IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

RELATIONSHIP BETWEEN PERSONALITY TRAITS AND IMPULSIVE BUYING BEHAVIOUR

Submitted by

ZUHA FARIN A (24MCP040)

Under the supervision of

Mrs. Dhanalakshmi

Assistant Professor

Department of Psychology (SF)

PSG COLLEGE OF ARTS & SCIENCE

An Autonomous College – Affiliated to Bharathiar University Accredited
with "A++" Grade by NAAC (4th Cycle)
College with Potential for Excellence
(Status Awarded by the UGC)
Star College Status Awarded by DBT-MST An
ISO 9001:2015 Certified Institution
Coimbatore – 641014

ABSTRACT

The present study examined the relationship between personality traits and impulsive buying behavior among young adults. A total of 153 participants (aged 18–25 years) were selected using convenience sampling, and data were collected through the Neo-FFI-3 (Costa & McCrae, 2004) and the Buying Impulsiveness Scale (Rook & Fisher, 1995). Descriptive statistics and Pearson's product-moment correlation were used for analysis. The results showed that extraversion and impulsive buying were significantly positively correlated, meaning that people who were gregarious and outgoing were more likely to make impulsive purchases. However, there were significant negative correlations between impulsive buying and conscientiousness, agreeableness, and openness. This suggests that people who are self-disciplined, empathetic, and reflective are more resistant to impulsive tendencies. A weak negative correlation was found between neuroticism and impulsive buying, suggesting that people with emotional instability were somewhat less likely to do so, perhaps as a result of their inability to make decisions and fear of regret. Conscientiousness is the strongest protective factor, according to the study, which shows that personality traits have a significant impact on consumer behavior. The psychological foundations of consumer impulsivity are better understood thanks to these findings, which also have applications in marketing tactics, financial literacy, and consumer awareness.

Keywords: Personality traits, Big Five, impulsive buying, consumer behavior, young adults

CHAPTER I

Introduction

A rising number of evidence indicates a strong correlation between personality traits and impulsive buying behaviour. Khagendra Nath Gangai and Rachna Agrawal (2016) conducted a study titled *"The Influence of Personality Traits on Consumer Impulsive Buying Behaviour."* The research aimed to examine how personality traits influence impulsive buying. Using a descriptive cross-sectional design, the study surveyed 120 participants (60 males and 60 females). Independent variables were personality traits measured by the EPQ-R (Psychoticism, Neuroticism, Extraversion, and Lie scale), while the dependent variable was impulsive buying behavior. Tools included the Eysenck Personality Questionnaire-Revised (EPQ-R) and the Impulsive Buying Behaviour Questionnaire. Findings revealed that psychoticism and neuroticism were significantly associated with impulsive buying. Moreover, gender differences were observed, with males showing higher impulsive buying tendencies compared to females. The study highlighted the role of specific personality dimensions and gender in shaping consumer impulsivity.(Gangai & Agrawal, 2016)

Personality

Personality is defined as the enduring configuration of characteristics and behaviors that comprises an individual's unique adjustment to life - in other words,the relatively stable patterns of thought,feeling and behaviours that distinguish one person from another (American Psychological Association,2018). Personality is a dynamic organisation within the individual of those psychophysical systems that determine his unique adjustments to the environment (Allport,1937)

One of the most crucial elements that has been extensively researched in relation to customer behavior is personality. It is influenced by environmental, social, and cultural elements that are determined by the individual. Likewise, a person's personality is influenced by his genetic makeup. Personality is an individual's distinctive identity that distinguishes them from others not only in their physical characteristics but also in their personality types.(Khagendra Nath Gangai and Rachna Agrawal, n.d.).Each person's unique set of characteristics determines how they interpret their experiences and act. We refer to this as a personality type when we can identify that some individuals can be categorized together based on a few shared personality qualities (Asendorpf, 2002).

Theories on personality

Personality has long been a central construct in psychology, and multiple theoretical perspectives have been proposed to explain its structure, development, and expression. Every theory offers a different perspective on personality, encompassing everything from observable characteristics and cognitive processes to unconscious motivations.

1. Psychodynamic Theory

According to the psychodynamic perspective, which was developed by Sigmund Freud, inner tensions, early experiences, and unconscious processes all contribute to personality. Three elements of personality were presented by Freud's structural model: the superego (moral conscience), the ego (rational mediator), and the id (instinctual desires). According to this approach, the resolution of psychosexual developmental stages leads to the formation of personality.Although Freud’s theory has been criticized for being unscientific, it laid the foundation for later theorists.

2. Trait Theory

According to trait theories, personality is a collection of persistent traits that differ from person to person but hold steady throughout time. Gordon Allport (1937), one of the first trait theorists, divided qualities into three categories: cardinal, central, and secondary. Building on this, 16 personality factors (16PF) were identified by Raymond Cattell (1950) using factor analysis. Later, in 1967, Hans Eysenck distilled features into three general dimensions: psychoticism, neuroticism–stability, and extraversion–introversion. Five-Factor Model (Big Five) is the most used contemporary attribute method. The traits included in this model—conscientiousness, extraversion, agreeableness, openness, and neuroticism—are culturally consistent and indicative of personal conduct.

3. Humanistic theory

The humanistic approach, which was created in the middle of the 20th century, places a strong emphasis on self-actualization, free will, and personal development. Humanistic theories emphasize the potential and intrinsic desire for fulfillment of the individual, in contrast to psychodynamic and trait theories that emphasize disease or fixed features.According to Carl Rogers (1951), experiences of unconditional positive regard or conditions of value influence the development of one's self-concept, which in turn shapes one's personality. When the ideal and true selves are in harmony, a well-adjusted personality emerges.Abraham Maslow (1968) further contributed with his hierarchy of needs, suggesting that human motivation progresses from basic physiological needs to higher-level psychological needs, culminating in self-actualization—the realization of one’s full potential.

4. The Big Five (Five-Factor) Model

The Big Five Model, a well-known paradigm in personality psychology, identifies five primary elements of personality: neuroticism, extraversion, agreeableness, conscientiousness, and openness to experience. This idea holds that a person's neuroticism reflects their inclination to feel nervous, depressed, irritated, and self-conscious. Those with high levels of neurotssicism are more emotionally reactive and prone to stress, whereas those with low levels are often resilient, emotionally stable, and relaxed. According to the theory, these traits are generally constant over time and across different situations, and neuroticism in particular has been linked to negative effects on mental health, such as anxiety and depression.

Types of personality

1. Type A and B

The personality types were initially identified by Hippocrates in ancient Greece.Type A personalities are more likely to have cardiac problems and are frequently unpleasant, aggressive, and competitive.Type B: This personality type is less likely to suffer heart problems and is often more laid back and patient.Additionlly, type C and D are included. Type C: This type pays more attention to detail, logic, and precision.Type D: This personality type is prone to anxiety and pessimism. Although persons can have characteristics of multiple personality types, these kinds may be useful for understanding broad behavioral trends.

2. The OCEAN Model's Big Five Personality Traits

One of the most extensively used frameworks for characterizing personality is the Five-Factor Model (FFM). Creativity, curiosity, and a readiness to try new things are all reflected in openness to experience.Low openness is tied to traditional thinking, whereas high openness is linked to creativity and a love of learning. Conscientiousness entails self-discipline, dependability, and organization. While those with low conscientiousness may be impulsive or irresponsible, highly conscientious people are accountable and goal-oriented. Extroverts are characterized by their tremendous energy, aggressiveness, and friendliness. While introverts are more quiet and prefer solitude, extroverts are gregarious and love social engagements. Agreeableness is linked to empathy, friendliness, and reliability. Highly agreeable individuals are cooperative and caring, while low agreeableness is linked to competitiveness and skepticism. Neuroticism refers to mental instability, anxiety, and moodiness. People with high neuroticism may experience frequent negative feelings, while those with low neuroticism tend to be emotionally stable and resilient. This model is used in personality studies, career assessments, and psychological evaluations.

