

IMPACT OF PERSONALITY TRAITS ON IMPULSIVE BUYING IN ONLINE SHOPPING

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Abstract

Purpose - The purpose of this study is to find out the impact of personality traits on impulsive buying in online shopping in Gwalior city.

Design/methodology/approach - The study was empirical in nature and convenience sampling technique is used to collect data from respondents. A total of 120 questionnaires were returned from customers, so sample size is 120. A structured questionnaire based on five point Likert scale is used to collect data.

Findings - Five causal relationships among impulse buying and personality traits proposed in this study were confirmed through regression analysis.

Implications - This study adds valuable empirical findings to the literature as well as some theoretical implications for impulse buying-related theories.

Originality/value - This study provides insights for customer impulse buying behavior in online shopping.

Keywords: Impulse buying, Personality traits, Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism.

I. INTRODUCTION

This study aims to study the impact of personality on Impulse Buying behavior. The impact of personality on impulse buying is measured through OCEAN model having five personality traits, namely Openness, Conscientiousness, Extraversion, and Agreeableness and Neuroticism.

According to Beatty and Ferrell (1998) impulse buying is a sudden and immediate purchase with no pre-shopping intentions either to buy the specific product category or to fulfill a specific

buying task, whereas unplanned reminder buying may simply be 'out of stock' reminder buying.

People who are exceedingly included with the impulse buying are the ones who normally get genuinely associated with the item in all respects effectively and typically are the ones who will in general be happy with the item on the spot.

Openness

Mondak (2010) characterizes receptiveness as a quality in which an individual will in general have adaptable conduct nor is inflexible neither for him nor for other people"

Conscientiousness

Conscientiousness is a personality trait which defines the socially prescribed impulse control that enables task and goal oriented behavior of an individual. It is a personality trait which reflects how one individual differs from another in terms of their self-control, responsibilities, reliability and hard work (McCrae & Costa, 2008; Roberts, Lejuez, Krueger, Richards, & Hill, 2014).

Extraversion

This trait mainly deals with the tendency of socializing, confidence, assertiveness, anticipation and enjoyment (Mooradian & Swan, 2006).

Agreeableness

According to McCrae and Costa (2008), this personality trait deals with the motives that drive people to sustain and uphold positive relations with other people. People falling high in this attribute are respectable, generous, altruistic, concerned, understanding and empathetic.

Neuroticism

Individuals who score high on this characteristic are not sincerely steady and have very negative feelings. This characteristic is related with the typical character, which encourages the propensity of a person to encounter dangerous and harming impacts of uneasiness, trouble and unhappiness.

II. LITERATURE REVIEW

Dania Shakaib Farid and Mazhar Ali (2018) conducted a research study on effect of personality on impulse buying behaviour. This study aims to study the impact of personality on Impulse

Buying behavior. This research study was quantitative.. The sample size for this research study was 400. The data was collected from respondent having 20 to 40 years. Main conclusion of study shows that Openness, Conscientiousness, Extraversion, and Neuroticism play an important role in encouraging an individual to shop impulsively. The individuals tend to score high in these traits tend to buy things immediately, right on the spot.

Kiran Shehzadi (2016) conducted a study is to study the relationship between personality traits and compulsive buying behavior with mediating role of impulsive buying. By using quantitative research approach, convenience sampling method is selected. Data are collected by using previously established scales. Correlation and multiple regressions are applied to analyze relationship between variables. According to results agreeableness, neuroticism and openness to experience are three personality traits that are related with compulsive buying with mediating role of impulsive buying. The present study is useful for policy makers, consumers and for society at large. In addition, this investigation provides a starting point for future research with comprehensive theoretical framework.

Shahjahan (2012) studied the relationship between impulsive buying behavior, compulsive buying and personality traits. Research demonstrates that those individuals who face emotional instability, anxiety, moodiness, irritability, and sadness are more likely to display impulsive and compulsive buying behaviors. Much compulsive buying is also an outcome of negative feelings and stress.

III. RESEARCH METHODOLOGY

Objectives of Study

To find out the impact of personality traits on impulse buying.

