.004>.
- Hogan, J. B. (2007). *Personality measurement, faking, and employment selection*. *Journal of Applied Psychology*, 92(5), 1270–1285. <https://doi.org/10.1037/0021-9010.92.5.1270>.
- John, O. &. (1999). *The Big Five trait taxonomy: History, measurement, and theoretical perspectives*. In L. Pervin & O. P. John (Eds.), *Handbook of personality: Theory and research*. New York, NY: Guildford.

- Kassarjian, H. (1971). *Personality and consumer behavior: A review*. Journal of Marketing Research, 8, 244-247.
- Kombo, D. a. (2006). : *Proposal and Thesis Writing: an introduction*. Nairobi: Paulines publications Africa.
- Kothari, C. (2004). *Research Methodology* . New Delhi: New Age International (P)Limited.
- Kotler, P. &. (2009). *Marketing management (13thed.)*. . Upper Saddle River, NJ: Pearson Education.
- Kotler, P. &. (2016). *Marketing Management*. Pearson Education. Fifteenth Edition.
- Kotler, P. (2017). *Principles of Marketing*. Pearson Education. Seventh European Edition. .
- Lee, J. (2009). Relationship between consumer personality and brand personality a self-concept: From the case of Korean automobile brands. Academy of Marketing Studies Journal. 13(1), .
- Leong, L. Y. (2017). Understanding impulse purchase in facebook commerce: Does big five matter?. Internet Research, 27(4), 786–818.
- Llewellyn, D. a. (2003). The controversial role of personality traits in entrepreneurial psychology. Education + Training, 45(6), pp.341 -345.
- Lounsbury, J. F. (2012). Key personality traits and career satisfaction of customer service workers. Managing Service Quality, 22(5), pp.517-536.
- M., S. (2009). *Consumer Behavior: Buying. Having, and Being*. 8th ed.. Pearson Education Inc., Upper Saddle River. NJ.
- Mark Saunder, p. l. (2009). *Research method for business students* (5th ed).
- Mayer, J. (2007). *Asserting the definition of personality. The Online Newsletter for Personality Science, (1), Spring*. .
- MMcCrae, R. R. (2008). Empirical and theoretical status of the five-factor model of personality traits. In G. J. Boyle, G. Matthews, & D. H. Saklofske (Eds.), *The SAGE handbook of personality theory and assessment*, Vol. 1. Personality theories and models (pp. 273–294). Thousand.
- McLeod,S.A. (2007a). *Behaviorist Approach*. [Online] Available: <http://www.simplypsychology.org/behaviorism.html>.
- McLeod, S. A. (2014). *Theories of personality*. [Online] Available: <http://www.simplypsychology.org/personality.theories.html> .
- McLeod, S. (2007b). *Humanism*. [Online] Available:<http://www.simplypsychology.org/humanistic.html>.
- Mehmet, M. (2012). *Personality effects on experiential consumption*’ Elsevier Journal, Norway, vol 52, PP 94-98.
- Migliore, L. (2011). Relation between big five personality traits and Hofstede's cultural dimensions. Cross Cultural Management, 18(1), pp.38-54.

- Mikolajczak-Degrauwe, K. B. ((2012)). Does personality affect compulsive buying? An application of the Big Five personality model. Retrieved from <http://www.intechopen.com> . *International Journal of Marketing Studies* .
- Mondak, J. J. (2010). *Personality and the foundations of political behavior*. New York: Cambridge University Press.
- Mooradian, T. A & Swan (2006). Personality-and-culture: The case of national extraversion and word-of-mouth. *Journal of Business Research*, 59(6), 778–785. <https://doi.org/10.1016/j.jbusres.2006.01.015>.
- Murat, A. (2011). ‘ Predicting Consumers’ Behavioral Intentions with Perceptions of Brand Personality: A Study in Cell Phone Markets *International Journal of Business and Management* Vol. 6, No. 6; June PP 102-113.
- Myers, D. ((1995).). Psychology (4th ed.). *Personality and Consumer Behaviour: A Review ..*
- Nunnally, J. C. (1978). Psychometric Theory. McGraw-Hill Book Company, pp. 86-113, 190-255.
- John, O. P. (2008). Paradigm shift to the integrative big five trait taxonomy. *Handbook of Personality: Theory and research*, 3, 114–158.
- John W. Creswell. (2009). Research design: Qualitative, Quantitative, and Mixed method approaches, 4th ed. London: Sage Publications
- Olateju, O. (2013). *Statistics and operations research*. National Open University of Nigeria, Lagos.
- Peter, J. a. (2005). *Consumer Behavior and Marketing Strategy*, 7th ed., McGraw-Hill, New York, NY.
- Quintelier, E. (2014). *The influence of the Big 5 personality traits on young people’s political consumer behavior*. *Young Consumers*, 15(4), pp.342-352.
- Rameshwari, P. M. (2016). A study on Consumer Buying Behavior of Cosmetic Products in Thanjavur, Tamilnadu, India. Vol 02 Issue 03, Page No. 598-602. *Indo-Asian Journal of Multidisciplinary Research*.
- RRanjbarian, M. K. (2010). "The Influence of Personality Traits on Consideration Set Size". *European Journal of Social Sciences* –Volume 15, Number 2.
- Robert, H. (2006). *Handbook of Univariate and Multivariate Data Analysis and Interpretation with SPSS*. Rockhaptan, Australia: Champion and Hall/CRC.
- Sagini T M, H. R. (2014). “Personality - its impact on impulse buying behaviour among the retail customers in Kochin city” *IOSR Journal of Business and Management*, 16 (IV) 48-55. .
- Sanders, B. (2008). Using personality traits to predict police officer performance. *Policing*, 31(1), pp.129-147.
- Sarker.S, B. T. (2013). Influence of personality in buying consumer goods-a comparative study between neo-Freudian theories and trait theory based on Khulna region’ *International Journal of Business and Economics Research* vol; 2, No 3, PP: 41-58.
- Schiffman, L. &. (2010). *Consumer behavior* (10th ed.). Upper Saddle River, NJ: Pearson Education.

