

## Impact of Personality Traits on Buying Behaviors

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### **Abstract**

*The objective of this research study is to assess the influence of big five personality traits on impulsive and compulsive buying behaviors of consumers. Each individual has its own personality features that define his/her buying behavior, so marketers can make segments of people according to their personality characteristics and promote their products/services separately for those segments. This research study is correlational, and has been done by using primary and secondary data. For primary data, questionnaires were given to 300 participants, and for secondary data, the articles, journals and research papers available on authentic websites were used. Different SPSS tools, like correlation and regression were applied for the integration of collected data. The data analysis and comparative outcomes evidently recommended that personality traits like extraversion and neuroticism are positively correlated with impulsive buying behavior, whereas agreeableness, conscientiousness and intellect are negatively related. While significant negative relation has been observed for the association of these traits with compulsive buying behavior, except for extraversion which is positively related. The conclusions of the research study might help the marketers to segment their consumers on the basis of their big five personality traits and do promotional tactics according to these segments, so that the sales and market share would drastically increase. Further, this research would guide other researchers in future researches.*

**Keywords:** Big Five, Personality, Traits, Compulsive, Buying, Impulsive, Behavior

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## 1. Introduction

### 1.1 Problem Background

For most consumers, shopping is a quota of daily life that delights them and fulfills their needs, and the consumer of today's world is facing loads of products with changing traits while buying and consuming, some of the consumers have the ability of avoiding their desires. Thus, from the time when companies are always making an allowance for profit and in gaining it, they have to give consideration to customers' desires and requirements, so the idea of consumer behavior comes into concern that is one of the significant foci of marketing.

In consumer behavior, various types of buying are defined, like one of the categorizations consist of planned buying and unplanned buying. Planned buying is itself defined as purchasing of goods according to pre-written shopping list, while unplanned buying is a persistent feature of consumer behavior and a visible concentration point in marketing events. Such unplanned buying includes two adverse kinds of buying behaviors, one of them is impulsive buying and other one is compulsive buying (Kollat and Willet, 1967; Stern, 1962).

Compulsive buying behavior, according to Scherhorn et al (1990) and Valence et al (1988), is observed as a technique of managing with challenges of life, low self-confidence and inner emotional tension, and according to O'Guinn and Faber (1989), it is also viewed as a path whereby the consumer wishes to get rid of negative emotional state, tension and nervousness. So, purchasing a product effects relief of the internal pressure, and at the similar time, feelings of blame and defeat appear as the individual could not device the inside initiative to purchase an unwanted product. That is the thing which traps consumer in a nasty ring.

O'Guinn and Faber (1989) argued that there is no particular reason but it is a blend of psychological, physiological, genetic, social and cultural aspects, i.e. personality characteristics, which can enlighten the cause of compulsive

buying behavior. On the other hand, since fifty years, consumer investigators have been struggling to form an improved meaning of impulsive buying. Rook (1987) defines impulsive buying as the unstructured or prompt need to purchase something, and when related to more thoughtful attitudes to decision-making, is considered emotive and responsive for the consequences. Some personalities are more apparent than others to fulfill hedonic aims by acting on impulse, but not all reward seekers are impulsive (Ramanathan and Menon, 2006).

As per Rook (1987), impulsive buying has been designated as creating unintended and quick procurements that are originated on the spot, accompanied by a potent impulse, and emotional state of pleasure and delight. It is reported that there is a relation between impulsive buying and positive as well as negative mood situations. Though, more than a few early researchers addressed the associations between personality traits and impulse buying, they were being failed to search out substantial outcomes (Kollat and Willet, 1967).

In line with the above mentioned research studies, the influence of personality traits on compulsive and impulsive buying behaviors is still not clear, because all of those studies have not shown any significant results. Hence, the lack of substantial findings may have been because of the element that these researches described compulsive and impulsive buying as unplanned buying, and observed the associations of unrelated personality traits or used insufficient procedures for their hypothesis.

