

**Personality in the Digital Age: Dark Traits, Self-Esteem, and Online Shopping Addiction among College Teachers**

**Sidra Mehmood<sup>1</sup>, Saira Batool<sup>1</sup>,**

<sup>1</sup>Govt. Queen Mary Graduate College, Lahore Pakistan

**DOI: <https://doi.org/10.70670/sra.v4i1.1687>**

**Abstract**

Online shopping is a ubiquitous aspect of the modern way of life and to certain people, the behavior may become addictive and the personality type will be a determinant. This paper examines the associations that exist between dark personality factors, self-esteem, and online shopping addiction among college teachers. In particular, it was theorized that the notion of narcissism would be positively correlated with the self-esteem, whereas psychopathy would be connected with the increased rates of online shopping addiction. The correlational research design was used and 204 college teachers across Lahore were sampled using purposive sampling. The respondents took the Short Dark Triad Scale (Jones and Paulhus, 2013), the Rosenberg Self-Esteem Scale (Rosenberg, 1965), and the Online Shopping Addiction Scale (Zhao et al., 2017), as well as a demographic survey. The relationships between the variables were considered using descriptive statistics, Pearson correlation, and regression analyses. Findings showed that there was a high positive correlation between narcissism and self-esteem thus showing self-enhancing nature of narcissistic individuals. Interestingly, psychopathy also demonstrated a strong negative correlation with online shopping addiction, in the domains of withdrawal, relapse and conflict. There was also gender variation as male teachers registered high percentages of self-esteem as opposed to females. The findings illuminate the psychological processes that explain online shopping behavior of educators and offer useful information to educators, policymakers, and mental health professionals to detect and address personality-related weaknesses in academic settings.

**Keywords:** Dark Personality Traits, Self-Esteem, Online Shopping Addiction

**Introduction**

In the modern consumer culture, shopping has become a form of entertainment, leisure activity, as well as a means of emotional gratification (Workman and Lee, 2015). There are online shoppers who develop shopping addiction tendencies since the buying process triggers psychological reward systems which entrench the habit of repetitive purchasing (Davenport, 2012). As the internet has begun to rapidly find its way into our lives, issue-related online shopping practices have increasingly become among various groups of people (Zhao, 2017). The purchasing behavior is further aroused by aggressive marketing such as promotional discounts (Can et al., 2019). As an illustration, Agile Marketing survey revealed that 95 percent of teachers were more likely to buy in companies where teachers had discounts (Can et al., 2019). In Pakistan, the pandemic greatly increased the trend of web-based shopping, resulting in long-term changes in the behavior of consumption patterns (Zhao, 2017). Nevertheless, there has also been increased availability of online marketplaces, which have been linked with excessive expenditure and lack of control over finances (McElroy et al., 1994). There are a lot of people who do not want their families to know about their online purchase, and they have a lot of reasons why they do not want to reveal such information to their relatives (not to be

judged, not to make them feel guilty, or know that they spend money on nothing (Davenport, 2012). It is more prone to compulsive buying because of psychological weaknesses like low self-esteem, depressive symptoms, and decreased self-control (McQueen, 2014). To boost mood or self-image in the short term, people with low self-esteem can shop as a coping behavior (McQueen, 2014). Mindful consumption and establishing self-restrictions are thought to be safeguarding measures against over consumptive purchasing habits (Tausif, 2022). Teachers constitute an important sector of the society, and usually they encounter great job demands and inter-personal stressors (Paulhus and Williams, 2002). These personality traits are important in the way teachers are able to handle the professional and social life (Paulhus and Williams, 2002). It is also proposed in research that university teachers can have different amounts of dark personality traits, in which Machiavellianism and narcissism are occasionally reported as higher than psychopathy (Sergry, 2018). The concept of the Dark Triad framework describes three types of socially aversive personality Machiavellianism, narcissism, and psychopathy (Aghababaei et al., 2022; Paulhus and Williams, 2002). The traits are maladaptive forms of interpersonal styles, which can affect not only self-image but also the behavioral consequences (Aghababaei et al., 2022). Narcissism is normally used as the high self-esteem, Machiavellianism and psychopathy are the more common ones that are the result of the low or unstable self-esteem (Dadds et al., 2011). Compulsive customers often indicate a lower degree of self-esteem than non-compulsive buyers (Davenport, 2012; Sergry, 2018). The empirical evidence suggests that people with low self-esteem status are more susceptible to irrational consumption ideologies, which include viewing purchases as a solution to enhancing life satisfaction or self-esteem (McQueen, 2014). In turn, the personality traits and self-esteem difference may be applied to the online shopping addiction (Davenport, 2012). Since the concept of digital commerce has become normalized and the importance of the research on personality becomes more topical, it is necessary to investigate how the dark personality traits and the self-esteem interrelate to predict online shopping addiction in college teachers (Aghababaei et al., 2022; Davenport, 2012).

