

## The Influence of Big Five Personality on Impulse Buying Behavior in Online Shopping

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### ABSTRACT:

The convenience of doing business in the modern period has changed many things, including the ease of purchasing and selling. By connecting impulsive online shopping behavior with the big five personalities, we aim to discover the truth about it. Responses from 94 young online users in various areas of Jakarta were evaluated using structural equation modeling. We used a random sampling method, and the variables were evaluated using a 5-point Likert scale. The present study discovered that the big-five personality traits are not as strongly associated with online impulsive buying: conscientiousness and neuroticism were a stronger driver of online impulse buying, while extraversion, agreeableness, and openness to experience were statistically insignificant.

**Keywords: Big Five Personality; Impulsive Buying; Online Shopping; Personality Trait**

### I. INTRODUCTION

Modern advances in information and technology make life easier for mankind. It is indisputable that in the modern era, people have a tendency to rely on the sophistication of the internet and their smartphones because everything is readily available and presented in an enticing manner through the website or existing assisting applications. This convenience has even changed people's behavior in many aspects of life, including activities like purchasing and selling. The relationship between the seller and the buyer used to be constrained by time and distance. But now, only with a gadget and an Internet connection, anyone can make buying and selling transactions anywhere and anytime, so consumers no longer need to physically visit markets, shops, or malls in order to make purchases (Pangaribuan et al., 2018). According to Unggara et al. (2021), Indonesia has the largest percentage of e-commerce usage in the world. A study released by dataindonesia.id in September 2022 also stated that 37.7% of their respondents still frequently shop online at this time (Bayu, 2022). These findings suggest that Indonesian people have a tendency towards impulsive online shopping.

Factors that are known to influence impulse buying are personality factors. Big-Five personality is one of the personality theories developed by McCrae and Costa (1997). It consists of five group dimensions: extraversion, agreeableness, conscientiousness, neuroticism, and openness

to experience (Connolly & Sevä, 2021). Verplanken and Herabadi (2001) conducted research on impulse buying tendencies and personality, the results of which correlated significantly with personality, including the traits of the Big Five Personality. Individuals who have high impulse buying scores are individuals who have low conscientiousness, low autonomy (openness) but have high extraversion, while agreeableness and emotional stability (neuroticism) are not correlated with impulse buying. According to Shahjehan et al. (2012), all of the Big Five personality traits are positively correlated with impulse buying. As a result, this study aims to empirically test whether some of the big five personality traits mentioned earlier still influence impulsive buying behavior in online shopping.

## **II. LITERATURE REVIEW**

### **A. Online Impulsive Buying**

Impulse buying refers to purchases made by someone suddenly and unplanned. These purchases are often followed with intense desire and satisfaction (Chan et al., 2017). Individuals who have a tendency to make impulsive purchases almost never postpone their purchases (Aragoncillo & Orús, 2018). They have little regard for their rational considerations and will purchase something spontaneously if it catches their attention (Ruswanti, 2016). This behavior often emerges in e-commerce as a result of easy access to products, simple purchasing, and a lack of social pressure (Rahayu et al., 2022).

### **B. Extraversion and Online Impulse Buying**

Assertive, friendly, talkative, and having a high amount of emotional expression are a few characteristics of extraversion (Sims, 2017). Compared to introverts, extraverts are more prone to seek out social interaction (Furnham & Brewin, 1990). As a result, there are some reasons to believe extraverts will shop online more frequently than introverts: (1) their high degree of receptivity to new concepts and experiences, extraverted customers are more inclined to accept a new digital platform for buying, (2) for extraverted people who continually aim to maximize enjoyment, online shopping offers a distinct experience compared to traditional purchases at stores, including elements like limitless choices and higher discounts (Tsao & Chang, 2010). Hence, we propose the following hypothesis:

H1: Extraversion positively affects online impulse buying.

### **C. Agreeableness and Online Impulse Buying**

A high level of agreeableness in a person's personality is associated with altruistic, considerate, forgiving, kind, polite, and sympathetic behaviors (Saleem et al., 2011; Tsao & Chang, 2010; Turkyilmaz et al., 2015). As a result, agreeable consumers are more likely to be easily persuaded by attractive advertisements in online stores and to enjoy virtual interactions with other online buyers and sellers (Karl et al., 2007). Since online promotions are frequently more aggressive and updated than physical stores, customers with a highly agreeable personality are expected to purchase online more often. Therefore, we propose the following hypothesis:

H2: Agreeableness positively affects online impulse buying.

