



# Investigating the Role of Personality Traits in Impulse Buying Behavior: A Systematic Literature Review

Abhishek Badoni<sup>1</sup>, \*, Dr. R.P. Badoni<sup>2</sup>

<sup>1</sup> Assistant Professor in O.I.M.T Rishikesh, Uttarakhand,

<sup>2</sup> Assistant Professor, Dept of Commerce, V.S.K.C Rajkiya Snatkottar Mahavidyalaya, Dehradun, Uttarakhand, India

**Abstract** - The phenomenon of impulsive buying has received significant attention in recent years due to its impact on consumer behavior and sales. This review paper aims to analyze the current literature on impulsive buying, focusing on the emotional, situational, cultural, and age-related factors that contribute to this behavior. The study discusses various theories and models related to impulsive buying and explores the impact of technological advancements, such as e-commerce, on impulsive buying behavior. The research findings highlight the need for further investigation into the role of individual differences in impulsive buying behavior and the potential implications for marketing strategies. Overall, this paper provides valuable insights for researchers and practitioners in understanding and managing impulsive buying behavior.

**Keywords:** Consumer Behavior, Impulse Buying, Purchase Decision, Cultural and Social Impact

JEL Classification: M30, M31, M37, L67, L68.

## INTRODUCTION

Impulse buying is a behavior that has become increasingly prevalent in modern consumer culture. It is defined as a sudden, unplanned purchase that is made without much thought or consideration of the consequences. This phenomenon has been studied extensively in the fields of marketing strategies. With the advent of e-commerce and online shopping, impulse buying has become even more widespread, with consumers being just a click away from making impulsive purchases.

Researches have identified various factors that contribute to impulse buying behavior. Emotional states, situational factors, and personality traits have all been identified as potential drivers of impulse buying (Dittmar et al. 1996; Rook & Fisher, 1995; Verplanken & Herabadi, 2001). For example, individuals who experience negative emotions such as stress or sadness may be more likely to engage in impulse buying as a form of emotional regulation (Tangney et al., 2004). Similarly, consumers who are exposed to in store promotions or online advertisements may be more likely to make impulsive purchases due to the sense of urgency or scarcity created by such marketing tactics (Huang & Yang, 2016).

While impulse buying may provide short-term satisfaction, it can also have negative consequences for consumers. Impulse buying has been linked to increased debt, financial stress, and reduced satisfaction with purchases (Amos et al., 2014; Sorce et al., 2005). Moreover, consumers who engage in frequent impulse buying

may experience a sense of loss of control over their purchasing behavior, leading to feelings or guilt or regret (Verplanken & Herabadi, 2001).

Despite these potential negative consequences, impulsive buying remains a powerful force in modern consumer culture. Marketers have capitalized on this behavior by developing various strategies to promote impulse buying, such as product placement, limited-time offers, and in store displays (Hirschman & Holbrook, 1982).

Understanding the factors that drive impulse buying behavior, as well as its consequences for consumers, is crucial for marketers seeking to develop effective marketing strategies and promote responsible consumer behavior.

This research paper aims to contribute to the existing literature on impulse buying by examining the phenomenon and its impact on consumers in greater depth. Specifically, this paper will explore the factors that drive impulse buying behavior, its consequences on consumers well-being, and the role of marketing strategies in promoting and managing impulse buying behavior. By shedding light on the complex interplay between consumer behavior, marketing tactics, and well-being, this paper seeks to provide insights for marketers and consumers alike on how to navigate the world of impulse buying in a responsible and satisfying way.

## Literature Review

**Rook and Hoch (1985)** conducted a study on impulsive buying in supermarkets, finding that certain environmental cues such as product displays and in-store advertising can increase the likelihood of impulsive purchases.

**Piron (1991)** states the terms "impulse buying" and "unplanned purchasing" are used interchangeably in this context, and both are associated with the acceleration of outcomes that benefit the executive through increased sales. Previous research has focused solely on the act of purchasing and has not considered consumer characteristics. However, some researchers have argued that impulse buying can be categorized based on the cognitive and emotional responses experienced by the end-user. It is important to take these factors into account when studying impulse buying behavior as they may provide insight into consumer motivations and decision-making processes. The benefits received by the executive through increased sales are referred to as "executive benefits," and they are a collection of advantages obtained from selling products.

**Ferrell and Beatty (1998)** flashed that impulse buying refers to the occurrence of purchasing without prior planning or purpose. Research has found that impulse buying often occurs after experiencing a strong desire to buy. It should be noted that buying decisions made due to the unavailability of a product, whether it is out of stock or discontinued, or a reminder of a product during a shopping trip, are not considered to be within the scope of impulse buying.

**Rook and Fisher (1995)** conducted a seminal study on impulse buying in which they defined the phenomenon as "an unplanned purchase characterized by relatively rapid cognitive and affective processes."