### **Theoretical Framework**

There is a tendency to easily make purchases by having disposable income and consumer products nearby (McElroy et al., 1994). Affluenza Theory is one of the explanatory models of excessive consumerism that can explain the idea of compulsive buying as a social cultural phenomenon based on materialistic values (Workman and Lee, 2015). The affluenza was coined as a socially spread disorder with hyper levels of consumerism and the misconception that more material possessions will result in more gratification (Wann and Naylor, 2005). According to affluenza theory, the compulsive buying is a symptom of psychological distress in the form of anxiety, overload, and weak self-esteem (Workman and Lee, 2015). Obsessive-compulsive tendencies and impulse-control problems have also been found to be clinically linked with compulsive buying (McElroy et al., 1994). It is identified as uncontrollable desires to buy products sometimes even out of the financial means or necessity (McElroy et al., 1994). The online buying trends have also been enabled by the rapid growth of social media and online market places (Zhao, 2017). In the context of the COVID-19 pandemic, online buying turned into a common way to buy the products because of the safety concerns and convenience (Zhao, 2017). Online shopping is efficient and accessible to the teacher, especially to those who have the responsibility of carrying out professional duties and personal matters (Zhao, 2017). The Dark Triad model has continued to attract growing interest in the modern-day personality studies because it is linked to maladaptive and socially inappropriate characteristics (Paulhus and Williams, 2002). People with dark personality characteristics can use online shopping as an instrument of impression management or hiding their insecurities (Prusik and Szulawski, 2019). Moreover, self-esteem is among the common topics of social psychology research because it is one of the key predictors of behavioral control and addictive behavior (Davenport, 2012). Thus, the current research aims to analyze how the dark personality traits, self-esteem, and online shopping addiction are interrelated in relation to college teachers.

## **Objectives of the study**

- To examine the relationships among dark personality traits, self-esteem, and online shopping addiction in college teachers.
- To identify whether dark personality traits and self-esteem predict online shopping addiction in this population.
- To investigate gender differences in dark personality traits, self-esteem, and online shopping addiction among college teachers.

## **Hypothesis**

- Machiavellianism and psychopathy are expected to relate negatively to self-esteem in college teacher
- Narcissism is expected to relate positively to self-esteem in college teachers.
- Lower self-esteem is expected to associate with higher levels of online shopping addiction.
- Machiavellianism and narcissism are expected to relate positively to online shopping addiction, whereas psychopathy is expected to correlate negatively to online shopping addiction in college teachers.
- Dark personality traits and self-esteem together are expected to predict levels of online shopping addiction in college teachers.
- There are likely to be gender differences in dark personality traits, self-esteem, and online shopping addiction among college teachers.

## **Methodology**

### **Research Design**

Correlational research design was used to examine the relationship among dark personality traits, self-esteem and shopping addiction among college teachers.

### **Sample and Sampling Strategy**

The sample comprised of 204 college teachers (male=104 and female=100) with the age range of 25 to 60 years. Sample was collected from different colleges through purposive sampling on the basis of inclusion criteria i.e Age range was 25 to 60 years. Only those teachers were included who teach in colleges. Married and unmarried both teachers were included in the study. Minimum one year teaching experience required to include in the study.

## **Assessment Measures**

### **Demographic Information Sheet**

The demographic information sheet was used in this study including i.e. age, gender, education, family system, marital status, number of family members, number of children, monthly income and teaching experience.

### **Dark Personality Traits**

The short dark triad (SD3) scale (John & Paulhus, 2013) was used for this study. It contained 41 items. It consist of three subscales such as Machiavellianism (13 items), Narcissism (13 items) and Psychopathy (15 items).

### **Self-Esteem**

Rosenberg self- esteem scale (Rosenberg, 1965) was used for this study. It contains 10 items. All items were answered using a 4-point Likert scale format ranging from 1 (strongly agree) to 4 (strongly disagree). Sum the score of all 10 items.

