



## **A Psycho-Marketing Study: Using the Dark Triad Personality Test to Profile the Consumers and Predict the Consumer Behavior**

### ***Bir Psiko-Pazarlama Çalışması: Karanlık Üçlü Kişilik Testini Tüketici Profillerinde Kullanmak ve Tüketici Davranışları Tahmin Etme Üzerine Bir Araştırma***

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#### **Abstract**

**Purpose:** Detailed psychographic determinations in deepening marketing research gain importance in both theory and practice. Based on this thought, in this study, it was examined whether personality tests able to profile the consumers as an independent variable.

**Methodology:** For that purpose, one-way ANOVA analysis was applied between the Dark Triad Personality Test and the Consumer Styles Inventory.

**Findings:** The findings show that the most important three factors are habitual consumer, indecision and perfectionism for the Machiavellian personalities; careless consumer, confused by over-choice and fashion consciousness for psychopath personalities; perfectionism, habitual consumer and price consciousness for narcissist personalities. As a result, The Dark Triad Personality test meaningfully profiled the Consumer Styles Inventory and examinations were completed in both theoretical and practical perspectives. Practical examinations were completed in the effectiveness of marketing strategies. Theoretical examinations were completed in the base of personality tests in marketing research.

**Originality:** The effects of personality types or psychopathological conditions on consumer purchasing amount are frequently mentioned both in theory and in practice. However, this study examined the effects of personality types on consumer decision and behavior patterns. Thus, the effectiveness and efficiency of developing marketing policies specific to personality types were opened to discussion.

**Keywords:** Psycho-marketing, Personality Test, Consumer Styles Inventory, Dark Triad Personality Test, Consumer Behavior.

#### **Özet**

**Amaç:** Pazarlama araştırmalarındaki bilimsel derinleşme için ayrıntılı psikografik tespitler hem teori hem de pratik açıdan önem kazanmaktadır. Bu çalışmada kişilik testlerinin tüketici davranışlarını bağımsız bir değişken olarak anlamlı bir şekilde sınıflandırıp sınıflandırmadığı test edilmiştir.

**Yöntem:** Bu amaç doğrultusunda Karanlık Üçlü Kişilik Testi ile Tüketici Tarzları envanteri arasında tek yönlü Anova analizi uygulanmıştır.

**Bulgular:** Bulgular göstermektedir ki Makyavelist kişilik tipleri için en önemli üç faktör alışkanlık, kararsızlık ve mükemmeliyetçilik; Psikopatik kişilik tipleri için dikkatsiz alışveriş, fazla seçim şansından dolayı kafası karışma ve moda odaklılık; son olarak Narsisizm için de mükemmeliyetçilik, alışkanlık ve fiyat odaklılıktır. Sonuç olarak Karanlık Üçlü Kişilik Testi'nin Tüketici Tarzları Envanteri'ni anlamlı bir şekilde sınıflandırıldığı anlaşılmış ve hem teorik hem de pratik açıdan tartışılmıştır. Pratik tartışmalar pazarlama stratejilerinin psikolojik bağlamda etkililiği çerçevesinde gerçekleştirilirken, teorik tartışmalar pazarlama araştırmalarında kişilik testleri bağlamında gerçekleştirilmiştir.

**Özgünlük:** Kişilik tipleri ya da psikopatolojik durumların tüketici satın alma miktarına etkileri üzerine gerek teoride gerekse pratikte sıkça bahsedilmektedir. Ancak bu çalışmada kişilik tiplerinin tüketici karar ve davranış kalıplarına etkileri incelenmiştir. Böylece kişilik tiplerine özel pazarlama politikaları geliştirilmesinin etkinliği ve etkililiği tartışmaya açılmıştır.

**Anahtar Kelimeler:** Psiko-Pazarlama, Kişilik Testi, Tüketici Tarzları Envanteri, Karanlık Üçlü Kişilik Testi, Tüketici Davranışları.