## 1.2 Research Objective

The research objective is to analyze the impact of consumers' personality traits (Big Five Personality Traits) on their buying behaviors (impulsive and compulsive buying). Personality traits focused would be Big Five Personality Traits, which are Extraversion, Agreeableness, Neuroticism, Conscientiousness and Intellect, whereas buying behaviors would be Impulsive and Compulsive Buying Behaviors.

### **1.3 Scope of Research Study**

The scope of research study is to further clarify the results of the previous researches based on the same research objective. This research study can be used for the future researches, and will also be helpful for the researchers while unlocking the number of ways for the new researches.

### **1.4 Significance of Research Study**

As personality plays a vital role in behavior presentation and each person has its own personality traits, so if personality of consumers defines their purchasing pattern then that would be useful for the marketers to categorize those customers' segments according to their personality traits, and develop and promote the products/services related to these segments.

## **2. Theoretical Framework**

### **2.1 Big Five Personality Traits**

#### **2.1.1 Extraversion**

Extraversion is indicated as to the people who are active, social, bold, excited, confident and full of life with positive feelings. Extraversions like to be societal, emotive, welcoming and usually deal with people well. Extraversions have positive state of mind when working, are more pleased with their occupation and usually have an improved feelings about their business and surroundings.

#### **2.1.2 Agreeableness**

This trait is about people's trend to be related to others. Agreeable people are trustful, open, humanitarian, generous, cooperative, supporter, uncertain and kind-hearted. They are often the leaders of the teams. They are right people for coaching, psychology matters, referring and societal deeds. They generally repel debatable negotiations, because they want to build compatibility and managing well with people.

### **2.1.3 Conscientiousness**

This element is the measure of trustfulness. A conscientious individual is valuable, punitive, obedient, self-disciplinary, on time and mentor. Being devoted is documented to be beneficial and vital in many administrative circumstances, and is reflected to be an appropriate principle for process forecast in many professions, because these people are more enthusiastic to thrive.

### **2.1.4 Neuroticism**

This characteristic is linked to a person's competence of pressure acceptance. Phobic people advantage from a smaller amount of emotional stability. They are tense, dissatisfied, worrying, introverted, susceptible and hurried. Neurotics usually have an adverse environment at job and are unenthusiastic about what they do there. They may have a warning outcome on team decision qualities, which is concluded saying undesirable facets of the decision that has been prepared.

### **2.1.5 Intellect**

This trait displays personalities' concern in achieving new proficiencies. Individuals who have this feature have dreams, creative expressions, stuffs to others' concepts, with vulnerable feelings, own philosophies and are action-oriented. Those who are exposed to experiences are fit for contracts with tons of variation or the ones that need advancement or risk. For instance, tycoons, designers, change producers in the group, entertainers and logic experts often have a great level of this trait.

## **2.2 Impulsive Buying Behavior**

Impulsive buying is the unprompted or abrupt crave to purchase something, and when related to more thoughtful tactics to decision making, is considered emotional, reactive, and susceptible to occur with lessened esteem for the consequences (Rook, 1987). Impulsive buying has been measured a

prevalent and distinct sensation in the consumer way of life, and has been getting more response from consumer investigators and theoreticians (Rook 1987; Rook and Fisher 1995).

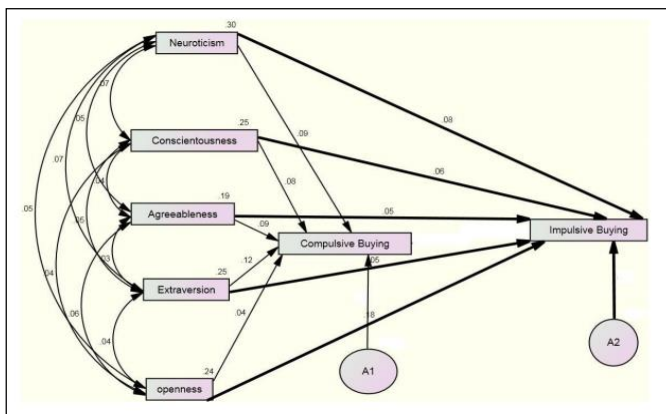
Previous researches on impulsive buying have repeatedly concentrated on the definitional components differentiating impulsive from non-impulsive buying (Rook 1987), and providing a hypothetical context for scrutinizing impulsive buying (Rook and Fisher 1995).

