

## **Personality - its impact on impulse buying behaviour among the retail customers in Kochin city**

Sagini Thomas Mathai<sup>1</sup>, Dr. R. Haridas<sup>2</sup>

<sup>1</sup>(Research Scholar, Karpagam University, Coimbatore)

<sup>2</sup> (Asst.Professor, Dept. of Management Studies, Govt. Arts College, Salem)

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**Abstract:** *The proliferation of organised retail in the form of malls & brand outlets has brought in a sea change in the shopping habits of Indian customers, who considers this as an entertainment. This trend was accentuated with the buying capacity of customers. This has led to the rapid increase in impulse buying behaviour. Majority of the customers are deciding their purchases inside the store due to in store stimuli, availability of credit cards and the influence of the sales staff or the fellow customers and sometimes because of customer's personality traits. This study investigates on the influence of /relations between the impulse buying on different personality traits among the retail customers in Kochin city. Big Five Personality test has been used as an instrument to reveal the relationship between these two factors.*

**Key words:** *Impulse Buying Behaviour, Big Five Personality Trait, Unplanned Purchases.*

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### **I. Introduction**

Impulse buying behaviour is a sudden urge of the customer to make unplanned purchase after seeing the product in the retail outlet. Such type of behaviour is more irrational and involve without much thinking. Several studies have been conducted regarding consumer decision making and its impact on personality. Personality can be defined as what a person actually is; it also include his thoughts , feelings and behaviour, this overt behaviour is due to his interaction with the society and other fellow human beings. Each and every individual is having their own personality and behaviour pattern which is different in every sense. Consumers purchasing behaviour is greatly influenced by this personality traits. This study will help to identify the influence of different personality traits of consumers while making impulse purchases.

### **II. Literature Review**

Rook and Fisher (1995) defined impulsive buying as a consumer's tendency to buy spontaneously, unreflectively, immediately and kinetically, different buying situations lead to different impulse buying behaviours. The influence of three factors (marketing stimuli, trait impulsivity and situational factors) in initiating impulse buying may vary between individuals, as well as between different occasions for the same individual (Dholakia, 2000). There is a tendency for consumers to buy impulsively when they are hedonistic and enjoy shopping (Hoch and Lowenstein, 1991; Dittmar et al., 1995).

#### **Factors Affecting Impulse Buying**

Impulse purchasing is often triggered suddenly in shopping (Verplanken, Herbadi, Perry & Silveria, 2005) it refers to a consumer sudden interest in buying a product triggered by different factors: internal or external. Impulse buying is influenced by a variety of economic, personal, temporal, spatial and even cultural factors. These vary not only between different shoppers considering purchasing the same item, but also for the same shopper buying the same item in different situations (Stern, 1962), and so it is frequently assumed that personal and situational factors are significant.

Consumers are affected by both internal and external factors of impulse buying (Wansink, 1994). Since impulse buying behavior is often stimulus driven (Rook and Fisher, 1995), increased exposure to certain external stimuli increases the likelihood of impulsively buying (Iyer, 1989). External factors of impulse buying refer to marketing cues or stimuli that are placed and controlled by the marketer in attempt to lure consumers into purchase behavior (Youn and Faber, 2000). Consumers can experience an urge to impulsively buy when visually encountering cues such as promotional incentives (Dholakia, 2000; Rook, 1987).

External marketing cues not only attract new customers into a retail web site, but promote up- and cross-selling to existing (and new) customers by encouraging impulse purchases of complimentary items or better items.

Specific situations and retail settings influence both in-store responses and future store choice decisions because of the changing and adoptive nature of expectations, preferences and behavior (Hausman, 2000).

For instance, the findings of Darden et al.'s (1983) study showed that consumers' beliefs about the physical attractiveness of a store had a higher correlation with a choice of a store than did merchandise quality, general price level and selection. This supports the notion that consumers' choice of a store is influenced by the store environment, of which visual merchandising plays a vital role. This view is consistent with Bowers' (1973) observation that people approach, avoid and create situations in accordance with their desires.

