Examining The Relationship between Customers' Personal Characteristics and Hedonic Consumption Behavior with Canonic Correlation Analysis, An Application on Women Academicians

Müşterilerin Kişilik Özellikleri ile Hedonik Tüketim Davranışı Arasındaki İlişkinin Kanonik Korelasyon Analizi ile İncelenmesi, Kadın Akademisyenler Üzerinde Bir Uygulama

Abstract

The aim of this study is to examine the relationship between the personality traits of customers and hedonic consumption behaviors by using canonical correlation analysis. For this purpose, the relationship between the personality traits of female academics and hedonic consumption behavior was examined in the context of clothing shopping. Due to the time and cost constraints of the study, the entire population could not be reached, and using the terrestrial sampling method, female academicians working at Kütahya Dumlupınar University and Kütahya Health Sciences University were determined as the sample population. From this sample, 408 data were collected by questionnaire method. Reliability, validity, exploratory factor analysis, confirmatory factor analysis and canonical correlation analysis were performed on the collected data. As a result of the statistical analysis, a significant relationship was determined between the set of personality traits and the set of hedonic consumption behavior. It has been determined that the Sensitivity-Emotionality personality trait in the HEXACO personality model is both the personality trait that contributes the most to the set of personality traits and the personality trait most associated with the hedonic consumption behavior set. At the same time, it has been determined that the Role Shopping-Shopping to Make Others Happy sub-dimension of hedonic consumption behavior is both the sub-dimension that contributes the most to the hedonic consumption set and the most associated with the personality traits set.

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Öz

Bu çalışmanın amacı müşterilerin kişilik özellikleri ile hedonik tüketim davranışları arasındaki ilişkinin kanonik korelasyon analizi ile incelenmesidir. Bu amaçla kadın akademisyenlerin kişilik özellikleri ile hedonik tüketim davranışı arasındaki ilişki konfeksiyon alışverişleri bağlamında incelenmiştir. Çalışmanın zaman ve maliyet kısıtlarından dolayı ana kütlenin tamamına ulaşılamamış ve karasal örnekleme yöntemi kullanılarak Kütahya Dumlupınar Üniversitesi ve Kütahya Sağlık Bilimleri Üniversitesinde çalışan kadın akademisyenler örneklem kitle olarak belirlenmiştir. Bu örneklem üzerinden anket yöntemi ile 408 adet veri toplanmıştır. Toplanan veriler üzerinde güvenilirlik, geçerlilik, keşfedici faktör analizi, doğrulayıcı faktör analizi ve kanonik korelasyon analizi yapılmıştır. Yapılan istatistiksel analizler sonucunda, kişilik özellikleri seti ile hedonik tüketim davranışı seti arasında anlamlı bir ilişki tespit edilmiştir. HEXACO kişilik modelinin yer alan Duyarlılık-Duygusallık kişilik özelliğinin hem kişilik özellikleri seti içerisine en fazla katkı yapan kişilik özelliği olduğu hem de hedonik tüketim davranışı seti ile en fazla ilişkili kişilik özelliği olduğu belirlenmiştir. Aynı zamanda hedonik tüketim davranışının alt boyutu olan Rol Alışverişi-Başkalarını Mutlu Etmek için Alışveriş boyutunun hem hedonik tüketim setine en fazla katkı yapan alt boyut olduğu hem de kişilik özellikleri seti ile en fazla ilişkili boyut olduğu tespit edilmiştir.

Introduction

Due to the complex structure of human personality and the fact that personality is handled by many different perspectives, it is not possible to talk about a definition that has reached a consensus on the concept of personality (Özsoy and Yıldız, 2013). Personality refers to a very broad concept

that includes different characteristics from the interests of the individual to the harmony with the environment. The different reactions people give to the events they experience show that they are different in terms of their thoughts, feelings and actions. It can be said that these differences stem from the personalities of people (Ünsar, 2011).

Today, while consumers see shopping as an important part of their lives (Cardoso and Pinto, 2010), consumption in modern societies does not only aim to meet physiological and basic needs, but is perceived as an important social and cultural process (Bocock, 2005: 84). In other words, consumption has become a language that determines how people will be recognized by other people, represents and tells about the individual, and gives information about him (Köker and Maden, 2012: 95).

Studies conducted on consumer behavior reveal that consumers' consumption behaviors are based on two main reasons: hedonic and utilitarian. (Batra and Ahtola 1990: 159; Dhar and Wertenbroh 2000: 60) Hedonic value is related to the satisfaction of emotions and entertainment, while utilitarian value is related to the satisfaction of compulsory needs (Adomaviciute, 2013; 756). In terms of consumption culture, hedonic (hedonistic) consumption is the opposite of utilitarian consumption. While individuals with utilitarian consumption behavior focus on the functional concrete features of products and services in the consumption and purchasing processes, the hedonistic consumption tendency focuses on the dreams and fantasy powers that the individual has created rather than the functional characteristics of the product and service (Köker and Maden, 2012: 100).

In this study, it is aimed to examine the relationship between the personality traits of customers and hedonic consumption behaviors by using canonical correlation analysis. In the literature; Although the relationship between personality traits and hedonic consumption behaviors has been examined in different sectors, in different countries and on different sample groups, there are few studies in which the HEXACO personality model is used to measure personality traits, especially in the studies conducted in the context of this relationship, and in the literature review, female academicians in Turkey as the sample population. The fact that no study was found in which the study was determined shows the originality of this study and that the findings to be obtained as a result of the study will contribute to the literature.

1. Hexaco Personality Model

According to the Turkish Language Association (TDK) (2019), personality; It means "the distinctive feature of a person, the whole of spiritual and spiritual qualities, personality". In terms of behavioral sciences, personality can be defined as the reflection of all the mental, physical and spiritual differences of the individual on their behavior and lifestyle (Özdevecioğlu, 2002: 116). Personality is related to all the characteristics of the individual and emerges as a distinctive, consistent and structured form of relationship that individuals establish with their internal and external environments (Cüceloğlu, 1991: 400).

Many theories have been developed to explain what personality is. The most well-known among these are psychoanalytic theories, socio-psychological theories and trait theories. Marketers use trait theory the most in personality research. Because this theory is compatible with marketing methodology and describes personality through various characteristics (Tsai, 2003, p.54 as cited in Deniz and Erciş, 2008).