### **Online Shopping Addiction**

The online shopping addiction scale was developed by Zhao et al.,(2017) which was used in present study. It included 27 items, each rated on a five-point Likert scale

## Procedure

Permission was taken from the college authorities for data collection. Data was collected from different colleges of Lahore. Before data collection, the purpose of the study was explained to all participants. Participants were guaranteed about the confidentiality of their personal information. All the instructions were given to participants. After detailed instructions the above mentioned questionnaires were given to participants to fill them carefully. The participants were requested to fill the demographic sheet first than short dark triad questionnaire, self-esteem questionnaire and online shopping addiction questionnaires. All the questionnaires were collected back from participants. Queries of participants were entertained properly. Finally the researcher analyzed the collected data.

## Proposed Analyses

Pearson Product Moment correlation analysis was used to find the relationship among dark personality traits, self-esteem and online shopping addiction in college teachers. Hierarchical Multiple Regression analysis was used to find out predictors of online shopping addiction in college teachers. Independent sample t-test was used to find out gender differences among dark personality traits, self-esteem and online shopping addiction in college teachers.

## Results

The results of the conducted study were analyzed using Statistical Package for Social Sciences and preliminary findings of the research is given below in the tables

Demographics Characteristics of sample ( $N=204$ ) given below in the table.

Table 1 *Demographic Characteristics of the Sample (N=204).*

<i>Variables</i>	<i>M</i>	<i>SD</i>	<i>f</i>	<i>%</i>
Age (in years)	39.93	11.44		
Gender				
Male			71	47.3
Female			79	52.7
Family System				
Joint			66	44
Nuclear			84	56
Marital Status				
Married			97	64
Unmarried			53	35
Education				
M.A/M.Sc			67	44.7
M.Phil/MS			64	42.7
PHD			19	12.7
No. of Family Members				
2-5			93	20
6-10			54	78
11-14			3	2
No of children				
0			63	51
1-3			75	49
4-5			12	8
Monthly Income	14.17	18.95		
Teaching experience (year)	13.79	9.7		

Note: *M=Mean, SD=Standard Deviation*

Table 2. *Psychometric Properties of Dark Personality Traits, Self-Esteem and Online Shopping Addiction in College Teachers*

Variables	M	SD	Range Min-Max	Chronbach's $\alpha$
Dark Personality traits				
Machiavellianism	33	6.95	14-55	.52
Narcissism	37.37	5.45	13-48	.38
Psychopathy	41.05	6.86	21-70	.50
Self-Esteem	22.79	3.59	11-33	.47
Online Shopping Addiction				
Saliency	6.51	2.90	3-14	.75
Tolerance	6.90	3.08	3-15	.80
Mood modification	7.18	3.77	3-26	.70
Withdrawal	6.26	3.17	3-15	.83
Relapse	6.44	2.77	3-14	.58
Conflict	5.97	3.17	3-15	.85

*M= Mean, SD=Standard Deviation,  $\alpha$ = Coefficient Reliability*

Table 3. *Summary of Inter Correlations Means and Standard Deviation for Scores on the Dark Personality Traits, Self-Esteem and Online Shopping Addiction in College Teachers*

Measure	1	2	3	4	5	6	7	8	9	10	11	12	13
1.Machiavellianism	-	.17*	.02	-.07	-.14	-.01	.01	.02	.00	.04	-.13	-.05	.15
2.Narcissism		-	.32**	.18*	-.02	.05	-.07	-.17*	-.6*	-.22**	-.01	.01	.03
3.Psychopathy			-	.07	.06	.02	-.01	-.11	-.19**	-.23**	.07	.09	.12
4.Self Esteem				-	-.03	.00	-.04	.64	.09	-.00	.24**	.08	.26**
5.Saliency					-	.64**	.51**	.39**	.25**	.25**	-.24**	-.11	-.23**
6.Tolerance						-	.57**	.54**	.27**	.27**	-.12	-.01	-.08
7.Mood Modification							-	.49**	.332**	.39**	-.21**	.02	-.23**
8.Withdrawal								-	.35**	.44**	.02	-.02	-.03
9.Relapse									-	.59**	-.03	.01	-.07
10.Conflict										-	.05	-.03	-.02
11.Age											-	.16*	.94**
12. Income												-	.14
13. Experience													-

*Note= \* $p < .05$ , \*\* $p < .01$*

Table 4. Hierarchical Multiple Regression Analysis for Predicting Online Shopping Addiction (Salience, Tolerance, Mood Modification, Withdrawal, Relapse and Conflict) in College Teachers (N=204).