Consumers involvement is another consumer characteristic proved to be related to impulse buying. Situational factors such as product / use and occasion determines involvement with purchase decision and in turn the influence of price on brand choice, amount of information search, time spend deliberating alternatives and type of decision rule used in choice. Kollatt and Willett (1997) conducted interviews with 596 supermarket shoppers and found that products with high purchase frequencies were more to be purchased impulsively. The conclusion of that study was people were likely to buy products impulsively, with little deliberation, if they were highly involved with them.

According to Colly and Burges (2003) consumer buy products for all kind of reasons other than because these are strictly necessary, such as to relieve a depress mood, to express an identity or simply for fun. Significant segment of sales comes through impulse purchase which shows that impulse buying is a key subject to both retailer and retail industry.

### **Personality And Impulse Buying Behaviour**

Personality is defined by Schiff man (2008) as that the unique dynamic organization of characteristics of a particular person, physical and psychological, which influence behaviour and responses to the social and physical environment. There are several different theories about how personality traits should be measured (McCrae and Costa, 2003, Mondak, 2010), but the most popular and widely used approach in recent years is the "Big Five" or the Five Factor Model. This theoretical framework assumes that there are five major personality traits: openness to experience, conscientiousness, extraversion, agreeableness and emotional stability.

Openness to experience is defined as "the breadth, depth, originality, and complexity of an individual's mental and experiential life" (John and Srivastava, 1999). It describes people who are not rigid in their own views, nor in their expectations toward others (Mondak, 2010).

Agreeableness is described as follows: "agreeableness contrasts a prosocial and communal orientation toward others with antagonism and includes traits such as altruism, tender-mindedness, trust, and modesty" (John and Srivastava, 1999).

Extravert persons have "an energetic approach to the social and material world and [include] traits such as sociability, activity, assertiveness, and positive emotionality" (John and Srivastava, 1999). Since extraverts are more outgoing they will make more impulse purchases compared to others.

Conscientiousness is the fourth personality trait, which is described as "socially prescribed impulse control that facilitates task and goal-directed behavior, such as thinking before acting, delaying gratification, following norms and rules, and planning, organizing, and prioritizing tasks" (John and Srivastava, 1999). People who are conscientiousness are organized, punctual and reliable, and they will not make much unplanned purchases since they will think more regarding the outcome of their actions.

The last personality trait is emotional stability. Emotionally stable people are people who do not easily feel "anxious, nervous, sad and tense" (John and Srivastava, 1999). They are calm, relaxed and reliable. And mostly act after much thinking in their behavior pattern.

This article examine the different personalities according to Big Five personality and its impact on impulse buying behaviour.

### **Significance Of The Study**

In consumer behaviour personality of individual customer is very important as it determines the success of each and every product in the market place. Each person is having different personality traits. If personality of consumers determines their purchasing pattern it would be helpful for the marketers to group these consumers into a single market segment, and develop products and promotional campaigns targeted to this particular segments especially in case of impulse purchases inside the shop.

### **Objectives**

1. To study the personality traits and its impact on impulse buying behaviour
2. To analyze the different factors affecting the impulse buying behaviour

### **Hypothesis**

Ho: There is no significant relationship between personality and impulse buying

## **III. Research Methodology**

The present study is based on the descriptive research design. Simple random method is used. For this purpose, a structured closed ended questionnaire was designed. A pilot study was conducted .It helped in the increase of reliability of questionnaire. Responses were collected from 70 respondents of koc hi n city visiting the various retail outlets

#### IV. Analysis and results

The table below details characteristics of the participants in the survey.