### **D. Conscientiousness and Online Impulse Buying**

The typical characteristics of Conscientiousness are accomplishment, competence, diligence, responsibility, self-reliance, and a strong will (Tsao & Chang, 2010; Turkyilmaz et al., 2015). This personality type is more likely to value long-term relationships and to be more risk-averse (Leong et al., 2017). Since e-commerce is a new way of shopping, it may not be as appealing

to conscientious customers who prefer to shop at physical stores. In addition, the unsafe and risky nature of internet platforms explains why conscientious customers avoid making purchases there (Tsao & Chang, 2010). Hence, we propose the following hypothesis:

H3: Conscientiousness positively affects online impulse buying.

## E. Neuroticism and Online Impulse Buying

The tendency to feel unpleasant emotions like sadness and vulnerability is referred to as neuroticism (Costa & McCrae, 1985). It may also be referred to as emotional stability or, conversely, as emotional instability. According to research, those who score higher on neuroticism traits are more likely to experience insecurity and emotional distress, whilst those who score lower have a tendency to be more relaxed (McCrae & Costa Jr., 2008). This indicates that people with emotional instability, like anxiety, irritability, moodiness, and sorrow were more prone to engage in impulsive buying behaviors. In addition, people who are emotionally unstable frequently make impulsive purchases to entertain themselves, reduce stress, and create pleasurable feelings. Therefore, we propose the following hypothesis:

H4: Neuroticism positively affects online impulse buying.

## F. Openness to Experience and Online Impulse Buying

People with this type of personality trait are more curious about new things and eager to comprehend and learn new things. Positive traits of those who possess this dimension include being more creative, smart, curious, and open-minded (Ayob et al., 2022). In the context of e-commerce, people that are open to new technologies are more inclined to shop online (Agarwal & Prasad, 1998). Additionally, online stores frequently provide customers with more product and brand options than the limited choice found in conventional shops (Dabholkar, 2006). Therefore, consumers with an open personality will actively make purchases online to satisfy their desire for novelty, such as the most recent compelling offers available online (Tsao & Chang, 2010). Hence, we propose the following hypothesis:

H5: Openness to experience positively affects online impulse buying.

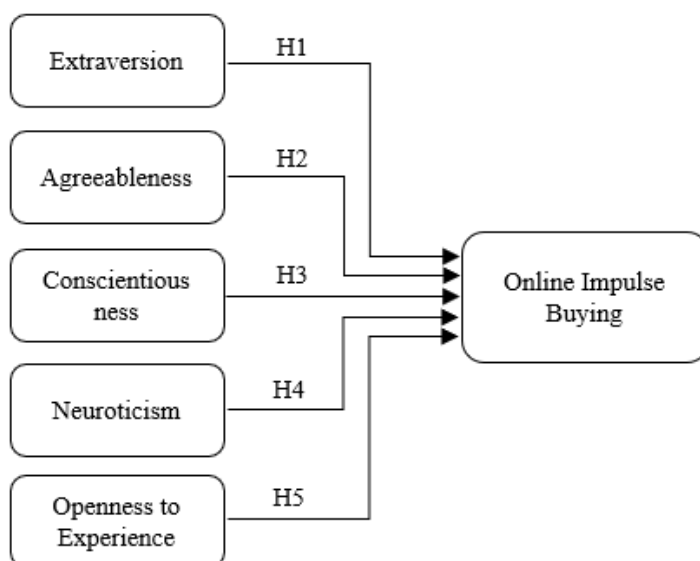


Figure 1. Proposed framework model

### III. METHODS

This research utilizes a random sample methodology, where online questionnaires (Google Forms) would be disseminated through social media platforms, e.g., WhatsApp and Instagram. Additionally, those who have used e-commerce for shopping online are the target audience for this survey. Therefore, subjects who felt they would meet the criteria outlined by the researchers should be able to fill out the questionnaire according to the actual reality in them. The survey was also divided into three parts. The first part was intended to find out the profile of the respondent. The questions pertaining to online shopping transactions were then covered in the second section. This section also aimed to determine whether the respondent is an e-commerce user. Then, the third part was filled with survey items. On a 5-point Likert-type scale, participants indicated how much they agreed or disagreed with the statements; higher scores indicated greater agreement.

Preparing the data, gathering the data, processing the data, and analyzing the data are all steps in the formation of this research. From November to December 2022, this study was carried out. In November 2022, primary data collecting started via an internet survey. Online shoppers were among the respondents. Samples for this investigation were taken in Jakarta.