- Sharma, G. &. (2018). Textbook of Cosmetic Formulations.
- Shakaib Farid, D. & Ali, M.(2018). Effects of Personality on Impulsive Buying Behavior: Evidence from a Developing Country. *Marketing and Branding Research*. 5(1).31-43.
- Shimai, S. a. (2002). ‘An analysis of the relationship between aggressiveness and personality traits of children. *Japanese Journal of Psychology*, Vol 73,PP 358-36.
- Shma. (2012). MANAGEMENT EDUCATION Managemnet Articles and Institutes .
- Sincero, S. (2012). Social Cognitive theory of personality. [Online] Available: <https://explorable.com/Social-Cognitive-theories-of-personality>.
- Smith, D. ((2001).). *Marketing toolkit for Nigeria*. Ibadan, Nigeria:Ibadan, Nigeria: Spectrum Books .
- Solomon, M. (2011). *Consumer behavior: buying, having, and being (9thed.)*. Upper Saddle River, N.J: Pearson.
- Sullivan, H. (1953).The interpersonal theory of psychiatry, New York: Norton.
- Tan, H. F. (2004). *The Effects Of Customer Personality Traits On The Display Of Positive Emotions* *Academy of Management Journal* Vol. 47, No. 2, 287–296.
- Tommasel, A. C. (2015). *Exploring the role of personality traits in followee recommendation*. *Online Information Review*, 39(6), pp.812-830.
- Judge, T. S. (2014). What I experienced yesterday is who I am today: Relationship of work motivations and behaviors to within-individual variation in the five-factor model of personality. *Journal of Applied*, 99(2),199–221.
- John Adams, Hafiz T.A. Khan, Robert Raeside, and David white, 2010. *Research Methods For Graduate Business and Social Science Students*, 1st Edition, SAGE Publication Inc, 2455 Teller Road, New Delhi
- Verplanken, B. &. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of Personality*. Retrieved from <http://onlinelibrary.wiley.com/doi/10.1002/per.423/full>.
- Wyse, S. (2011). *The Difference between Qualitative Research and Quantitative Research*.
- Watson, D. &. (1991). Self- versus peer ratings of specific emotional traits: Evidence of convergent and discriminant validity. *Journal of Personality and Social Psychology*, 60(6), 927–940. <https://doi.org/10.1037/00223514.60.6.927>.
- Wiggins, J. S. ((1996)). *The five-factor of personality: Theoretical perspectives*. New York, NY: Guilford.
- Williams, K. (1981). *Behavioral aspects of marketing*. Oxford, United Kingdom: Butterworth-Heinemann.
- Wolff, H. a. (2012). The relationship between networking behaviors and the Big Five personality dimensions. *Career DevInt*, 17(1), pp.43-66.

Appendix 1
Addis Ababa University School of Commerce

Questionnaire on " THE EFFECT OF PERSONALITY ON PURCHASE DECISION OF COSMETIC PRODUCTS: THE CASE OF FEMALE CONSUMERS IN ADDIS ABABA, ETHIOPIA”

Dear Respondent, I would like to express my gratitude for your participation in this research. Its purpose is to gain knowledge on the effect Personality factors on female consumer purchase decision on cosmetic products in Addis Ababa, as a partial fulfillment of a Masters degree in Marketing Management from Addis Ababa University, School of Commerce.