Table 1: Characteristics of respondents in the survey

Age	Frequency	Per cent
Below 18 years	2	2.9
18-25 years	13	18.6
26-35 years	26	37.1
36-45 years	20	28.6
46-55 years	8	11.4
66+	1	1.4
Below SSLC	3	4.3
Pre Degree/ Plus Two	2	2.9
Degree	25	35.7
Master's degree	37	52.9
Doctorate	3	4.3
Male	25	35.7
Female	45	64.3
Less than 5000	1	1.4
5001-10000	5	7.1
10001-15000	20	28.6
15001-20000	8	11.4
20001-25000	13	18.6
Above 25001	8	11.4
Student	25	35.7
Government Employee	6	8.6
Professional	11	15.7
Private job	14	20
Teaching	4	5.7
Business	7	10
Others	3	4.3

#### Instrument

The survey instrument was developed by the researchers after an extensive review of literature and scales used in different educational backgrounds guided by the theoretical base of the study. A five point likert scale questionnaire is adopted for study and three major variables namely Shopping experience, Situations inside the store and Promotional factors are considered for the study. This instrument was sent to experts who were working in the field of management in different universities to determine its face and content validity. The instrument was improved in the light of the feedback from these experts. A pilot study was conducted to establish its internal consistency and reliability. After analyzing the data resulting from the pilot study, two items were removed from the instrument. The following table gives the reliability of the measures considered and the number of sub variables or items coming under each of the three major variables.

Table 2: Reliability variables considered

Variables	Cronbach's Alpha	No of Items
Shopping experience	0.655	7
Situations inside the store	0.887	14
Promotional factors	0.818	7

#### Data Analysis

The data were analyzed via SPSS 20.0 for Windows. Descriptive statistics were used to describe and summarize the properties of the mass of data collected from the respondents. ANOVA is used to identify the relationship between personality and impulse buying behaviour. A level of 0.05 was established a prior for determining statistical significance. Before analysing the data each questions were scored as 1 Strongly disagree, 2 disagree, 3 neutral, 4 for agree and 5 for Strongly agree. The score of Shopping experience, Situations inside the store and Promotional factors for each person is calculated as the sum of the scores of the questions coming under that variables. The following table gives the Means and Standard Deviations and F – value Comparing to Impulse purchases for each of the main variables and the box plot is also included to visualize the variation of the Impulse purchases variables among different personality traits.

Table 3 : Means and Standard Deviations and F –value SHOPPING EXPERIENCE

Variable	Personality traits	Mean	Std. Deviation	F	P
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Shopping experience	Extroversion	27.15	1.86		
	Agreeableness	18.33	2.91		
	Emotional stability	20.29	2.93	21.037	<0.001
	Openness to experience	18.07	3.60		
	Conscientiousness	18.78	3.47		

From the table the mean score of the Shopping experience for Extroversion personality is 27.15. The mean score for other personality traits are the Agreeableness 18.33, Emotional stability 20.29, Openness to experience 18.07 and Conscientiousness 18.78. The study indicates that the mean score varies with personality traits. A one way ANOVA is carried out to verify the difference observed among the different personality traits are significant or not and is found to be significant. The multiple comparison tests indicate that Extrovert people have significant difference with other personality traits.

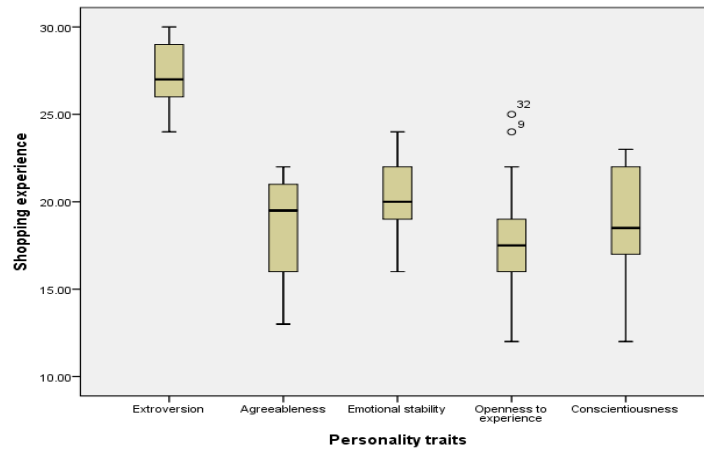


Table 4 : Means and Standard Deviations and F –value SITUATIONS INSIDE THE STORE

Variable	Personality traits	Mean	Std. Deviation	F	P
Situations inside the store	Extroversion	58.77	4.19		
	Agreeableness	35.17	8.80		
	Emotional stability	33.29	8.77	21.468	<0.001
	Openness to experience	36.57	6.82		
	Conscientiousness	33.78	10.99		

The Table 4 indicate that the mean score of Situations inside the store is highest for Extroversion with a value of 58.77 followed by Openness to experience with mean score of 36.57, followed by Agreeableness (35.17), Conscientiousness (33.78) and Emotional stability (33.29) in the last positions. Here also the F test and the multiple comparison test carried out indicate that Extroversion personality has significant difference with other personality traits.