The questionnaire in this study was modified from past studies. The measurement of each variable of this study was adapted from previous research as displayed in Table 1. All measures used in the current study were derived from their original sources: 'Online Impulse Buying' was developed by Indrajaya and Mahesa (2022), 'Extraversion' by Indrajaya and Mahesa (2022) and Ayob et al. (2022), 'Agreeableness' by Indrajaya and Mahesa (2022), Ayob et al. (2022), 'Conscientiousness' by Ayob et al. (2022), 'Neuroticism' by Indrajaya and Mahesa (2022), and 'Openness to Experience' by Ayob et al. (2022). The proposed framework model can be seen in Figure 1.

Table 1. Survey Items

| Construct   | Code | Survey Items   |
|---|------|--|
| Online Impulse Buying<br>(Indrajaya & Mahesa, 2022)               | IMP1 | I often buy online things spontaneously.                           |
|   | IMP2 | I often buy online things without thinking about the consequences. |
|   | IMP3 | Sometimes I feel like online buying on the spur of the moment.     |
|   | IMP4 | Sometimes I am a bit reckless about what I buy online.             |
| Extraversion<br>(Indrajaya & Mahesa, 2022;<br>Ayob et al., 2022)  | EXV1 | I make friends easily.   |
|   | EXV2 | I am full of energy.   |
|   | EXV3 | I am outgoing and sociable.  |
|   | EXV4 | I am talkative.  |
| Agreeableness<br>(Indrajaya & Mahesa, 2022;<br>Ayob et al., 2022) | AGR1 | I respect others.  |
|   | AGR2 | I am generally trusting.   |
|   | AGR3 | I am a person who avoids conflict.                                 |
|   | AGR4 | I am helpful and unselfish with others.                            |
| Conscientiousness<br>(Ayob et al., 2022)                          | CON1 | I tend to be more careful in doing things.                         |
|   | CON2 | I always consider things carefully before making decision.         |
|   | CON3 | I make plan and follow through with them.                          |
|   | CON4 | I do things efficiently.   |
| Neuroticism<br>(Indrajaya & Mahesa, 2022)                         | NEU1 | I have frequent mood swings.                                       |
|   | NEU2 | I can control my emotions well.                                    |
|   | NEU3 | I dislike myself.  |
|   | NEU4 | I get panic easily.  |
| Openness to Experience<br>(Ayob et al., 2022)                     | OTE1 | I often have interest in new things.                               |
|   | OTE2 | I have a desire to learn something new.                            |
|   | OTE3 | I am curious about many different things.                          |
|   | OTE4 | I am an ingenious and deep thinker.                                |

**IV. RESULTS AND DISCUSSION**

Based on gender, an illustration is obtained that the largest percentage, 60.4%, is of male respondents. Based on age, an illustration is obtained that the largest percentage is 53.1% of respondents aged 17–20. Meanwhile, 46.9% of respondents aged > 20 are the smallest percentage. By profession, it is obtained that the largest percentage of 91.7% of respondents are students. Based on the last education, it is obtained that the largest percentage is 78.1%; the last education of the respondents is high school. Based on the number of transactions in a month, an illustration is obtained that the largest percentage is 43.8% of respondents making transactions 1–2 times. Meanwhile, the smallest percentage is 26% of respondents making transactions of > 5 times.

Table 2. Indicator Loadings

| Item | IMP   | EXV   | AGR   | CON   | NEU   | OTE   |
|------|-------|-------|-------|-------|-------|-------|
| IMP1 | 0.948 |       |       |       |       |       |
| IMP2 | 0.948 |       |       |       |       |       |
| IMP3 | 0.902 |       |       |       |       |       |
| IMP4 | 0.954 |       |       |       |       |       |
| EXV1 |       | 0.904 |       |       |       |       |
| EXV2 |       | 0.930 |       |       |       |       |
| EXV3 |       | 0.901 |       |       |       |       |
| EXV4 |       | 0.920 |       |       |       |       |
| AGR1 |       |       | 0.664 |       |       |       |
| AGR2 |       |       | 0.843 |       |       |       |
| AGR4 |       |       | 0.901 |       |       |       |
| CON1 |       |       |       | 0.931 |       |       |
| CON2 |       |       |       | 0.923 |       |       |
| CON3 |       |       |       | 0.918 |       |       |
| CON4 |       |       |       | 0.882 |       |       |
| NEU1 |       |       |       |       | 0.768 |       |
| NEU2 |       |       |       |       | 0.663 |       |
| NEU3 |       |       |       |       | 0.858 |       |
| NEU4 |       |       |       |       | 0.809 |       |
| OTE1 |       |       |       |       |       | 0.884 |
| OTE2 |       |       |       |       |       | 0.841 |
| OTE3 |       |       |       |       |       | 0.810 |
| OTE4 |       |       |       |       |       | 0.773 |

IMP: Impulse Buying; EXV: Extraversion; AGR: Agreeableness; CON: Conscientiousness; NEU: Neuroticism; OTE: Openness to Experience

Instruments with outer loading exceeding 70%, according to Hair et al. (2014), can be used for additional analysis because they are regarded as eligible. Several items were formerly featured here, but since the value is less than 0.7, we chose to remove them (e.g., AGR3). However, because the value is more than 0.7, the remainder of the items are trustworthy and legitimate (see Table 2).

