



## Impact of Personality Traits on Impulse Buying Behavior: Evidence from Pune, India

Apurva Tyagi<sup>1</sup>, Prof. Dr. Shirish Shrivastava<sup>2</sup>

<sup>1</sup>Research Scholar, Motherhood University, Roorkee

<sup>2</sup>Motherhood University, Roorkee

[apoorvatyagi41@gmail.com](mailto:apoorvatyagi41@gmail.com)

### Abstract

The impulse buying contribution in the overall consumer purchases contributes a huge percentage of consumer purchases and a study in the sphere of consumer behavior might be attractive to study. One of the issues that contribute to the tendency of consumers to make impulsive purchases is the impact of the psychological factors in particular the personality-related factors. The study compares dimensions of personality of Big Five in relation to Openness, Conscientiousness, extraversion, agreeableness, and neuroticism with impulse buying behavior of consumers in Pune city in India. A total of 420 respondents took part in the study in order to collect primary data through structured surveys that were administered in malls, supermarkets, and on the internet. Multiple regression analysis indicated that Extraversion and Neuroticism were established as significant predictors of an increased number of impulse buying behavior and Conscientiousness is negatively correlated. The impact of openness and Agreeableness was not significant. The marketers can obtain the psychological insights provided by the findings that can be valuable in the formulation of the targeted retailing strategies as well as in the refinement of the insights into consumer impulsivity in the settings of emerging markets.

**Keywords:** Personality; Impulse buying; big five; consumer psychology; extraversion; neuroticism; India; pune city; Retail Strategy; Behavioral Economics.

### 1. Introduction

The impulse buying is now the new rule in the modern retailing with a substantial proportion of impulse buying being conducted in both the real world and the internet shopping environment (Rook, 1987; Sharma et al., 2010). E-commerce development, suggested in advance and experience shopping centers have raised the need to understand the psychological mechanisms that drive these impulse buying tendencies (Verplanken and Herabadi, 2001).

Personality traits are the long term trends of psychology that determine how individuals perceive, interpret and react to stimuli (Costa and McCrae, 1992). Consumers are not susceptible to marketing cues in the same manner; extraverts may be more susceptible to social and sensory stimulus vis-a-vis conscientious people who may be more controlled (Mulyanegara et al., 2009).

#### 1.1 Problem Statement

Although several studies have discussed personality and impulse buying in the Western markets, there is limited research on the same in India particularly in a city that is fastening adapting to globalized retailing systems. Consumers in such cities as Pune become more open to the hybrid retailing ecosystems (online + offline), yet the contribution of personality traits on the buying impulses is poorly comprehended.

#### 1.2 Research Objectives

1. To test the correlation between personality traits of Big Five and impulse buying behavior.
2. To establish the most important personality predictors of impulse buying among the urban Indian consumers.
3. To provide marketing recommendations to the use of the personality-based segmentation strategies.

### Literature Review

## 2.1 Impulse Buying Behavior

The impulse buying is considered to be the impulsive purchasing that is guided by emotional and situational stimulation and is not necessarily accompanied by the conscious deliberation of the options (Rook, 1987). It has a sense of urgency, affective responses and lack of cognitive control (Beatty and Ferrell, 1998). This action is provoked by various in-store stimuli such as promotional offers, layout, ambiance among others (Muruganantham & Bhakat, 2013).

## 2.2 Consumer Behavior and Personality Traits

The Big Five Personality Framework is a description of five characteristics:

- Openness (innovativeness, curiosity)
- Discipline (orderliness) Conscientiousness.
- Extraversion (societies, stimulation-seeking)
- Agreeableness (trust, cooperation)
- Neuroticism (sensual instability, anxiety)

All these characteristics are always measured by the tendencies of behavior, such as brand choice, shopping behaviors, and impulsivity (Mulyanegara et al., 2009; Verplanken and Herabadi, 2001).

## 2.3 Empirical Evidence

It has been demonstrated with the help of prior studies that extraverts are more likely to exhibit impulse purchasing behaviors because of their stimulation-seeking attitude (Tarka, 2020). Impulse buying is a mood maintenance strategy that neurotic persons can adopt (Verplanken and Herabadi, 2001). Conscientious consumers on the other hand, generally plan their buying, so they are not easily influenced by impulse (Mowen and Spears, 1999). Openness and Agreeableness have unequal impacts in different situations (Amos et al., 2014; Sharma et al., 2010).