Table 5 : Means and Standard Deviations and F –value PROMOTIONAL FACTORS

Variable	Personality traits	Mean	Std. Deviation	F	P
Promotional factors	Extroversion	30.54	2.30		
	Agreeableness	20.44	3.87		
	Emotional stability	18.43	5.47	12.718	<0.001
	Openness to experience	21.79	4.48		
	Conscientiousness	19.28	6.83		

While making impulse purchase the influence of the promotional factors is high for persons having Extrovert personality with a score of 30.54 and minimum for the persons having emotional stability with score 18.43, for other personalities the score varies between this.

As the main variables are found to be significant we extend our study to the root level that is in each of the sub variables. The result of the ANOVA test conducted is exhibited in table 6 for all the 28 variables related to the impulse buying. The result shows that all the F test are significant and as in the main variable here also the Extroversion personality has significant difference with other personality traits.

Table 6.1 : Means and Standard Deviations and F –value sub variables SHOPPING EXPERIENCE

Variable	Personality traits	Mean	Std. Deviation	F	P
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I usually find great pleasure in shopping	Extroversion	4.77	0.44		
	Agreeableness	3.61	0.70		
	Emotional stability	3.43	1.72	4.994	.001
	Openness to experience	3.50	0.85		
	Conscientiousness	3.78	0.81		
If I see something I want, I buy it	Extroversion	4.38	0.51		
	Agreeableness	3.06	0.94		
	Emotional stability	4.14	0.69	6.652	<0.001
	Openness to experience	3.00	1.11		
	Conscientiousness	3.22	0.94		
Often I buy things unplanned	Extroversion	4.62	0.51		
	Agreeableness	2.72	1.18		
	Emotional stability	3.14	0.90	8.125	<0.001
	Openness to experience	2.71	1.14		
	Conscientiousness	2.89	1.13		
I bought more than I had planned to buy	Extroversion	4.38	0.51		
	Agreeableness	3.11	1.28		
	Emotional stability	3.29	0.76	4.775	.002
	Openness to experience	2.79	0.97		
	Conscientiousness	2.89	1.32		
I ended up spending more money than I originally thought	Extroversion	4.54	0.52		
	Agreeableness	3.06	1.06		
	Emotional stability	3.14	1.07	5.574	.001
	Openness to experience	3.14	0.77		
	Conscientiousness	3.39	1.14		
I frequently make an unplanned purchase if I am under time pressure	Extroversion	4.46	0.88		
	Agreeableness	2.78	1.17		
	Emotional stability	3.14	1.07	7.741	<0.001
	Openness to experience	2.93	0.83		
	Conscientiousness	2.61	0.98		
When I feel financially comfortable, I tend to do impulsive shopping more	Extroversion	4.38	0.51		
	Agreeableness	3.00	1.50		
	Emotional stability	2.00	1.15	5.580	.001
	Openness to experience	3.00	0.96		
	Conscientiousness	3.22	1.22		

Table 6.2 : Means and Standard Deviations and F –value Sub variable SITUATIONS INSIDE THE STORE