3. Hans Eysenck's Three-Factor Model

According to psychologist Hans Eysenck, personality is influenced by three main factors: Extraversion-Introversion – Similar to Jung's concept, it distinguishes between social, outgoing individuals and those who prefer solitude.

Neuroticism-Stability – Measures emotional stability. High neuroticism indicates anxiety and mood fluctuations, while stability reflects calmness and durability

Psychoticism – Associated with aggression, impulsivity, and lack of empathy. High psychoticism is linked to antisocial behaviors, while low psychoticism is associated with kindness and cooperation. Eysenck's model emphasizes biological and genetic influences on personality.

Impulsive buying behaviour

Impulse buying behavior has been a subject of growing interest in consumer research for several decades.Impulse buying, which is defined as an unplanned, immediate purchase made without prior thought, frequently involves an intense, spontaneous desire to purchase a goods together with emotional stimulation.This conduct has been connected to situational, cognitive, and emotional causes and deviates from logical decision-making processes.(Rani, 2024)

Numerous factors influencing buyer decisions have formed the complex phenomena of impulse buying behavior. These include sociocultural values, demography, purchasing habits, psychological traits, and environmental cues. Along with the attraction of appealing products, special offers, or a friendly shop environment, emotional states like rage, delight, or happiness can be strong motivators for impulsive purchases. Impulsive buying inclinations are also influenced by fear of losing, FOMO, and the instant satisfaction that comes with a purchase. Impulsive shoppers may have low self-esteem, increased anxiety, depressed moods, and an increased risk of obsessive-compulsive disorders. Furthermore, the way products are arranged, the ambiance of the store, and advertising campaigns are examples of environmental cues that greatly influence and promote impulsive purchasing.(GeeksforGeeks, 2024)

Theoretical foundation of impulsive buying behaviour

1. Cognitive dissonance theory:

cognitive dissonance hypothesis, people feel psychologically uneasy when their attitudes and actions don't match. When it comes to impulsive buying, customers may rationalize their impulsive purchases by changing their perceptions of the need or worth of the item. After making a purchase, cognitive dissonance frequently happens, which causes customers to either regret their choice or justify it. Numerous studies have shown that customers are more likely to feel dissonance following an impulsive purchase, especially if the item falls short of their expectations or costs more than they had anticipated. (Miller et al., 2015)

2. Stimulus-Organism- Response(S-O-R) Model

The S-O-R model, developed by Mehrabian and Russell (1974), offers a framework for comprehending how environmental cues affect consumer behavior. The "organism" in this paradigm stands for the consumer's internal state (such as emotional arousal or mood), the "stimulus" for external elements (such as store environment or promotional displays), and the "response" for the behavior that results (such as a purchase decision). This model has been used in numerous research to examine impulse buying behavior, highlighting the significance of sensory signals like lighting, music, and product placement in causing impulsive purchases.

Types of impulsive buying

1. The most obvious type of impulse buying is pure impulse buying, which is defined by impulsive decisions made without any prior forethought. Taking a candy bar at the checkout counter out of a sudden urge or hunger is a classic example. It frequently entails impulsive, hasty decisions driven by cravings.

2. Reminder Impulse Buying: In this category, customers experience a sudden recollection of a need when they come across a relevant item.Impulsive purchase can be demonstrated, for example, by remembering to buy toothpaste while shopping for eggs after passing by the toothbrushes. It makes use of reminders' ability to influence decisions about what to buy.

3. Suggestion Impulse Buying: Suggestion impulse buying comes from a more logical viewpoint in which people are convinced to buy products through persuasive tactics or marketing messaging. This kind entails using persuasive marketing strategies and messaging to create a perceived need for a product. It highlights how suggestions and persuasion affect customer decisions.

4. Planned Impulse Buying: Planned impulse buying is focused on sales, discounts, or products that people have already considered buying. An example of combining preparation with spontaneous decision-making would be coming across a DVD that was previously contemplated on sale and choosing to purchase it because of the atractive discount. It emphasizes how, even in situations involving impulsive purchases, strategic planning may be useful.

Reasons for impulsive buying behaviour

1. Personality:

Hedonistic, materialistic, and impulsive personality qualities are powerful indicators of impulsive purchasing. People who are impulsive by nature have a propensity to act without thinking through the repercussions of their choices, which makes them more vulnerable to impulsive purchases.Impulsive shopping is also more common among materialistic people who place a high value on belongings in an effort to improve their self-image or get status symbols.Furthermore, because the act of buying itself offers instant gratification, hedonistic consumers—who look for excitement and pleasure in their shopping—are especially susceptible to impulsive buying.

2. Physical Stimuli:

External factors that influence consumer behavior include window displays, marketing campaigns, retail advertising, and store atmosphere. The impact of these physical sensations on drawing attention and promoting impulsive purchasing has been emphasized by consumer research. Consumer decision-making can be greatly influenced by the products' presentation and overall atmosphere.

3. Emotional Appeal:

Emotional elements like the need to fit in with societal norms or the desire for rapid fulfillment are frequently the fundamental cause of impulsive buying. Impulsive decisions can be triggered by a product's emotional appeal, whether it is associated with joy, excitement, or a sense of belonging. In order to promote impulsive purchases, it is essential to comprehend and capitalize on emotional drivers.

4. Social Influence:

Peer pressure and cultural norms play a big role in impulsive purchasing. People frequently buy things to present a certain image or blend in with their social circles.Because people try to fit in with their peers' tastes and habits, social influence adds to the emotional components of impulsive buying.

5. Utilitarian motives:

Emotional reasons are not the only things that influence impulsive purchasing; utilitarian motives also come into play. Despite being emotionally neutral, these incentives—which are frequently connected to useful and functional products—can nevertheless result in hasty purchases. Depending on how useful or convenient a product is perceived to be, consumers may make impulsive purchases.

6. Age and gender:

Impulsive purchasing behavior is significantly influenced by age and gender. According to research, younger customers are more prone to make impulsive purchases than older consumers, who often make more thoughtful and cautious choices.

Furthermore, gender disparities have been noted, with men typically engaging in impulsive buying linked to utilitarian objects and women frequently being more prone to emotional impulse buying. Nevertheless, these trends may change based on the product category and context.

7. Store atmosphere:

Impulsive purchasing behavior can be strongly influenced by a store's physical surroundings. Retailers employ a variety of sensory signals, including music, lighting, and fragrances, to create a welcoming environment that promotes impulsive purchases. For instance, customers are more likely to feel good and make impulsive purchases in businesses with bright lighting and lively music. Similar to this, shelf layouts and product displays that make products more visible can encourage impulsive purchases.

8. Time pressure:

Impulsive purchase inclinations may be heightened by the sense of time constraints. Real or perceived time restrictions force customers to make decisions more quickly, frequently without thoroughly assessing the product's necessity. Because customers feel pressured to act before the deals expire, sales occasions like Black Friday establish a sense of urgency that encourages impulsive purchasing. Additionally, studies have demonstrated that time-pressured settings raise emotional arousal levels, which may increase the probability of impulsive purchases.

9. Promotions and discounts:

Discounts and promotions are strong inducers of impulsive purchases. Deep discounts, buy one, get one free offers, and limited-time promotions instill a sense of urgency in customers, urging them to act before the chance passes. According to studies, customers' intentions to follow their shopping lists can be overridden by promotional efforts, which can result in people buying items they had not intended to buy. Additionally, while taking advantage of discounts, customers frequently defend impulsive purchases by arguing that they are wise financial judgments.

10. Income:

Consumer choices and decisions are significantly influenced by the state of the economy in a market or nation. The more stable and affluent a nation's economy is, the more money is available on the market and the more purchasing power customers have. A customer's purchasing power and, consequently, their propensity for impulsive purchases are influenced by a number of factors, including personal income, family income, income expectations, savings, and consumer credit. Additionally, consumer's financial circumstances have a significant impact on their capacity to make impulsive purchases.