## **INTRODUCTION**

### **Psychological Approach to the Marketing Science and Its Necessity**

The mass production became possible after the Industrial Revolution. However, it gave ways to the customer centricity and competition in the first decades of the Industrial Revolution (Karabiyik, 2016). In fact, this development caused a scientific revolution and indication of the theoretical paradigm shift, as well. Till the day Industrial Revolution, marketing science focusing on the customer has examined the consumption and purchase behaviors in more detail. Thus, marketing science has made progress to understand the behavior and decisions by non-linear examinations under the favor of inter-disciplinary studies. Therefore, psychology is one of the science fields that have inter-disciplinary study possibilities with marketing. Because it is not possible to separate human psychology from the consumption decision and behavior.

This study was developed to do “puzzle solving” in “normal science” process that is defined by Thomas Kuhn in *The Structure of Scientific Revolutions* (1970). In this context, the literature of the Dark Triad Personality approach and the Consumer Styles Inventory examined and the Dark Triad Personality Test was employed as an independent variable to profile the Consumer Styles Inventory.

### **DARK TRIAD PERSONALITY TEST**

The Dark Triad Personality Test systematically separates the personalities as Machiavellianism, psychopathy and narcissism. This test is seen as an approach to Kowalski's study ‘Behaving Badly: Aversive Behaviors in Interpersonal Relationship’. On the other hand, empirical studies show that these personalities are the most conspicuous personalities (Paulhus and Williams, 2002) and it has been used by many studies and got over 350 citations (Furnham et al., 2013). The reason for this is the Dark Triad Personality Test has an appropriate structure for adapting to different science fields. There are studies in literature that are adapted the Dark Triad Personality approach to externalizing, internalizing and rationalizing (Jonason et al., 2018a), comparative studies (Jonason et al., 2018b), entrepreneurial orientation (Kraus et al., 2018), workplace behavior (LeBreton et al., 2018) and also the studies that have Postmodern scientific approach such as linguistic analysis (Sumner et al., 2012) shows the adaptation capability of the Dark Triad approach to the Postmodern science worldview. So, these studies show the scientific tendencies of adapting the Dark Triad Personality approach to economics. Factors of the Dark Triad should be examined to make the study clear.

### **Psychopathy**

Psychopathy is perceived as people who are prone to crime and threatened to society in many studies (Mahmut et al., 2008). But recent studies show that the psychopathic personalities are homogeneously distributed in the society and they can be successful in social conditions (Board and

Fritzon, 2005). So, they should not be examined as criminal personalities (Jakobwitz and Egan, 2006). The mentioned studies support this study as long as they are not psychopathological. But the Dark Personality Test is not related to psychopathological cases, already (Eraslan-Çapan et al., 2015).

The definition of non-psychopathological psychopathic personality is a person who has normal intellectual capacity but has a lack to learn moral values and behave unrestrained (Schulsinger, 1972). On the other hand, psychopathic people are proactive in the emotional phenomenon (Cima and Raine, 2009).

### **Narcissism**

The characteristic keyword of the narcissism is admiring himself/herself (Muris et al., 2017). They compete with others in the egocentric perspective and they also have tendency to getting angry in case of loss (Miller et al., 2009). Their competition purpose is to maximize their life in all aspects (Eraslan-Çapan et al., 2015). It is important to not rule out that narcissist people behave self-value dependent, rather than social values (Simonet et al., 2017). This fact separates the narcissist people from the other personalities in the base of socialization even they behave for the same purpose.

### **Machiavellianism**

Machiavellianism as a personality type refers to the exploitation of people for his/her own benefits (Christie and Geis, 1970). The distinguishing feature of the Machiavellians is about considering the social values during the exploitation.