The most well-known and most widely used model among trait theories is the Five Factor Personality Model. The model makes use of the "adjectives" that individuals use to describe themselves and others in the measurement of personality (Doğan, 2013: 57). Norman, in his study in 1963, obtained 5 factors by applying factor analysis to a 20-featured rating scale. These factors are extroversion, compatibility, responsibility, emotional balance, and openness to innovations (Morgan, 1999, p.51 as cited in Deniz and Erciş, 2008).

Although the Five Factor Personality Model is widely used in personality research, it is accepted that the model is insufficient in capturing individual differences in manipulation and rights (Ashton and Lee, 2005; Weselka et al., 2012 as cited in Cömert, 2018: 21).

Ashton and Lee (2001) developed a new model called HEXACO, also known as the Six Factor Personality Model, as a result of the research on the adjectives used in personality in different languages. One of the key features of the HEXACO model is the Honesty-Humility dimension, which represents an important value compared to the Five Factor Personality Model. Honesty-Humility represents individual differences in their tendency to be sincere, honest, fair, and humble versus being greedy, manipulative, assertive, and humble.

HEXACO stands for factor count as well as forming an abbreviation for factors. There are six factors in the model: Humility-Honesty (H), Sensitivity (E), Extraversion (X), Agreeableness (A), Conscientiousness (C) and Openness to Experience (O). (Ashton and Lee, 2009). The model has been prepared for use in research in 27 different languages, including Turkish. The HEXACO Personality Inventory includes 24 sub-dimensions under six factors and each sub-dimension consists of eight items, a total of 192 items. Afterwards, the inventory was reduced to 100 items with a review study. In addition, two short forms of the inventory consisting of 60 items and 24 items were developed (Tatar, 2018: 6).

The main difference that distinguishes the HEXACO Model from the Five Factor Model is the sixth factor included in the model. This factor is the honesty-humility factor, which includes sincerity, honesty, avoidance of greed and moderation (Yücel and Arslantürk, 2019: 217). Recent studies show that the HEXACO Model is more comprehensive and more powerful than other models such as the Five Factor Personality Model (Zekioğlu, Tatar and Özdemir, 2018: 2683) and can predict human behaviors and attitudes more.

Honesty-humility, which is the biggest difference between the Five Factor Personality Model and the HEXACO model, is the most striking feature of the scale, as it contains additional personality traits (Cömert, 2018: 35). Although this factor is evaluated within the "compatibility" factor in the Five Factor Personality Model, it is considered as a separate factor in HEXACO (Ulu and Bulut, 2017: 448) For this factor, only the word honesty was previously suggested. However, this word has not been accepted because it does not fully cover the broad meaning of the factor. Then, honesty-humility was proposed and accepted as a name that could better encompass broader content. (Cited from Ashton, Lee and Son,2000, Cömert, 2018: 22).

Honesty-Humility factor; It consists of Sincerity, Fairness, Greed Avoidance and Modesty sub-dimensions. The factor is sincere, honest, loyal, humble, fair; the other end is described as insidious, deceitful, greedy, pretentious, two-faced, and boastful. (Tatar, 2018: 6) Individuals who score high on this scale avoid manipulating others for personal gain. They are reluctant to break the rules and are indifferent to unnecessary spending or luxuries. They also do not care about social status. On the other hand, individuals who score low on the scale use others as a tool to have their wishes and do not hesitate to break the rules for their personal interests. They are motivated by material gains and have an exaggerated sense of self-confidence and self-worth (Ulu, 2018: 173).

Emotionality factor consists of Fearfulness, Anxiety, Dependence and Sentimentality sub-dimensions. The factor is emotional, hypersensitive, fearful, anxious, fragile; the other end is defined as brave, durable, independent, confident, stable (Tatar, 2018: 6). Individuals who score high on this scale fear physical dangers, worry about the stress of life, need emotional support from others, and feel empathy and emotional attachment to others. Individuals who score low on the scale do not fear the possibility of physical harm, they worry very little even in stressful conditions, they do not like to share their own problems with others, and they have emotionally severed their relations with others (Ulu, 2018: 173). Although this factor is likened to the emotional stability dimension in the Five Factor Personality Model, it differs from the traditional emotional stability dimension in the HEXACO model. This factor does not include irritability and moodiness, which are important elements of traditional emotional stability, and unlike the emotional stability dimension, this factor

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reflects the emotionality and sensitivity content positively and the courage and endurance content negatively (Cömert, 2018: 22).

Extraversion; The extroversion factor consists of Social Self-Esteem, Social Boldness, Sociability and Liveliness sub-dimensions. The factor is sympathetic, lively, extroverted, sociable, talkative, cheerful, active; the other end is defined as shy, passive, introverted, introverted, quiet, tight-lipped (Tatar, 2018: 6). Individuals who score high on this scale feel positive about themselves, are confident in leading or addressing people, enjoy social gatherings and interactions, and are enthusiastic and full of energy. On the other hand, individuals who score low on the scale think that they are not popular. They feel incompetent and awkward when they are the center of social attention, are insensitive to social activities, and are not as optimistic, lively and cheerful as others. (Ulu, 2018: 173-174). Although some researchers liken this factor in HEXACO to neuroticism in the Five Factor Personality Model, they are different concepts. Because there are no concepts such as irritability and moodiness in the factor of extraversion (Cömert, 2018: 22).

Agreeableness is defined as being compassionate and ready to help others rather than being suspicious and antagonistic towards others (Patrick, 2010: 242) This factor is defined as Forgivingness, Gentleness, Flexibility and Patience. consists of dimensions. The factor is patient, tolerant, peaceful, mild, compliant, gentle; the other end is defined as bad-tempered, grumpy, quarrelsome, stubborn, and angry (Tatar, 2018: 6-7). Individuals who score high on this scale can even forgive mistakes and faults that hurt them, they do not judge others, they are ready to cooperate and reconcile with them, and they can easily control their anger. On the other hand, individuals who score low on the scale hold grudges against things that harm them, criticize others for their shortcomings and faults, insist on defending their own truth and point of view, and get angry at ill-treatment. (Ulu, 2018: 174). Although this factor in the HEXACO model is similar to that in the Five Factor Personality Model, its contents do not overlap exactly (Cömert, 2018: 22).

