



## Does psychological Profile has something to do with satisfaction ? A French retailing Franchisees study

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| Résumé en anglais     | The main purpose of this study is to analyse the relationship between franchisee's personality and franchisee's satisfaction. A sample of 400 French franchisees concerning different sectors is analysed in detail. In the first part of the article, the methodology is presented. Then, theoretical framework concerning satisfaction and personality is developed. Different hypotheses are justified crossing the MSQ scale and the big four model. Conscientiousness seems to be the most predictive factor for satisfaction and results show that the other Big-Five traits are specific in several sectors. |
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