

Influence of Big Five Personality on Impulsive Buying Behaviour among Consumers

Lau Shi Jie, Junaidah Yusof, Amalina Ibrahim, Shah Rollah
Abdul Wahab, Irza Hanie Abu Samah, Roziana Shaari, Nur
Syafiqah A Rahim

School of Human Resource Development and Psychology, Faculty of Social Sciences and
Humanities, Universiti Teknologi Malaysia

Email: laujie@graduate.utm.my, amalina.ibrahim@utm.my, shahrollah@utm.my,
rozianas@utm.my, nursyafiqaharahim@utm.my, irzahanie@utm.my

Corresponding Author Email: junaidahy@utm.my

To Link this Article: <http://dx.doi.org/10.6007/IJARPED/v13-i4/24056> DOI:10.6007/IJARPED/v13-i4/24056

Published Online: 12 November 2024

Abstract

Impulsive buying behaviour has surged significantly in contemporary society, particularly during the pandemic, which reshaped consumer purchasing patterns in Malaysia. This phenomenon underscores the need to explore factors driving impulsiveness, as it carries numerous consequences. This study focuses on personality traits as intrinsic factors influencing impulsive buying behaviour. The objectives are to assess the levels of the Big Five personality traits and impulsive buying behaviour and to examine the impact of these traits on impulsive buying behaviour among Malaysian consumers. A quantitative, cross-sectional research design was employed to collect data from consumers in Malaysia. Descriptive analyses, including mean, standard deviation, frequency, and percentage, were conducted, alongside multiple linear regression for inferential analysis. The Big Five Inventory (41 items) and the Impulsive Buying Scale (9 items) were utilised to measure personality traits and impulsive buying behaviour, respectively. The findings revealed a significant influence of extraversion, agreeableness, and conscientiousness on impulsive buying behaviour, while neuroticism and openness showed no significant effect. The study contributes theoretical and practical insights, enriching the literature on the relationship between the Big Five personality traits and impulsive buying behaviour in the Malaysian context. It also offers valuable guidance for marketers and consumers. However, the study faced limitations such as time constraints and inconsistencies with prior research, which identified significant effects for neuroticism and openness. Future research is encouraged to investigate these variables further, focusing on specific locations within Malaysia.

Keywords: Big Five Personality Traits, Impulsive Buying Behaviour, Consumer Behaviour

Introduction

In this globalisation, impulsive buying behaviour in Malaysia become a famous trend due to the rapid growth of the retail market, especially e-retail, during the pandemic that changed

consumer buying behaviour in Malaysia. According to Syed Jaafar (2020), 73 percent of consumers in Malaysia have changed their negative assumptions to positive perceptions toward online shopping during Covid-19. With this statistic, the probability of being involved in impulsive buying behaviour might increase as there are alternative shopping methods.

Personality is one of the intrinsic factors that can contribute to impulsiveness behaviour (Anglim & O'Connor, 2019). Big Five personality traits (BFPT) are a well-established psychological framework applicable in most circumstances (Anglim & O'Connor, 2019). According to Hee (2014), it supported the application of BFPT in the Malaysian context with high validation and reliability. There are some previous studies have shown the influence of the five dimensions of traits on impulsive buying behaviour (IBB). Still, the results are contradicted as some findings showed all five dimensions influence IBB significantly Türkyilmaz et al. (2015), but the results of Miao et al. (2019) show that only neuroticism and openness have a significant influence on it. Hence, examining the big five personality traits of impulsive buying behaviour is crucial to overcome the research gap. The present research studies how BFPT influence IBB among consumers in Malaysia to provide valuable insight into predicting IBB from personality across cultures in the Malaysian context.

IBB is the behaviour when the consumer experiences urgency and is involved in buying spontaneously without any plan and needs to make the purchase (Husnain et al., 2016). In the previous two decades, researchers and marketers have conducted many studies to identify the impact of consumers' buying points of interaction that unconsciously lead to impulsive buying decision-making (Parsad et al., 2019). Historical research supported the idea that there was a positive relationship between certain personality traits and IBB in the late 1990s. However, the influence of personality traits on IBB among consumers is still further studied to predict impulsiveness from a psychological perspective, as the majority of previous studies are about an external factor like price, hedonism and so on (Miao et al., 2019).

In today's consumerist society, impulsive buying behaviour become a prevalent phenomenon because it brings a lot of consequences like the rise of financial issues, guilty feelings and social disapproval Rook (Parsad et al., 2019). The condition becomes terrible when there is an existing "paycheck to paycheck" trend, which means people live without financial reserves or savings as there is approximately 55 per cent of Malaysians live in such conditions, according to Ringgit Plus Malaysian Financial Literacy Survey (RMFLS) in 2022. However, awareness about the spending impulsive habit is still deficient as credit card outstanding balances rose for the third consecutive month in July, reaching the highest level (RM35.89 billion) since February 2020, when the balance was RM38.05 billion, showing the excessive spending among consumers in Malaysia (Tay, 2022). Despite the growth of impulsive buying behaviour, there are few studies about the big five personality traits of that behaviour. Most empirical studies are about materialism, novelty and shopping enjoyment tendencies on behaviour in India n context (Badgaiyan & Verma, 2014). To overcome this gap, the present study will examine the influence of personality traits by using the Big Five personality traits on impulsive buying behaviour in the Malaysian context. Besides, this study also overcomes the gap in which the result of Big Five Personality Traits in previous studies was inconsistent, as Türkyilmaz et al. (2015) found significant impacts across all five dimensions, Miao et al. (2019) observed significant influences only in neuroticism and openness.