Personality and impulsive buying behaviour

1. Neuroticism and impulsive buying behavior

This characteristic, which is linked to the typical personality, makes it easier for a person to suffer from the negative and harmful impacts of worry, pain, grief, misery, shame, embarrassment, antagonism, guiltiness, and aversion. People who score highly on this attribute may be dealing with mental health problems since it causes them to think irrationally, and illogically, which can have negative effects. Impulsive buying behavior and neuroticism are positively correlated because persons who are experiencing anxiety or emotional distress are more likely to make an impulse purchase after which they feel somewhat calmed and reassured.(Asad Shahiehan,2012)

2. Agreeableness and impulsive buying behavior

Agreeableness refers to the motivations behind preserving good relationships with others and is characterized by a propensity to be cooperative and caring rather than distrustful and hostile. Even though there isn't any hard data linking impulsive purchasing to the trait agreeableness, we operate under the premise that a propensity to ignore the negative effects of impulsive buying could be a reason to think that high levels of impulsive purchasing would be associated with low levels of agreeableness. (Badgaiyan & Verma, 2014)

3. Extraversion and impulsive buying behavior

People that score highly on the "extraversion" attribute are gregarious, active, and inclined to feel happy. They also approach the social and material environment with energy. Because they are more gregarious, they are more likely to interact with salespeople. Additionally, because risk-taking is consistent with the extraverted disposition toward excitement-seeking and uncertainty reference, extraverts are more likely to engage in impulsive buying than those with low levels of this trait. An extraverted individual was thought to be less self-controlling and more impulsive.(Badgaiyan & Verma, 2014)

4. Conscientiousness and impulsive buying behavior

Individual variations in the inclination to be self-controlled, accountable to others, diligent, and goal-directed behavior are referred to as "conscientiousness." It goes without saying that persons with high scores on this feature are regarded as systematic, well- organized, and obedient, whilst those with low scores are viewed as less focused and more prone to task distraction. Additionally, studies have shown that conscientiousness is likely to be a key factor in future spending planning. People that score low on this characteristic tend to be reckless, lack focus on their lives and their goals, and are easily distracted. People who score highly on this feature tend to be more concerned about their future budget and planning, which ultimately restricts their ability to make impulsive purchases.(Badgaiyan & Verma, 2014)

5. Openness and impulsive buying behavior

Knowledge sharing was most strongly predicted by openness to experience. The best indicator of knowledge sharing was receptivity to new experiences. People with low scores on this characteristic are viewed as being very conservative, with a poor mental capacity and conventional behavior. They are quite private and don't express their feelings. On the other hand, those with high scores in this attribute like entertaining others and come up with innovative ideas. They have an adventurous spirit and are always willing to try new things. Open-minded people are likely to embrace or test new products, as is to be expected.

In the present scenario, Products, consumers, and the environment have undergone significant change in creating a vast array of options. In most cases, impulse buying starts with a thorough grasp of the consumer. One important factor that creates opportunity for customers to engage with businesses is the atmosphere. Impulsive purchasing is a well-known phenomenon that gives each person's outfit a surprising touch. A person's personality is enhanced by it. Since impulse buying is a very common action I encounter, I have found it to be a pertinent issue. Understanding impulse buying is crucial because it allows us to determine whether the decisions we make on the heat of the moment have led to regret or happiness.

Numerous researches have discovered that consumers react to their surroundings in two different ways. They are mostly avoidance or approach. Retailers should comprehend the psychology of their customers' surroundings in order to establish an environment where they will exhibit approachable behaviors while their experience while shopping. The goal of this study is to comprehend the idea of impulse buying, but it only looks at the external elements that influence it, such as store reputation.

CHAPTER II

Review of literature

Agarwal and Harshita (2021) conducted a study titled *"Examining Fashion Leadership and Its Impact on Impulsive Buying Behaviour."* The research explored the relationship between Big Five Personality Traits (Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness), fashion leadership types, and impulsive buying behavior. The sample consisted of 60 individuals, divided into 3 groups of 20 each. A mixed-methods approach was used, combining quantitative analysis (ANOVA) and qualitative analysis (Thematic Analysis). Tools included the Fashion Conscious Scale, Innovativeness and Opinion Leadership Scale, Big Five Inventory-10 (BFI-10), and the Impulsive Buying Tendency Scale. Results showed significant differences among fashion leadership groups in terms of personality traits and impulsive buying. Neuroticism and conscientiousness were found to significantly interact with impulsive buying tendencies. Additionally, the study validated "innovative communicators" as a distinct group within fashion leadership. The findings emphasized the role of both personality and leadership in shaping impulsive consumer behavior.

Arshveer Kaur (2022) conducted a study titled *"Online Impulsive Buying Behaviour: An Empirical Study."* The research examined how promotion, personal behavior, situation, website design, ethics and integrity, and personality traits (Neuroticism, Openness, Extraversion, Agreeableness, Conscientiousness) influence online impulse buying behavior. The study surveyed 765 respondents using a structured questionnaire with convenience sampling. Tools and methods included Exploratory Factor Analysis (EFA), the Big Five Inventory, Structural Equation Modelling (SEM), Friedman test, and Mann-Whitney U test. Findings revealed that all six identified factors and all five personality traits significantly impacted online impulse buying. Unethical marketing practices were found to have a negative influence on consumer behavior.

Moreover, significant differences were observed between impulsive and planned online buying across all variables. The study emphasized the strong role of both situational and personality- related factors in shaping online impulse purchases.

Asad Shahjehan et al.(2011) conducted a study titled *"The Effect of Personality on Impulsive and Compulsive Buying Behaviors."* The research examined the impact of personality traits on both impulsive and compulsive buying behavior. The independent variable was personality, and the dependent variable was buying behavior (impulsive and compulsive). The study surveyed 640 participants (366 males and 274 females) using a quantitative survey with a structured questionnaire. Tools included the Impulsive Buying Scale (Verplanken & Herabadi, 2001), the Compulsive Buying Scale (Valence et al., 1988), and a 50-item personality questionnaire adapted from the Big Five Personality Scale (Saucier, 1994), with additional items from Mowen & Spears (1999), Trapnell & Wiggins (1990), and Duijsens & Diekstra (1995). Findings showed a strong link between impulsive and compulsive buying, both being significantly influenced by personality traits. Neuroticism was positively associated with impulsive and compulsive shopping, while openness explained the most variance in impulsive buying, and extraversion explained the most variance in compulsive buying. Agreeableness, however, had little effect. The study highlighted the critical role of personality in shaping maladaptive consumer behaviors.

Bakshi and Geeta (2023) conducted a study titled *"Impulsive Buying Behaviour Amongst Working Women in Haryana."* The research explored factors influencing impulse buying, including women's literacy, awareness, financial independence, mood-changing nature of shopping, and the pleasure derived from unplanned buying. The sample consisted of 415 working women in Haryana. A descriptive and inferential analysis approach was adopted. Data were collected using a structured questionnaire, with pre-testing and pilot testing conducted for reliability. Statistical tools such as exploratory and factor analysis were applied. Findings revealed that increased literacy and financial independence significantly boosted impulsive buying among working women. Moreover, shopping was often used as a mood-regulating activity, leading to unplanned purchases. The study highlighted the growing trend of mood-driven, pleasure-oriented shopping behaviors among financially independent women. It emphasized the importance of socio-economic empowerment in shaping consumer impulsivity.

Bashar and Abu (2022) conducted a study titled *"A Study on Online Impulse Buying in a Cross-Cultural Context."* The research examined how online sales promotion, personal

factors, and website quality influence online impulse buying behavior, with culture (India vs. Bahrain) as a moderating variable. The study surveyed 650 respondents (405 from India and 245 from Bahrain) using a quantitative, cross-sectional survey design. Data were collected through a structured questionnaire and analyzed using Structural Equation Modelling (SEM). Results showed that website quality was the most significant factor influencing the urge to buy impulsivity (UBI). Sales promotions had a stronger effect on Indian consumers, whereas personal factors were more influential among Bahraini consumers. The study found that culture moderated these relationships, demonstrating how cultural context shapes online impulse buying behavior. Findings highlighted the need for marketers to adapt strategies according to cultural differences in consumer behavior.