It is important to consider that both this study and the Dark Triad Personality Test do not express the psychopathological personality cases. The purpose of the study to identify the consumers by their negative features. Therefore, the results of the study have applicable fields in both theory and practice. In this study, a scale was employed adapted to Turkish by Eraslan-Çapan et al (2015). The test was applied without any alteration. It has 12 questions with nine-point Likert Scale.

### **Consumer Styles Inventory**

Consumer Styles Inventory is a classification that has been used in many studies, too. The reason of classifications is the difficulty of examination that includes all variables. While measuring each variable one by one does not provide a solution for the big frame, examining all variables at the same can cause chaotic research findings. Thus, examining the variables in certain groups is seen as a functional method to increase the prediction ability of marketing research. Consumer Styles Inventory is one of the scales that were developed in this perspective to classify the consumer behaviors. On the other hand, Consumer Styles Inventory was used in interdisciplinary studies, too, such as religiosity (Aliman et al., 2018) and problem-solving skills in schools (Moorthi, 2018).

The scale was developed by Splores and Kendall in 1986 and adapted to Germany, Greece, India, New Zeland, South

Korea, Turkey and United Kingdom (Dursun et al., 2013). The factors of the scale are perfectionist consumer, brand-conscious consumer, novelty-fashion conscious consumer, recreational-hedonistic consumer, price conscious consumer, impulsive-careless consumer, confused by over choice consumer and habitual-brand loyal consumer (Splores and Kendall, 1986).

**METHOD**

**Objects, Problem and Hypothesis of the Research**

The purpose of the research is to understand the usage of personality tests of psychology science for marketing scales to make marketing research clearer. So, psychographic scales will be used in marketing studies more effective.

The study has two applicable purposes even it focused on theoretical purposes. Most of the marketing research use demographic scale measurements. However, it can be insufficient in some cases and it can cause problems for the studies. The first applicable purpose of this study is to solve that kind of crisis by using detailed personality tests in marketing studies. The second one is to help current studies and companies as well, to develop more effective strategies that are focused on specific markets which have consumers with similar personality types.

The “consumer” that is the object of this study was examined in the base of the individual ontology. In this context, the interaction between society and individual was not ruled out, but social effects were examined in the appearances on individuals as a result of the individual ontology. In this context, the problem of the study is “Can personality tests profile the consumers and predict the consumer behavior and also are they appropriate for marketing science usage?” The hypothesis of the study is the Dark Triad Personality test as an independent variable can profile the factors of the Consumer Styles Inventory. There are also studies in the literature that support this hypothesis. For example, there are articles investigating luxury consumption behaviors with dark triad and big five as in this study (Guido et. al., 2020). In another study, the satisfaction of consumers with psychopathic personality was investigated in accordance with this study (Karampournioti et. al., 2018). All these studies show the importance of the use of both psychographic variables and especially the Dark Triad in the literature. In this study, how the dark triad defines consumer behavior types as a personality test was investigated and a more detailed examination was made.

**Table 1.** Reliability and Variance Ratios of the Consumer Styles Inventory

	Discovery Sampling		Test Sampling	
<b>Chi Square</b>	298,400		299,141	
<b>Degrees of Freedom</b>	173		173	
<b>Probability Distribution</b>	0,000		0,000	
<b>GFI</b>	,94		,94	
<b>NFI</b>	,89		,89	
<b>CFI</b>	,95		,95	
<b>RMSEA</b>	,04		,04	
	<b>CR</b>	<b>AV</b>	<b>CR</b>	<b>AV</b>
<b>Perfectionism</b>	,82	,54	,84	,58
<b>Brand Consciousness</b>	,80	,50	,80	,50
<b>Fashion Consciousness</b>	,75	,61	,77	,63
<b>Price Consciousness</b>	,53	,39	,31	,20
<b>Careless Consumer</b>	,56	,40	,53	,37
<b>Confused by Over-Choice</b>	,80	,67	,80	,66
<b>Habitual Consumer</b>	,69	,52	,69	,52
<b>Avoiding the Shopping</b>	,70	,56	,51	,34
<b>Indecision</b>	,77	,62	,71	,56

CR: Composite Reliability, AV: Average Variance

**Procedure**

The mentioned adapted scales were used without any change in this study. The Consumer Styles Inventory was applied as 22 questions with five-point Likert Scale and the Dark Triad Personality Test was applied as 12 questions with nine-point Likert Scale.