Conscientiousness factor consists of regularity, diligence, perfectionism and prudence sub-dimensions. In the related literature, the responsibility factor has been defined as being organized, working hard, being careful and acting meticulously. Therefore, it is similar to the Five Factor Personality Model (Cömert, 2018: 22). The factor is organized, attentive, disciplined, meticulous, patient; the other end is defined as careless, negligent, careless, careless, lazy, irresponsible, distracted (Tatar, 2018: 6-7) . Individuals who score high on this scale organize their time and physical environment, work diligently to achieve their goals, strive for excellence and accuracy in their tasks, and are very careful when making new decisions. Individuals with low scores are indifferent to order and organization, they avoid difficult tasks and goals, they can be satisfied with some faulty jobs and they make instinctive decisions (Ulu, 2018: 174).

Openness to Experienceson is a controversial factor that can be commented on. It is not possible to define this factor in a single way (Cömert, 2018: 23). Openness to experience factor consists of Aesthetic Appreciation, Inquisitiveness, Creativity and Unconventionality sub-dimensions. The factor is enlightened, intellectual, creative, unconventional, innovative, ironic; the other end is defined as shallow, superficial, uncreative, traditional, ordinary (Tatar, 2018: 7). Individuals who score high on this scale are impressed by the beauty of nature and art, are curious to gain new knowledge and experience, use their imaginations in their daily lives, and show interest in extraordinary ideas and people. On the contrary, individuals with low scores are indifferent to art, avoid creative pursuits, have little intellectual interest, are closed to radical or unconventional ideas, and do not like innovations very much (Ulu, 2018: 174).

2. Hedonic Consumption

Purchasing a product or service solely for its functional and tangible features is not the only reason why consumers shop. At the same time, personal and social motives can be considered as motivations that push consumers to shop. Therefore, hedonic and utilitarian expectations in shopping should not be considered as two ends of a one-dimensional scale. While consumers expect both types of benefits in the consumption of most products, they define some products as hedonic

shopping and some as more utilitarian shopping (Ünal and Ceylan, 2008: 268). Therefore, consumers' shopping reasons may be need-based, as well as emotional reasons. In this context, the tendency towards hedonic consumption constitutes a driving force in consumer behavior (Park et al., 2006: 434).

The hedonic consumption view was first discussed in the seminar article "Hedonic Consumption: Emerging Concepts, Methods and Suggestions" published by Hirschman and Holbrook in 1982. Hirschman and Holbrook (1982: 95) defined hedonic consumption as different aspects of one's fantasy and emotional experience towards products and the basic elements of hedonic consumption and the preferences that the person uses to define himself; related to tastes, sounds, smells, looks and touch. According to Hirschman and Holbrook (1982: 100) , hedonic consumption is a dimension related to the emotional, sensory and fantasy aspects of product use.

Hirschman and Holbrook (1982) stated that hedonic consumption differs from utilitarian consumption in four dimensions and explained these dimensions as follows: (Hirschman and Holbrook, 1982; citing from 94-99, Umud, 2019: 59)

- Intellectual Structure: In the utilitarian consumption approach, consumers make decisions based on their needs rather than their feelings or desires. In the hedonic approach, it is very important for the consumer to meet their feelings.

- Product Classes: While the utilitarian consumption approach is concerned with the purchase of durable or non-durable consumer goods, the hedonic consumption approach focuses on the consumers' preference for cultural activities such as art, sports, and fashion.

- Product Use: In the utilitarian consumption approach, consumers' purchasing decisions are emphasized, while in the hedonic approach, the use of the product is emphasized rather than purchasing decisions. Thus, the emotional reactions of consumers while using the products can be observed.

– Individual Differences: The demographic, social and ethnic structures of consumers are closely related to whether they realize hedonic consumption or not. For example, depending on the welfare level, the hedonic value of the product is important for consumers in developed countries, while functionality may be more important for consumers in developing countries.

When the causes of hedonic buying behaviors are investigated, it is determined that hedonic consumers are due to reasons such as role playing, entertainment, individual satisfaction, learning new trends, physical activity, sensory stimulation, social experience, communication with people with similar interests, attractiveness of the reference group, status and authority, and the pleasure of bargaining. It is stated that they shop (Ebrahimi, 2013: 46). However, the study on hedonic consumption that Arnold and Reynolds (2003) based on McGuire's (1974) typology revealed six different hedonic shopping motives and the causes of hedonic shopping were classified as follows.

Adventure Shopping: The first category includes "adventure shopping", which means shopping for arousal, adventure, and a sense of being in another world. Many consumers go shopping purely for excitement and adventure. Shopping for adventure generally describes consumers' shopping experiences in terms of adventure, excitement, provocation, passing to another universe through exciting sights, smells and sounds (Arnold and Reynolds, 2003; 80). Consumers lose themselves while shopping in shopping centers or stores and experience a shopping experience that cannot be noticed (Baş and Samsunlu, 2015: 22).

Social Shopping: The second category is "social shopping". Social shopping is about enjoying shopping with one's friends and family, socializing while shopping, and connecting with others while shopping. People see shopping as a way to spend time with friends and/or family members. Some consumers state that they only like to socialize with others while shopping and that shopping gives them a chance to bond with other shoppers (Arnold & Reynolds, 2003: 80). Recently, shopping malls have become places where people can come together. These places, which are suitable for the meeting of the young, are also an attraction area for the elderly, as they provide a safe environment and opportunities where almost all kinds of activities can be carried out. Therefore, consumers can reinforce their shopping needs by socializing (Ünal and Ceylan, 2008: 270).

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Shopping for Relaxation: The third category is "shopping for relaxation". Shopping for relaxation is done to alleviate a negative mood and to feel special. While some consumers state that they go shopping to relieve stress or forget their problems, others see the shopping experience as a way to relax, improve a negative mood, or simply treat themselves. (Arnold and Reynolds, 2003; 80).

Exchange of Ideas: The fourth category, which refers to shopping to follow trends and new fashions, and to see new products and innovations, is called "exchange of ideas". While many male and female consumers stated that they shop to keep up with the latest trends and fashions, some consumers have also defined shopping as a way to be aware of new products and innovations available. (Arnold and Reynolds, 2003: 80). In this shopping, which is made only for the purpose of collecting information without a specific purchase need or decision, people use shopping as a way of entertainment or leisure (Özgül, 2011: 27). On the other hand, these consumers, who have various product knowledge, tend to buy more personalized or special products compared to others (Yang and Kim, 2012: 781).

Role Shopping: The fifth category of shopping motivations is characterized as "role shopping", which reflects shoppers' enjoyment from shopping for others, the impact this activity has on shoppers' emotions and moods, and shoppers' inner joy and excitement when finding the perfect gift for others. Most consumers state that they enjoy shopping for others, shopping for their friends and family is very important to them and makes them feel good. Some consumers, on the other hand, state that they experience positive emotions from finding the perfect gift for their acquaintance. Especially female consumers see shopping as an expression of love (Arnold and Reynolds, 2003: 81).