Big Five Personality Traits

In general, personality is defined by Allport as an individual dynamic state that adapts to the surroundings, while Hogan explains it as thoughts, feelings, and responses to different circumstances (Husnain et al., 2016). Besides, John defines personality as a quality or characteristic that portrays individual action and experience by explaining these traits at different degrees of abstraction, from extremely detailed to more general. Lastly, the definition of personality refers to how surroundings shape one personality into the uniqueness of one psychological characteristic (Hendrawan & Nugroho, 2018). Operationally, the definition of personality is a quality or trait that uses the Big Five Model to explain individual differences by understanding the extent or degree of characteristics in Malaysia (John et al., 1991). Big Five personality theory was initially introduced by D.W. Fiske in 1949, followed by numerous researchers ((Digman, 1990). Due to various versions of the model, McCrae and Costa refined it into five vital elements, including OCEAN, for personality assessment in a general context. Openness reflects individual traits of creativity, flexibility and curiosity (Rizki et al., 2022). It can be interpreted that individuals with high scores will accept new things openly, which leads to impulsiveness to fulfil curiosity. Conscientiousness means responsibility, reliability and organisation. It portrayed those with low conscientiousness scores as having low self-control over their behaviour. Extraversion is sociable, energetic, and cheerful. An extrovert individual will seek interacting behaviour to fulfil their sociable stimulation. Agreeableness reflects warmth and cooperation, while neuroticism is emotional instability. People with high agreeableness tend to be vulnerable to other recommendations, while low neurotic people remain calm in decision-making.

Impulsive Buying Behaviour

According to Rook and Gardner, impulsive buying is the engagement of rapid decision-making and the propensity for instantaneous possession of a product without any preparative behaviour (Muruganantham & Bhakat, 2013). Beatty and Ferrell interpret impulsive buying as spontaneous buying without any plan to satisfy buying desire. Meanwhile, Rook and Fisher describe impulsive buying behaviour as the buying habit of a consumer instantly without any consideration and along with physical action. The behaviour is defined using the Impulsive Buying Scale (IBS) to explain the disposition of unplanned and instantaneous purchases without any intention or consideration of its impact, stimulated by personality (Rook & Fisher, 1995). It consists of nine items that indicate impulsive buying behaviour, from a range of actions to desire to deliberate purchasing decisions instantly. The scale includes statements like "I often buy things spontaneously" and "Buy now". At the same time, there is a reverse-coded item like "I carefully plan most of my purchases" to assess the impulsive buying tendencies comprehensively. Hawkins Stern's model proposed that pure impulsive buying is triggered by emotional appeal without any advanced plan to buy a certain product. Hence, if stimulated by emotion, consumers will tend to buy an item either online or offline.

Influence of Big Five Personality on Impulsive Buying Behaviour

In the past six decades, impulsive buying behaviour has been studied intensively. According to Khan (2019), the research conducted in Karachi indicates that all dimensions of personality influence impulsive buying behaviour significantly except agreeableness. Besides, the study applied the purposive sampling method and PLS-SEM to conduct and analyse the study in DKI Jakarta to get the result portraying that extraversion, conscientiousness, and neuroticism have a significant positive result on impulsive buying behaviour exclude agreeableness and

openness (Indrajaya & Mahesha, 2022). Moreover, the result with 350 respondents from shopping malls located in Islamabad, Lahore, Karachi, Faisalabad and Quetta indicated that the hypothesis about the impact of extraversion, conscientiousness and agreeableness toward behaviour is rejected because their p-value exceeds 0.05 (Miao et al., 2019).

Besides international research, some local research studies the influence of five-dimension traits and impulsive buying behaviour. There are approximately 808 participants collected in Facebook commerce. Based on that study, the researcher found that only conscientiousness, extraversion and openness significantly influence impulsive buying behaviour (Leong et al., 2017). According to Chein et al. (2020), the researchers just examined conscientiousness and extraversion, with the results showing there are negative influences of conscientiousness and a positive impact of extraversion on impulsive buying behaviour with a beta-coefficient of -0.269 and 0.154, respectively. Lastly, a quota non-probability sampling technique was employed to conduct the study in hypermarkets and shopping malls from middle-income families in Selangor, Wilayah Persekutuan Kuala Lumpur and Wilayah Persekutuan Putrajaya with 371 respondents (Looi et al., 2016). Openness and neuroticism show a negative and positive relationship with impulsive buying behaviour, with parameter estimates of -0.17163 and 0.32248, respectively. The following Figure 1 illustrates the framework of the study. The framework of this study is divided into two main parts: the independent variable and the dependent variable. There are five independent variables: extraversion, conscientiousness, neuroticism, agreeableness, and openness, and one dependent variable is impulsive buying behaviour.