Variables	Salience		Tolerance		Mood Modification		Withdrawal		Relapse		conflict	
	$\Delta R^2$	$\beta$	$\Delta R^2$	$\beta$	$\Delta R^2$	$\beta$	$\Delta R^2$	$\beta$	$\Delta R^2$	$\beta$	$\Delta R^2$	$\beta$
Step 1	.08		.01		.09		.16		.07*		.14	
Age		-.13		-.27		-.05		.24		.20		.47
Gender		.11*		-.06		-.10		-.39		-.24		.31
Family system		-.07		.00		.16*		.06		-.08		.00
Income		-.04		-.00		.03		-.07		-.07		-.08
Step 2	.01		.01		.001		.005		.009		.00	
Self-Esteem		.03		.01		.06		-.10		.03		.03
Step 3	.02		.03		.01		.01		.03		.05	
Mach		-.10		-.00		.06		.05		.03		.08
Narcissism		-.05		.04		-.09		-.12		-.67		-.14
Psychopathy		-1.9*		.01		.04		-.03*		-.14*		-.14*
Total R <sup>2</sup>	.11		.05		.11		.17		.11		.19	

Note: For Gender 1=Male, 2=Female, For Family System 1=Joint, 2=Nuclear, \* $p < .05$ , \*\* $p > .01$  \*\*\* $p < .00$

Table 5.

*Gender Differences in Dark Personality Traits, Self-Esteem and Online Shopping Addiction in College Teachers*

Variables	Male	Female	t (148)	p	95% CI		Cohen' d
	M (SD)	M (SD)			LL	UL	
Machiavellianism	33.36 (6.11)	32.66 (5.83)	.71	.47	-1.23	2.62	0.11
Narcissism	36.87 (5.95)	37.82 (4.95)	-1.06	.29	-2.70	.81	0.17
Psychopathy	40.96 (8.38)	41.11 (5.13)	-.11	.90	-2.35	2.09	0.02
Self-Esteem	23.41 (33.49)	22.21 (3.59)	2.65	.04	.05	2.34	0.33
Salience	5.87 (2.95)	7.10 (2.74)	-2.63	.01	-2.1	-.30	0.43
Tolerance	6.87 (2.98)	6.92 (3.18)	-.09	.92	-1.04	.94	0.01
Mood Modification	7.13 (3.62)	7.21 (3.93)	-.12	.89	-1.30	1.14	0.02
Withdrawal	7.30 ( 3.46)	5.29 (2.53)	4.07	.00	1.03	2.98	0.66
Relapse	6.97 (2.91)	5.96 (2.56)	2.25	.02	.12	1.89	0.36
Conflict	6.84 (3.52)	5.16 (2.59)	3.34	.01	68.72	2.67	0.54

*Note: CI=Confidence Interval, LL=Lower Limit, UL=Upper Limit, P=Significant Value, M=Mean, SD=Standard deviation*

### Summary of Findings

- Narcissism has significant positive correlation with self-esteem and significant negative relationship with online shopping addiction (Withdrawal, Relapse and Conflict) in college teachers.
- Psychopathy has significant negative relationship with two subscales of online shopping addiction including relapse and conflict.
- Significant gender differences were found, males have high self-esteem than females, females has high scores on one subscale of online shopping addiction (salience) while males are high on three subscales of online shopping addiction including withdrawal, relapse and conflict.

### Discussion

The current research examined the correlation between the dark personality attributes (narcissism, Machiavellianism, and psychopathy), self-esteem, and online shopping addiction among teachers in colleges. The results were discussed with regard to other empirical studies done before to establish whether they concur with the existing literature. The findings indicated that there existed a strong positive correlation between narcissism and self-esteem. This implies that the people who are more prone to narcissism are more likely to report their high levels of self-worth and self-confidence. These results are also in line with previous studies that have shown narcissism to have a significant negative correlation with withdrawal, relapse, and conflict aspects of the online shopping addiction (Kagan and Zsolt, 2019; Stenason, 2014; Muller, 2021; Shi and Jiang, 2016). As opposed to the initial hypothesis, narcissism was found to have a significant negative correlation with the withdrawal, relapse, and conflict aspects of online shopping addiction. This means that the highly narcissistic individuals may be less vulnerable to problematic online buying habits. The same results were noted in the previous studies, which imply that maladaptive