Value exchange: The last category is value exchange, which includes the motive to seek discounts and bargain. Consumers see shopping as a game to be conquered or won, and they enjoy finding bargain products, bargaining, and finding discounts or low-priced products (Arnold & Reynolds, 2003: 81). This pleasure can be twofold. The first of these is the pleasure of seeing oneself as a smart consumer because one gets the best product at the most affordable price. On the other hand, some people pride themselves on their market knowledge. It can provide a very pleasing satisfaction to convey to the people around the sale of the most beautiful and cheap product, where it is and how much it is (Özgül, 2011: 27).

3. Research Methodology

In this section, the research methodology will be given.

3.1. Purpose of the research

The main purpose of the research is to explain the relationship between personality traits and hedonic consumption behaviors. For this purpose, the relationship between the personality traits of female academicians and hedonic consumption behavior was examined in the context of clothing shopping.

3.2. Research Model

The research model to be tested with canonical correlation analysis in the research is presented in Figure 1.
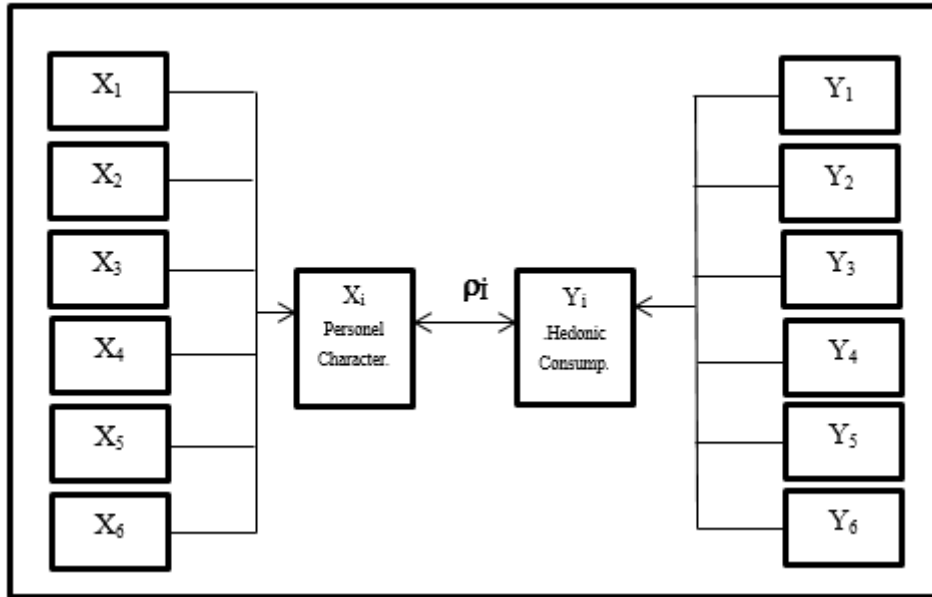
Figure 1. Research Model

There is no distinction between dependent and independent variable sets in canonical correlation analysis, the variable sets discussed in practice are called dependent and independent variable sets. The independent variable (X_i) of the study is personality traits, while the dependent variable is (Y_i) is hedonic consumption behavior. Canonical variables are latent variables. In other words, they are the variables that represent the observable variables in the relevant data set. Here the purpose (X_i^*) is to maximize the linear relationship between the canonical variables (Y_i^*) and the canonical variables. Canonical Correlation Analysis is based on the relations between the linear combinations (X_i^*) in one data set and the linear combinations (Y_i^*) in the other data set, that is, the canonical variables, and these relations are called "Canonical correlation coefficients (ρ_i)" (Çilan and Can, 2013: 289).

3.3. Research Questions

1. Is there a relationship between personality traits and hedonic consumption behavior?

2. If there is a relationship, which personality trait dimension is more effective on hedonic consumption behavior?

3. Which personality trait dimension has the greatest effect on the canonical relationship set?

4. Which hedonic consumption dimension has the greatest effect on the canonical relationship set?

3.4. Universe and Sample

The universe of the research consists of female academicians working at state universities in Turkey. According to the 2019 data of the Higher Education Institution, the number of female academicians working at state universities is 62457. The universe of the study consists of female academicians working at Kütahya Dumlupınar University and Kütahya Health Sciences University. According to the data of the Higher Education Institution for the year 2022, a total of 639 female academics are working, 365 of which are at Dumlupınar University in Kütahya and 274 at the University of Kütahya Health Sciences. Questionnaire forms were sent to all female academicians in the study population by e-mail and face-to-face interviews, but 408 returnable questionnaires were evaluated, 298 data from Kütahya Dumlupınar University and 110 data from Kütahya Health Sciences University. The ratio of the sample to represent the study population was calculated as 63.8%. The research was carried out between May and July 2022.

3.5. Data Collection Tools and Data Analysis

Questionnaire technique was used as a data collection tool in the research. The questionnaire form used in the research consists of 3 parts. The first part is the personal information form and consists of 5 questions to determine the demographic characteristics of the participants.

the second part of the questionnaire, there is the HEXACO personality scale developed by Lee and Ashton (2004) to determine the personality traits of the participants. The HEXACO personality scale was adapted into Turkish by Wasti, Lee, Ashton, and Somer (2008). The Turkish version of the scale is available on the http: //hexaco.org/ website. The scale consists of 6 factors and each factor consists of 4 sub-factors. The Turkish naming of factors and sub-factors was made by Ulu and Bulut (2017). Ulu and Bulut (2017) determined that each letter in the scale corresponds to the factor it aims to measure, H (Honesty-humility / Honesty-Humility), E (Emotionality / Sensitivity), X (Extraversion / Extraversion), A (Agreeableness / Compatibility), C (Conscientiousness / Responsibility), he named it as O (Openness to experience). The scale has long forms consisting of 100 items, short forms consisting of 60 items and a summary form consisting of 24 items. Tatar (2018) examined the psychometric properties of the 100-item long (HEXACO-KE-100-Tr) and 60-item short (HEXACO-KE-60-Tr) Turkish forms of the Six-Factor (HEXACO) Personality Inventory and found that both the Six-Factor (HEXACO) Personality Inventory found that both the long and short Turkish forms have basic psychometric properties for practical use and that both forms of the inventory have very similar properties to the English original. De Vries (2013), on the other hand, worked on a 24-item Brief HEXACO Inventory (BHI) structure that measures each of the 6 factors in the model with 4 items. Although the summary form of HEXACO shows relatively low reliability, it is well suited for exploratory research in large-scale representative samples due to its test-retest stability, internal fit of factors, and its relatively high convergent correlations with long and short HEXACO scales. A 24-item summary form was used in this study.