### 2.3 Compulsive Buying Behavior

Compulsive buying is a wider class of consumption behaviors, and defined as a repetitive and apparently persistent behavior. Compulsions are frequently extreme and sacred behaviors aimed to relieve tension, nervousness or distress stimulated by a blatant thought or obsession.

Various researches on the phenomenon of compulsive buying were obtainable into the consumer behavior texts by Faber et al (1987), and other workings have prolonged those main conclusions (Faber and O'Guinn, 1988; Valence et al, 1988). This strange system of consumer behavior is categorized by continuous purchasing events of a slightly typecast way in which the consumer feels unable to discontinue or considerably restrained the deeds.

**Figure 1:** Theoretical Framework of Relationship between Big Five Traits, and Impulsive and Compulsive Buying



**Source:** Research Paper - Shahjehan (2011)

### 3. Hypothesis

H1: There is a significant positive relationship between extraversion and compulsive buying.

H2: There is a significant positive relationship between agreeableness and compulsive buying.

H3: There is a significant positive relationship between conscientiousness and compulsive buying.

H4: There is a significant positive relationship between neuroticism and compulsive buying.

H5: There is a significant positive relationship between intellect and compulsive buying.

H6: There is a significant positive relationship between extraversion and impulsive buying.

H7: There is a significant positive relationship between agreeableness and impulsive buying.

H8: There is a significant positive relationship between conscientiousness and impulsive buying.

H9: There is a significant positive relationship between neuroticism and impulsive buying.

H10: There is a significant positive relationship between intellect and impulsive buying.

### 4. Literature Review

Impulsive and compulsive human behaviors have been explained and viewed in the previous writings of philosophy, economics, psychiatry sociology (Klemmack et al, 1974; Faber and O'Guinn, 1988), social psychology, psychoanalytical psychology, as well as within the marketing texts (Rook, 1987; Faber and O'Guinn, 1988, 1989). These theories were useful to describe that impulsive and compulsive behaviors are linked to the different natures of

individuals, and also helpful to explore that why people sometimes behave without any reason along with searching for ways to overcome the negative results of these behaviors.

The historical literatures focused on the negative outcomes of impulsive and compulsive human behaviors, and warned the normal human beings to think before taking any step, but the marketers have usually attracted in promoting 'step in before thinking' concept of consumer behaviors, because this could lead to high and repeated purchase before thought of some other feasible alternatives and significances, and additionally, it could increase market share and make profits, which are the main aims of the marketers. Each year lots of money is appropriated by organizations to discover operative tactics that boost fast and repetitive consumption behavior.

Shahjahan (2012) also studied the relationship among 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.

Omer (2014) examined the mediating role of impulsive buying between personality traits and compulsive buying. Both compulsive and impulsive buying behaviors are strongly correlated with emotional instability (Neuroticism), among personality traits. It means that individuals who experience sadness, irritability, moodiness, anxiety and emotional instability are more disposed to show impulsive leading to compulsive buying behaviors.

According to Donelly (2012) conscientiousness can play a prime role in planning future expenses, it may result in less compulsive buying as well. In previously listed articles it was stated that persons are future oriented that is why they manage their money more, therefore, it is expected that conscientiousness have a novel, negative relationship with compulsive buying, whereas openness to experience is related with compulsive buying because these persons have higher level of impulsiveness.



There are some former literatures that elaborated the difference between compulsive and non-compulsive consumption patterns, and explored that compulsive buying ensues and measures on a continuum (Faber and O'Guinn, 1988, 1989; Valence, d'Astous and Fortier, 1988). On the other hand, impulsive buying behavior can be an ability or inability of a person to achieve or delay satisfaction, while if combines with personality characteristics and strengthens, then give a continuum of compulsive behavior. These consumers want to do things on the spot, and feel discouraged when they cannot instantly get what they need. These persons are moreover found to have trouble in creating and sustaining emotional relationship with others, and often feel alone or isolated.