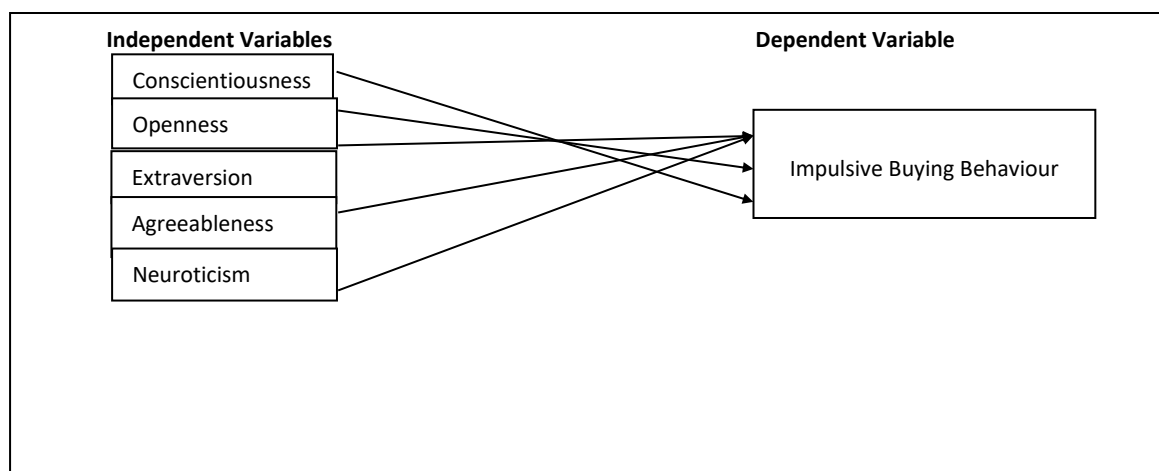


Figure 1 Research Framework of the study

Objective

In this study, there are two objectives:

Examine the level of Big Five personality traits and impulsive buying behaviour among consumers in Malaysia.

Investigate the influence of Big Five personality traits on impulsive buying behaviour among consumers in Malaysia.

Methods and Instruments

The research designs employed in this study are quantitative, cross-sectional studies, and associations to examine the influence of big five personality traits (BFPT) on impulsive buying behaviour (IBB) among consumers in Malaysia. In the big five personality traits, there are five dimensions, including extraversion, agreeableness, openness, neuroticism and conscientiousness, which are the independent variables. At the same time, impulsive buying behaviour is the dependent variable among consumers in Malaysia. According to Krejcie and Morgan, in 1970, the minimum sample size needed was 384 participants to represent consumers in Malaysia (Kenpro., 2016). The sampling technique used is convenience sampling technique, a non-probability sampling method in which the researcher reaches the participants at the easiest accessibility (Andrade, 2021). A set of English questionnaires is employed to collect data, and it requires at least 10 minutes to complete all three sections through online platforms like Instagram, Telegram, and WhatsApp. Respondents are allowed to withdraw anytime, as this survey is completely voluntary.

Research Instrument

In collecting the demographic information, questions like gender, age, race, occupation, marital status, education level, salary and year of shopping experience need to be answered to examine the level of BFPT and IBB among consumers in Malaysia by using the Big Five Inventory (BFI) and Impulsive Buying Scale (IBS) respectively. BFI was established by John, Donahue, and Kentle in 1991 with 44 items to measure five dimensions of personality (John et al., 1991). In BFI, the scale used are five Likert scales: Disagree Strongly-1, Disagree A Little-2, Neither Agree Nor Disagree-3, Agree A Little-4 and Agree Strongly-5. The reliability of BFI is supported by a study that administered the BFI to participants from 56 nations in 28 languages with high internal reliability across the cultures (Schmitt et al., 2007). According to Mudayat et al. (2022), BFI was also proven to be reliable and valid in the Malaysian context, where the overall Cronbach's alpha coefficient was 0.968. Meanwhile, IBB was developed by Rook and Fisher in 1995 and consists of nine items with five Likert scales, including Strongly Disagree-1, Disagree-2, Neither Agree Nor Disagree-3, Agree-4 and Strongly Agree-5 to assess impulsive buying. The scale showed high reliability with a Cronbach alpha of 0.81 (Rook & Fisher, 1995). The reverse items for BFI are questions 2, 6, 8, 9, 12, 18, 21, 23, 24, 27, 31, 34, 35, 37, 41 and 43, while only question 8 is being reversed for IBB. Results show that the high score means a high level for each dimension and IBB.

Data Analysis

SPSS version 29 was used to conduct descriptive and inferential analyses of this study. The data distribution is normally distributed, while skewness and kurtosis for all dimensions and impulsive buying behaviour are within the range, which is ± 2 for preliminary data. Descriptive analysis like frequency, percentage, mean and standard deviation is employed to analyse the demographic profile to examine the level of BFPT and IBB among the consumers in Malaysia by calculating the mean score and determining the level based on the mean score fall in which mean range either low, moderate or high. Meanwhile, inferential analysis, which is multiple linear regression, is used to investigate the influence of BFPT on IBB among consumers in Malaysia.