The third part of the questionnaire, a 23-item scale consisting of 6 dimensions developed by Arnold and Reynolds (2003) and explained in the theoretical part of the research was used to measure the hedonic consumption reasons of the participants. Of these dimensions, shopping for adventure was measured with 3 items, shopping for values with 4 items, shopping for relaxation with 4 items, shopping for making others happy with 4 items, shopping for ideas with 4 items, and shopping for socializing with 4 items.

A 5-point Likert-type scale was used to measure the expressions in the HEXACO personality scale and the Hedonic consumption scale.

3.6. Common Method Bias

was tried to be determined by collecting the expressions in both scales used in the research in a single dimension and applying one-factor confirmatory factor analysis (CFA). If the goodness of fit values obtained as a result of the single-factor confirmatory factor analysis are low, it can be said that the common method bias does not have a significant effect.

Considering the goodness of fit values obtained as a result of the one-factor CFA analysis applied to the hedonic consumption scale (χ^2 = 912.71; df = 209; χ^2/df = 4.367 p=0.000; CFI = 0.43; GFI = 0.72; RMSEA = 0.126) does not appear to have emerged a significant single-factor structure that could reveal a common method bias. Similarly, the values obtained as a result of the single-factor DFA applied to the HEXACO personality scale (χ^2 = 908.22; df = 252; χ^2/df = 3.604; CFI = 0.58; GFI = 0.74; RMSEA = 0.111) indicate that there is a common method bias. It does not reveal a significant one-factor structure that can express These findings show that there is no significant effect of common method bias in both scales.

3.7. Analysis of Data

The data obtained from the data collection tools in the research were analyzed using SPSS and Lisrel package program. In the analysis of the data, reliability, validity, exploratory factor analysis, correlation and canonical correlation analyzes were performed using the SPSS package program, and confirmatory factor analyzes were performed using the Lisrel package program.

3.8. Reliability and Validity of Scales

In order to test the reliability of the scales used in the study, Cronbach's alpha coefficient (α) was calculated and the α coefficients are given in Table 1. At the same time, in order to test the validity of the scale, exploratory factor analysis, discriminant (AVE) and convergent (CR) validity were calculated and the results are given in Table 1.

Table 1. Validity, Reliability and Exploratory Factor Analysis Results

LV	MV	λ	α	A. There is (%)	AVE	CR
Personality Traits (α=0.86; KMO=0.93;df=65, x^2=2584.12;sig=.000; Total Variance= 77.04%)						
Honesty	I find it hard to lie	0.82				
	I am wondering how to make a lot of money dishonestly.	0.81	0.71	13.25	0.65	0.79
	I would like to be famous.	0.81				
	I have the right to special treatment.	0.79				
Sensitivity (Emotional)	I'm afraid of getting hurt.	0.75				
	I worry less than others.	0.78	0.72	12.35	0.64	0.80
	I can overcome difficulties on my own.	0.84				
	I cry in sad or romantic movies.	0.83				
Extraversion	Nobody likes to talk to me.	0.82				
	I easily connect with strangers.	0.77	0.75	15.12	0.61	0.77
	I like to talk to others.	0.80				
	I am rarely cheerful.	0.75				
Compatibility	I am hostile towards someone who treats me badly.	0.87				
	I criticize often.	0.74	0.77	14.27	0.61	0.76
	I tend to agree quickly with others.	0.75				
	I stay calm even if I am treated badly.	0.78				
Conscientiousness (Responsibility)	I make sure everything is always in the right place.	0.75				
	I postpone complex tasks as much as possible.	0.77	0.74	11.57	0.63	0.79
	I am very sensitive and correct in my job.	0.82				
	Most of the time I do things without really thinking	0.85				
Openness to Experience	I can stare at a picture for a long time	0.72				
	I find science boring.	0.74	0.78	10.84	0.58	0.77
	My imagination is very wide.	0.78				
	I like people with weird ideas.	0.81				
Hedonic Consumption Dav. (α=0.82; KMO=0.87; df=42.12; x^2=1374.09; sig=.000; Total Variance= 71.21%)						
Shopping for Adventure	For me, shopping is an adventure.	0.86				
	Shopping is an exciting event for me.	0.80	0.73	13.52	0.68	0.63
	When I go shopping, I feel in another world and very powerful.	0.82				
Shopping for Relaxation	Going shopping when I'm depressed makes me feel better	0.83				
	For me, shopping is the best stress reliever.	0.78	0.75	15.11	0.64	0.78
	When I want to make myself happy, I go shopping.	0.80				
	Shopping has always been interesting to me.	0.81				
Shopping to Make Others Happy (Role Shopping)	I go shopping to buy things for others. 'Cause when they're happy, I'm happy too	0.75				
	I enjoy shopping for my family and friends	0.74	0.72	12.15	0.58	0.77
	When buying gifts, I love to spend time and effort on finding the perfect one.	0.79				
	I feel better when I shop for the special people in my life	0.78				
Value Exchange	I usually go shopping during sale times.	0.83				
	I like to search for and find discounted products when I go shopping.	0.82	0.77	10.25	0.68	0.80
	When I go shopping, I enjoy catching and finding products on sale before others.	0.85				
	I go shopping to take advantage of discount times	0.80				
Shopping to Socialize	I go shopping to interact with my family or friends, to socialize	0.79				
	I enjoy interacting with other people when I go shopping.	0.76	0.79	9.17	0.63	0.78
	For me, going shopping with acquaintances is an opportunity to have fun with them.	0.83				
	For me, going shopping with acquaintances is experiencing new shares.	0.80				
Shopping for Ideas	Inference to keep up to date with the latest trends and preferences for shopping	0.74				

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I go shopping to follow the latest fashion	0.72				
I go shopping to see the latest products in the market	0.78	0.76	11.01	0.56	0.76
I go shopping for myself to try new things.	0.77				

As seen in Table 1, the Cronbach's alpha coefficients (α) of all variables in the scale are greater than the threshold value of 0.70. At the same time, it is seen that each MV in the scale explains at least 0.70 of the change in the LV associated with it. This shows that the scales used in the research have holistic reliability (composite reliability) and internal consistency. Exploratory factor analysis and discriminant and convergent validity tests were performed to test the validity of the scales used in the study. According to the exploratory factor analysis results using principal components and varimax factor rotation methods, the Barlett sphericity test value is significant and the KMO test result is above 0.70, and the MV factor loads (λ) of each variable are higher than 0.50. (Nakip, 2003: 245), it has been determined that each measurement is loaded only on the factor it belongs to, that is, the MV factor loads (λ) are higher in the LV to which they belong, compared to the LV they do not belong to (Compeau & Higgins, 1995). For these reasons, the scale provides convergent validity.

