

The Influence of External Factors in Impulse Buying Behavior with Respect to Personality Traits

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Abstract

Much of the work on impulse buying has been concerned with defining and measuring the concept. Less effort has been directed toward determining the factors that underlie the tendency to buy impulsively.

Objective:

The purpose of this paper is to provide a detailed account of the impulse buying behavior especially in apparels

To establish the extent of influence of personality traits in impulse buying behavior

This study looks at the relationship between impulse buying tendencies and general personality traits.

Findings:

It is observed that especially the extroverted personality traits are impulse buyers in apparels

Originality/value:

Relationships between the personality traits and specific impulse buying cues are also examined, along with differences among high and low impulse buyers in their sensitivity to various cues. The impulse buying behavior in apparels enhances sales and revenue

Key words: *Impulse buying behavior, personality traits*

I. INTRODUCTION

Impulse buying behaviour is a sudden urge of the customer to make unplanned purchase after seeing the product in the retail outlet. Such type of behaviour is more irrational and involve without much thinking. Several studies have been conducted regarding consumer decision making and its impact on personality. Personality can be defined as what a person actually is; it also include his thoughts , feelings and behaviour, this overt behaviour is due to his interaction with the society and other fellow human beings. Each and every individual is having their own personality and behavior pattern which is different in every sense. Consumers purchasing behavior is greatly influenced by this personality traits. This study will help to identify the influence of different personality traits of consumers while making impulse purchases

II. LITERATURE REVIEW

Consumers are affected by both internal and external factors of impulse buying (Wansink, 1994). Since impulse buying behavior is often stimulus driven (Rook and Fisher, 1995), increased exposure to certain external stimuli increases the likelihood of impulsively buying (Iyer, 1989). External factors of impulse buying refer to marketing cues or stimuli that are placed and controlled by the marketer in attempt to lure consumers into purchase behavior (Youn and Faber, 2000). Consumers can experience an urge to impulsively buy when visually encountering cues such as promotional incentives (Dholakia, 2000; Rook, 1987). External marketing cues not only attract new customers into a retail web site, but promote up- and cross-selling to existing (and new) customers by encouraging impulse purchases of complimentary items or better items. Specific situations and retail settings influence both in-store responses and future store choice decisions because of the changing and adoptive nature of expectations, preferences and behavior (Hausman, 2000).

Personality And Impulse Buying Behaviour ;Personality is defined by Schiff man (2008) as that the unique dynamic organization of characteristics of a particular person, physical and psychological, which influence behaviour and responses to the social and physical environment. There are several different theories about how personality traits should be measured (McCrae and Costa, 2003, Mondak, 2010), but the most popular and widely used approach in recent years is the “Big Five” or the Five Factor Model. This theoretical framework assumes that there are five major personality traits: openness to experience, conscientiousness, extraversion, agreeableness and emotional stability. Openness to experience is defined as “the breadth, depth, originality, and complexity of an individual’s mental and experiential life” (John and Srivastava, 1999). It describes people who are not rigid in their own views, nor in their expectations toward others (Mondak, 2010). Agreeableness is described as follows: “agreeableness contrasts a prosocial and

communal orientation toward others with antagonism and includes traits such as altruism, tender-mindedness, trust, and modesty” (John and Srivastava, 1999). Extravert persons have “an energetic approach to the social and material world and [include] traits such as sociability, activity, assertiveness, and positive emotionality” (John and Srivastava, 1999). Since extraverts are more outgoing they will make more impulse purchases compared to others.

Conscientiousness is the fourth personality trait, which is described as “socially prescribed impulse control that facilitates task and goal-directed behavior, such as thinking before acting, delaying gratification, following norms and rules, and planning, organizing, and prioritizing tasks” (John and Srivastava, 1999). People who are conscientiousness are organized, punctual and reliable, and they will not make much unplanned purchases since they will think more regarding the outcome of their actions. The last personality trait is emotional stability. Emotionally stable people are people who do not easily feel “anxious, nervous, sad and tense” (John and Srivastava, 1999). They are calm, relaxed and reliable. And mostly act after much thinking in their behavior pattern. This article examine the different personalities according to Big Five personality and its impact on impulse buying behaviour.