You may tick any of the boxes that show how strong your feelings are. Please be assured that the information is used only for this research and is strictly confidential. Thank you in advance, I kindly request you:

- ❖ To read each item carefully and record your genuine opinion on the basis of your exposure:
- ❖ Not to consult others while responding to the items;
- ❖ To respond to all questions and try not to leave any item unfilled
- ❖ Not to write your name or include any other personal details; and
- ❖ To return the completed questionnaire to the assigned person.

With best regards,
Biruktawit Shumet

Part I: General Information in answering to the questionnaire, please use tick (✓) mark in the boxes provided.

1. Age

☐ 18 to 25-year-old

☐ 36 to 45-year-old

☐ 26 to 35-year-old

☐ 46-year-old or above

2. Place where you live?

☐ Addis Ababa

☐ outside Addis Ababa

3. What is your occupational status?

☐ Student

☐ Employed

☐ Unemployed

4. What is your educational level?

☐ High school complete

☐ Diploma

☐ University Degree &

above

5. Please indicate your marital status.

☐ Married

☐ Unmarried

☐ Divorced

Part II: Big Five Personality Traits

This section is seeking your opinion in categorizing your own personality traits. Respondents are required to indicate the extent to which they agree or disagree with each statement using 5 point Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) = strongly agree] response framework. Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.

No	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Openness						
Op 1	I am curious about many different things	1	2	3	4	5
Op 2	I see myself as someone who is ingenious, a deep thinker	1	2	3	4	5
Op 3	I see myself as someone who is inventive.	1	2	3	4	5
Op 4	I see myself as an individual who likes to reflect, play with ideas.	1	2	3	4	5
Op 5	I have much artistic interests.	1	2	3	4	5
Op 6	I see myself as someone who values artistic, aesthetic experiences	1	2	3	4	5
Op7	I do not prefer work that is routine.	1	2	3	4	5
Consciousness						
Co1	I see myself as someone who does a thorough job.	1	2	3	4	5
Co 2	I see myself as someone who perseveres until the task is finished	1	2	3	4	5
Co 3	I am a person who will make plans and follow through with them	1	2	3	4	5
Co 4	I see myself as someone who is organized	1	2	3	4	5

Co 5	I am a reliable worker.	1	2	3	4	5
Co 6	I would do things efficiently.	1	2	3	4	5
Co 7	I am a person who is not easily distracted.	1	2	3	4	5
Extraversion						
Ex 1	I am someone who is full of energy.	1	2	3	4	5
Ex 2	I am a person who generates a lot of enthusiasm	1	2	3	4	5
Ex 3	I am an outgoing, sociable individual	1	2	3	4	5
Ex 4	I am not a reserved person.	1	2	3	4	5
Ex 5	I don't see myself as a quiet person.	1	2	3	4	5
Ex 6	I seldom feel shy, inhibited.	1	2	3	4	5
Ex 7	I have an assertive personality.	1	2	3	4	5
Agreeableness						
Ag1	I see myself as a helpful and unselfish person with other	1	2	3	4	5
Ag 2	I trust others easily.	1	2	3	4	5
Ag 3	I see myself as a considerate person and kind to almost everyone.	1	2	3	4	5
Ag 4	I do not like to find fault with others.	1	2	3	4	5
Ag 5	I am a friendly person and tend to treat people around nicely.	1	2	3	4	5
Ag 6	I like to cooperate with others	1	2	3	4	5
Ag 7	I tend to forgive easily.	1	2	3	4	5
Neuroticism						
Ne 1	I am easily depressed.	1	2	3	4	5
Ne 2	I get worried a lot.	1	2	3	4	5

Ne 3	I get nervous easily.	1	2	3	4	5
Ne 4	I am emotionally unstable, easily get upset.	1	2	3	4	5
Ne 5	I am someone who is not relaxed and I do not handle stress well	1	2	3	4	5
Ne 6	I find it hard to get calm, especially in tense situation	1	2	3	4	5
Ne 7	I see myself as someone who can be moody.	1	2	3	4	5

Section III. Purchase decision related questions.

Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.

No	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Pd 1	I am ready to purchase cosmetic products	1	2	3	4	5
Pd 2	I search for information about cosmetic products on regular basis	1	2	3	4	5
Pd 3	I always discuss with my friends and families before purchasing any cosmetic products	1	2	3	4	5
Pd 4	My previous purchasing experience will determine me to purchase new cosmetic products.	1	2	3	4	5
Pd 5	I use time to evaluate alternatives before purchasing cosmetic products	1	2	3	4	5
Pd 6	I make purchase decision without any reason	1	2	3	4	5
Pd 7	I evaluate the product after consumption	1	2	3	4	5

THANK YOU FOR YOUR PARTICIPATION AND HAVE A NICE DAY!