In order to determine the validity of the measurement model, the construct validity was examined. In order for the scale to provide construct validity, it must have concordance and discriminant validity (Ong & Van Dulmen, 2007: 66). Construct reliability (CR), mean explained variance (AVE) and factor loadings were examined to determine whether the scale had convergent validity. Hair et al. (2009) state that factor loads should be at least 0.50 for concordance validity, but that each factor load being 0.70 or above, which is the ideal value, is an indicator of higher validity. When Table 1 is examined, it is seen that the items of all observed variables are loaded on the factors they belong to and factor loads are greater than 0.70. Another proof that the scale provides convergent validity is the AVE (explained mean variance) and CR (composite reliability) values. When Table 1 is examined, it is seen that AVE values are greater than 0.50 and Cr values are greater than AVE values. These results are among the important proofs of the convergent validity of the scale (Fornell & Larcker, 1981; Hair et al., 2009). After obtaining sufficient evidence that the scale provided concordant validity, discriminant validity was examined. In order for the scale to have discriminant validity, the cross-correlation coefficients must be smaller than the square root AVE values (Compeau & Higgins, 1995). In Table 2, findings regarding the discriminant validity of the scale are given, and the square root AVE values are shown in bold fonts and the cross-correlation values are shown below the diagonals.

Table 2. Differential Validity

	Compat.	Experien	Sensitiv.	Honesty	Extraver.	Conscien	Adventu.	Socialize	Relax.	Ideas	Role	Value
Compatibility	**0,78**											
Experience	,510**	**0,76**										
Sensitivity	,398**	,356**	**0,80**									
Honesty	,375**	,319**	,411**	**0,81**								
Extraversion	,271**	,256**	,421**	,392**	**0,78**							
Conscientiousness	,385**	,346**	,320**	,272**	,259**	**0,79**						
Adventure	,223**	,134**	,241**	,184**	,187**	,280**	**0,82**					
Socialize	,338**	,297**	,307**	,247**	,196**	,312**	,403**	**0,79**				
Relaxation	,342**	,193**	,222**	,244**	,237**	,211**	,262**	,216**	**0,80**			
Ideas	,219**	,227**	,243**	,203**	,285**	,288**	,312**	,314**	,177**	**0,74**		
Role	,297**	,250**	,588**	,344**	,344**	,269**	,215**	,232**	,327**	,308**	**0,76**	
Value	,374**	,201**	,286**	,311**	,283**	,267**	,221**	,358**	,473**	,315**	,328**	**0,82**
Note: Bold and italic numbers on the diagonal are AVE square roots, other numbers are cross-correlation values												

When Table 2 is examined, it is seen that the square root AVE values of all factors are greater than the cross-correlation values. This shows that the scale has discriminant validity. At the same time, when the cross-correlation values between the factors are examined, it is seen that there are positive, low and medium-level significant relationships between the dimensions of personality traits and the dimensions of hedonic consumption behavior.

3.9. Findings Regarding the Relationship Between Personality Traits and Hedonic Consumption

Canonical correlation analysis was carried out to measure the relationship between customers' personality traits and hedonic consumption behaviors. In order to perform the cononic correlation analysis, firstly, whether the data has a normal distribution or not was measured with skewness and kurtosis values, and it was seen that the skewness and kurtosis values of all variables were between the limits of +1.5 and -1.5. This result shows that the data have a normal distribution (Tabachnick & Fidell, 2013). Secondly, in order to determine whether there is a multicollinearty problem (Temurtaş, 2016) among the variables in the same data set, the bilateral correlation between the factors was examined and the results are given in Table 2. When Table 2 is examined; It has been determined that there is a significant, positive and moderate relationship between the sub-dimensions of personality traits and the sub-dimensions of hedonic consumption behaviors. Similarly, it is seen that the sub-dimensions of hedonic consumption behaviors have a significant, positive and moderate relationship within themselves. However, the absence of a correlation value greater than 0.80 among the variables in the same data set indicates that there is no multicollinearity problem between the variables.

After it was determined that the assumptions required for the canonical correlation analysis on the collected data were met, the canonical correlation analysis was started. At this stage, meaningful canonical correlations were determined in order to evaluate the calculated canonical correlation coefficients. Wilks' Lambda Test was used as a significance test in this analysis. The results obtained from the analyzes made; interpreted with canonical correlation coefficient, canonical load, canonical cross-load, and explained ratios of variance (redundancy measures).

In the research, the independent variables consist of the dimensions of personality traits, and the dependent variables consist of the dimensions of hedonic consumption behavior. In the study, since there are 6 variables in the personality traits set and 6 variables in the hedonic consumption behavior set, 6 canonical variable pairs were identified and the results are given in Table 3. When Table 3 is examined, it is seen that 3 of the 6 canonical functions determined as a result of the analyzes are significant at the $p < 0.01$, and 1 of them is significant at the $p < 0.05$ significance level. This result shows that there are significant relationships between personality traits and hedonic consumption behavior. The eigenvalues and canonical correlation values of the 6 obtained canonical functions are given in Table 3.