Multiple linear regression is the expansion of simple linear regression that uses two or more explanatory variables to forecast the outcome of the dependent variable. This study will also provide correlation by engaging multiple variables to investigate their relationship in a non-parametric context because the data predicts an abnormal distribution (Kumar, 2018). The formula for multiple linear regression is $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$. Where β_0 is the constant or Y-axis intercept, β_1 is the slope of the line, X is the value of independent value, Y is the value of dependent value, and e is the standard error (Kumar, 2018).

Results and Discussion

The total number that was collected was 397 respondents through an online Google Form questionnaire, as shown in Table 1. Most participants (65.7%) are female and 34.3% are male. Besides, the respondents aged between 18 to 25 years old are the highest sampling population which is 31.5% followed by respondents in the age category between 34 to 41 years old (18.9%) and the third highest age sampling population belonging to the respondents aged between 42 to 49 years old that contribute 18.4%. This study also consists of occupation information. Employed respondents have the highest percentage at 68.5%, followed by students at 27.7%. Regarding salary information, most respondents are B40 with a percentage of 42.1%, followed by 39.5 % of M40 respondents and 73 respondents from the T20 group. A large segment of the population are respondents in married status, with a percentage of 52.9 %, while a total of 180 respondents are in a single status. Most of the respondents hold a PhD certificate, with a percentage of 44.1%, followed by 39.8% of the degree holders. Lastly, most respondents have more than ten years of shopping experience, and approximately 17.9% have four to six years of shopping experience.

Table 1

Demographic Profiling of the Respondents

Factor	Category	Frequency	Percentage(%)
Gender	Female	261	65.7
	Male	136	34.3
Age	18-25 years old	125	31.5
	26-33 years old	52	13.1
	34-41 years old	75	18.9
	42-49 years old	73	18.4
	50-57 years old	57	14.4
	58-65 years old	14	3.6
	66-73 years old	1	0.3
Ethnicity	Malay	233	58.7
	Chinese	109	27.5
	Indian	41	10.3
	Others	14	3.5
Occupation	Self-employed	3	0.8
	Employed	272	68.5
	Student	110	27.7
	Retired	3	0.8
	Housewife	6	1.5
	Out of Work	3	0.8
Salary	Less than Rm4849	167	42.1

	RM4860-RM10959	157	39.5
	RM10960 and above	73	18.4
Marital Status	Single	180	45.3
	Married	210	52.9
	Divorced	4	1.0
	Widowed	3	0.8
Education Level	SPM	7	1.8
	STPM/Diploma	24	6.0
	Degree	158	39.8
	Master	33	8.3
	PhD	175	44.1
Year of shopping experience (either online or offline in Malaysia)	Less than 1 years	13	3.3
	1-3 years	50	12.7
	4-6 years	71	17.9
	7-9 years	30	7.6
	10 years and above	233	58.7

Level of Big Five Personality Traits and Impulsive Consumer Behaviour

The first objective of this study is to examine the level of Big Five personality traits among consumers in Malaysia. Table 2 shows the result of trait level. The extraversion level is moderate as its overall mean falls within the moderate range ($M=3.16\pm0.627$). 284 out of 390 respondents have a moderate level of extraversion, while 70 respondents have a high extraversion level. For agreeableness, its level is high with $M=3.87\pm0.518$, where there are 237 respondents have the agreeableness trait with a high degree. However, there is no low level of agreeableness among the respondents. The result showed that there is a moderate level of conscientiousness among 390 respondents ($M=3.60\pm0.607$). Most respondents have a moderate level of conscientiousness, which is 229 out of 390 respondents. Only four respondents have a low level of conscientiousness. The findings also revealed that neuroticism and openness also have moderate levels, where their mean are 2.72 and 3.47, respectively, with standard deviations of 0.717 and 0.453. The total number of respondents who fall in the moderate level of neuroticism category is 247, while 34 respondents have a low level of neuroticism. Lastly, 269 respondents have a moderate level of openness, while only two participants have a low degree of openness.

Table 2

Level of Big Five Personality Traits

Dimensions	Level	Frequency (%)	Maximum	Minimum	Mean	Std. Deviation
Extraversion	Low	35 (8.8)	4.53	1.63	3.15	0.584
	Moderate	297 (74.8)				
	High	65 (16.4)				
Agreeableness	Low	0	5.00	2.56	3.87	0.518
	Moderate	159 (40.1)				
	High	238 (59.9)				
Conscientiousness	Low	4 (1.0)	5.00	2.22	3.60	0.607
	Moderate	238 (59.9)				
	High	155 (39.0)				
Neuroticism	Low	107 (27.0)	4.88	1.00	2.72	0.717
	Moderate	256 (64.5)				
	High	34 (8.6)				
Openness	Low	0 (0.0)	4.80	2.20	3.47	0.453
	Moderate	236 (59.4)				
	High	161 (40.6)				