The survey was applied to 305 people from Turkey/Konya City and the adapting ratios on reliability of the studies are as follows

The Dark Triad Personality Test adapting study was applied to 430 people (N: 430, 258 female and 172 male) average age of 20,66 with ±2,26 variance and tested by confirmatory factor analysis (Eraslan-Çapan et al., 2015).

Adjective Based Personality Test (Bacanlı et al., 2009), Narcissistic Personality Inventory (Atay, 2009) and Psychometric Properties of the Satisfaction With Life Scale (Durak et al., 2010) were used for current validity (Eraslan-Çapan et al., 2015).

Finally, reliability tests of the Dark Triad Personality Test were completed by Cronbach Alpha. Linguistic equivalence of the scale was calculated .98 for Machiavellianism, .97 for psychopathy and .97 for narcissism. Confirmatory factor analysis confirmed the Dark Triad Personality Test with  $\chi^2(51, N = 430) = 145.16, p < .001; CFI = .96; GFI = .95; IFI = .96; SRMR = .047; RMSEA = 0.066$  90% C.I. [.053, 0.078].

**Table 2.** Cronbach Alpha Coefficients of The Second And Third Steps

	<b>Machiavellianism</b>	<b>Psychopathy</b>	<b>Narcissism</b>
<b>Second Step</b>	.80	.72	.87
<b>Third Step</b>	.79	.73	.87
<b>TOTAL</b>	.79	.71	.87

The survey applied to 305 people from Turkey/Konya City and the data were analysed by one-way ANOVA. The Dark Triad personalities were independent variable while

Consumer Styles Inventory results were dependent variable. The demographic components of the sample are as follows.

<b>Tablo 3.</b> Demographic Data	<b>Gender</b>	<b>f</b>	<b>%</b>	<b>Marital Status</b>	<b>f</b>	<b>%</b>
	<i>Female</i>		191	62,62	<i>Married</i>	145
<i>Male</i>		114	37,38	<i>Single</i>	153	50,16
				<i>Divorced</i>	7	2,30
				<i>Muhasebe</i>	33	15,6
	<b>Age</b>	<b>f</b>	<b>%</b>			
	<i>23-29</i>	154	50,49			
	<i>30-36</i>	151	49,51			
				<b>Education</b>	<b>f</b>	<b>%</b>
				<i>Bachelor's Degree</i>	204	66,89
				<i>Master</i>	75	24,59
				<i>Doctoral</i>	26	8,52
	<i>Machiavellianism</i>	60	19,67			
	<i>Psychopathy</i>	62	20,32			
	<i>Narcissism</i>	63	20,65			

Demographic data tables and factor load table show a balanced distribution on sample. This makes the research more meaningful and reliable. However, the Dark Triad Personality Test identified 185 of 305 participants. In other words, 60,66% of the participants identified by the test. It shows the functionality of the test, as well.

meaningful for marketing science. However, the factors of the Consumer Styles Inventory were ranked to understand their importance for each personality type. Ranked factors were considered in the examinations. Because participants value the factors according to importance for himself or herself rather than other considerations.

