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Impact of personality influencers on psychological paradigms: An empirical-discourse of big five framework and impulsive buying behaviour

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ABSTRACT

The main aim of this research was to examine the effect of intrinsic attributes on impulsive buying behaviour among young consumers. Both exploratory and descriptive designs were employed to study the problem in holistic manner. Based on certain parameters, a sample size of 638 was chosen randomly and the study was conducted through a valid and reliable instrument.

After employing Exploratory and Confirmatory Factor Analysis on select consumers under the study, results showed that Personality significantly shapes impulsive buying predispositions. In the current study, some of the select personality attributes comprising of Expressive Propensity, Pleasure Seeking Propensity and Sociableness have been found to have positive effect on impulsiveness while as other factors viz. Emotional Stability, Conscientiousness and Conserving Propensity have negative effect on the impulsive buying tendencies. These findings are paramount both from the perspective of consumer welfare advocates and corporates and could largely support them in their respective endeavours.

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1. Introduction and background

Most of the time consumers make plentiful decisions relating to every feature of their daily life. Nevertheless, most of these decisions are made without any proper planning and alongside ignoring the implications associated with a particular buying decision. Generally, in majority of the consumer decision-making circumstances, consumers hardly entertain the adequate degree of information exploration. Rather, it would become tiresome practice if all buying decisions entail the need for extensive effort. Furthermore, if all the purchases were made customarily, then they would most often have the propensity to be boring, monotonous and would hardly bring enjoyment or freshness to a buyer. The degree of an exertion that a consumer exercises for getting to the bottom of problem largely depends on the level of his/her precision for selection criteria, the scope of information he/she is already having about the

product beforehand and the accessibility to the number of substitute options (Schiffman & Kanuk, 2007).

Applebaum (1951) stated that impulsive buying is an outcome of promotional stimuli and that buying items are not decided in advance in consumer's mind before starting a shopping trip. Impulsive buying has different connotations and can be defined in numerous ways and is fundamentally classified as an unintended buying (Dittmar, Beattie, & Friese, 1995). According to Kollat and Willett (1967), impulsive buying behaviour is realistically accidental behaviour when it is associated with emotional preferences in shopping. There are whole host of factors ranging from Internal to External and other situational factors that trigger impulsive buying predispositions. Here external refers to the factors such as culture, social system and other marketing stimuli while as internal facets refer to inner developments that process within a consumer itself. This can include the process of cognition, affection, confusion, and advertisement involvement. Culture is one of the peripheral constituents which is important in consumer buying. It is the culture that may stop an individual from purchasing a product and at the same time it is fundamental in determining person's wants and needs. The best example of culture can be that of a child who

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acquires a set of values, perceptions and preferences through his family and society (Kotler, 2009). Apart from this, external stimulus has greater bearing on consumer decision making and people are largely lured through external provocations. External Stimuli means advertisements which may include different appeals used by advertising agencies such as fear to promote an immediate behaviour like eating healthier or quit smoking.

In addition to this, situational influences are provisional circumstances that resolve how shoppers perform—whether they truly purchase merchandise, acquire supplementary commodities, or procure nothing at all. They comprise things like physical factors, social factors, time factors, the motive for the buyer's purchase and the buyer's mood.

However, role of interior elements cannot be neglected and in this context, impulse buying is described as an outcome of in store behaviour and that consumers do not have any objective to shop for any particular item before entering any shop (Cobb & Hoyer, 1986). Rook (1987) re-conceptualized the idea of impulsive buying and defined it as a spontaneous process that occurs when consumer experiences an unexpected and unrelenting push for attaining something instantaneously. The desire to purchase on impulse is hedonically complex and largely encourages emotional conflict. Also, impulsive buying occurs with diminished regard for its consequences. In other words, consumers after having gone through impulsive purchase do not give any importance to future consequences arising as a result of spontaneous buy. Future consequences refer to adverse eating habits, health tribulations, participation in illicit relationships and more importantly compulsive involvement in drugs. Impulsiveness creates distortion in consumer dogma thereby inflicting consumer towards irrationality where by an end user has least concern for future outcomes resulting from such purchases. Rook (1987) also stated that the occurrence of impulsive buying behaviour often go together with negative consequences such as being let down, finding one-self to be blameworthy and distressed about financial tribulations associated with it. From his viewpoint, impulse buying is often concentrated and forceful.