Rook (1987) has described the impulsive buying as sudden or spontaneous wish to purchase any item, and it is due to emotional feelings or reaction to any event, and takes place with lessened thoughts for the penalties. He got a proof that there is a cognitive factor present in impulsive behavior, which means people do not lose their senses while behaving in such manner, and it has been shown that some individuals possess impulsive characteristics, which turn into such behavior. Such individuals feel desire, excitement and joy while doing such unplanned and spontaneous procurements instantly.

Though, impulsive buying can be a good choice for avoiding boredom and getting some fun, but if another side of this immediate buying condition should be focused, there is a proof which suggests that more impulse buying can increase unhappy psychological conditions. In a research study, Rook (1987) reported associations between impulsive buying, and positive as well as negative mood conditions, and some other reports proposed the compulsive facet of impulsive consumptions (O'Guinn and Faber, 1989).

According to psychology literatures, compulsive buying has been categorized as a desirable urge to purchase, which releases the tensions and provides satisfaction. Similarly, in marketing texts, compulsive consumption has been defined as prolong and frequent purchasing due to negative feelings

or events, which becomes very problematic to cease and suddenly leads to harmful consequences (Faber and O'Guinn, 1989). Compulsive buying behavior is proposed to briefly stop or postpone the negative feelings of individuals, eventually becoming operand accustomed responses when feeling unhappy, and further the external environmental spur also promotes the episodes of compulsive behavior. Further, compulsive purchases make the consumer happy, after a significant let down.

As per Stern (1962), the desire for such compulsive procurements are linked to the personalities of individuals. Bored or excited, both types of traits are pointed towards the increase chance of compulsive buying, and in accordance with the study of O'Guinn and Faber (1989), it can also be related to emotional connection to things and after the purchase of those things consumers feel good, which is the prime motivation of buying behavior. Additionally, in other research of Rook and Fisher (1995), it has been said that the distinction between compulsive and impulsive behaviors is that compulsive behavior contains an incapability to regulate the urge, and results in negative circumstances. It is an intense occasion of generalized urge to purchase, which has no defined threshold of extremity.

Rook (1987) gave a clear definition of personality that it is a group of organized and long lasting psychological features and processes present in a person that effect his or her relation to intrapsychic, physical and social situations. Every individual has its own personality that reflects their differences. This personality characteristics of people can be a helpful tool to segment consumers into different clusters on the basis of their one or more personality traits, but if each individual carries different traits then it could be hard to group consumers into various sections. So, this strategy could be used by marketers if they would get to know the personality features that effect particular consumer responses. Even though, the marketers cannot change the personalities of the consumers to follow their products or services, but they can do some efforts to target those relevant personality traits of their customers for the sales of their products or services.

Verplanken and Herabadi (2001), stated that there is a noteworthy connection between personality traits and impulsive buying behavior. According to them, conscientiousness and agreeableness are associated negatively with the impulsive buying behavior, and Shahjehan (2011) reported that neuroticism is positively linked with the impulsive buying behavior. In his study, it is mentioned that people high on extraversion and low on intellect are engaged in impulsive buying.

Mowen and Spears (1999) were taken the initiative to research and identify connection between compulsive buying and personality traits of people. They predicted that persons having low conscientiousness, high neuroticism and high agreeableness as their personality features are definitely compulsive buyers. Balabanis (2001) gave an assumption that the individuals having low agreeableness, low intellect, high extraversion and high neuroticism as their personality facets are prone to compulsive consumption, and as per Wang and Yang (2008) neuroticism and compulsive behavior are positively link to each other.

## **5. Research Methodology**

The nature of this research study is cause and effect, whereas the type of research is correlational. In this research study, the independent variables are big five personality traits (extraversion, agreeableness, conscientiousness, neuroticism and intellect), and the dependent variables are impulsive and compulsive buying behaviors. Here in this study, the effect of independent variables on dependent ones and the association between these variables have been evaluated.

The population under consideration includes the consumers having passion for shopping and frequent buyers. 300 samples have been collected for analysis through non-probability sampling. The sampling techniques used were judgmental and convenience, and the reason for using these sampling techniques is that according to the research objective the respondents should

have impulsive or compulsive buying behaviors, so the people, to whom the researcher knew or judged, having such behaviors are utilized for collection of the samples i.e. judgmental sampling technique, and further samples' collection have been done by using convenience sampling technique.