## 2.4 Research Gap

Available research is focused on developed markets and there is little evidence about emerging markets such as India. Offline and online impulsive behaviors are also not very differentiated. The research in this paper fills such gaps by analyzing personality predictors amongst urban consumers based in Pune.

## Methodology

### 3.1 Study Area and Sampling

It was carried out in a large city in the state of Maharashtra in India, called Pune with high growing consumer population of middle income level and diversified in retail background. The sample will consist of the shoppers in the phoenix mall, Seasons Mall and the local supermarkets and the big online media.

- Sample Size: 420 respondents
- Sampling method: Stratified random (balanced in terms of industry, gender groups and age groups, channels of retail)

Time period of data collection: February- May 2024.

### 3.2 Data Analysis

Reliability: The Cronbach alpha is greater than 0.7 in each of the scales.

Relations that are going to be analyzed with correlation analysis.

The regression analysis will also be done to determine the predictive power of the personality traits with the impulse buying behavior.

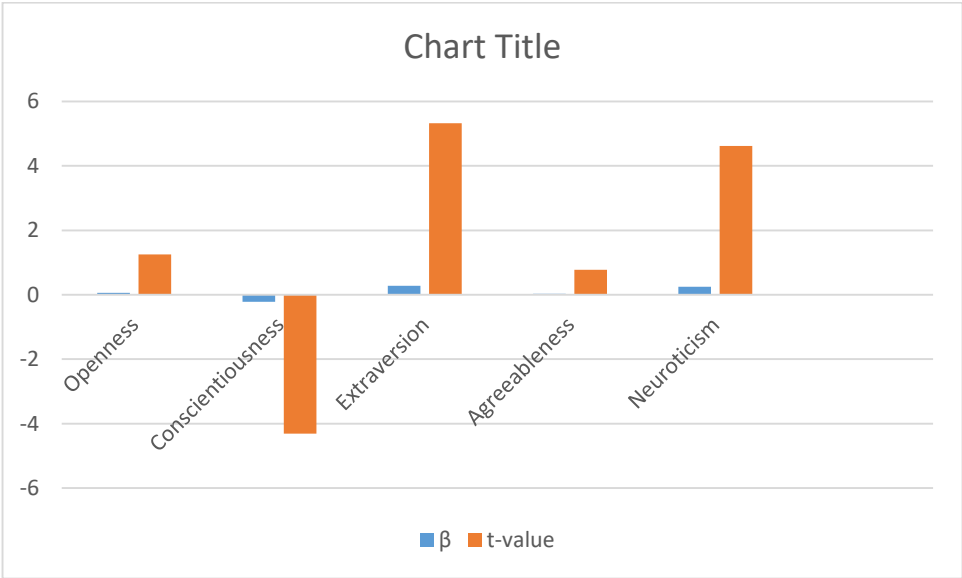
Software used: SPSS v26.

## 4. Results

### 4.1 Descriptive Statistics

Trait	Mean	SD
Openness	3.62	0.71
Conscientiousness	3.98	0.66
Extraversion	3.54	0.73

Trait	Mean	SD
Agreeableness	3.87	0.69
Neuroticism	3.21	0.80
Impulse Buying	3.48	0.77