The finding found that all dimension levels, including extraversion, conscientiousness, openness and neuroticism among consumers in Malaysia, are moderate except for the high level of agreeableness. These results about the extraversion, conscientiousness and neuroticism level are consistent with the previous study conducted in North Delta, Egypt (Shemeis et al., 2021). However, there are some contradictory results on openness and agreeableness levels in that past study. The openness level is high, with a mean of 3.81, while the moderate agreeableness score is 3.488. The differences can be explained by using cultural factors. Malaysia consists of an Asian population emphasising collectivism, which leads to a high level of agreeableness and moderate openness because cultural factors somehow restrict it from maintaining social harmony. At the same time, Europeans are derived from the North Delta and mostly practice individualism, which makes them more open-minded compared to consumers in Malaysia. Hence, the results for openness and agreeableness levels are different in terms of contextual differences. According to Shah (2016), the gender difference also affects the personality level. The agreeableness level among females in India is higher than that of males, while the rest of the dimension level is vice versa. It supported

this finding as the number of female consumers, 64.4%, are higher than males, contributing to the high level of agreeableness in Malaysia. Lastly, age also influences trait levels where there is a positive relationship between agreeableness and conscientiousness, while a negative relationship between extraversion and neuroticism with age, except openness increases in late adolescence but declines in late adulthood. It explained that moderate level of all four dimensions except agreeableness as the number of Generation X, Y and Z are approximately the same to one another balance the level. The high agreeableness level in this study is supported by an article that showed that the agreeableness level falls within the high and average range across all ages (Andersen et al., 2013).

Level of Impulsive Buying Behavior Among Consumers in Malaysia

In Table 3, the findings indicated that the level of impulsive buying behaviour falls within the moderate range, with the overall mean among nine items being 2.43 and its standard deviation being ± 0.796 . The number of respondents with a low level of impulsive buying behaviour is 182, while 31 respondents have a high level of impulsive buying behaviour among 390 respondents.

Table 3

Level of Impulsive Buying Behaviour

Dependent Variable	Level	Frequency (%)	Maximum	Minimum	Mean	Std. Deviation
Impulsive buying behaviour	Low	182 (45.8)	4.56	1.00	2.43	0.796
	Moderate	184 (46.3)				
	High	31 (7.8)				

This result is aligned with an article that stated the negative relationship between education level and IBB (Asad et al., 2012). The IBB level is moderate because most participants are PhD level and tend to make decisions rationally and plan their budget systematically compared to others (Hejase et al., 2018). Besides, most of the respondents are married women, followed by single women, especially those below 30 years old who moderate the IBB level in this study, as there is a study mentioned that married women tend to restrict their family expenses to avoid impulsive buying behaviour Geetha and Bharadhwaj (2016) while a single female who below 30 years old tend to buy impulsively (Sharma et al., 2020). Moreover, salary also contributes to the IBB level as Pradhan (2016) stated more cash availability, while Ali and Zubairi (2020) stated that higher income, especially pure IBB, would increase the IBB level. According to Hawkins Stern's theory, pure IBB is a purchase made without an initial plan due to emotional appeal (Aruna & Santhi, 2016). This past study supported the findings in this research as the majority are B40, which restricts their IBB in Malaysia.

Nevertheless, this research received answers mostly from students and employees who moderated the level. An article mentioned that self-employed people tend to be involved in IBB as they have more financial capability than others (Joghee & Alzoubi, 2021). Lastly, years of online or offline shopping experience (YSE) also affect the level because they might be

familiar with the marketing strategy. Despite there being no direct relationship between YSE and IBB, a study showed that mature shoppers experienced dissatisfaction as the marketing strategy failed to meet their expectations in shopping malls (Rousseau & Venter, 2014). Hence, education, marital status, job status, salary and YSE also influence the IBB level.

Influence of Big Five Personality Traits on Impulsive Buying Behavior

Based on Table 4, neuroticism has a weak positive relationship, while extraversion has a strong positive association with impulsive buying behaviour because their p are 0.234 and 0.505, respectively. Besides, the result also showed that there is a moderate negative association between conscientiousness and agreeableness with impulsive buying behaviour because p is within the range of 0.30 until 0.39 with a p -value of less than 0.001 (Kumar, 2018). Meanwhile, there is no significant association between openness and impulsive buying behaviour because the p -value exceeds 0.05.

Table 4

Association Between Big Five Personality Traits on Impulsive Buying Behaviour

		Extraversion	Agreeableness	Conscientiousness	Neuroticism	Openness
IBB	Association	0.505	-0.351	-0.330	0.234	-0.070
	(p)					
	Sig	<0.001	<0.001	<0.001	<0.001	0.163
	(2-tailed)					

**significance level $P < 0.001$

The last objective is to investigate the influence of Big Five personality traits on impulsive buying behaviour among consumers in Malaysia. Table 5 indicates the strong relationship between independent and dependent variables, as the R -value is 0.619. Besides, the result also can be interpreted that when there is an increase in one unit of standard deviation for extraversion, it will increase by 0.498 units in impulsive buying behaviour among the consumers. For agreeableness and conscientiousness, the increase of one standard deviation of both dimensions will decrease by 0.187 and 0.205 units in IBB among the consumers, respectively. Extraversion, agreeableness and conscientiousness also explain 38.4% of the variance in the IBB among the consumers in Malaysia, while the remaining percentages are due to other factors. Hence, these three dimensions have a significant influence on IBB. Meanwhile, neuroticism and openness fail to perform as predictors of impulsive buying behaviour among consumers in Malaysia, as their p -values exceed 0.05, which is 0.943 and 0.611, respectively. It shows that neuroticism and openness have no significant influence on impulsive buying behaviour among consumers in Malaysia.