Personality is also one of the intrinsic dimensions of a consumer that has central importance in consumer decision making. This study primarily focuses on to unearth the effect of different personality dimensions on impulsive buying behaviour. Personality is treated as an independent variable to see its impact on dependent variable viz. impulsive buying predispositions. Finally it attempts to explore the role of mediators vis-a-vis Judicious Control and Impetuous Influence on the relationship between personality and impulsive buying tendencies.

Judicious control here refers to willingness of an individual to oppose the impulsive buying offers and encounter the in-house sensations that crop up within consumer either in normal life or during shopping trip. In other words, judicious control is the self dominance of an individual which has greater tendency towards rationality. Higher Judicious control would mean higher cognitive deliberation and individuals having higher cognitive abilities give due importance to extensive planning before taking any action. Apart from this, superior cognitive abilities create greater acceptance for potential consequences that may arise as a result of a decision. In other words, individuals look for different possible outcomes before taking a decision and have greater regard for future consequences as well.

Furthermore, impetuous influence is the positive inducement that creates environment for unprecedented and uncalled impulsive buying. Impetuous predisposition is a feeling or emotional part of a consumer which does influence overall behaviour of an individual. Here higher level of impetuosity would mean higher propensity for irresistible urge to take a decision irrespective of being rational or irrational. An individual possessing higher level of

impetuous influence is always susceptible to emotional conflict which is the main source of cognitive dissonance or emotional conflict. Furthermore, cognitive dissonance creates imbalance within an individual's attitudes which leads to incompatibility circumstances and that is not desirable from consumer welfare perspective.

Most of the research studies in past have focused mainly on advertisements and its impact on consumer behaviour but only a little attention has been paid towards internal stimuli such as personality and its influence on impulsive buying behaviour of youth. There is larger deficiency in the field of Impulsive Buying as far as scale development is concerned. Though a number scales have been constructed in past but they mostly lack the property of consistency and validity. It would not lead to any exaggeration to state that only a little attention has been paid towards the association between/among different variables like Personality, Judicious Control, Impetuous Influence and Demographic Attributes of consumers vis-à-vis impulsive buying. Hitherto, most of the studies have focused on Cognition and Affection and only on their association with different demographic variables.

The current study shall generate greater weight for corporate organizers as findings of the study shall enable them to target different consumer groups with the spot-on-tactics because it is not that business organizations will map for innovators and then same can be applied to the laggards and to middle majority on the whole. This calls for different strategies to incite such consumers for spontaneous shopping. On the other hand, impulsiveness is considered to be a nuisance that troubles most of the consumer groups and role of diverse personality attributes in this regard needs to be ascertained as well. This could assist most of the consumer welfare advocates in managing buying irresistibility common among young consumers and which has been on rise for decades.

The current study could benefit different stakeholders and apart from addition to knowledge base, the work has greater credence to consumer psychologists for it provides the psychoanalytic framework of consumer impulsiveness. It broadly proposes for how imbalance in two psychological dimensions of Impetuous Influence and Judicious Control vary across different personality attributes. With a conspicuous deficiency in literature on personality and impulsive buying, the findings from the study could be used by different stake holders like sales managers for amplifying sales output, academicians and consumer welfare advocates for the welfare of consumers at large.

The complete paper has been divided into 6 sections. Section "1" focuses on introduction and background of the study. Section "2" deals with theoretical framework and hypotheses formation. Furthermore, Section "3" primarily focuses on the methods and materials used in the current study. Sections "4–6" highlights analysis of the data, results and discussion. Finally, Section "6" concludes the study with conclusion.

2. Theoretical framework and hypotheses

Even though research studies conducted in past to envisage and predict consumer behaviour while ascertaining the role of personality variables created undesirable outcomes (Kassarjian, 1971), yet in recent past, there has been an escalating concern among scholars in the area of personality and its influence on an end user in consumer research (Egan & Taylor, 2010; Lin, 2010; Ranjbarian & Kia, 2010). In one of the study conducted by Gangai and Agarwal (2016), it was revealed that the common personality traits have a significant relationship with impulsive buying behaviour that is psychoticism in the case of male and female.

While ascertaining the association between personality and impulsive buying predisposition construct, it becomes

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