Bhuvaneswari V (2016) conducted a study titled *"Factors Influencing Impulse Buying: A Comparative Study on Online and In-Store Shopping Behaviour of Consumers."* The research explored how financial bond, product-related factors, reference group, and merchandise attractiveness affect impulse buying behavior. The sample consisted of 396 consumers aged 18– 40 from Tamil Nadu, using a quantitative survey with a structured questionnaire. Data were analyzed through SPSS (standard deviation, factor analysis) and Structural Equation Modeling (SEM) for hypothesis testing. Findings showed that financial bonds, product-related factors, and reference group influence significantly drove impulse buying in both online and in-store contexts. However, merchandise attractiveness alone did not trigger impulse buying.

Additionally, demographic factors such as gender, age, and education were found to influence impulse buying differently across online and offline shopping environments. The study highlighted the combined role of personal, social, and contextual factors in shaping consumer impulsivity.

Ceyda Aysuna Turkyilmaz et al.(2015) conducted a study titled *"The Effects of Personality Traits and Website Quality on Online Impulse Buying."* The research examined how personality traits and website quality influence online impulsive buying behavior. The independent variables were personality traits and website quality, while the dependent variable was impulsive buying. The study surveyed 612 participants using a quantitative survey approach.

Tools included the Big Five Personality Traits (McCrae & Costa, 1990), WebQual Scale (adapted from Loiacono et al., 2002), and the Buying Impulsiveness Scale (Rook & Fisher, 1995). Findings highlighted that website quality is a key driver of online impulse buying, with ease of use (clear navigation, intuitive design) being the most important factor, followed by usefulness (relevant information, trust, quick response) and entertainment (visual and emotional appeal). Personality traits also influenced buying behavior: extraversion, openness, and agreeableness increased impulsive buying, while conscientiousness and neuroticism reduced it. The study suggested that retailers can enhance online impulse buying by creating user-friendly, engaging, and interactive websites tailored to different personality types.

Chandan Parsad (2017) conducted a study titled *"Role of Personality Traits, Social Conformity and Motivation in Shaping Impulse Buying Behaviour."* The research investigated how personality traits, social conformity, perceived risk, and motivation affect impulse buying, with gender as a moderator. The study used a quantitative, multi-study design with surveys and included a focus group of 10 participants (3 doctoral candidates, 4 postgraduate students, and 3 homemakers). Independent variables were personality traits, social conformity, perceived risk, and motivation, while the dependent variable was impulse buying behavior. The 3M Model was used to measure personality traits, along with statistical modeling. Results showed that personality traits and social conformity significantly influenced impulse buying, while gender moderated these effects. Additionally, perceived risk was found to play an important role in impulse buying of fashion products. The study highlighted the interplay of individual and social factors in shaping impulsive purchase behavior.

Fayyaz et al.(2025) conducted a study titled *"Impulsive Buying Tendencies and Personality: Cognitive and Affective Aspects."* The research aimed to examine how personality traits, based on the HEXACO model, predict impulsive buying tendencies among university students. The study used a cross-sectional survey design with a sample size of 420 students. Data were collected using the HEXACO Personality Inventory and the Impulsive Buying Scale, which measured two components of impulsive buying: cognitive (lack of planning, poor reflection) and affective (emotional responses before, during, and after purchase). Results showed that personality traits significantly predicted impulsive buying behavior. Specifically, higher levels of Honesty–Humility and Conscientiousness were associated with lower impulsivity. In contrast, higher Emotionality and Extraversion were linked to greater impulsivity. Cognitive impulsive buying was best predicted by Honesty–Humility, Conscientiousness, and Extraversion. The affective component was influenced mainly by Honesty–Humility and Emotionality. The findings highlight the role of personality in shaping spending behavior. Furthermore, the study emphasized the importance of interventions focused on emotional regulation and financial decision-making. Overall, the results suggest that understanding personality traits can help reduce maladaptive impulsive buying tendencies.

Gopalkrishnan et al.(2019) conducted a study titled *"Impulse Buying: A Meta-Analytic Review."* The research examined how individual traits, motives and norms, resources, and marketing stimuli influence impulse buying behavior. Using 231 samples, the authors applied a meta-analytic structural equation modeling (MASEM) approach. Independent variables included individual traits (impulsivity, sensation-seeking, self-identity), motives and norms (hedonic motives, gratification, internalized norms), resources (money, time, cognitive capacity), and marketing stimuli (store environment, discounts, product placement). The dependent variable was impulse buying behavior. Results showed that impulsivity and sensation-seeking strongly predicted impulsive purchases, while hedonic motives and gratification further increased the tendency. Availability of resources like time, money, and cognitive capacity enabled or restricted impulse buying. Marketing cues such as store layout, promotions, and product placement also triggered impulsive behavior. Emotional responses and self-control mediated these effects, with lower self-control amplifying impulsivity. The study concluded that impulse buying arises from a dynamic interaction between internal predispositions and external marketing triggers.

Khagendra Nath Gangai and Rachna Agrawal (2016) conducted a study titled *"The Influence of Personality Traits on Consumer Impulsive Buying Behaviour."* The research aimed to examine how personality traits influence impulsive buying. Using a descriptive cross-sectional design, the study surveyed 120 participants (60 males and 60 females). Independent variables were personality traits measured by the EPQ-R (Psychoticism, Neuroticism, Extraversion, and Lie scale), while the dependent variable was impulsive buying behavior. Tools included the Eysenck Personality Questionnaire-Revised (EPQ-R) and the Impulsive Buying Behaviour Questionnaire. Findings revealed that psychoticism and neuroticism were significantly associated with impulsive buying. Moreover, gender differences were observed, with males showing higher impulsive buying tendencies compared to females. The study highlighted the role of specific personality dimensions and gender in shaping consumer impulsivity.

Kiran Shehzadi et al. (2016) conducted a study titled *"Impact of Personality Traits on Compulsive Buying Behavior: Mediating Role of Impulsive Buying."* The research examined how personality traits influence compulsive buying, with impulsive buying behavior as a mediating factor. The independent variable was personality traits, the dependent variable was compulsive buying behavior, and the mediating variable was impulsive buying. The study surveyed 300 participants (163 females and 137 males) using a quantitative research approach with convenience sampling. Tools included the 9-item Impulsive Buying Scale by Rook and Fisher (1995) and the 13-item Compulsive Buying Scale by Edwards (1963). Findings revealed that individuals high in agreeableness, neuroticism, and openness were more prone to compulsive buying, often beginning with impulsive purchases that escalated over time, affecting both themselves and their families.

Conversely, conscientious individuals—who are careful planners—were less likely to engage in impulsive or compulsive buying. Neurotic individuals, being emotionally unstable and stressed, were found to shop excessively for relief or social acceptance. The study emphasized the mediating role of impulsive buying in developing compulsive buying tendencies.

Mohammed Naseer C. T. (2024) conducted a study titled *"Influence of Impulse Buying Behaviour of Women Consumers in Kerala."* The research investigated factors influencing impulsive buying, including physical stimulus, shopping experience, product involvement, positive mood, and intention to buy, as independent variables, with impulsive buying behavior as the dependent variable. The sample consisted of 323 women consumers from Kerala. A descriptive survey design was used, and data were analyzed using Structural Equation Modelling (SEM). Findings revealed that product quality, fashion, brand preference, discounts, and emotions such as positive mood and promotional offers strongly shaped impulse buying behavior. Community and regional influences also played a significant role. The study found that higher-educated women engaged more in impulse buying, particularly for fashion items and electronics. Consumers reported overall satisfaction with product quality, pricing, and services. However, challenges included lack of proper guidance, limited personalization, and risks of overspending. The study highlighted socio-cultural and psychological factors driving women's impulse buying behavior.