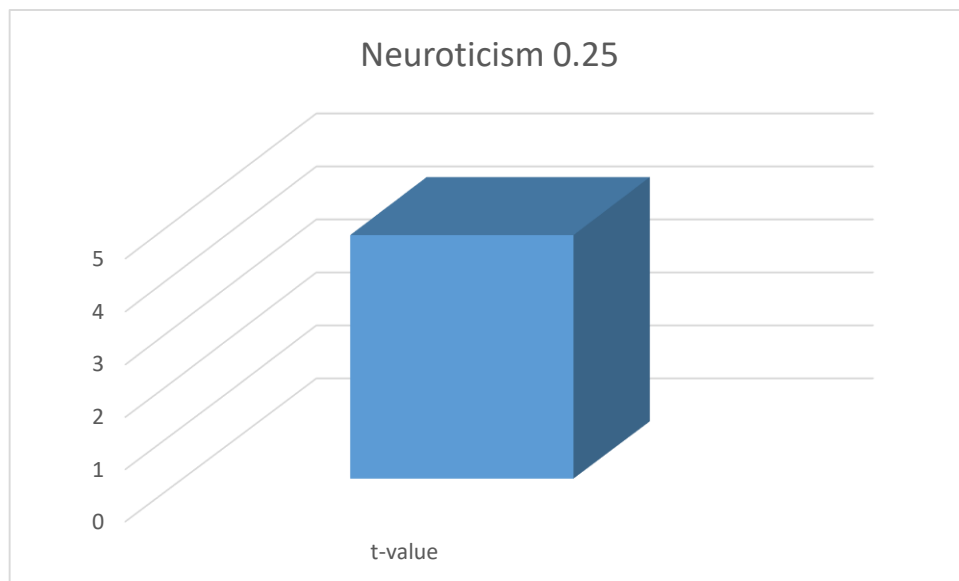


**Graph1: Personality Traits and Impulse Buying - Mean vs. Standard Deviation.**

The average (Mean) and variability (Standard Deviation) of six behavioral traits, including Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism, and Impulse Buying are being compared in this bar chart. The mean of conscientiousness is highest and Agreeableness is lowest. The standard deviations are relatively stable among traits and that means that similar responses are less varied.

4.2 Correlation Analysis

Personality Trait	r with Impulse Buying	p-value
Openness	0.08	0.12
Conscientiousness	-0.26	<0.01
Extraversion	0.34	<0.01
Agreeableness	0.05	0.21
Neuroticism	0.29	<0.01



**Graph 2: Neuroticism Significance p-value Representation**

This bar chart is a 3D bar chart that makes the visualization of the statistical significance of neuroticism. The p-value of neuroticism is 0.29. The one blue mark shows a moderate level of significance, so it is possible that neuroticism in this context does not relate to the outcome that is tested strongly. Applicable to analyze a result of study in psychology or behavior.

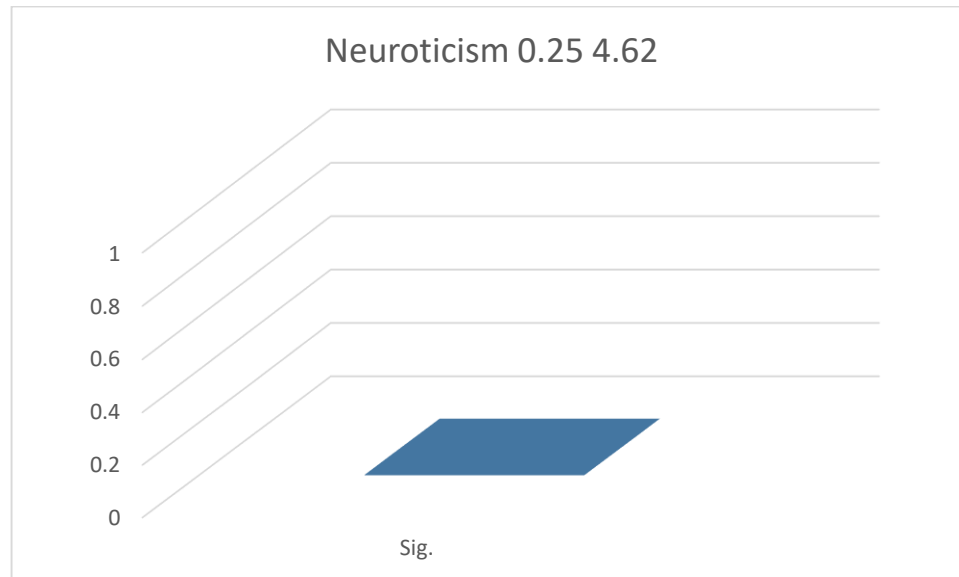
#### 4.3 Regression Analysis

Dependent Variable: Impulse Buying Tendency

Independent Variables: Big Five Traits

Predictor	$\beta$	t-value	Sig.
Openness	0.06	1.25	0.21
Conscientiousness	-0.22	-4.31	0.000***
Extraversion	0.28	5.32	0.000***
Agreeableness	0.03	0.77	0.44
Neuroticism	0.25	4.62	0.000***