narcissism is a negative predictor of online shopping addiction and its subparts (Alav et al., 2017; Cai et al., 2015; Cai et al., 2019). This is in line with preceding studies that show that psychopathy is a negative predictor of compulsive buying and problematic internet use (Shinya and Kinney, 2021, 2022; Caroline and Hanna, 2021; Can et al., 2019). Psychopathic individuals can be less emotionally engaged in or responsible and thus less vulnerable to addictive online shopping. The study was characterized by gender differences. Male teachers also had much higher self-esteem than female teachers, which confirms cross-cultural results that indicate that males have a significantly higher self-esteem level (Jim, 2016; Wiebke, 2015). On the dimension of addiction to online shopping, females scored higher on salience dimension, which implies that they were more involved and enjoyed the activities of online shopping. The previous studies confirm that females are more likely to use online shopping as a source of pleasure and satisfaction (Faizal, 2019; Ali and Veera, 2018). Nevertheless, males had higher scores on withdrawal, relapse and conflict dimensions indicating problematic patterns of online interactions. This observation is in line with the studies that explain that males are more susceptible to problematic online behaviours and risky behaviour (Kagan and Mark, 2018; James et al., 2014).

### **Limitations**

The research was limited in a number of ways. The duration of questionnaires could have decreased the level of engagement of the participants. Other teachers refused to take part, and some teachers might not have responded keenly. More so the results are confined to college teachers only and cannot be extended to school teachers or university faculty unless there is further research.

### **Recommendations and Implications**

Research into the future should adopt larger and more varied samples in different regions to increase the generalizability. It can be enhanced by incorporating qualitative or mixed methods, which will allow exploring the psychological processes underlying these relations in more detail. In practice, the results are applicable to schools, since the insights into personality traits and behavioral patterns can help in creating awareness and intervention programs that would help to facilitate healthier online behaviors and psychological well-being of professionals.

### **Conclusion**

Finally, the research points out that self-esteem has a positive impact on narcissism among college teachers but there is a negative influence between psychopathy and addiction to online shopping. Regarding self-esteem, as well as dimensions of online shopping addiction, gender differences were identified. Such findings are related with the developing literature that considers the psychology determinants of online consumer behavior and give an understanding of the role personality traits can play in predicting behavioral tendencies among professional groups.

### **References**

- Ahmad, M. & Najam, S, (2016). Introduction to the psychology of self-esteem. *Journal of Research Gate*, 2(36), 261-46 <https://www.researchgate.net/publication/311440256>
- Aghababaei, N., Lefdahl-Davis, E.M. & Błachnio, A. (2022). Positive and negative psychosocial outcomes of the “dark” personality traits. *Frontier Psychology*, 13(91) 93-04, <http://doi:10.3389/fpsyg.2022.919304>