Variable	Personality traits	Mean	Std. Deviation	F	P
Overall ambience and atmosphere of the store is appealing so I buy more than I planned	Extroversion	4.31	0.48		
	Agreeableness	2.61	1.09		
	Emotional stability	2.71	1.25	6.720	<0.001
	Openness to experience	3.29	0.73		
	Conscientiousness	2.44	1.50		
Beautifully done shelves attracts me to buy product	Extroversion	4.62	0.51		
	Agreeableness	2.78	1.26		
	Emotional stability	3.00	1.15	6.225	<0.001
	Openness to experience	3.14	0.86		
	Conscientiousness	3.06	1.30		
Music inside the store influence me to buy the product	Extroversion	4.46	0.66		
	Agreeableness	2.89	1.13		
	Emotional stability	2.86	1.35	7.180	<0.001
	Openness to experience	2.64	0.93		
	Conscientiousness	2.61	1.20		
Friendly and skilled staff often convince me to buy a product I didn't plan to buy	Extroversion	4.62	0.51		
	Agreeableness	3.00	1.24		
	Emotional stability	2.86	1.21	5.362	.001
	Openness to experience	3.36	1.22		
	Conscientiousness	2.78	1.44		
Companions accompanying me influence me to do unplanned purchases	Extroversion	4.46	0.52		
	Agreeableness	2.61	1.04		
	Emotional stability	2.86	1.35	6.509	<0.001
	Openness to experience	3.00	0.88		
	Conscientiousness	2.89	1.37		
When I am alone I make more unplanned purchases	Extroversion	4.46	0.66		
	Agreeableness	2.39	1.20		
	Emotional stability	2.00	0.58	16.902	<0.001
	Openness to experience	2.07	0.83		
	Conscientiousness	2.06	0.94		
Aroma insider the store influence me to make impulse purchase	Extroversion	4.08	1.04		
	Agreeableness	3.56	1.04		

	Emotional stability	3.71	0.76	.765	.552
	Openness to experience	3.64	0.84		
	Conscientiousness	3.44	1.25		
Crowd inside the store influence me to do impulse purchases	Extroversion	4.46	0.52		
	Agreeableness	2.06	0.87		
	Emotional stability	1.71	0.49	23.051	<0.001
	Openness to experience	1.93	1.00		
	Conscientiousness	1.83	1.04		
If there is a long billing queue in the store I make impulse purchases	Extroversion	4.46	0.52		
	Agreeableness	2.28	1.02	15.210	<0.001
	Emotional stability	1.86	0.38		
	Openness to experience	2.57	1.16		
	Conscientiousness	2.00	1.14		
Larger quantity of the same merchandise displayed in one place will attract my attention and induce my impulse purchasing	Extroversion	4.69	0.48		
	Agreeableness	2.39	1.20	10.158	<0.001
	Emotional stability	2.43	1.13		
	Openness to experience	2.57	1.02		
	Conscientiousness	2.78	1.35		
Nice packing attracts me to do impulsive shopping	Extroversion	4.69	0.48		
	Agreeableness	2.67	1.14	10.041	<0.001
	Emotional stability	2.43	0.98		
	Openness to experience	2.86	1.29		
	Conscientiousness	2.44	1.20		
I immediately buy the product if I like it at first sight	Extroversion	4.69	0.48		
	Agreeableness	2.89	1.32	6.948	<0.001
	Emotional stability	2.86	1.21		
	Openness to experience	2.57	1.28		
	Conscientiousness	2.61	1.46		
I am brand conscious while making impulse purchases	Extroversion	4.46	0.52		
	Agreeableness	3.39	1.42	4.711	.002
	Emotional stability	2.43	0.79		
	Openness to experience	2.93	1.00		
	Conscientiousness	3.17	1.38		
If the shopping bill is more I make impulse purchases	Extroversion	4.77	0.44		
	Agreeableness	2.56	1.46		
	Emotional stability	2.43	0.79	11.683	<0.001
	Openness to experience	2.64	1.15		
	Conscientiousness	2.28	1.07		

Table 6.3 : Means and Standard Deviations and F –value sob variables PROMOTIONAL FACTORS