The data collection have been done through primary and secondary data collection methods. Secondary data is available on authentic websites, like research studies, journals and articles related to the research objective, while primary data have been collected through questionnaire consisting of questions related to big five personality traits (extraversion, agreeableness, conscientiousness, neuroticism and intellect), compulsive and impulsive buying behaviors.

The questionnaire used for the collection of data has 2 questions that are based on 5 points likert scale i.e. strongly agree, agree, neutral, disagree and strongly disagree. The first question of the questionnaire is constructed on the Mini-International Personality Item Pool (IPIP) measure of personality, used to assess the respondents' "Big Five Personality Traits". It consists of 20 items and is a short form of the 50 items of IPIP-Five Factor Model measure. The second question is centered on 10 items, in which 5 items are of impulsive buying behavior and other 5 items are of compulsive one, (impulsive and compulsive buying).

The data integration have been done by utilizing both quantitative and qualitative analysis techniques. Qualitative in terms of literature review and quantitative in terms of application of SPSS software. For quantitative data integration, the code sheet of the collected samples is prepared on MS Excel and applied on SPSS software for data analysis while using statistical tools that have been used for the analysis of the research data. These statistical tools are as under:

- Correlation
- Regression

6. Analysis and Results  
6.1 Correlation

Table 1: Correlation of Big Five Personality Traits, and Impulsive and Compulsive Buying

	Extraversion	Agreeableness	Conscientiousness	Neuroticism	Intellect	Compulsive	Impulsive
<b>Extraversion</b>	Pearson Correlation	.092	-.224**	-.208**	-.028	.303**	.140*
	Sig. (2-tailed)	.110	.000	.000	.635	.000	.016
	N	300	300	300	300	300	300
<b>Agreeableness</b>	Pearson Correlation	1	.328**	-.088	.278**	-.322**	-.223**
	Sig. (2-tailed)		.000	.127	.000	.000	.000
	N	300	300	300	300	300	300
<b>Conscientiousness</b>	Pearson Correlation	-.224**	1	.100	.255**	-.343**	-.173**
	Sig. (2-tailed)	.000		.085	.000	.000	.003
	N	300	300	300	300	300	300
<b>Neuroticism</b>	Pearson Correlation	-.208**	.100	1	.197**	-.141*	-.059
	Sig. (2-tailed)	.000	.085		.001	.014	.312
	N	300	300	300	300	300	300
<b>Intellect</b>	Pearson Correlation	-.028	.255**	.197**	1	-.336**	-.169**
	Sig. (2-tailed)	.635	.000	.001		.000	.003
	N	300	300	300	300	300	300
<b>Compulsive</b>	Pearson Correlation	.303**	-.343**	-.141*	-.336**	1	.547**
	Sig. (2-tailed)	.000	.000	.014	.000		.000
	N	300	300	300	300	300	300
<b>Impulsive</b>	Pearson Correlation	.140*	-.173**	-.059	-.169**	.547**	1
	Sig. (2-tailed)	.016	.003	.312	.003	.000	
	N	300	300	300	300	300	300

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

\*, Correlation is significant at the 0.05 level (2-tailed).

The results of correlation analysis show that there is a significant positive correlation among personality characteristic of extraversion and compulsive type of buying behavior (i.e. 0.303), as well as with impulsive buying behavior (i.e. 0.140). Neuroticism has significant negative correlation with compulsive (i.e. -0.141) and impulsive buying behaviors (i.e. -0.059). There is a significant negative relation of personality feature of conscientiousness with compulsive buying (i.e. -0.343) as well as impulsive buying (i.e. -0.173). Agreeableness have significant negative association with compulsive (i.e. -0.322) and impulsive buying behaviors (i.e. -0.223). While, intellect also have significant negative relation with compulsive (i.e. -0.336) and impulsive buying (i.e. -0.169). Further, there is also a significant association between compulsive and impulsive buying behaviors has been observed (i.e. 0.547).