Table 3. Canonical Correlations and Significance

Canonical Function	Canonical Correlation Coefficient (Rc)	Eigenvalue	Canonical Root(Rc^2)	F	p	Wilks λ
one	0.674	0.835	0.454	9,854	,000	0.443
2	0.349	0.139	0.121	3,387	,000	0.813
3	0.190	0.037	0.036	1,939	,014	0.926
4	0.158	0.026	0.024	1,799	,064	0.961
5	0.119	0.014	0.014	1,510	,197	0.985
6	0.028	0.001	0.078	0.315	,575	0.999

According to Table 3, there are significant and strong relationships between personality traits and hedonic consumption behaviors. The simple correlation coefficient between the first pair of canonical variables was 0.674; the simple correlation coefficient between the second canonical variable pair is 0.349; the simple correlation coefficient between the third canonical pair of variables is 0.190; the simple correlation coefficient between the fourth canonical variable pair was calculated

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as 0.158. The canonical root (Rc_2) is the sum of the shared variance between the two canonical variables. Accordingly, these two data sets share 45% variance in the first function, 12% in the second canonical function, 0.03% in the third function, and 0.02% in the fourth function. The first of the significant pairs of canonical variables (V_1W_1), the second (V_2W_2), the third (V_3W_3), and the fourth canonical variable pair (V_4W_4), are shown as. However, in addition to the statistical significance of canonical correlations, the function that most explains the variance between two variable sets should be interpreted (Temurtaş, 2016). Therefore, only the first canonical function that most explains the variance between two sets of variables will be interpreted. The standardized canonical coefficients of the first canonical function are shown in Table 4.

Table 4. Standardized Canonical Correlation Coefficients of Set1 and Set2

Set1		set2	
Personal Characteristics (X_i)	Standardized Canonical Coefficients	Hedonic Consumption Behavior (Y_i)	Standardized Canonical Coefficients
Compatibility (X_1)	-0.214	Adventure (Y_1)	-0.121
Experience (X_2)	-0.012	Socializing (Y_2)	-0.271
Sensitivity (X_3)	-0.589	To relax (Y_3)	-0.076
Integrity (X_4)	-0.166	Idea (Y_4)	-0.097
Extrovert. (X_5)	-0.170	Role (Y_5)	-0.662
Conscientiousness (X_6)	-0.219	Value (Y_6)	-0.200

When the models belonging to the first canonical variable pair given in Table 4 are constructed by taking into account the standardized coefficients, the following equation emerges.

$V1 = (-0.214)X1 + (-0.012)X2 + (-0.589)X3 + (-0.166)X4 + (-0.170)X5 + (-0.219)X6$

$W1 = (-0.121)Y1 + (-0.271)Y2 + (-0.076)Y3 + (-0.097)Y4 + (-0.662)Y5 + (-0.200)Y6$

That the biggest effect on the formation of the V1 canonical variable belonging to the first variable pair belongs to the X3 (Sensitivity-Emotional) variable; It is seen that the biggest effect on the formation of the W1 canonical variable belongs to the Y5 (Role Exchange-Shopping to Make Others Happy) variable.

Canonical loads obtained as a result of the canonical correlation analysis enable the determination of the original variables that contribute the most to the canonical variables and thus to the canonical correlation coefficient. Accordingly, the correlations of the independent variables in Set1 with the canonical variable V1 and the correlations of the dependent variables in Set2 with the canonical variable W1 are given in Table 5.

Table 5. Canonical Loads of the First Canonical Variable Pair

Set 1		Set 2	
Personal Characteristics (X_i)	V_1	Hedonic Consumption Behavior (Y_i)	W_1
Compatibility (X_1)	-,647	Adventure (Y_1)	-.467
Experience (X_2)	-,503	Socializing (Y_2)	-.592
Sensitivity (X_3)	-,888	To relax (Y_3)	-.494
Integrity (X_4)	-.618	Idea (Y_4)	-,501
Extrovert. (X_5)	-,601	Role (Y_5)	-,871
Conscientiousness (X_6)	-,583	Value (Y_6)	-.607

According to Table 5, in Set1 belonging to the personality traits variable, when the correlations of the independent variables with the V1 canonical variable are examined, it is seen that the independent variable that contributes the most to Set1 is the variable X3 (sensitivity-emotional), which is included in Set2, which belongs to the hedonic consumption behavior variable. When the correlations of the dependent variables with the W1 canonical variable are examined, it is seen that the variable that contributes the most to Set2 is Y5 (Role Shopping-Shopping to Make Others Happy).

Canonical cross-loads of the variables are given in Table 6.

Table 6. Canonical Cross Loads of the First Canonical Variable Pair

Original Independent variable	Dependent Canonical Variable (W_1)	Original Dependant Variable	Independent Canonical Variable (V_1)
Compatibility (X_1)	-0.437	Adventure (Y_1)	-0.315
Experience (X_2)	-0.339	Socializing (Y_2)	-0.399
Sensitivity (X_3)	-0.599	To relax (Y_3)	-0.333
Integrity (X_4)	-0.417	Idea (Y_4)	-0.338
Extrovert. (X_5)	-0.405	Role (Y_5)	-0.587
Conscientiousness (X_6)	-0.393	Value (Y_6)	-0.409

When the correlations of the independent variables in Set1 given in Table 6 with the canonical variable of Set2 are examined, it is seen that the independent variable with the highest correlation with the dependent variable of hedonic consumption behavior is the variable X3 (Sensitivity-Emotionality). When the correlations of the dependent variables in Set2 with the canonical variable of Set1 were examined, it was determined that the dependent variable with the highest correlation with the independent variable of personality traits was Y 5 (Role Exchange-Shopping to Make Others Happy).

In Table 7, the explained variance ratios calculated for Set1 and Set2 belonging to the first canonical function that most explain the variance between the two variable sets are given. Explained rates of variance; It determines to what extent any variable in the variable sets explains the variance of other variables and is calculated for each canonical correlation.

Table 7. Ratios of Variance Explained (Criteria of Redundancy)

Canonical Variable	The variance explained by Set1 in itself	The variance explained by Set1 in Set2	The variance explained by Set2 in itself	The variance explained by Set2 in Set1
1	0.424	0.193	0.365	0.166

According to Table 7, while the personality traits independent variables that make up Set1 explain 42.4% of this set, these variables can explain 19.3% of Set2. In other words, the ratio of personality traits to explain hedonic consumption behavior is 19.3%. The dependent variables that make up the hedonic consumption behavior set explain 36.5% of this set. The rate of explaining the personality traits of Set1, that is, hedonic consumption behavior, of Set2 was determined as 16.6%.

Conclusion and Recommendations

In this study, which aims to determine the structure of the relationship between personality traits and hedonic consumption motivations of consumers, the HEXACO personality traits scale developed by Ashton and Lee (2001) and the 6-dimensional hedonic consumption scale developed by Arnold and Reynold (2003) are based. There are six dimensions in the HEXACO personality traits scale: Humility-Honesty (H), Sensitivity (E), Extraversion (X), Agreeableness (A), Conscientiousness (C) and Openness to Experience (O). Hedonic consumption motivations, on the other hand, were examined in 6 dimensions as shopping for adventure, to gain value, to relax, to make others happy, to get ideas or to socialize. Both personality traits and hedonic consumption behavior are concepts that have been studied extensively in the literature. However, in the literature review, no study was found that examined the relationship between personality traits and hedonic consumption behaviors of female academicians in their purchase of ready-made clothing. This is an indication that the results of the study, especially with the application part, will make significant contributions to the literature.