Table 5

Regression Analysis of Big Five Personality on Impulsive Buying Behaviour

Variables	R	R ²	F	B	P(Anova)	P(Beta)
Extraversion	0.619	0.384	48.695	0.498	<0.001	<0.001
Agreeableness	0.619	0.384	48.695	-0.187	<0.001	<0.001
Conscientiousness	0.619	0.384	48.695	-0.205	<0.001	<0.001
Neuroticism	0.619	0.384	48.695	-0.004	<0.001	0.943
Openness	0.619	0.384	48.695	0.022	<0.001	0.611

**significance level $P < 0.001$

The last objective of this study is achieved as extraversion, conscientiousness, and agreeableness significantly influence IBB, except neuroticism and openness have no significant influence on IBB among consumers in Malaysia. There are significant positive and negative positive influences of extraversion, conscientiousness, and agreeableness on IBB. Thompson and Prendergast (2015) supported the present findings with the results showing that conscientiousness and extraversion significantly influence IBB and can predict IBB consistently. The null hypothesis was rejected as agreeableness negatively influences IBB in this study. The Big Five Personality model defined extraversion as being sociable and like to mix around (Rauf et al., 2019). Extrovert consumers tend to buy impulsively due to peer pressure or the presence of a salesman (Hendrawan & Nugroho, 2018). Besides, consumers with agreeableness negatively influence IBB because they are thoughtful and considerate of all aspects, like the qualities of certain products, before purchase, which leads to low IBB proneness (Rizki et al., 2022). Consumers with low conscientiousness are prone to engage in IBB because of a lack of self-control (Sofi & Najar, 2018).

Meanwhile, neuroticism and openness are not what has been hypothesised because both dimensions have no significant influence on IBB among consumers in Malaysia. According to Hendrawan and Nugroho (2018), it stated that consumers with high openness are always exploring things to fulfil core benefits. Based on that statement, it explained that open consumers are willing to try new things, but it does not necessarily mean they are inclined to engage in IBB. This study's findings are inconsistent with past studies showing that neuroticism affects IBB (Miao et al., 2019). It might be due to the temporal conditions like economic recession contributing to IBB restriction as their fear of financial difficulty is stronger than immediate pleasure stimulated by IBB among the neurotic consumers. The reason was validated by a study that figured out that economic conditions moderate the relationship between pleasure and IBB (Zhao et al., 2022).

Conclusion

In addition, the present research findings have some significant theoretical and practical implications. In theoretical implication, it contributes to the existing literature by diving into the influence of the big five personality traits on IBB among consumers in Malaysia. In this study, the findings indicated that extraversion, conscientiousness, and agreeableness significantly influence IBB. Besides, this study also tests the appropriateness of theories or models employed to explain the influence of big five personality traits on IBB. Big Five Theory and Hawkins Stern's theory are used to discuss the topic in this study.

Nevertheless, this study provides valuable insight to future researchers as demographic profiles like age, gender, and education level can influence the Big Five personality traits and IBB. On the other hand, this research not only provides theoretical implications but also involves practical implications. The practical implications can be attributed to two different readers, The target readers are the marketer and the consumers themselves. By reading this research, the marketers can further understand how personality traits affect impulsive buying behaviour in Malaysia. They can plan their marketing strategy to target their customer segment based on their personality. For example, marketers can promote high-end products to highly agreeable ones because they tend to be thoughtful by weighing the benefits of certain products. Besides, the salesman can also tailor interaction by identifying their customer's personality to increase customer satisfaction and engagement, which can contribute to impulsive buying behaviour.

Moreover, the consumers can also benefit after reading this article because it will increase awareness to avoid being involved in IBB if the consumers understand how their internal factor affects their decision-making when purchasing the product. Consumers can reflect their personalities consciously to reduce their impulsiveness, like neurotic consumers who are aware of their negative emotions and try to modify their buying behaviour as they are aware of their negative emotional arousal. Lastly, the consumers can be educated to understand the decision-making process from a psychological aspect to the restraint of their IBB.

Despite some contributions, some research limitations need to be improved, and some suggestions need to be made to future researchers. Firstly, the results of neuroticism and openness are inconsistent with previous studies because the inconsistent result might be due to the other unexplored variables that can influence the consumers' impulsive buying behaviour. Future academicians can include other variables that influence impulsive buying behaviour. Secondly, the limitation is the sample only in the Malaysian population, which cannot represent other contexts. Future research can further study other populations for a more holistic comparison analysis, as different countries have different cultural backgrounds that might affect their personality and impulsive buying behaviour. Last but not least, the method of collecting data is also one of the limitations because the data in this research is collected online by convenience sampling technique that causes unequal data distribution. Consequently, the data collected might be inaccurate. Therefore, random sampling is recommended to duplicate the study for data accuracy purposes.