**RESULTS**

Examinations were completed for each factor of the Dark Triad Personality Test to make the examinations

**Table 4.** Integrated Values

	<b>Machiavellianism</b> N: 60 (19.67%) $\bar{x}$	<b>Psychopathy</b> N: 62 (20.32%) $\bar{x}$	<b>Narcissism</b> N: 63 (20.65%) $\bar{x}$
<b>Perfectionism</b>	3.704	3.231	4.082
<b>Brand Consciousness</b>	3.113	2.964	2.773
<b>Fashion Consciousness</b>	3.408	3.285	2.571
<b>Price Consciousness</b>	3.226	3.178	3.507
<b>Careless Consumer</b>	3.454	3.535	2.809
<b>Confused by Over-Choice</b>	3.317	3.285	2.793
<b>Habitual Consumer</b>	3.818	3.214	3.864
<b>Avoiding the Shopping</b>	2.817	2.642	2.793
<b>Indecision</b>	3.772	3.178	2.833

**Machiavellianism**

The habitual consumer factor was seen as the most important factor for Machiavellian personalities. In this context, it is possible to say that brand loyalty is higher than others for them. So, companies that focus on Machiavellian consumers should allocate more budget to create brand loyalty for deploying researches. However, brand loyalty will be high if consumers in the market are Machiavellian

personality. So, market shares of the companies will be inelastic. In this circumstance, the market will be more stable in long-term than other markets. It will be a disadvantageous factor for companies that try to access the market.

The indecision factor was ranked as the second important factor by Machiavellian personalities. The indecision factor got the highest rank for Machiavellian personalities than

others. It shows that the higher indecision factor leads to higher consumer factor. So, it is possible to say that Machiavellian personalities try to solve the indecision problem by being the habitual consumer. The perfectionism is the most important factor that has capability to change the market shares. Because the

habitual consumer factor is relevant to stable markets and the indecision factor is related to it, as well. In this perspective, the perfectionism is the most effective instrument for companies for market-entry and competition.

**Table 5.** The Ranking According to Values And Percentages For The Machiavellian Personality Type

	Mean Value ( $\bar{x}$ )	%
<b>Habitual Consumer</b>	3.818	12.47
<b>Indecision</b>	3.772	12.32
<b>Perfectionism</b>	3.704	12.09
<b>Careless Consumer</b>	3.454	11.28
<b>Fashion Consciousness</b>	3.408	11.13
<b>Confused by Overchoice</b>	3.317	10.83
<b>Price Consciousness</b>	3.226	10.53
<b>Brand Consciousness</b>	3.113	10.16
<b>Avoiding the Shopping</b>	2.817	9.19
<b>TOTAL</b>	30.629	100

It is possible to say that Machiavellian personalities are the most sensitive people to the social phenomena. Because while psychopathy is related to non-empathy, narcissism is related to self-focusing. Therefore, focusing on the social values can reduce the indecision of the Machiavellian personalities. In other words, social marketing strategies, such as green marketing, will possibly be more effective on Machiavellian personalities.

Avoiding shopping and brand consciousness factors are the least important factors for Machiavellian personalities and psychopath personalities, as well. So, companies that focus on both Machiavellian and psychopath personalities can easily develop same marketing strategies aiming for these factors.

**Psychopathy**

The findings show that the characteristic feature of psychopathic personalities is the careless consumer factor. The careless consumer factor took the highest value at both ranking and percentage for psychopathic personalities. This finding coincides with the unrestrained behavior feature of psychopathic personalities. It will be an advantage for marketing strategies of companies when

impulsive purchase and psychopathic consumers are seen in markets at the same time. Even this finding is seen as an advantage for companies when it is examined particularly, the careless consumer factor should be considered with the habitual consumer factor. The findings show that the habitual consumer factor is at the fifth place for psychopathic personalities. It can be a complicating factor to create brand loyalty. However, the brand consciousness factor took eight of nine places and this finding confirms the brand loyalty problem issue. So, it seems that psychopathic personalities do not care about the brands and companies, as well.

The fashion consciousness factor was ranked at the third and the perfectionism factor was ranked at the fourth place. So, these factors should be considered by companies. The price consciousness factor took middle rank when it is compared with its place in other personalities. It shows that psychopathic personalities tend to be balanced between expensive-luxury goods and cheap-low quality goods. In this context, it can be said that focusing on the fashion consciousness and perfectionism factors can be useful for marketing strategies.