Table 3. Reliability and Validity

|     | Cronbach's Alpha ( $\alpha$ ) | rho_A | Composite Reliability (CR) | Average Variance Extracted (AVE) |
|-----|-------------------------------|-------|----------------------------|----------------------------------|
| IMP | 0.954                         | 0.958 | 0.967                      | 0.880                            |
| EXV | 0.934                         | 0.940 | 0.953                      | 0.835                            |

|     | Cronbach's Alpha ( $\alpha$ ) | rho_A | Composite Reliability (CR) | Average Variance Extracted (AVE) |
|-----|-------------------------------|-------|----------------------------|----------------------------------|
| AGR | 0.739                         | 0.794 | 0.848                      | 0.665                            |
| CON | 0.934                         | 0.941 | 0.953                      | 0.835                            |
| NEU | 0.781                         | 0.787 | 0.859                      | 0.605                            |
| OTE | 0.849                         | 0.872 | 0.897                      | 0.686                            |

Because Cronbach's alpha and the composite reliability construct both have values larger than 0.70, all of the results are considered acceptable (see Table 3). As an alternative, they can be used to evaluate structural models and hypotheses because they meet the criteria for validity and reliability. Additionally, the Average Variance Extracted (AVE) value for the research construct is higher than 0.5. The assertion that the research tool has passed the dependability test and is suitable for use as a research tool is supported by these findings.

Table 4. Multicollinearity

| Item | VIF  |
|------|------|
| IMP1 | 5.96 |
| IMP2 | 5.60 |
| IMP3 | 3.30 |
| IMP4 | 6.20 |
| EXV1 | 3.33 |
| EXV2 | 4.14 |
| EXV3 | 3.44 |
| EXV4 | 3.71 |
| AGR1 | 1.45 |
| AGR2 | 1.58 |
| AGR4 | 2.10 |
| CON1 | 6.16 |
| CON2 | 5.25 |
| CON3 | 4.02 |
| CON4 | 2.59 |
| NEU1 | 1.78 |
| NEU2 | 1.21 |
| NEU3 | 2.10 |
| NEU4 | 2.17 |
| OTE1 | 2.31 |
| OTE2 | 2.48 |
| OTE3 | 2.14 |
| OTE4 | 1.49 |

The variance inflation factor (VIF) gauges how strongly independent variables correlate with one another. VIFs start at 1 and have no maximum. According to Table 4, there is a moderate connection between all of the independent variable items with VIFs between 1 and 6.

Table 5. Model Summary

| Construct | R <sup>2</sup> | R <sup>2</sup> Adj. |
|-----------|----------------|---------------------|
| IMP       | 0.469          | 0.440               |

As seen in Table 5, online impulse buying has a R<sup>2</sup> value of 0.469, which indicates that the Big Five Personality Traits construct can explain the construct of online impulse buying by 46.9%, while additional constructs outside of the suggested research model can explain the remaining 54.1%. While the value of R-square indicates that Big Five Personality traits can account for

44% of the variation in online impulse buying values, the remaining 66% can be accounted for by other variables outside the study model.

Table 6. Hypothesis Results

| Path      | $\beta$ | Sample Mean | STDEV | T Statistics | P Values |
|-----------|---------|-------------|-------|--------------|----------|
| EXV → IMP | 0.156   | 0.159       | 0.155 | 1.005        | 0.315    |
| AGR → IMP | -0.014  | -0.046      | 0.157 | 0.090        | 0.928    |
| CON → IMP | 0.281   | 0.274       | 0.190 | 1.479        | 0.140*   |
| NEU → IMP | 0.308   | 0.322       | 0.153 | 2.004        | 0.046    |
| OTE → IMP | 0.037   | 0.063       | 0.167 | 0.222        | 0.825    |

All parameters tested at  $p < .05$  except those denoted as \* at  $p < .20$ .