In conclusion, the objectives of this study have been achieved. The findings can examine the level of Big Five personality traits and impulsive buying behaviour among consumers in Malaysia and investigate the influence of five-dimension traits on impulsive buying behaviour. Most of the dimensions are at a moderate level, except the level of agreeableness is high among consumers in Malaysia. In contrast, the level of impulsive buying behaviour among consumers is moderate in Malaysia. Lastly, the result also found that there are significant positive influences of extraversion and negative influences of conscientiousness and agreeableness on impulsive buying behaviour. Despite there is no significant influence of openness and neuroticism on impulsive buying behaviour, it provides the research gap to further study these two dimensions for future researchers.

References

- Ali, M. A.-B., & Zubairi, S. A. (2020). Impact of demographic factors on impulse buying behaviour: A study of consumer behaviour in supermarkets of Karachi. *European Journal of Business and Management Research*, 5(3).
- Andersen, S. L., Sun, J. X., Sebastiani, P., Huntly, J., Gass, J. D., Feldman, L., Bae, H., Christiansen, L., & Perls, T. T. (2013). Personality factors in the long life family study. *Journals of Gerontology Series B: Psychological Sciences and Social Sciences*, 68(5), 739-749.
- Andrade, C. (2021). The inconvenient truth about convenience and purposive samples. *Indian Journal of Psychological Medicine*, 43(1), 86-88.
- Anglim, J., & O'Connor, P. J. (2019). Measurement and research using the Big Five, HEXACO, and narrow traits: A primer for researchers and practitioners. *Australian Journal of Psychology*, 71(1), 16–25. <https://doi.org/https://doi.org/10.1111/ajpy.12202>
- Aruna, S., & Santhi, P. (2016). *Impulse Purchase Behaviour Among Generation Y*. SSRN.
- Asad, S., Jaweria, leeb, Q., Faheem, Z., & Kaleem, S. (2012). The influence of personality on impulsive and compulsive buying behaviours. *African journal of business management*, 6(6), 2187-2194.
- Badgaiyan, A. J., & Verma, A. (2014). Intrinsic factors affecting impulsive buying behaviour—Evidence from India. *Journal of Retailing and Consumer Services*, 21(4), 537-549.
- Chein, T. S., Hui, O. T., & Lee, C. J. (2020). Factors Affecting Impulsive Buying Behaviour—Evidence from Malaysia. *Global Business & Management Research*, 12(2).
- Digman, J. M. (1990). Personality structure: Emergence of the five-factor model. *Annual review of psychology*, 41(1), 417-440.
- Geetha, M., & Bharadhwaj, S. (2016). Impulse Buying Behavior In India—An Overview. *Asian Journal of Business Research*, 6(1).
- Hee, O. C. (2014). Validity and reliability of the Big Five personality traits scale in Malaysia. *International Journal of Innovation and Applied Studies*, 5(4), 309.
- Hejase, H. J., Skaff, Y., El Skaff, D., & Hejase, A. J. (2018). Influence of education and emotional intelligence on consumers' impulsive buying behavior. *International Review of Management and Business Research*, 7(3), 732-757.
- Hendrawan, D., & Nugroho, D. A. (2018). Influence of personality on impulsive buying behaviour among Indonesian young consumers. *International Journal of Trade and Global Markets*, 11(1-2), 31-39.
- Husnain, M., Qureshi, I., Fatima, T., & Akhtar, W. (2016). The Impact of Electronic Word-of-Mouth on Online Impulse Buying Behavior: The Moderating role of Big 5 Personality Traits. *Journal of Accounting & Marketing*, 05(04). <https://doi.org/https://doi.org/10.4172/2168-9601.1000190>
- Indrajaya, A. N., & Mahesha, G. (2022). THE INFLUENCE OF BIG FIVE MODEL (BFM) PERSONALITY TRAITS ON ONLINE IMPULSIVE BUYING: EVIDENCE FROM WEBSITE USER IN DKI JAKARTA AREA. *International Journal of Business, Economics and Law*, 26(1 (April)).
- Joghee, S., & Alzoubi, H. (2021). Expats impulse buying behaviour in UAE: A customer perspective. *Journal of Management Information and Decision Sciences*, 24(1), 1-24.
- John, O. P., Hampson, S. E., & Goldberg, L. R. (1991). The basic level in personality-trait hierarchies: studies of trait use and accessibility in different contexts. *Journal of personality and social psychology*, 60(3), 348.