Variable	Personality traits	Mean	Std. Deviation	F	P
Free product (sales promotion) can be a reason for me to buy snacks and soft drinks impulsively	Extroversion	4.23	0.44		
	Agreeableness	3.28	1.02		
	Emotional stability	2.71	1.11	3.989	.006
	Openness to experience	3.14	1.17		
	Conscientiousness	2.78	1.35		
Products at discount induces me for impulsive buying	Extroversion	4.23	0.44		
	Agreeableness	3.33	1.14		
	Emotional stability	3.00	1.15	2.169	.082
	Openness to experience	3.50	1.02		
	Conscientiousness	3.28	1.32		
Promotional activities like "Buy one get one" frequently attract me to buy things impulsively	Extroversion	4.31	0.48		
	Agreeableness	3.50	1.20		
	Emotional stability	2.71	0.95	2.160	.083
	Openness to experience	3.57	1.34		
	Conscientiousness	3.44	1.50		
Fliers, point of sale notices induce my unplanned purchases	Extroversion	4.69	0.63		
	Agreeableness	2.44	0.92		
	Emotional stability	2.29	0.76	15.162	<0.001
	Openness to experience	2.64	0.84		
	Conscientiousness	2.61	1.14		
Point of sale events like demonstrations, discussions can induce my unplanned purchases	Extroversion	4.38	0.51		
	Agreeableness	2.83	0.86		
	Emotional stability	2.86	1.21	9.460	<0.001
	Openness to	2.86	0.86		

	experience				
	Conscientiousness	2.33	1.19		
Celebrity endorsement of products induce my impulsive buying	Extroversion	4.38	0.87		
	Agreeableness	2.44	1.04		
	Emotional stability	2.29	0.95	9.056	<0.001
	Openness to experience	2.71	1.07		
	Conscientiousness	2.22	1.31		
		Extroversion	4.31	0.48	
Product advertisement (TV commercials) induce my unplanned purchases	Agreeableness	2.61	0.98		
	Emotional stability	2.57	0.98	7.029	<0.001
	Openness to experience	3.36	1.15		
	Conscientiousness	2.61	1.29		

Finally we carried out a two way ANOVA to find out whether the demographic variables plays any role in Impulse buying behaviour and to find out whether there exist any interaction between the personality traits and demographic variables. The result of the test is exhibited in the following table.

Table 8 F and p value two way ANOVA

Variables	Source of Variation	F	p
Shopping Experience	Personality	19.55	<0.001
	EQ	0.589	0.672
	Age	0.319	0.9
	Gender	2.237	0.14
	Income	1.201	0.32
	Occupation	2.466	0.034
Situations inside the store	Personality	21.799	<0.001
	EQ	1.206	0.318
	Age	5.461	<0.001
	Gender	6.437	0.014
	Income	2.941	0.019
	Occupation	6.562	<0.001
Promotional factors	Personality	13.156	<0.001
	EQ	1.418	0.239
	Age	7.018	<0.001
	Gender	5.073	0.028
	Income	1.373	0.247
	Occupation	1.818	0.111

From the table the mean score of Situations inside the store for Age, Gender, Income and Occupation is found significant and for the Promotional factors only the mean score among the different age group and the males and females are found significant. But such variation is not observed in the case of Shopping Experience. Also no significant interaction is noted among the personality traits and the demographic variables.

## V. Conclusion

Impulse buying is unplanned purchase behaviour due to a sudden desire to buy the product for self gratification. In the arena of impulse buying behaviour the personality of individuals have tremendous impact .The personality characteristics of individuals differ from each other and their impulsive tendency is also different. The study tries to explore the relationship between personality traits and impulse buying behaviours. For this, one way ANOVA was used. The study reveals that there exists a relationship between personality traits and impulse buying behaviour as all the F values are significant except for the variables in the case of products at discount induces me for impulsive buying and aroma inside the store influence me to make impulse purchase. The multiple comparison test carried out indicate that people with extrovert personality has significant difference with all other group. It is concluded that Extrovert personalities are making more impulse purchases than others. This study is beneficial to the marketers by way of devising schemes to stimulate the impulse buying behaviour of the consumers and there by enhance the sales of the product.

## VI. Limitation And Further Research

The study is carried out only in the retail sector of Kochin city. And only Big Five Personality has been studied and other personality theories has not been considered. So research can be extended to other areas of Kerala. The study has not taken into consideration the emotional aspect of the consumers while impulse purchase.

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