We examined the effects of the cardinal traits of extraversion (EXV), agreeableness (AGR), conscientiousness (CON), neuroticism (NEU), and Openness to Experience (OTE) on online impulse purchase (IMP) and observed the following results: EXV → IMP  $\beta = 0.156$  at  $p > 0.05$ ; AGR → IMP  $\beta = -0.014$  at  $p > 0.05$ ; CON → IMP  $\beta = 0.281$  at  $p < 0.20$ ; NEU → IMP  $\beta = 0.308$  at  $p < 0.05$ ; and OTE → IMP  $\beta = 0.037$  at  $p > 0.05$ . In sum, the personality traits of conscientiousness and neuroticism represent drivers of the trait impulse buying. The following discussion reflects each of the paths (see Table 6) in the hypothesis.

**V. DISCUSSION**

**A. Extraversion has Insignificant Effect on Impulse Buying**

Impulsive purchasing is significantly positively impacted by extraversion ( $\beta = 0.156$ ,  $p > 0.05$ ). People who are extraverted, or easygoing and sociable, are more likely to make impulse purchases, especially when they are approached by salespeople who are offering them products directly. As opposed to traditional stores, where customers interact directly with salespeople, this study involved online shoppers, hence the validity of earlier studies' findings was not established. This result contrasts with Olsen et al.'s (2016) study but is consistent with Permana and Adelina's findings from 2021.

**B. Agreeableness has Insignificant Effect on Impulse Buying**

We reject the aforementioned hypothesis since agreeableness has a positive but insignificant effect on impulse purchase ( $\beta = -0.014$ ,  $p > 0.05$ ). The study by Badgaiyan and Verma (2014) likewise found no evidence to support this claim. People with this trait are concentrated, goal-oriented, and willing to put in extra effort to meet their objectives. They are wise enough to avoid making snap decisions without carefully weighing the advantages and disadvantages. The findings of this study contradict Shehzadi et al.'s (2016) assertion that those who score highly on this feature are rational enough to make sound decisions and are less prone to engage in impulsive shopping.

**C. Conscientiousness has Positive and Significant Effect on Impulse Buying**

In the scenario that tested generic impulsiveness, it was discovered that conscientiousness had apparent impact on buyers' propensity for impulsive behavior ( $\beta = 0.281$ ,  $p < 0.20$ ). This result aligns with previous findings by Olsen et al.'s (2016) study yet contradicts Arifin and Kusumawati's (2022) study. As expected, conscientiousness has a strong relationship with impulsive purchasing. Conscious consumers can manage their impulses and reactions and are self-disciplined, goal-directed, and planning-inclined. Instead of being based on logic and

practical advantages, the tendency to make impulsive purchases is categorized as hedonistic actions linked to emotional experiences.

#### **D. Neuroticism has Positive and Significant Effect on Impulse Buying**

Impulsive purchasing is significantly impacted by neuroticism ( $\beta = 0.308$ ,  $p < 0.05$ ). This outcome is in opposition to Badgaiyan and Verma's (2014) findings, but it is in line with Shehzadi et al.'s (2015) findings. People with this personality feature often experience unpleasant and harmful emotions, are extremely anxious and depressed. Because they are emotionally unstable, neurotic people tend to buy things on impulse. Since neuroticism is the main reaction to stress, these buyers make impulsive, large-scale purchases to relieve their tension. People with high scores for this feature tend to be emotionally and psychologically unstable, which drives them to make impulsive purchases in an effort to feel better. Typically, impulsive purchases are also a result of anxiety and emotional distress.

#### **E. Openness to Experience has Insignificant Effect on Impulse Buying**

It was found that openness to experience had no discernible effect on purchasers' propensity for impulsive action in the scenario that tested unique, imaginative, and broad interests ( $\beta = 0.037$ ,  $p > 0.05$ ). While this conclusion conflicts with Rauf et al.'s (2019) study, it is consistent with earlier findings from Chen and Lee's (2015). According to the study's findings, collectivism culture plays a bigger part in impulsive purchases than personality factors.

### **VI. CONCLUSION**

First off, the framework suggests that online impulsive purchase behavior be evaluated using a variety of personality traits. On the other hand, the study's clear addition comes from validating prior research efforts of pertinent studies in this field through empirical findings. The primary goal of this study was to examine how certain personality traits, such as openness, conscientiousness, extraversion, agreeableness, and neuroticism, may influence online impulsive purchasing behavior. According to analysis of the data gathered from the target audience, conscientiousness and neuroticism are key factors in motivating someone to shop online impulsively. This study adds to our understanding of Indonesian consumers in general and their online shopping habits.

Results from the study could be used by both marketers and retailers to gain valuable information into Indonesian customers' online impulsive buying behavior in connection to their inherent characteristics. While marketers can plan how to best take advantage of the positive association between dimensions like extraversion and neuroticism, it may also be crucial for further research in the field, particularly in the context of Indonesia.

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