- Ali, Z. & Veera, P.. (2018) Men vs Women:study of online shopping habbits and factord onfluencing buying decisions in Bahrain. *International Journal of E.science and Mobile Application* 10(4), 61-73. DOI: 10.4018/IJESMA.2018100104
- Alav, K. A., Ebru, T. K. & sema, G (2017) Personality traits Narcissism and self-esteem. *Journal of Global Strategic Management*, 41 (234) 1104. DOI: 10.20460/JGSM.2018.249
- Arnold, J. (1998) Addicted to shopping: 7 signs you may have a problem. *WebMD Connect to Care*. 1 (10) 855-466 <https://www.webmd.com>
- Amin, P. (2018). An effect of in store store display impulsive buying behavior of the consumer in the Apparel Product User in Pokhara Valley. *Kanaya Journal*, 2 (12), 122. <https://www.kanyacampus.edu.np/include/kanya-journal-2020.pdf>
- American psychological association, (2020). *Publication of APA Psyche net*, (202) 336-612, <https://www.apa.org › topics › personality>
- Anwar, M., Hanif, M. K., & Mehmood, B. (2016). Mental health issues in young adults of Pakistan: the relationship of self-esteem with narcissism and aggression. *Journal of Behavioral Sciences*, 2 (26), 136-155 <http://pu.edu.pk › journal>
- Attiq, S., Rasool, H., & Moon, A. (2015). Personality and irregular buying behavior: Adaptation and validation of core self-evaluation personality trait model in consumer impulsive and compulsive buying behavior. *Journal of Marketing and Consumer Research*, 2422-8451. <https://core.ac.uk/download/pdf/234694039.pdf>
- Biolcati, R. (2017). The role of self-esteem and fear of negative evaluation in compulsive buying. *Journal of Addictive Disorders*, <https://doi.org/10.3389/fpsy.2017.0074>
- Cai, H., Shi, Y., Fang, X., & Luo, Y. L. L. (2015). Narcissism predicts impulsive buying: Phenotypic and genetic evidence. *Frontiers in Psychology*, 6, (881) DOI: 10.2002/fpsyg.2015.02025
- Can, C. J., Bo, C. W. & Ai, T.G., (2019). The relationship between the dark triad and internet adaptation among adolescents in China: internet use preference as a mediator. *Frontiers Psychology*. 10, 10-1023, doi:10.3389/fpsyg.2019.02023
- Caroline, B. & Hanna, G. (2021). Predictors of online compulsive buying, The role of personality and mindfulness. *Journal of Personality and Individual Differences*, 185, 10-1016, DOI.org/10.1016/j.paid..2021.111237.
- Chin, K., Ellen, B., & Raheb, H. (2017). The dark side of romantic jealousy. *Journal of Personality and Individual Difference*, <http://dx.doi.org/ 10.1016/j>
- Cherry, K. (2015).What is Self-esteem? *Journal of Developmental Psychology*, <https://www.verywellmind.com/what-is-self-esteem-2795868>
- Cottier, C. (2021). Why is online shopping is so addictive? *Journal of Discover Magazine*. 1(25), 362. <https://www.discovermagazine.com/mind/why-is-online-shopping-so-addictive>
- Radka,C. (2020/6/12). The Dark Triade in helping Profession-comparison of Teachers and Pedagogy Students. *JWEE*. 20(12), 125-141.DOI10.28934/jwee20.12pp12-141
- Dadds, M.R., Jambrak, J., Pasalich, D., Hawes, D.J., Brennan, J. (2011). The dark triad of personality traits in kindergarten, school and university teachers. *I*. 52(3), 238-245. doi:10.1111/j.2010.02323.x
- Davenport, K., Houston, J. E., & Griffiths, M. D. (2012). Excessive eating and compulsive buying behaviors in women: An empirical pilot study examining reward sensitivity, anxiety, impulsivity, self-esteem and social desirability. *International Journal of Mental Health and Addiction*, 10 (4), 474–489. <https://doi.org/10.1007/s11469-011-9332-7>
- Dhandra, K. T. (2020). Doe’s self-esteem matter? A framework depicting role of self-esteem between dispositional mindfulness and impulsive buying. *Journal of Retailing and Consumer Services*. 10 (55). <https://doi.org/10.1016>

- Dittmar, H., Long, K. & Meek, R. (1999) Buying on the internet: Gender differences in on-line and conventional buying motivations. *Sex Roles*, 50, 423–444. <https://doi.org/10.1023/B:SERS.0000018896.35251.c7>
- Fred, S. M. & Wantaate (2019). Gossiping about the supervisor: the mediating role of follower self-esteem and the relationship between the dark triad traits and work place gossip. *Doctoral Dissertation, Regent University*, 48106 – 1346. <https://doi.org/10.1111/peps.12494>. <https://www.proquest.com>
- Faizal, P. (2019) Gender differences in online shopping. Are men more shopaholic than women. *Publish by Atlantis Press*.12, 2352-5428. <https://doi.org/10.2991/icmbr-18.2019.21>
- Gangai, Dr.Khagendra N. and Agrawal, R.( January 2016). The Influence of Personality Traits on Consumer Impulsive Buying Behaviour. *International Journal of Marketing and Business Communication* 5 (1), SSRN
- Jacobson, S. (2015). What is machiavellianism in psychology? *Journal of 'Harley Therapy' blog. Counseling, Personality, Disorder*, <https://www.harleytherapy.co.uk/counselling/machiavellianism-psychology.htm>.
- Jessia, L. MacCain, Peter, K. Jonason, Joshua, D. Foster & W. Keith Campbell. The bifactor structure and the dark nomological network of the state of self-esteem scale. *Personality and Individual Differences*. 72, 1-6 <http://doi.org/10.1016/j.paid.2014.8.006>
- Jalees, T., Amin, U., and Kazmi, Q. (2014). A structural approach on compulsive buying behavior. *The Institute of Business Administration, Karachi*, [https://www.iba.edu.pk/testibaicm2014/parallel\\_sessions/ConsumerBehavior/StructuralApproachCompulsiveBuyingBehaviour.pdf](https://www.iba.edu.pk/testibaicm2014/parallel_sessions/ConsumerBehavior/StructuralApproachCompulsiveBuyingBehaviour.pdf)
- Jim, S. (2016) Self-esteem gender gap more pronounced in western countries, *Journal of Personality and Social Psychology*, 202, 336-5707, <https://www.apa.org/news/press/releases/2016/01/self-esteem-gender>
- James A. R, Chris, M. and Chris, P., (2014). Contingent self-esteem, self-presentational concept and online compulsive buying. *Psychology and Marketing*. 55, 147-160. <https://doi.org/10.1002/mar.20683>
- Jing, Z., Shi, Y., & Xie, T. (2016). The adverse effect of materialism on employee engagement in China. *Journal of Chinese Human Resources*, 100-140. <https://doi.org/10.1108/JCHRM-07-2016-0013>
- Jones, D. & Paulhus, D. (2013). Introducing the short dark triad (SD3): A brief measure of dark personality traits. *SAGE Journal*, 1(21) 28-41 <https://doi.org/10>
- Kagan, K. & Mark, D. G. (2018) the dark side of internet, preliminary evidence for the association of dark personality traits with specific online activities and problematic internet use. *Journal of Behavior Addiction*, 7(4), 93-1003, DOI:10.1556/2006.7.2018.109
- Kircaburun, K., Demetrovics, Z. & Tosuntaş, S.B. (2018) Analyzing the links between problematic social media use, dark triad traits, and self-esteem. *International Journal of Mental Health Addiction*, 1496–1507. <https://doi.org/10.1007/s11469-018-9900-1>
- Lee, N. & Zhang, P. (2002). Consumer online shopping attitudes and behaviour: *An Assessment of Research*. 8th Americas Conference on Information System.
- Lejoyeux, M. et al., (2011). Money attitude, self-esteem, and compulsive buying in a population of medical students. *Frontiers in psychiatry*. 2 (13). doi: 10.3389/fpsyt.2011.00013. <https://www.frontiersin.org/journals/psychiatry>
- Moor, L. & Anderson, J. (2019). The systematic literature review of the relationship between dark personality traits and antisocial online behaviors. *Journal of Behavior Sciences* 144, 40-45 <http://doi.org/10.1016/j.j.paid.2019.02.27>
- Lopez, O. & Villardefrancos, E. (2015). Compulsive buying and life aspiration: An analysis of intrinsic and extrinsic goals. *Journal of Science Direct*.4 (18), 166-170. doi: 10.7334/psicothema2016.392. <https://www.redalyc.org/pdf/727/72753218002.pdf>