The first result obtained in the research; A significant and strong (Rc= 0.67.4) relationship was detected between personality traits and hedonic consumption behavior. This result also gives the answer to the first research question created within the scope of the research. Another result

determined as a result of the statistical analyzes made within the scope of the research is that the variance shared between the two variable sets is low. Although there is a significant relationship between the two sets of variables, personality traits explain 19.3% of hedonic consumption behavior according to the redundancy index. Studies with similar results are found in the literature. Guido et al. (2007) found that introverts tend to be more utilitarian in their shopping behaviors; It was found that people with extroverted personality traits tend to be more hedonic in their shopping behaviors. Matzler et al. (2006) found that extraversion was positively associated with the hedonistic value of products. The authors suggested that extroverted consumers are more inclined to hedonic consumption, such consumers have a higher degree of socialization, are more willing to share their experiences with others, and consider other people's suggestions when buying something. These findings suggest that consumers with a higher degree of extraversion have a higher degree of hedonic purchase motivation. It was found that emotional balance, which is another dimension of personality traits, increases hedonistic behaviors and there is a positive relationship between them (Gale et al., 2013; Tsao & Chang, 2010; Mowen & Spears, 1999). Tsao and Chang, 2010; They stated that consumers with a higher degree of agreeableness more easily activate their hedonic purchase motivation. Guido (2006) conducted a study on a sample of 700 customers from two different shopping centers and found that Openness to Experience personality trait is associated with hedonic shopping value. Similarly, Tsao and Chang, (2010) and In the studies conducted by Gohary and Hanzaee (2014), it was revealed that there is a direct relationship between openness to experience and hedonic shopping values. In the study of Akbar and Gurbanova in 2021

They concluded that openness to experience personality trait is effective on hedonic consumption behavior. Essence and Sweet (2021) tested the relationship between hedonic consumption and personality traits with Pearson Product-Moment Correlation Analysis and found significant relationships between hedonic consumption values and personality traits. Solunoğlu and Nalçacı İkiz (2020) in their study examining the relationship between A and B personality types and hedonic consumption dimensions, determined that personality types have an effect on hedonic consumption dimensions at various levels, and especially extrovert personality traits have an effect on more than one sub-dimension of hedonic consumption. Semiz conducted a similar study in 2017 and concluded that consumers with type A personality traits exhibit more hedonic buying behavior, while consumers with type B personality traits exhibit more impulsive buying behavior. Deniz and Erciş (2010), in their research on two different product groups, determined that the personality traits of extroversion and openness to innovations come to the fore among consumers who own sports shoes, and that these people expect hedonic benefits from the product.

In addition to all these; In the literature, it is stated that consumers with high conscientiousness scores tend to make purchases with utilitarian motivations, not with hedonic motivations (Karl et al., 2007; Zurawicki, 2010). Guido (2006) found a significant relationship between conscientiousness and utilitarian consumption behavior, but could not reveal a significant relationship between conscientiousness and hedonic consumption behavior. In the studies conducted by Tsao and Chang, (2010) and Gohary and Hanzaee (2014), no significant relationship was found between conscientiousness and hedonic consumption value. As a result of the correlation analysis, which was different from these studies, it was determined that there was a positive, moderate and significant relationship between the dimension of conscientiousness and hedonic consumption behaviors. Anglim et al. (2017) in the study of HEXACO in which he examined the relationship between personality traits and Schwartz's individual values, it was determined that there was a negative relationship between the Honesty-Humility personality trait and the individual value of Hedonism.

The second result obtained as a result of the research is; The most representative sub-dimension in the personality trait set is Sensitivity-Emotional dimension, and the sub-dimension that contributes the most to the hedonic consumption behavior set is Role Shopping-Shopping to Make Others Happy. These results give answers to the third and fourth questions created within the scope of the research. Another result obtained as a result of the analyzes is that the dimension of hedonic consumption behavior that has the most relationship with personality traits is the dimension of Role

Shopping-Shopping to Make Others Happy; The personality dimension that has the most relationship with hedonic consumption behavior is Sensitivity-Emotional dimension. This result gives the answer to the second question created within the scope of the research.

Depending on these results, it shows that businesses operating in the apparel industry should consider that there is a relationship between the personality traits of their customers and hedonic behaviors. It is an expected result when the characteristics of hedonic consumption are evaluated in terms of the characteristics of hedonic consumption of the female academicians, who make up the sample of the study, when their education level, social status and income levels are taken into account, while they are buying ready-made apparel products in the must-have product group. For this reason, businesses operating in the apparel industry need to develop alternatives suitable for the personality traits of their customers while creating their product ranges. At the same time, it is another issue that should be considered for apparel businesses that today's customers tend to show more ostentation and pleasure rather than rational and utilitarian tendencies in their purchases. For this reason, it will be beneficial for apparel businesses to develop individualized products in accordance with the personality characteristics of their customers and to follow an individualized market segmentation strategy. Depending on the point of today's technology, electronic marketing has created an important market area and customers have started to buy more products from electronic marketplaces, especially in the apparel industry. This has facilitated the acquisition of customer data in an easier, faster and up-to-date manner. It will be an application that will increase the loyalty of female customers who display hedonic behavior by taking their place in electronic marketplaces and analyzing the personality traits of their customers by using these advantages created by virtual platforms and offering personalized products for them.

Although the relationship between personality traits and hedonic consumption behavior has been revealed in this study, the fact that the sample is only female academicians causes the study to not have a generalizable result for all academics. For this reason, in future academic studies, male academicians can be included in the sample, so that the differences in terms of gender can be determined and generalizable results can be achieved for all academicians. At the same time, due to cost and time constraints, this study is only for female academicians working at Kütahya Dumlupınar University and Kütahya Health Sciences University, and the study is a cross-sectional study. Expanding the study population and conducting a research on more university employees will contribute to the literature in this field. For this reason, there are limitations in generalizing the findings obtained as a result of the research to the whole population. In future studies, it will be useful to evaluate the effects of personality traits on different consumption behaviors (such as utilitarian, confused, pretentious, etc.) and the relationship between these concepts, both on different samples.

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