## 6.2 Regression

### 6.2.1 Big Five Personality Traits and Compulsive Buying

**Table 2:** Model Summary of Big Five Personality Traits and Compulsive Buying

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.539 <sup>a</sup>	.291	.279	.639

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

**Table 3:** ANOVA<sup>b</sup> of Big Five Personality Traits and Compulsive Buying

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	49.105	5	9.821	24.083	.000 <sup>a</sup>
Residual	119.893	294	.408		
Total	168.999	299			

- a. Predictors: (Constant), Intellect, Extraversion, Neuroticism, Agreeableness, Conscientiousness  
 b. Dependent Variable: Compulsive

**Table 4:** Coefficients<sup>a</sup> of Big Five Personality Traits and Compulsive Buying

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.365	.391		11.152	.000
	Extraversion	.377	.070	.278	5.342	.000
	Agreeableness	-.311	.069	-.247	-4.519	.000
	Conscientiousness	-.190	.074	-.140	-2.558	.011
	Neuroticism	-.064	.067	-.049	-.947	.345
	Intellect	-.352	.088	-.214	-4.017	.000

a. Dependent Variable: Compulsive

29.1 % variation is explained by independent variable overall and it is also significant which is evident from p-value of F-statics

All the variables' p-values show significant individual linear impact on the dependent variable except Neuroticism which has p-value > 0.05

Also excluding Neuroticism all the variables have inverse significant individual linear impact on dependent variable (compulsive) except extraversion which has direct significant impact on dependable variables.

## 6.2.2 Big Five Personality Traits and Impulsive Buying

**Table 5:** Model Summary of Big Five Personality Traits and Impulsive Buying

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.298 <sup>a</sup>	.089	.073	.582

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

**Table 6:** ANOVA<sup>b</sup> of Big Five Personality Traits and Impulsive Buying

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.711	5	1.942	5.743	.000 <sup>a</sup>
Residual	99.432	294	.338		
Total	109.143	299			

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

b. Dependent Variable: Impulsive

**Table 7:** Coefficients<sup>a</sup> of Big Five Personality Traits and Impulsive Buying

Model	Unstandardized		Standardized	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.500	.356		9.820	.000
Extraversion	.151	.064	.139	2.349	.019
Agreeableness	-.197	.063	-.195	-3.147	.002
Conscientiousness	-.056	.068	-.052	-.832	.406
Neuroticism	-.024	.061	-.023	-.397	.692
Intellect	-.124	.080	-.094	-1.554	.121

a. Dependent Variable: Impulsive

Overall 29.8% variation is explained by the independent variables in the dependent variable and it is also significant which is also evident from p-value of F-statistics.

All the variables have insignificant impact on dependent variable except extraversion and agreeableness which have direct & inverse significant individual linear impact on dependent variable (impulsive) respectively.



## 7. Discussion

As there was no reliable conclusions could be collected from earlier researches on the association between personality traits and, impulsive and compulsive buying behaviors, the purpose of this research study was to position the results of the respective researches into perspective. Hence, the outcomes of this research study approves the effectiveness of the personality tactic to figure out consumer behavior and prolong the understanding of impulsive and compulsive buying behaviors. The research offers strong practical support that personality traits do have an influence on impulsive and compulsive buying behaviors of individuals.

Firstly, in line with Rook (1987) about the relationship between extraversion and compulsive buying behavior, and O'Guinn and Faber (1989) about the link between extraversion and impulsive buying behavior, and by highlighting the results of correlation and regression, it confirms H1 and H6 that outgoing, sociable, energetic folks are more susceptible to compulsive and impulsive behaviors respectively. So, there is a significant positive relationship of extraversion with impulsive, and with compulsive buying behaviors.

Secondly, by emphasizing the outcomes of correlation and regression, it reject H2 and H7 that trustful and sympathetic people are compulsive and impulsive buyers respectively. So, the results validate the prediction of Jensen-Campbell and Graziano (2001) for the link between agreeableness and compulsive buying, and support the estimate of Verplanken and Herabadi (2001) for the association between agreeableness and impulsive buying. Now it is said that there is a significant negative relationship of agreeableness with compulsive and impulsive buying behaviors.