- McQueen, p., Moulding, R., & Kyrios, M. (2014). Experimental evidence for the influence of cognitions on compulsive buying. *Journal of Behavior Therapy Experimental Psychiatry*, 45 (4), 496-501. <https://doi.org/10.1016/j.jbtep.2014-07-003>
- Lejoyeux, M. Charlotte, R. B. Annabelle B, Valerie, Land H. L., (2019). Money attitude, self-esteem and compulsive buying in a population of medical students. *Frontiers of Psychology*. 8, 10-211, <http://doi.org/10.3389/fpsyg.2019.00013>
- Müller, A., Trotzke, P., Mitchell, J., Zwaan, M., & Brand, M. (2015). The pathological buying screener: Development and psychometric properties of a new screening instrument for the assessment of pathological buying symptoms. *Journal of PLOS ONE (scientific journal published by the Public Library of Science since 2006)*, 10 (10), 0141-094. <https://doi.org/10.1371/journal.pone.0141094>
- McElroy, S. et al, (1994) Compulsive buying: A report of 20 cases. *Journal of Clinical Psychiatry*. (8) 55\_242. <https://scholar.google.com>
- O'Guinn, T., Faber, J.R., (1989) Compulsive Buying: A Phenomenological Exploration. *Journal of Consumer Research*, 16( 2), 147–157 , <https://doi.org/10.1086/209204>
- Prusik, M. & Szulawski, M. (2019). The relationship between the dark triad personality traits, motivation at work, and burnout among HR recruitment workers. *Frontiers in Organizational Psychology*. 10 (19). <https://doi.org/10.3389/fpsyg.2019.01290>.
- Paulhus, L., & Williams, K. (2002) The dark triad of personality narcissism, machiavellianism, and psychopathy. *Journal of Research in Personality*, 6 (36), 556-563. [https://doi.org/10.1016/S0092-6566\(02\)00505-6](https://doi.org/10.1016/S0092-6566(02)00505-6).
- Rosenberg, M. (1965). Society and the adolescent self -image. *Published by Princeton University Press*, 19(79). <https://doi.org/10.1515/9781400876136>
- Rodriguez, C. Z. & Varela, C. (2020). The influence of consumer personality traits on mobile shopping intention. *Department of Business Organization and Marketing*. 1(26), 331, <https://www.researchgate.net/publication/46445897>
- Salman Yousaf, Muhammad Zubair Tauni and Bilal Khan (2020). *Dark triad and panic buying. Personalities and Individual Differences*. 197, 5 (28). <https://doi.org/10.1016/j.paid.2022.111771>
- Scott, C. L., (2009). Mayo clinic family health book. (5<sup>th</sup> edition), Mayo clinic press, New York
- Sehr, G. E. & Isma, K. (2013). The role of dark triads, empathy and self-efficacy in bullying and victimization. *Psychological Abstracts Institute of Applied Psychology University of the Punjab Lahore-Pakistan*. 75-211 psychological Abstract 2012-14. <http://pu.edu.pk/images/image/Departments/appsy/Psychological-Abstracts-2016-18.pdf>
- Shinya, Y. & Muhammad, A. (2021). The association between personality traits and hoarding behavior during the COVID 19 pandemic in Japan. *Journal of Personal Individual Differences*, 179. doi: [10.1016/j.paid.2021.110927](https://doi.org/10.1016/j.paid.2021.110927)
- Shahzadi, N. (2016). Dark triads of personality, self Esteem and criminal thinking among young adults. IAP Psychological Abstracts (2018) *Institute of Applied Psychology, University of the Punjab, Lahore Pakistan*. 91-279. psychological Abstract 2016-18. <http://pu.edu.pk/images/image/Departments/appsy/Psychological-Abstracts-2016-18.pdf>
- Singh, R., & Kumar, J. (2016). Effect of family environment on adolescent compulsive buying: mediating role of self-esteem. *Asia Pacific Journal of Marketing and Logistics*, 28 (3), 396-419. doi:10.1108/APJML-05-2015-0082
- Stenason, L(1). (2014). Implicit and Explicit Self-Esteem in Relation to the Dark Triad. *Western Undergraduate Psychology Journal*, 2 (1) <https://doi.ir.lib.uwo.ca/wupj>