The study was empirical in nature and convenience sampling technique is used to collect data from respondents. A total of 120 questionnaires were returned from customers, so sample size is 120. A structured questionnaire based on five point Likert scale is used to collect data. The instrument for data collection was well structured questionnaire. The scale items of 5 personality traits and impulse buying was adopted from Rook and Fisher (1995) and John and Srivastava (1999).

Hypotheses

H01: Openness has no positive effect on impulse buying.

H02: Conscientiousness has no positive effect on impulse buying.

H03: Extraversion has no positive effect on impulse buying.

H04: Agreeableness has no positive effect on impulse buying.

H05: Neuroticism has no positive effect on impulse buying.

Data Analysis

Reliability of variables

Table No 1. Reliability of variables

Variables	Cronbach's Alpha	No of Items
Openness	7	.823
Conscientiousness	3	.812
Extraversion	5	.832
Agreeableness	4	.830
Neuroticism	5	.887
Impulsive Buying	6	.868

Cronbach's alpha was used to measure the reliability of data. Reliability of all variables are found greater than 0.7 which indicates data is reliable.

International Journal Of Core Engineering & Management

Volume-6, Issue-3, June-2019, ISSN No: 2348-9510

Table No 2. Demographic representation in the sample

VARIABLE	CATEGORY	FREQUENCY	PERCENT (%)
Gender	Male	72	60
	Female	48	40
Age Group	Below 25	60	50
	25 – 45	36	30
	Above 45	24	20
Occupation	Student	48	40
	Govt Job	18	15
	Self Employed	30	25
	Private Job	24	20
Education	Non Graduate	42	35
	Above Graduate	36	30
	Professional Courses	24	20
	Non Professional Courses	18	15

Descriptive statistics of demographic shows that the majority of respondents 72 (60%) are male and female respondents are 48 (40%). Major parts of the respondents is having age group below 25 years is 60, followed by age group 25-45 are 36 and respondents having age

International Journal Of Core Engineering & Management

Volume-6, Issue-3, June-2019, ISSN No: 2348-9510

group above 45 is 24. Occupation is divided into four categories in which most of the respondents is student 48, followed by self employed 30, private job 24, and Govt job 18. Education is divided into four categories in which majority of respondents is nongraduate 42, followed by above graduate 36, professional courses 24 and non professional courses 18.

Multiple Regression Analysis

Multiple regression analysis is applied between Personality Traits and Impulse buying

Table No 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.804	.647	.638	6.390	1.862

a. Predictors: (Constant), Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism

b. Dependent Variable: Impulsive Buying

Table No 4. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	14428.314	5	2885.663	70.676	.000
Residual	7880.078	193	40.829		
Total	22308.392	198			

a. Dependent Variable: Impulsive Buying

International Journal Of Core Engineering & Management

Volume-6, Issue-3, June-2019, ISSN No: 2348-9510

b. Predictors: (Constant), Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism

Table No 5 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.211	.435		9.677	.000
Openness	1.003	.154	.381	6.515	.000
Conscientiousness	.445	.126	.158	1.937	.002
Extraversion	.680	.180	.211	3.828	.000
Agreeableness	.624	.132	.215	4.722	.000
Neuroticism	1.007	.276	.196	3.652	.000

a. Dependent Variable: Impulsive Buying

The equation for regression analysis from table can summarized as below

$$Y = a + b x + \text{error}$$

$$\text{Impulsive Buying} = 4.211 + .381 (\text{Openness}) + .215 (\text{Agreeableness}) + .211 (\text{Extraversion}) + .196 (\text{Neuroticism}) + .158 (\text{Conscientiousness})$$

The result of regression analysis shows that the F value is 70.676, which was sig. at 0% level indicating good model fit and value of t is 9.677, which are also significant at 0% level. R square value is .647, which indicates 64.7 % of variance in impulsive buying is explained by Personality traits. **Thus, our null hypothesis is rejected.** This indicates that there is significant impact of personality traits on impulsive buying.

IV. CONCLUSION

The main objective of this research study was to investigate the role of personality trait namely Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism in facilitating an individual to engage in an impulsive buying behavior. From the data it was concluded that Openness, Conscientiousness, Extraversion, and Neuroticism play an important role in encouraging an individual to shop impulsively. This study will help the managers to increase their business by considering these personality traits on impulse buying.

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