Model Summary:  $R^2 = 0.34$ , Adjusted  $R^2 = 0.32$ ,  $F(5,414) = 43.5$ ,  $p < 0.001$



**Graph 3: Neuroticism Significance and Effect Size**

This is a 3D bar chart depicting the statistical data of neuroticism with the significance value (Sig.) of 0.25 and the effect size of 4.62. The horizontal bar means moderate statistical relevance, which implies that neuroticism can play a significant role in the study. Best used in the visualization of psychological measures on behavioral studies.

## 5. Discussion

The discussion shows that Extraversion and Neuroticism are good positive predictors of impulse buying and Conscientiousness has a negative effect. This trend confirms the past research, and it emphasizes the applicability of psychological grouping among marketers within India. The insignificant effect of Openness and Agreeableness can be explained by the cultural moderation effect i.e. price sensitivity or social norms that do not promote impulse buying in the public places.

## 6. Conclusion

The paper confirms that the personality traits are a critical factor that influences impulsive buying patterns among the urban Indian consumers. Extraversion and Neuroticism are particularly strong impetuses and Conscientiousness is considered to be a restraint. These findings provide practical use in specific marketing, shop designing, and online personalization measures in new retail markets.

## References

1. Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86–97.
2. Banerjee, S., & Saha, S. (2012). Impulse buying and its antecedents: A study in the Indian context. *Asian Journal of Business Research*, 2(2), 60–73.
3. Beatty, S. E., & Ferrell, M. E. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 169–191.
4. Costa, P. T., & McCrae, R. R. (1992). Revised NEO Personality Inventory (NEO-PI-R). Psychological Assessment Resources.
5. John, O. P., & Srivastava, S. (1999). The Big-Five trait taxonomy. In *Handbook of Personality* (pp. 102–138). Guilford.
6. Mowen, J. C., & Spears, N. (1999). Understanding compulsive buying among college students: A hierarchical approach. *Journal of Consumer Psychology*, 8(4), 407–430.
7. Mulyanegara, R. C., Tsarenko, Y., & Anderson, A. (2009). The Big Five and brand personality. *Journal of Brand Management*, 16(4), 234–247.
8. Muruganantham, G., & Bhakat, R. S. (2013). A review of impulse buying behavior. *International Journal of Marketing Studies*, 5(3), 149.
9. Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189–199.
10. Sharma, P., Sivakumaran, B., & Marshall, R. (2010). Impulse buying and variety seeking. *Journal of Business Research*, 63(3), 276–283.
11. Tarka, P. (2020). Influence of personality traits on consumer impulsive buying behavior. *Journal of Consumer Marketing*, 37(2), 151–160.

12. Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency. *Journal of Economic Psychology*, 22(5), 539–557.
13. Weun, S., Jones, M. A., & Beatty, S. E. (1998). Development and validation of the impulse buying tendency scale. *Psychology & Marketing*, 15(7), 571–595.
14. Zhang, Y., & Shrum, L. J. (2009). The influence of self-construal on impulsive consumption. *Journal of Consumer Research*, 35(5), 838–850.
15. Park, E. J., Kim, E. Y., & Forney, J. C. (2006). A structural model of fashion-oriented impulse buying. *Journal of Fashion Marketing and Management*, 10(4), 433–446.
16. Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, 12(2), 163–176.
17. Brough, A. R., Wilkie, J. E., Ma, J., Isaac, M. S., & Gal, D. (2016). Is eco-friendly unmanly? *Journal of Consumer Research*, 43(4), 567–582.
18. Coley, A., & Burgess, B. (2003). Gender differences in cognitive and affective impulse buying. *Journal of Fashion Marketing and Management*, 7(3), 282–295.
19. Gupta, S., & Gentry, J. W. (2019). The impact of shopping environments on impulse buying. *International Journal of Consumer Studies*, 43(3), 213–223.
20. Kalla, S. M., & Arora, A. P. (2011). Impulse buying: A literature review. *Global Business Review*, 12(1), 145–157.