Pei Xie et al. (2025) conducted a study titled *"How Personality Traits Influence Impulsive Buying Through the Sequential Mediation of Family Dynamics and Self-Control."* The research examined the indirect role of family dynamics and self-control in linking Big Five personality traits (Neuroticism, Extraversion, Agreeableness, Conscientiousness, Openness) to impulsive buying behavior. The study surveyed 578 college students and employed a quantitative design using Structural Equation Modeling (SEM). Tools included the Big Five Inventory (BFI), Family Dynamics Scale, Self-Control Scale, and Impulsive Buying Scale. Findings revealed that personality traits influenced impulsive buying not directly but through the sequential mediation of family dynamics and self-control. Results emphasized that a supportive family environment and strong self-regulation significantly moderated personality-driven tendencies toward impulsive consumption. The study highlighted practical implications, suggesting family-based counseling and self-control training as effective strategies to curb impulsive buying among young adults.

Sagini Thomas Mathai and Dr. R. Haridas (2014) conducted a study titled *"Personality: Its Impact on Impulse Buying Behaviour Among Retail Customers in Kochi City."* The research examined the influence of personality traits on impulsive buying behavior. The independent variable was personality, and the dependent variable was impulsive buying behavior. The study surveyed 70 retail customers using a descriptive research design and employed the Big Five Personality Test. Findings indicated a strong link between personality and impulsive buying, with extroverts being the most likely to make unplanned purchases. Factors such as discounts and store aroma were found to have no significant effect on impulse buying.The study suggested that marketers could strategically target extroverts to enhance sales through impulse buying promotions and strategies.

Shakeel Ahmad and Sofi (2017) conducted a study titled *"Impact of Personality on Impulsive Buying Behaviour of Youth in Jammu and Kashmir."* The research aimed to explore the role of personality traits in influencing impulsive buying behavior. The independent variable was personality traits, while the dependent variable was impulsive buying behavior. A sample of 700 youth from Jammu and Kashmir was surveyed using a quantitative, survey-based approach. The tool employed was the Personality Affection Cognition Buying Tendencies Scale (PACBTS). Findings indicated that personality traits significantly influenced impulsive buying tendencies among youth. Both emotional and cognitive aspects of impulsivity were strongly tied to personality characteristics. The study further supported earlier research suggesting that impulsive buying behavior is driven by emotional urges combined with individual psychological makeup. It highlighted the importance of understanding personality in predicting consumer impulsivity.

Swati Sudan (2018) conducted a study titled *"Influence of Personality and Culture on Impulse Buying Behaviour."* The research examined how demographic factors, cultural values, and personality traits influence impulsive buying tendencies. Independent variables included age, gender, individual cultural values, and personality traits (extraversion, agreeableness, conscientiousness, emotional stability, intellect, attractiveness, and negative valence), while the dependent variable was impulse buying behavioral tendency (cognitive and affective). The sample consisted of 724 adult Indian consumers, and a quantitative, cross-sectional survey design was employed. Tools used were the Impulse Buying Tendency Scale, CVSCALE, and the Seven-Dimension Personality Taxonomy. Findings revealed that personality traits such as extraversion, conscientiousness, and emotional stability, along with cultural values like collectivism, uncertainty avoidance, and power distance, significantly influenced both cognitive and affective impulse buying. The study highlighted that impulsive buying is shaped not only by emotional triggers but also by deeper personality and cultural dimensions.

NEED FOR STUDY

In today's consumer-driven world, impulsive buying has become a widespread behavior, influenced not only by situational and environmental factors but also by individual psychological characteristics. Personality, as a relatively stable set of traits shaping thoughts, emotions, and behaviors, plays a crucial role in decision-making, including purchasing tendencies. While research has explored impulsive buying in various contexts, there is limited understanding of how specific personality traits influence both the cognitive and emotional aspects of impulsive buying, particularly among young adults and students. Examining this relationship can provide valuable insights into consumer behavior, helping to identify which traits predispose individuals to impulsive purchases. Moreover, it can inform interventions in clinical psychology aimed at promoting self-control, financial responsibility, and emotional regulation. This study, therefore, is needed to bridge the gap between personality psychology and consumer behavior, contributing to both theoretical knowledge and practical applications in managing impulsive tendencies.

CHAPTER III

Methodology

The study's methodological framework is described in this chapter. A comprehensive description of the tools and instruments used for data collection, a step-by-step procedure for data collection and ethical considerations, the sampling technique used for participant selection, the study's objectives, the hypothesis, the criteria for participant inclusion and exclusion, the specific data analysis methods and statistical techniques applied to derive research findings, and more are all included in this methodology.

Aim

To study the relationship between personality traits and impulsive buying behavior

Objective

- To investigate the relationship between personality traits and impulse buying behaviour
- To determine which specific personality traits are significant for impulsive buying behavior.

Hypothesis

H1: There exists a significant relationship between personality traits and impulse buying behavior.

Population

The population of the study are between the ages of 18-25

Sample

The size of the sample is 153 from age 18 to 25 years consisting of males and females.

Sampling technique

Participants are to be chosen using the convenience sampling method.

Inclusion criteria

- College students - UG, PG, Integrated MSc students
- The participants must be able to read and comprehend english
- Age range - 18 to 25 years.

Exclusion criteria

- Individuals diagnosed with major physiological or psychological disorders.

Research tools

1. **Socio demographic data sheet** A socio-demographic information sheet was developed by researchers to obtain basic background details of the participants. It include fields such as name (optional), age, gender, domicile, socio-economic status and family type. The main aim of this tool is to collect necessary details to describe the sample characteristics and provide context for interpreting the study findings.

2. **Buying Impulsiveness Scale (Rook & Fisher, 1995)** The scale consists of 9 items with 5 options namely strongly disagree,disagree, neutral,agree and strongly agree.The score is 1,2,3,4 and 5 respectively.The scale has reliability of 0.88

3. **Neo FFI -3 (Costa & McCrae, 2004)** The scale consists of 60 statements with 5 domains:Agreeableness (A), Conscientiousness (C), Neuroticism (N), Extraversion (E), and Openness to Experience (O).It is 5-point Likert scale namely Strongly Disagree,Disagree,Neutral, Agree and Strongly agree. The score is 1,2,3,4 and 5 respectively. Some items are reverse-scored, the score is 5,4,3,2 and 1.The scale has reliability of 0.86

Research design

A correlational research design is used to examine the relationship between study variables.

Procedure

Through review of the literature, study variables are selected, and the study's instruments—such as the socio demographic data form, the Buying Impulsiveness Scale, and the Neo FFI-3—are chosen. The final one will be developed as a Google form. Participants are asked to give their consent before the study. Participants between the ages of 18 and 25 will receive the form through social media and academic networks. Convenience sampling will be employed, and after the data is gathered, the responses will be examined and entered into SPSS, a statistical program. The data will be summarized using descriptive statistics, and the association between personality factors and impulsive purchasing behavior will be examined using Pearson's correlation. Following interpretation of the analysis's findings, tabulation and conclusions will be made.

Statistical analysis

- The Statistical analyses of the study were performed using the SPSS IBM 25.
- Descriptive statistics of sociodemographic details were examined and tabulated.
- Karl Pearson product-moment correlation was employed to assess the relationship between personality traits and impulsive buying behavior.

CHAPTER IV

Results and discussion

RESULTS:

Table 1 Shows sociodemographic details of the participants

		Count	Column N %
Gender	Female	92	60.1%
	Male	61	39.9%
Age	18	2	1.3%
	19	13	8.5%
	20	21	13.7%
	21	38	24.8%
	22	30	19.6%
	23	25	16.3%
	24	19	12.4%
	25	5	3.3%
Socio economic status	High	41	26.8%
	Low	2	1.3%
	Middle	110	71.9%

Table 1 shows the frequency distribution of demographic data such as age, gender and socio-economic status. A total of 153 participants took part in the study, of whom 92 (60.1%) were female and 61 (39.9%) were male, indicating that females were slightly overrepresented in the study. With respect to age, participants were from 18 to 25 years. The largest proportion of the sample was 21 years old (24.8%), followed by those aged 22 years

(19.6%) and those aged 23 years (16.3%). Participants aged 20 years made up 13.7%, while those aged 24 years made up 12.4% and those aged 25 years constituted 3.3% of the total participants. In socio-economic status, the majority of participants belonged to the middle socio-economic category(71.9%),

26.8% came from high socio-economic background and only a small proportion(1.3%) reported belonging to low socio-economic status. Overall, the demographic profile shows predominantly young, middle- socio-economic status samples with a higher proportion of female participants.