**Dittmar et al. (1996)** examined the relationship between materialism and impulse buying, finding that individual with higher levels of materialism were more likely to engage in impulse buying behavior.

**Verplanken and Herabadi (2001)** examined the role of habit in impulse buying, finding that individuals who engage in habitual behaviors are more likely to make impulsive purchases.

**Kacen and Lee (2002)** investigated the impact of online shopping on impulse buying behavior, finding that the convenience and accessibility of online shopping increased the likelihood of impulsive purchases.

**Senthilkumar and Goodwin (2013)** conducted a study on impulsive buying behavior in Indian consumers, finding that factors such as store atmosphere, sales promotion, and personal characteristics influenced impulsive buying behavior.

**Kim and Park (2019)** conducted a meta-analysis of previous on impulse buying behavior, identifying various situational, individual, and contextual factors that contribute to impulse buying, such as mood, product characteristics, and social influence.

**Gao et al. (2019)** conducted a study on the impact of social media on impulse buying behavior, finding that exposure to social media advertising increased the likelihood of impulsive purchases, particularly among young consumers.

**Otnes and McGrath (2001)** conducted a study on the emotional experience of impulse buying, finding that impulsive purchases can elicit a range of emotions, including excitement, guilt, and regret.

**Yurchisin et al. (2005)** investigated the impact of gender and self – esteem on impulse buying behavior, finding that exposure to social media advertising increased the likelihood of impulsive purchases, particularly among younger consumers.

**Kim and Lennon (2013)** states that online shopping environments can create a sense of excitement and arousal, leading to impulsive buying behavior. The study found that consumers are more likely to make impulsive buying online when they are in a positive cues for impulsive behavior.

**Verplanken and Herabadi (2001)** found that individuals with a high level of trait impulsivity are more likely to engage in impulsivity are more likely to engage in impulsive buying behavior. The study also found that impulsive buying behavior is more likely to occur in situations where the individuals is in a positive mood, and when there are opportunities for immediate gratification.

## Research Questions

Q1 – What are the factors that contribute to impulse buying behavior in different consumer segments, such as age, gender, income, and cultural background?

Q2 – What are the situational factors that trigger impulsive buying behavior, such as product displays, promotional offers, and emotional states?

Q3 – How do online and offline shopping environments influence impulsive buying behavior, and how can these be measured and evaluated?

Q4 – What are the cognitive and emotional processes that underlie impulsive buying behavior, and how can these be measured and evaluated?

Q5 – What are the potential negative consequences of impulsive buying behavior, such as financial distress, regret, and addiction, and how can these be mitigated?

Q6 – What are the ethical and legal implications of online retailers' use of personal data, targeted advertising, and persuasive design techniques to influence consumers' buying decisions?

## Research Gap

There has been considerable research on impulsive buying behavior, there has still some research gaps that need to be addressed. Some of these gaps include:

1 – Understanding the role of culture factors such as collectivism, individualism, and materialism influence impulsive buying behavior in non-western cultures.

2- Examining the impact of new technologies like UPI, Gift cards, and Mobile Wallets on the buying behavior of the consumers.

3- Investigating the impact of situational factors like time pressure, store atmosphere, and promotions as important drivers.

4- Examining the impact of social influence like peer pressure, social norms and online reviews, affect buying behavior.

## Objectives of the Study

- 1- To assess the impact of ease of payments on impulsive buying behavior.
- 2- To investigate the role of emotions in triggering impulse purchasing behavior.
- 3- To identify the cultural factors on impulse purchasing behavior.
- 4- To evaluate the effect of online shopping interfaces on impulsive buying behavior.
- 5- To assess the impact of situational factors on impulsive buying behavior.

## Hypotheses of the Study

H<sub>0</sub>- There is no prominent relationship linking the consumer's emotional state and impulsive buying behavior.

H<sub>1</sub> - Emotions have a noteworthy impact on impulse purchasing behavior.

H<sub>2</sub> – Cultural factors impact impulse buying behavior in different ways.

H<sub>3</sub> – Consumers with certain personality traits are more likely to engage in impulsive buying behavior.

H<sub>4</sub> – Online Shopping interfaces have a significant effect on impulsive buying behavior.

## Scope of the Study

The scope of the study related to impulsive buying can be broad and multidimensional, covering various aspects such as the impact of online transactions on impulsive buying, consumer behavior in physical stores, cultural differences, and the role of marketing strategies. The study can also focus on identifying the factors that contribute to impulsive buying behavior and the effectiveness of different interventions and techniques to control such behavior. Further research can also be conducted to explore the potential impact of impulsive buying on the financial well-being of consumers.

## Research Methodology

Taking into consideration the main range of studies related to impulsive buying , we used the following search limitations to identify our initial set of relevant studies:

- 1 – The study can be characterized by its theoretical, methodological, or empirical aspects
- 2 – The emphasis is on consumer behavior and the end consumer in the B2C market.
- 3 – Focusing on the social and emotional aspect of impulsive buying by the consumers.
- 4 – Relevance to the field of marketing.
- 5 – The period between 1990 and 2019 during which scholarly journals published the research.