III. SIGNIFICANCE OF THE STUDY

Consumer behaviour personality of individual customer is very important as it determines the success of each and every product in the market place. Each person is having different personality traits. If personality of consumers determines their purchasing pattern it would be helpful for the marketers to group these consumers into a single market segment, and develop products and promotional campaigns targeted to this particular segments especially in case of impulse purchases inside the shop.

Influence of external factors in impulse buying behavior with respect to personality traits of shopper
Mean & Standard Deviation

- Dependent variable ; Impulse buying behavior,
- Independent variable; shopping experience and promotional factors, intermediate or moderate variable : personality traits

| Variables | Personality traits | M | SD | F-value | P-value |
|---------------------|--------------------------|---------|---------|---------|---------|
| Shopping experience | Extrovertedness | 1 8 . 6 | 3 . 6 | 19.98 | <0.001 |
| | Agreeableness | 3 4 . 2 | 0 . 8 | | |
| | Emotional stability | 2 5 . 3 | 1 . 9 3 | | |
| | Openness to experiecnede | 2 1 . 8 | 2 . 9 3 | | |
| | Conscientiousness | 1 3 . 1 | 4 . 1 | | |

| Variables | Personality traits | M | SD | F-value | P-value |
|--------------|--------------------|---------|-------|---------|---------|
| Promotionall | Extrovertedness | 3 3 . 2 | 9 . 9 | | |

A. Objectives

1. To study the external factors role on influencing impulse buying behavior with respect to personality of individual

B. Research Methodology

- Descriptive research design
- Simple random sampling
- Administering closed ended questionnaire

Table 1.Characteristics of respondent

| Factor | Frequency | Percent |
|---------------|-----------|---------|
| MALE | 45 | 4 . 3 |
| FEMALE | 25 | 2 . 9 |
| Pre SSLC | 3 | 3 2 . 7 |
| Pre degree | 2 | 3 1 . 9 |
| Degree | 25 | 3 . 3 |
| Master Degree | 37 | 3 8 . 7 |
| Doctrate | 3 | 6 1 . 9 |
| Student | 25 | 4 . 1 |
| Govt.employee | 6 | 3 4 . 7 |
| Private job | 14 | 1 1 . 6 |
| Teaching | 4 | 5 . 1 |
| Business | 7 | 8 |
| Others | 3 | 2 |

Table 2.ChronBach’sAalpha

| Variables | ChronBach’sAalpha | No.Of.Items |
|---------------------|-------------------|-------------|
| Shopping experience | 0.692 | 7 |
| Promotional factors | 0.7 | 12 |

| | | | | | |
|---------|------------------------|---------|-------|------|--------|
| factors | Agreeableness | 5 8 . 7 | 4 . 5 | 21.4 | <0.001 |
| | Emotional stability | 3 3 . 7 | 8 . 8 | | |
| | Openness to experience | 3 2 . 5 | 7 . 6 | | |
| | Conscientiousness | 3 6 . 1 | 6 . 3 | | |

The study indicates that the mean score varies with personality traits. A one way ANOVA is carried out to verify the difference observed among the different personality traits are significant or not and is found to be significant. The multiple comparison tests indicate that Extroverted people have significant difference with other personality traits.

IV. CONCLUSION

The study reveals that there exists a relationship between personality traits and impulse buying behavior as all the F values are significant for impulsive buying. Test carried out indicate that people with extrovert personality has significant difference with all other group. It is concluded that Extrovert personalities are making more impulse purchases than others. This study is beneficial to the marketers by way of devising schemes to stimulate the impulse buying behavior of the consumers and there by enhance the sales of the product.

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