Table 2 Shows the mean and standard deviation of Neuroticism, Extraversion, Openness, Agreeableness, Consciousness and Impulsive buying behavior.

	N	Minimum	Maximum	Mean	Std. Deviation
Neuroticism	153	25	52	38.13	4.406
Extraversion	153	23	51	36.06	4.223
Openness	153	27	50	36.75	3.820
Agreeableness	153	29	47	37.67	3.452
Conscientiousness	153	31	58	38.90	4.912
Impulsive buying	153	18	46	32.22	6.199

behavior

Table 2 shows the descriptive statistics for personality traits and impulsive buying behavior among the participants(N=153). The scores reflect the five dimensions of personality assessed through NEO-FFI along with impulsive buying behavior. Neuroticism has a mean of

38.13,extroversion has a mean of 36.06, openness to experience has a mean value of 36.75, agreeableness has a mean value of 37.67, conscientiousness has highest mean value of 38.90 and finally impulsive buying behavior has a mean value of 32.22. All together, the descriptive results highlight that conscientiousness was the most pronounced trait in the sample,while extraversion was relatively lower.

Table 3 Shows correlational analysis between Neuroticism and impulsive buying behavior

		Neuroticism	Impulsive buying behavior
Neuroticism	Pearson Correlation	1	-.183
	Sig.(2-tailed)		.024
	N	153	153
Impulsive buying behavior	Pearson Correlation	-.183	1
	Sig.(2-tailed)	.024	
	N	153	153

****Correlation is significant at the 0.01 level (2-tailed)**

Table 3 presents the result of Pearson product moment correlation between Neuroticism and impulsive buying behavior. The finding reveals that there is a weak negative relationship between neuroticism and impulsive buying behavior with a value of -.183

The negative correlation suggests that individuals who exhibit higher levels of neuroticism-characterized by emotional instability, anxiety and mood fluctuations are slightly less likely to make spontaneous or unplanned purchases. However, the current result may reflect that the individuals with high neuroticism tend to be more cautious, indecisive and fearful of negative outcomes such as regret or financial strain, thereby inhibiting impulsive buying tendencie

Table 4 shows the correlational analysis between Extraversion and impulsive buying behavior

		Impulsive buying behavior	Extraversion
Impulsive buying behavior	Pearson Correlation	1	.249
	Sig.(2-tailed)		.002
	N	153	153
Extraversion	Pearson Correlation	.249	1
	Sig.(2-tailed)	.002	
	N	153	153

****Correlation is significant at the 0.01 level (2-tailed)**

Table 4 shows the correlation between extraversion and impulsive buying behavior. The Pearson correlation coefficient was .249. This indicates a positive and statistically significant relationship between extraversion and impulsive buying behavior.

Extraversion is characterized by sociability, assertiveness,enthusiasm, and tendency to seek stimulation, which can translate into greater openness toward unplanned purchases. The positive correlation observed here aligns with prior research showing that extraverted individuals are more responsive to external cues such as advertisements, promotions and social influences, all of which can trigger spontaneous buying behavior. The results may imply that extraverts may view shopping not only as a functional activity but also as a form of excitement and social engagement,thereby increasing the likelihood of impulsive purchase.

Table 5 shows the correlational analysis between openness and impulsive buying behavior

		Impulsive buying behavior	Openness
Impulsive buying behavior	Pearson Correlation	1	-.129
	Sig.(2-tailed)		.113
	N	153	153
Openness	Pearson Correlation	-.129	1
	Sig.(2-tailed)	.113	
	N	153	153

****Correlation is significant at the 0.01 level (2-tailed)**

Table 5 presents the correlation between openness and impulsive buying behavior. The Pearson correlation coefficient was -.129 which indicates a negative relationship between openness and impulsive buying behavior.

Openness is a personality trait associated with imagination,curiosity,creativity and preference for novelty. Individuals with high openness seek unique and meaningful experiences rather than immediate gratification through material purchases. The negative correlation aligns with this idea, as high open individuals may be more thoughtful, reflective and selective when making consumer decisions. Overall, the finding indicate that openness may lean towards reducing impulsivity in consumer choice

Table 6 shows the correlational analysis between Agreeableness and impulsive buying behavior

		Impulsive buying behavior	Agreeableness
Impulsive buying behavior	Pearson Correlation	1	-.273
	Sig.(2-tailed)		.001
	N	153	153
Agreeableness	Pearson Correlation	-.273	1
	Sig.(2-tailed)	.001	
	N	153	153

****Correlation is significant at the 0.01 level (2-tailed)**

Table 6 presents the correlation between agreeableness and impulsive buying behavior. The Pearson correlation coefficient was -.273 which indicates negative relationship between the two variables.

Agreeableness is a personality trait characterized by cooperation,empathy,trust, and concern for others.The negative correlation observed here suggests that such individuals may resist the urge to make spontaneous purchases, possibly because they prioritize long- term considerations,social responsibilities, or financial care over short -term gratification. This finding is consistent with existing literature,which suggests that agreeable individuals are less motivated by hedonic consumption and more guided by values and responsibility. Overall, the results imply that agreeableness may act as a protective factor against impulsive spending.

Table 7 shows the correlational analysis between Conscientiousness and impulsive buying behavior

		Impulsive buying behavior	Conscientiousness
Impulsive buying behavior	Pearson Correlation	1	-.442
	Sig.(2-tailed)		.000
	N	153	153
Conscientiousness	Pearson Correlation	-.442	1
	Sig.(2-tailed)	.000	
	N	153	153

****Correlation is significant at the 0.01 level (2-tailed)**

Table 7 presents the correlation between conscientiousness and impulsive buying behavior. The Pearson correlation coefficient was -.442 which indicates negative relationship between conscientiousness and impulsive buying behavior

Conscientiousness is personality trait associated with self-discipline, organization, responsibility, and goal-directed behavior. The result finding indicates that the sample has tended to plan ahead,control impulses and carefully weigh the consequences of their decisions. The observed negative correlation aligns with theoretical expectations as conscientious individuals are generally more resistant to emotional triggers, marketing cues and situational pressures that drive impulsive purchases. This tendency to prioritize long-term benefits over short-term gratification serves as a protective factor against unplanned spending. The results suggests that fostering self- control and organizational skills, traits inherent to conscientiousness, may help individuals regulate impulsive spending habits and make more deliberate consumer decisions.

The current study sought to investigate the connection between young adults' impulsive purchasing behavior and the Big Five personality traits: neuroticism, extraversion, openness, agreeableness, and conscientiousness. The results, which came from a sample of 153 participants, provided significant new information about how individual personality traits affect consumer choice. According to the study's demographic profile, the sample was primarily made up of young adults between the ages of 18 and 25, with a greater percentage of female participants (60.1%) than male participants (39.9%). Given that socioeconomic background frequently influences spending patterns and consumption opportunities, the majority of participants indicated that they belonged to the middle socioeconomic class. According to descriptive statistics of personality traits, extraversion was comparatively low among the participants, whereas conscientiousness was the most prominent trait.

The study found a week negative correlation between impulsive purchasing behavior and neuroticism. This implies that people with high neuroticism scores—which are typified by anxiety, mood swings, and emotional instability—are slightly less inclined to make impulsive purchases. Although this finding might seem counterintuitive, it is consistent with some research that indicates highly neurotic people may refrain from making impulsive purchases because they are unsure of their options, are afraid of the consequences, or may have regrets (Wang & Yang, 2008). Their higher sensitivity to uncertainty and anxiety may prevent them from making impulsive decisions.

Extraversion and impulsive buying were positively and significantly connected, which is in line with previous empirical research and the Big Five theory (Rook & Fisher, 1995). Extraverted people are typically gregarious, vivacious, and eager to experience new things. These characteristics may make them more prone to impulsive spending because they make them more susceptible to outside influences like peer pressure, promotions, and ads.