## Results

All of the mentioned research work give us a chance to present results based on several benchmark, including review of role of emotions in triggering impulse buying behavior, cultural factors on impulse buying behavior, impact of situational factors on impulsive buying behavior, and influence on different age groups.

## Emotions in triggering Impulse Buying

- (i) Positive affect plays an important role in the tendency of consumers to engage in impulse buying behavior. (Verplanken and Herabadi,2001).

- (ii) Negative emotions, such as stress, boredom, or sadness, can also trigger impulsive buying behavior. (Rook and Fisher, 1995).
- (iii) Emotional involvement with a product can lead to impulse buying, particularly when there is a limited quantity available. (Dittmar et al., 1996).

## Cultural Factors on Impulse Buying

A study by Kim and Lennon (2013) found that cultural values such as individualism and collectivism have an impact on impulsive buying behavior. The study showed that individualistic cultures have a higher tendency towards impulsive buying behavior as compared to collectivistic cultures. Furthermore, a study by Nair and Paul (2018) investigated the impact of cultural values on impulsive buying behavior in India. The study found that cultural values such as collectivism, social norms, and materialism have a significant impact on impulsive buying behavior. The study also found that the influence of cultural values on impulsive buying behavior differs among various age groups and income levels.

## Situational Factors on Impulse Buying

A study conducted by (Yoo and Lee 2009) found that retail store atmosphere, such as music, lighting, and scent, can increase impulse buying. Similarly, the presence of sales promotions, such as discounts and limited-time offers, can also stimulate impulsive buying behavior (Rook & Fisher, 1995). Another situational factor that can influence impulse buying is the presence of other people. According to (Dittmar, Beattie and Friese 1995), social influence can lead to impulsive buying, as individuals may feel pressure to conform to the behavior of others around them.

## Influence on different age groups

A study conducted by Singh and Sharma (2019) on impulsive buying behavior among different age groups in India. They found out that young consumers, specifically those aged 18-39 years, were more likely engaged in impulsive buying compared to older age groups. This may be due to the fact that younger consumers are more likely to be influenced by peer pressure and social media, and may have less developed impulse control compared to older consumers. The study also found out that middle-aged consumers, specially those aged 31-45 years, were more likely to engage in impulsive behavior related to high-end luxury products compared to younger and older age groups.

## Conclusion

In conclusion, impulse buying is a complex situation that has been studied thoroughly by scholars in the field of consumer behavior. From the literature reviewed, it is evident that impulse buying is influenced by a range of factors including emotional triggers, cultural, situational, and age-related factors. Emotional triggers such as excitement, pleasure, and arousal have been found to play a significant role in impulse buying. Cultural factors like individualism, collectivism, and masculinity have also been found to influence impulse buying behavior. Situational factors such as store atmosphere, time pressure, and social influence are other important factors that contribute to impulse buying. Age-related factors such as age, income, and education level also have a significant impact on impulse buying behavior. Overall, understanding the factors that influence impulse buying behavior is crucial for retailers and marketers to develop effective marketing strategies that cater to the needs of consumers. The findings of this review accentuate the relevance of considering a range of factors when developing marketing strategies to encourage impulse buying behavior.

## References

- 1 – Rook, D.W & Fisher, R.J. (1995) – Normative influences on impulsive buying behavior. *Journal of consumer research*, 22(3), 305-313.
- 2 – Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European journal of personality*, 15(S1), S71-S83.
- 3 – Singh, S., & Sharma, D. (2019). Impulsive buying behavior among different age groups: Evidence from India. *Vision*, 23(3), 305-313.
- 4 – Kim, J.E., & Park, J.W. (2013). The effect of perceived scarcity on consumer behavior: A literature review. *Journal of Retailing and Consumer Services*, 20(5), 533-540.
- 5- Kacen, J.J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of consumer psychology*, 12(2), 163-176.
- 6 – Dittmar, H., Long, K., & Bond, R. (2007). When a better self is only a button click away: Associations between materialistic values, emotional and identity-related buying motives, and compulsive buying tendency online. *Journal of Social and Clinical Psychology*, 26(3), 334-361.
- 7 – Han, H., & Ryu, K. (2012). The roles of the physical environment, price perception, and customers' emotion in determining customer satisfaction in Asian restaurants. *International Journal of Hospitality Management*, 31(3), 781-788.
- 8 – Van der Laan, L.N., & de Ridder, D.T. (2004). Vicious circles among emotional eating, self-esteem, and weight status. A prospective study in a general population. *Journal of Social and Clinical Psychology*, 23(4), 479-495.
- 9 – Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of consumer marketing*, 17(5), 403-418.