- Kenpro. (2016). *Sample Size Determination Using Krejcie and Morgan Table*. KENPRO. . Retrieved April 5, 2023 from <https://www.kenpro.org/sample-size-determination-using-krejcie-and-morgan-table/>
- Khan, S. W. (2019). Impact Of Five Personality Traits On Impulsive Buying Behavior. *Journal of Marketing Strategies*, 1(1), 22-37.
- Kumar, R. (2018). *Research methodology: A step-by-step guide for beginners*. Sage.
- Leong, L.-Y., Jaafar, N. I., & Sulaiman, A. (2017). Understanding impulse purchase in Facebook commerce: does Big Five matter? *Internet Research*.
- Looi, K. Y., Lee, S. N., Low, Y. Y., Tey, E. E., & Yeo, K. W. (2016). *The Relationship Between Big Five Model and Impulsive Buying Behaviour of Middle Income Families In Peninsular Malaysia: A Study on Post GST Implementation* [UTAR].
- Miao, M., Jalees, T., Qabool, S., & Zaman, S. M. A. (2019). The influences of personality, culture and store stimuli on impulsive buying behavior. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 188–204. <https://doi.org/https://doi.org/10.1108/apjml-09-2018-0377>
- Mudayat, N. A., Jaladin, R. A. M., & Khalid, N. M. (2022). Kesahan dan Kebolehpercayaan Big Five Inventory (BFI) di Malaysia: Analisis Faktor Penerokaan (Validity and Reliability of the Big Five Inventory (BFI) in Malaysia: An Exploratory Factor Analysis). *JURNAL PSIKOLOGI MALAYSIA*, 36(1).
- Muruganantham, G., & Bhakat, R. S. (2013). A Review of Impulse Buying Behavior. *International Journal of Marketing Studies*, 5(3). <https://doi.org/https://doi.org/10.5539/ijms.v5n3p149>
- Parsad, C., Prashar, S., Vijay, T. S., & Sahay, V. (2019). Role of In-Store Atmospheric and Impulse Buying Tendency on Post-Purchase Regret. *Journal of Business & Management*, 25(1).
- Pradhan, V. (2016). Study on impulsive buying behavior among consumers in supermarket in Kathmandu Valley. *Journal of Business and Social Sciences Research*, 1(2), 215-233.
- Rauf, A., Hashmi, A., & Ahmad, A. (2019). The Impact of Personal Traits of the Consumers on their Impulsive Buying Behavior of Pakistan. *iRASD Journal of Management*, 1(1), 46-62.
- Rizki, F. D., Chan, A., Barkah, C. S. a., & Tresna, P. W. (2022). The Impact of Big Five Personality towards Impulsive Buying Behavior. *IJEED (International Journal of Entrepreneurship and Business Development)*, 5(2), 216-228.
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of consumer research*, 22(3), 305-313.
- Rousseau, G. G., & Venter, D. J. (2014). Mall shopping preferences and patronage of mature shoppers. *SA Journal of Industrial Psychology*, 40(1), 1-12.
- Schmitt, D. P., Allik, J., McCrae, R. R., & Benet-Martínez, V. (2007). The geographic distribution of Big Five personality traits: Patterns and profiles of human self-description across 56 nations. *Journal of cross-cultural psychology*, 38(2), 173-212.
- Shah, Y. (2016). Personality differences between males and females based on Big Five factors—An empirical study. *PEOPLE: International Journal of Social Sciences*, 2(1), 544-554.
- Sharma, M., Rana, R., Tripathi, S., & Kumar, A. (2020). The study of impulse buying behavior in context with age, gender and marital status. *International Journal of Indian Psychology*, 8(4).

- Shemeis, M., Asad, T., & Attia, S. (2021). The influence of big five factors of personality on compulsive buying: the mediating role of consumer negative emotions. *American Journal of Business and Operations Research*, 2(1), 5-23.
- Sofi, S. A., & Najar, S. A. (2018). Impact of personality influencers on psychological paradigms: An empirical-discourse of big five framework and impulsive buying behaviour. *European Research on Management and Business Economics*, 24(2), 71-81.
- Syed Jaafar, S. (2020). *Over two-thirds of Malaysians now more comfortable shopping online after Covid-19 — StanChart*. The Edge Markets. Retrieved April 5, 2023 from April 5, 2023, from <https://www.theedgemarkets.com/article/over-two-thirds-malaysians-now-more-comfortable-shopping-online-after-covid19-%E2%80%94-stanchart>
- Tay, C. (2022). *Malaysians use credit cards more and borrow more*. The Edge Markets. Retrieved April 5, 2023 from <https://www.theedgemarkets.com/article/malaysians-use-credit-cards-more-and-borrow-more#:~:text=Bank%20Negara%20Malaysia%20data%20shows,purse%20strings%20to%20spend%20more.Tay>
- Thompson, E. R., & Prendergast, G. P. (2015). The influence of trait affect and the five-factor personality model on impulse buying. *Personality and Individual Differences*, 76, 216-221.
- Türkyilmaz, C. A., Erdem, S., & Uslu, A. (2015). The Influences of Personality Traits and Website Quality on Online Impulse Buying. *Procedia - Social and Behavioral Sciences*, 175, 98-105. <https://doi.org/https://doi.org/10.1016/j.sbspro.2015.01.1179>
- Zhao, Y., Li, Y., Wang, N., Zhou, R., & Luo, X. (2022). A meta-analysis of online impulsive buying and the moderating influence of economic development level. *Information Systems Frontiers*, 24(5), 1667-1688.