According to the study, impulsive purchasing behavior and openness to new experiences are negatively correlated. Imagination, creativity, and a predilection for meaningful or unusual experiences are frequently traits of people with high openness. They might value novelty in terms of intellectual or experiential pursuits like travel, art, or personal development rather than being influenced by instant gratification through material acquisitions.

The study found a negative correlation between agreeableness and impulsive buying behavior, suggesting that people with high cooperation, empathy, and concern for others are less likely to make impulsive purchases.

Highly agreeable people could stay away from making impulse buys because they think about the financial implications for their families or larger social responsibilities. Their prosocial inclination may also encourage them to budget responsibly or altruistic spending.

The study's strongest and reliable conclusion was that there was a substantial inverse relationship between impulsive purchasing and conscientiousness. Discipline, organization, and goal-orientation are characteristics of conscientious people that inherently oppose impulsivity. These people are more inclined to make plans in advance, consider the effects of their choices, and fend off peer pressure and marketing pressure.

A key strength of this study is the use of a standardized personality assessment (NEO-FFI) and a well-defined measure of impulsive buying, ensuring reliable data collection. Additionally, the study focuses on a young adult demographic, a group particularly prone to impulsive consumer behaviors, thereby increasing the relevance of findings.

CHAPTER V

Summary and conclusion

Summary:

The study examined the relationship between the Big Five personality traits and impulsive buying behavior among 153 young adults aged 18–25 years. The demographic profile revealed a predominantly female, middle socio-economic sample, with conscientiousness being the most pronounced personality trait.According to correlation analyses, impulsive buying was positively and significantly correlated with extraversion, but it was negatively correlated with conscientiousness, agreeableness, and openness. A weak negative correlation between neuroticism and impulsive spending suggests that people with higher emotional instability may be less likely to do so out of regret or indecision. These results imply that personality traits are important in influencing consumer choice, with conscientious, agreeable, and open people exhibiting more restraint and extraverts being more susceptible to impulsive purchases. The study emphasizes personality as a major factor in impulsive spending and stresses the significance of self-regulation, values, and awareness in consumer behaviour.

Conclusion:

The findings of this research provide valuable evidence that impulsive buying behavior is not simply a product of external influences such as advertisements or socio-economic factors but is strongly shaped by personality traits. Extraversion emerged as a risk factor, while conscientiousness, agreeableness, and openness served as protective traits against impulsive purchases The relationship between neuroticism and context was weaker. These findings collectively demonstrate how crucial it is to incorporate personality psychology into studies of consumer behavior. Practically speaking, the study highlights the importance of financial literacy, particularly for extraverted people, and the encouragement of responsible behaviors like self-control and planning to lessen impulsivity. The study makes a significant contribution to our understanding of the psychological mechanisms behind impulsive buying, despite the limitations imposed by its age-specific sample and self-report measures. In order to promote more responsible and knowledgeable consumer choices, future research could examine mediating factors like self-control and financial literacy

CHAPTER VI

Limitation and implication

LIMITATIONS:

- The study only included a small sample (N=153) of young adults, which limits the generalizability of the results.
- All participants were between 18 and 25 years, which does not allow for comparison across different developmental stages in which impulsive buying tendencies may differ.
- The reliance on self-report questionnaires may have introduced response biases such as social desirability.
- The study involved a cross-sectional method, preventing causal conclusions about the direction of relationships between personality traits and impulsive buying.
- The study was conducted within a specific socio- economic and cultural context, which may limit the applicability of findings.

IMPLICATIONS:

- Findings highlights the necessity for individuals, especially those who are extraverted, to build awareness of their vulnerability for impulsive buying behaviour and embrace strategies for better financial control.
- Marketers can tailor campaigns based on consumer personality traits, though ethical considerations.
- Counselors and therapist can use personality assessments to guide financial behaviour interventions,especially for clients struggling with impulsive buying.
- The study suggests that promoting budgeting, planning, and self-control skills (linked to conscientiousness) could help reduce impulsive buying behavior.
- The findings may inform policymakers in designing educational interventions and awareness campaigns targeting young adults to encourage responsible consumer practices.

Bibliography

1. Agarwal, H. (2017). Fashion leadership and personality a study on impulsive buying behaviour. *Inflibnet.ac.in*. http://hdl.handle.net/10603/319423
2. American Psychological Association. (2018, April 19). *Personality*. APA Dictionary of Psychology; American Psychological Association. https://dictionary.apa.org/personality
3. Anon. (n.d.). *The influence of impulsive buying behaviour in consumer purchase decisions*. https://www.jetir.org/papers/JETIR2110463.pdf
4. Asad Shahjehan. (2012). The effect of personality on impulsive and compulsive buying behaviors. *AFRICAN JOURNAL of BUSINESS MANAGEMENT*, *6*(6). https://doi.org/10.5897/ajbm11.2275
5. Asendorpf, J. B. (2002). *Types of Personality: Definition, Examples, & Theories*. The Berkeley Well-Being Institute. https://www.berkeleywellbeing.com/types-of-personality.html
6. Bakshi, G. (2018). Impulsive Buying Behaviour Amongst Workingwomen In Haryana. *Inflibnet.ac.in*. http://hdl.handle.net/10603/615371
7. Bashar, A. (2019). A Study on Online Impulse Buying in a Cross Cultural Context. *Inflibnet.ac.in*. http://hdl.handle.net/10603/419499
8. Bhuvaneswari V. (2016). Factors Influencing Impulse Buying A Comparative Study On Online And In Store Shopping Behaviour Of Consumers. *Inflibnet.ac.in*. http://hdl.handle.net/10603/350281

9. Ceyda Aysuna , Turkyilmaza, Aypar Uslua, & Sakir Erdema. (2015). *The effects of personality traits and website quality on online impulse buying* .

10. Costa, P. T., & Jr., & McCrae, R. R. (2010). *NEO-PI-3: Manual for the NEO personality inventory–3, NEO five-factor inventory–3 (NEO-FFI-3).*

11. Gangai, K., & Agrawal, R. (2016, January 1). *The Influence of Personality Traits on Consumer*

12. *Impulsive Buying Behaviour*. Papers.ssrn.com.

13. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3482230

14. GeeksforGeeks. (2024a, March). *Impulse Buy : Meaning, Types, Reasons and Strategies*. GeeksforGeeks. https://www.geeksforgeeks.org/marketing/impulse-buy-meaning-types-reasons-and-strategies/

15. GeeksforGeeks. (2024b, March). *Impulse Buy : Meaning, Types, Reasons and Strategies*. GeeksforGeeks. https://www.geeksforgeeks.org/marketing/impulse-buy-meaning-types-reasons-and-strategies/

16. Hall, C. S., Lindzey, G., & Campbell, J. B. (1998). *Theories of personality*. J. Wiley & Sons. Husnain, M., Rehman, B., Syed, F., & Akhtar, M. W. (2018). Personal and In-store Factors

17. Influencing Impulse Buying Behavior among Generation Y Consumers of Small Cities. *Business Perspectives and Research*, *7*(1), 92–107. https://doi.org/10.1177/2278533718800625

18. Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2020). Impulse buying: A meta-analytic review. *Journal of the Academy of Marketing Science*, *48*(48), 384–404. https://doi.org/10.1007/s11747-019-00670-w

19. Jang, K. L., & Yamagata, S. (2009). Personality. *Handbook of Behavior Genetics*, 223–237. https://doi.org/10.1007/978-0-387-76727-7_16

20. Kaufman, J. C., & Sternberg, R. J. (2010). *The Cambridge Handbook of Creativity*. Cambridge University Press.

21. Kaur, A. (2016). Online impulsive buying behaviour an empirical study. *Inflibnet.ac.in*. http://hdl.handle.net/10603/549456

22. Khagendra Nath Gangai and Rachna Agrawal. (n.d.). *The Influence of Personality Traits on Consumer Impulsive Buying Behaviour*. ResearchGate. https://www.researchgate.net/publication/307872795_The_Influence_of_Personality_Traits_on_Consumer_Impulsive_Buying_Behaviour

23. Kiran Shehzadi et al. (2016). *Impact of personality traits on compulsive buying behavior:*

24. *Mediating role of impulsive buying*.