- Stenason, L(2). (2014). Implicit and explicit self-esteem in relation to the dark Triad. *Western Undergraduate Psychology Journal*, 2 (1), <http://ir.lib.uwo.ca/wupj/vol2/iss1/12>
- Stephen M.Doerfler, MaryamTajmirriyahi, WilliamIckes &Peter K.Jonason The self-concepts of people with dark triad traits tend to be weaker, less clearly defined, and more state-related. *Personality and Individual Differences*. 180, <http://doi.org/10.1016/j.paid.2021.110977>
- Touhey, J. C. (1973). Intelligence, Machiavellianism and social mobility. *British Journal of Social and Clinical Psychology*, 12(1), 34-37. <https://doi.org/10.1111/j.2044-8260.1973.tb00842>
- Todd, K. (2013). Online shopping addiction. *Journal of Psych-alive*, <https://www.psychalive.org/online-shopping-addiction>
- Towler, A. (2020). Machiavellianism: What it is how to recognize and cope? *Journal of Applied Psychology*, <https://www.ckju.net/en/dossier/machiavellianism-what-it-how-recognize-and-cope-machiavellians>
- Tausif, G. (2022) Click, purchase, hide: online shopping habits of Pakistani women are changing. *The Friday Times*. 8(14) 75 <https://www.thefridaytimes.com>
- Tarka, P., Kukar, K., Richard, K., & Harnish, J. (2022). Consumers' personality and compulsive buying behavior: The role of hedonistic shopping experiences and gender in mediating-moderating relationship. *Journal of Retailing and Consumer Services*, 5 (64), <https://doi.org/10.1016/j.jretconser.2021.102802>
- Wann, D. & Naylor, T. (2005). Affluenza: how overconsumption is killing us and how to fight back. <https://www.penguinrandomhouse.com/books/57477>
- Wiebke, B. et al. (2015). Age and gender differences in self-esteem, a cross culture window. *Journal of Personality Process and Gender Differences*. 111, 396-410, <http://dx.doi.org/10.1037/pspp0000078.supp>
- Workman, J. E. & Lee, S. H. (2015). Compulsive buying and branding phenomena. *Journal of Open Innovation: Technology, Market, and Complexit*, doi 10.1186/s40852-015-0004-x, <file:///C:/Users/HP/Downloads/JOItmC-01-00003>
- Yousaf, M. A. (2020) 3 Major types of self-esteem. *Journal of Cooperative Mortgage Bank*. 1(11), 8-22. <https://cmbankng.com>
- Zhao, H., Tian, W., & Xin, T. (2017). Development and validation of online shopping addiction scale. *Frontiers in Psychology*, <https://doi.org/10.3389/fpsyg..00735>