Thirdly, by underlining the findings of correlation and regression, it reject H3 and H8 that dutiful and loyal persons are more prone to compulsive and impulsive buying behaviors respectively, and the outcomes support the predictions of O'Guinn and Faber (1989) for the link of conscientiousness with compulsive buying behavior, and validate the estimations of Leary and Hoyle

(2009) for the association of conscientiousness and impulsive behavior. So, there is a significant negative relationship between conscientiousness, and compulsive and impulsive buying behaviors.

Fourthly, by highlighting the results of correlation and regression, it reject H4 and accept H9 that depressed and nervous folks are more susceptible to purchase compulsively and impulsively, and the approximations of Sneath et al (2009) about the relationship between neuroticism and compulsive buying behavior is not validated, and Silvera et al (2008) about the link between neuroticism and impulsive buying behavior is estimated. So, there is a significant negative relationship between neuroticism and compulsive buying, and positive link with impulsive buying.

At last, by emphasizing the results of correlation and regression, it reject H5 and H10 that real and visionary people are more predisposed to compulsive and impulsive buying behaviors, and these outcomes support the estimations of Balabanis (2001), for the association of intellect with compulsive and impulsive buying behaviors respectively, but invalidate the approximation of Shahjehan (2011) that intellect and impulsive buying behavior are positively related. So, there is a significant negative relationship of intellect with impulsive behavior, and also with compulsive buying behavior.

## **8. Conclusion and Recommendations**

The current research study has presented a combined framework by conveying collected miscellaneous concepts of former researches from the arenas of psychiatry, psychology, sociology, and marketing. The framework will aid in suitable purpose in the direction of a better broad-spectrum understanding of the compulsive and impulsive buying behaviors, personality traits and guiding future researches. The findings of the research summarizes as under:

- Extraversion has significant positive relation with impulsive as well as compulsive buying behaviors. So, if the consumer is social, energetic

and outgoing person then there is a chance he/she would do impulsive or compulsive buying.

- Agreeableness is negatively related to compulsive and impulsive buying behaviors. So, if the consumer has sympathy and affection for others then there is less chance he/she would be involved in compulsive or impulsive purchase.
- Conscientiousness is negatively correlated to compulsive and impulsive buying. So, if the consumer is dutiful and loyal then there is less a chance he/she would be involved in compulsive or impulsive purchase behaviors.
- Neuroticism has significant negative association with compulsive buying behavior, but positive with impulsive behavior, because neurotic is mostly a depressed and nervous person, there is a less chance that he/she would do purchase. But if he/she will do then there is a chance that it would be impulsive purchase.
- Intellect has significant negative relationship with compulsive buying as well as impulsive buying behaviors. So, if the consumer is imaginary and has vision then there is less chance that he/she would be indulged in compulsive buying as well as in impulsive buying.

After concluding the research outcomes, it is recommended that the marketers should focus on the personality traits of consumers in terms of promoting their products/services, because most of the personalities like extraversion and neuroticism have significant positive association with impulsive buying. If marketers will give heed to these personality characteristics of consumers and make segments accordingly, then there will be a chance of drastic impulse purchases and increase market share.

Mainly in a period of social responsibility, marketers should emphasis on the gaps and specific needs of compulsive and impulsive buyers. This research study will provide awareness to marketers about impulsive as well as compulsive buying behaviors of consumers in relation to their personality

traits, and could be used by both the marketers and academicians for further research.

## 9. Limitations and Further Research

The researcher has identified following limitations and areas for further research:

- The use of convenient sampling method is for ease, but an obvious limitation here due to lack of timings. So, this research could be done through more appropriate sampling methods.
- Demographics like age, gender and income, and psychographics like lifestyle, these segments are not targeted in this research study. It is recommended to do further research including these factors.
- In this study, it was observed that there is a significant positive relationship between impulsive and compulsive behaviors is existed. Future researchers could use this awareness for further findings.
- Lastly, there are some other personality traits which are not focused in this research. Those traits could be evaluated in future researches.

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