25. Kumari, I. (n.d.). *Definition and Types of Personality Definition of Personality*. Retrieved

26. October 1, 2025, from

27. https://maharajacollege.ac.in/fileupload/uploads/67a2e66c72ed620250205041748Definiti

28. on%20and%20Types%20of%20Personality.pdf

29. Miller, M. K., Clark, J. D., & Jehle, A. (2015a, October). *Cognitive Dissonance Theory*

30. *(Festinger)*. ResearchGate.

31. https://www.researchgate.net/publication/291356571_Cognitive_Dissonance_Theory_Fe

32. stinger

33. Miller, M. K., Clark, J. D., & Jehle, A. (2015b, October). *Cognitive Dissonance Theory*

34. *(Festinger)*. ResearchGate.

35. https://www.researchgate.net/publication/291356571_Cognitive_Dissonance_Theory_Fe

36. stinger

37. Naseer, M. (2024). Influence of impulse buying behaviour of women consumers in Kerala. *Inflibnet.ac.in*. http://hdl.handle.net/10603/625489

38. Parsad, C. (2017). Role of personality traits social conformity and motivation in shaping impulse buying behaviour. *Inflibnet.ac.in*. http://hdl.handle.net/10603/385298

39. Qureshi, F. H., Sokić, K., & Khawaja, S. (2025). Impulsive Buying Tendencies and Personality:

40. Cognitive and Affective Aspects. *Psychiatry International*, *6*(1), 5–5.

41. https://doi.org/10.3390/psychiatryint6010005

42. Rani, M. (2024a). Impulsive Buying Behavior: A Literature Review. *International Journal of Creative Research Thoughts*, *12*(9), 2320–2882. https://ijcrt.org/papers/IJCRT2409767.pdf

43. Rani, M. (2024b). Impulsive Buying Behavior: A Literature Review. *International Journal of Creative Research Thoughts*, *12*(9), 2320–2882. https://ijcrt.org/papers/IJCRT2409767.pdf

44. Riya Sugla, & Sen, S. (2023). *Influence of Social and Economic Factors on Impulse Buying: A Research Framework*. *4*(1). https://doi.org/10.1177/25819542231185603

45. Rook, D. W., & Fisher, R. J. (1995). Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*, *22*(3), 305–313. https://doi.org/10.1086/209452

46. Rung, R. (2024a, November 6). *Is There a List of All Personality Types?* Healthline; Healthline Media. https://www.healthline.com/health/mental-health/list-of-personality-types

47. Rung, R. (2024b, November 6). *Is There a List of All Personality Types?* Healthline; Healthline Media. https://www.healthline.com/health/mental-health/list-of-personality-types

48. Schultz, D. P., & Sydney Ellen Schultz. (2017). *Theories of personality*. Wadsworth, Cop. Shakeel Ahmad, S. (2017). Impact of Personality on Impulsive Buying Behaviour of Youth in

49. Jammu and Kashmir. *Inflibnet.ac.in*. http://hdl.handle.net/10603/176066

50. Sudan, S. (2018). Study of influence of personality and culture on impulse buying behaviour of consumers. *Inflibnet.ac.in*. http://hdl.handle.net/10603/286158

51. Turkyilmaz, C. A., Erdem, S., & Uslu, A. (2015). The effects of personality traits and website quality on online impulse buying. *Procedia - Social and Behavioral Sciences*, *175*, 98–105. https://doi.org/10.1016/j.sbspro.2015.01.1179

52. Waheed Khan, S. (2021). IMPACT OF FIVE PERSONALITY TRAITS ON IMPULSIVE BUYING BEHAVIOR. *Journal of Marketing Strategies*, *1*(1), 22–37. https://doi.org/10.52633/jms.v1i1.2

53. Xie, P., Huang, C., Xu, T., & Cui, J. (2025). How personality traits influence impulsive buying through the sequential mediation of family dynamics and self control. *Scientific Reports*, *15*(1).

APPENDIX

I am Zuha farin currently pursuing my second year in M.Sc. Clinical Psychology at PSG College of Arts and Science, Coimbatore. I am conducting a research study titled “Relationship between personality traits and impulsive buying behaviour ." This study aims to explore the relation between personality trits and impulsive buying behaviour. Your participation is entirely voluntary, and all responses will be kept confidential and used for solely academic purposes. The survey will take approximately 10-15 minutes to complete. By proceeding, you are providing your informed consent to participate in this study. Thank you for your valuable time and support.

Demographic Information Name (optional) ______________________Age _________Gender ____Domicile____ _______________Socio economic status____________Family type _____________

For each item below, please indicate how much you align with the statement.

Items	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1. I am not a worrier					
2. I like to have a lot of people around me					
3. I don't like to waste my time daydreaming					
4. I try to be courteous to everyone I meet					
5. I keep my belongings neat and clean					
6. I often feel inferior to others					
7. I laugh easily					

8. Once I find the right way to do something, I stick to it					
9. I often get into arguments with family and co-workers					
10. I'm pretty good about pacing myself so as to get things done on time					
11. When I'm under a great deal of stress, sometimes I feel like I'm going to pieces					
12. I don't consider myself especially "light-hearted"					
13. I am intrigued by the patterns I find in art and nature					
14. Some people think I'm selfish and egotistical					
15. I am not a very methodical person					
16. I rarely feel lonely or blue					
17. I really enjoy talking to people					
18. I believe letting students hear controversial speakers can only confuse and mislead them					
19. I would rather cooperate with others than compete with them					
20. I try to perform all the tasks assigned to me conscientiously					
21. I often feel tense and jittery					
22. I like to be where the action is					
23. Poetry has little or no effect on me					
24. I tend to be cynical and sceptical of others intentions					
25. I have a clear set of goals and work towards them in an orderly fashion					
26. Sometimes I feel completely worthless					
27. I usually prefer to do things alone					

28. I often try new and foreign food					
29. I believe that most people will take advantages of you if you let them					
30. I waste lot of time before settling down to work					
31. I rarely feel fearful or anxious					
32. I often feel as if I'm bursting with energy					
33. I seldom notice the moods or feelings that different environments produce					
34. Most people I know like me					
35. I work hard to accomplish my goals					
36. I often get angry at the way people treat me					
37. I am a cheerful, high- spirited person					
38. I believe we should look to our religious authorities for decisions on moral issues					
39. Some people think of me as cold and calculating					
40. When I make a commitment, I can always be counted on to follow through					
41. Too often when things go wrong. I get discouraged and feel like giving up					
42. I am not a cheerful optimist					
43. Sometimes when I am reading poetry or looking at a work of art I feel a chill or wave of excitement					
44. I'm hard- headed and tough-minded in my attitudes					
45. Sometimes I'm not as dependable or reliable as I should be					
46. I am seldom sad or depressed					
47. My life is fast- paced					
48. I have little nearest in speculating on the nature of the universe or the human condition					

49. I generally try to be thoughtful and considerate					
50. I am a productive person who always gets the job done					
51. I often feel helpless and want someone else to solve my problems					
52. I am a very active person					
53. I have a lot of intellectual curiosity					
54. If I don't like people, I let them know it					
55. I never seem to be able to get organized					
56. At times I have been so ashamed I just wanted to hide					
57. I would rather go my way than be a leader of others					
58. I often enjoy playing with theories or abstract ideas					
59. If necessary, I am willing to manipulate people to get what I want					
60. I strive for excellence in everything I do					

For each item below, please indicate how much you align with the statement.

Items	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1. I often buy things spontaneously					
2. Just do it describes the way I buy things					
3. I often buy things without thinking					
4. I see it, I buy it describes me					
5. Buy now, think about it later describes me					
6. Sometimes i feel like buying things on the spur					

of the moment					
7. I buy things according to how I feel at the moment					
8. I carefully plan most of my purchases					
9. Sometimes I am a bit reckless about what I buy					