**Table 6.** The ranking according to values and percentages for the psychopathic personality type

	Mean Value ( $\bar{x}$ )	%
<b>Careless Consumer</b>	3.535	12.40
<b>Confused by Over-Choice</b>	3.285	11.52
<b>Fashion Consciousness</b>	3.285	11.52
<b>Perfectionism</b>	3.231	11.33
<b>Habitual Consumer</b>	3.214	11.27
<b>Price Consciousness</b>	3.178	11.15
<b>Indecision</b>	3.178	11.15
<b>Brand Consciousness</b>	2.964	10.40
<b>Avoiding the Shopping</b>	2.642	9.26
<b>TOTAL</b>	28.512	100

The indecision factor is seen as the least important factor by psychopathic personalities when it is compared with its importance for other personalities. It shows that psychopathic personalities know what they want from the market even they ranked the confused by over-choice factor at the second place. So, a market that consists of psychopathic consumers will have a characteristic structure. However, the indecision factor value that is in lower order can make the factors that are ranked at higher order more decisive.

Finally, it is possible to say that impulsiveness, unfaithfulness and irresponsible behavior features of the psychopathy (Harris, 2010) are seen while the Dark Triad Personality Test profiling the Consumer Styles Inventory.

### Narcissism

The perfectionism factor was ranked at the first place by narcissist personalities. Ranking the perfectionism factor at the first place for both value and percentage as a very strong characteristic is meaningful coincidence with the self-loving feature of the narcissist personalities. Lower orders of the brand and fashion consciousness factor confirm the examination, as well. It is meaningful to expect that, people who consider the self-love (Raskin and Terry, 1988) rather than social status and social values are disinterested in brand and fashion factors because of their relatedness with social values and also, they are interested in the perfectionism factor that is related with egocentrism.

**Table 7.** The Ranking According to Values and Percentages For The Narcissism Personality Type

	Mean Value ( $\bar{x}$ )	%
<b>Perfectionism</b>	4.082	14.57
<b>Habitual Consumer</b>	3.864	13.79
<b>Price Consciousness</b>	3.507	12.51
<b>Indecision</b>	2.833	10.11
<b>Careless Consumer</b>	2.809	10.02
<b>Confused by Over-Choice</b>	2.793	9.97
<b>Avoiding the Shopping</b>	2.793	9.97
<b>Brand Consciousness</b>	2.773	9.89
<b>Fashion Consciousness</b>	2.571	9.17
<b>TOTAL</b>	28.025	100

The third place of the price consciousness shows that narcissist personalities consider the prices while demanding the “perfect goods”. This approach of the narcissist people shows that their demand will be effective when prices are lower. In fact, it is one of the basic principles of economics. But it is possible to say that the narcissist demand is more inelastic than others. This circumstance can reflect the price increases on the back (producer or sellers) during the short-term increases such as tax-increases. In this context, the avoiding shopping factor should be considered. The avoiding shopping factor took the highest order by the narcissist personalities. This finding shows that narcissist consumers can easily avoid shopping when markets fall short of expectations. On the other hand, the careless consumer factor was ordered at the lower place from other personalities. This finding shows an inelastic demand of narcissist personalities, too. Narcissist people are also known as extreme emotional reactions (Rhodewalt and Morf, 1998). This feature of the narcissist people will make the marketing strategies defenseless to the uncontrollable factors. Because any change on market conditions can cause some high negative emotional reactions on consumers.

Finally, one of the findings that should be mentioned is the height difference of the data. The narcissism factor got the highest height difference value (5.40%). The narcissist personalities have a unique value in factors from the viewpoint of factor load, as well. So, the findings provide

some advantages in terms of marketing strategists. It makes possible to focus on specific factors in markets that have hard conditions. For instance, total factor load of the top three factors is 40.87%. So, focusing on these factors can provide an important advantage for market competition by marketing strategists.

### CONCLUSIONS and LIMITATIONS

Psycho-marketing interdisciplinary studies in the base of personality tests were seen insufficient during the literature review part of the study. However, there has been an increase in personality test-economics basis studies in 2018. This study was designed to understand the relation between the Consumer Styles Inventory and the Dark Triad Personality Test and findings of the study show meaningful relations between them. So, this study confirmed that focusing on personality tests in marketing studies will give both theoretical and practical findings to marketing science. These findings will make possible to use the marketing budget more effective and understanding the consumers for academic studies and companies that have an individual ontology.

The study showed that the use of personality tests with marketing surveys can decrease the variance of findings. So, it will increase the functionality of the marketing research methods.

The limitations, and also suggestions, of this study are as follows:

- Product or market types were ruled out in this study. But, the study as a prototype in this field can support the studies which will be designed to understand specifically a product or a market.
- The same person can behave as different personality in different situations. This is a known and expected result of the human psychology. For instance, a person can be a narcissist while purchasing a luxury-expensive product and also can be a Machiavellian while purchasing a good that is related to political issues. So, this problem should be the new problem of the studies that will be modelled with the same approach with this study. This suggestion has a significant importance to take the approach from a theoretical basis to practical basis.

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Fakültesi Lojistik Yönetimi Bölümü'nde görevine devam etmektedir.

#### YAZARLAR

**Dr., Hüseyin Çağatay**, Karabiyik, 2010 yılında Gazi Üniversitesi İktisadi ve İdari Bilimler Fakültesi Maliye bölümünden mezun olan Hüseyin Çağatay Karabiyik, 2016 yılında Necmettin Erbakan Üniversitesi Sosyal Bilimler Enstitüsü İşletme Bilim Dalından Nöro-Pazarlama alanında yazdığı tez ile mezun olmuştur. 2020 yılında ise Necmettin Erbakan Üniversitesi Sosyal Bilimler Enstitüsü İşletme Bilim Dalından Psiko-Pazarlama alanında yazdığı tez ile doktor unvanını almıştır. Bunların dışında Duke University, University of California- Berkeley gibi üniversitelerden Nöro-Bilim ve psikoloji alanlarında eğitimler alarak sertifika almaya hak kazanmıştır. Karabiyik halen merchandising, tüketici davranışları ve psiko-pazarlama bağlamında tüketici davranışları üzerine teorik ve pratik çalışmalarını sürdürmektedir.

H. Çağatay Karabiyik Türkiye'de bağımsız mali müşavir olarak çalışmakta ve Kamu Gözetimi Kurumu'na bağlı olarak bağımsız denetçilik stajı yapmaktadır. Aynı zamanda Konya Serbest Muhasebeci Mali Müşavirler Odası 2019-2021 dönemi Sosyal Etkinlikler ve Bilgi Teknolojileri Komisyonları üyeliklerini de yürütmektedir. Bunlara ek olarak Hüseyin Çağatay Karabiyik ABD'de pazarlama stratejileri danışmanlığı yapmaktadır.

**Prof. Dr., Selda Başaran Alagöz**, 1993 yılında Selçuk Üniversitesi İktisadi ve İdari Bilimler Fakültesi İşletme Bölümü'nden mezun olan Başaran Alagöz yine Selçuk Üniversitesi'nde 1997 yılında yüksek lisansını, 2003 yılında ise doktorasını müşteri ilişkileri yönetimi üzerine yazdığı tez ile tamamlamıştır. Karamanoğlu Mehmet Bey Üniversitesi'nde yardımcı doçent ve Necmettin Erbakan Üniversitesi'nde doçent olarak görev yapmıştır. 2020 yılında Profesör unvanını alan Başaran Alagöz halen Necmettin Erbakan Üniversitesi Uygulamalı Bilimler