

## The Impact of Personal Traits of the Consumers on their Impulsive Buying Behavior of Pakistan

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### ABSTRACT

Impulsive buying is considered most idiosyncratic and persistence phenomena of consumer lifestyle and also get the intentions of the consumers nowadays. Thus, the aim of the current study is to examine the role of personal traits of the consumer such as openness, conscientiousness, extraversion, agreeableness and neuroticism on their impulsive buying behavior. The purpose also include the investigation of mediating role of positive mood of the consumers among the nexus of personal traits of the consumer and their impulsive buying behavior. The data has been gathered by using questionnaires while SPSS and smart-PLS have been employed for analysis. The results exposed that openness, extraversion, and agreeableness have positive association with consumer impulsive buying behavior. The findings also exposed that positive mood of the consumers positively mediates among the nexus of consumer traits such as openness, and extraversion and impulsive buying behavior. These findings also suitable for the regulators that they should improve their focus on consumer personal traits that should improve the impulsive buying behavior and also enhance the firm performance.

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## 1. Introduction

Impulsive buying is considered most idiosyncratic and persistence phenomena of consumer lifestyle. Consumer spends average \$ 5400 per year on impulsive purchase of shoes, household items, clothing and food . Several researches have posited that 50 to 70 percent of total buying of consumer is involved in impulsive buying, Studies Dawson and Kim (2010) mentioned that it could be 80 percent in some type of products. According to the CEO of coca cola Mukhtar Kent, 70 percent of total sale comes from impulsive buying. Mostly impulsive buying behavior takes place in the retail sector. So, there is extensive need to investigate impulsive buying, which is define as "a sudden, spontaneous, usually power full urge to buy product immediately without deeper thinking (Rook, 1987; Thompson & Prendergast, 2015).

Personality has strong roots with impulsive buying behavior, which shows extensive opportunity of studying personality with relationship to impulsive buying and mood is considered important factors from last decades, it can influence the behavior and attitude without disturbing other rational events (Clark & Isen, 1982) and it also stimulate the reaction of the customer. Personality characteristics put valuable consideration toward mood that effectively figures out the future intentions for impulsive buying.

Pakistan is included in the list of “hidden heroes in the next generation of retail markets” that comprises on 10 countries, which predicts Pakistan retail market has large potential in retail sector. Retail and whole sale sector of the Pakistan worth 3.6 trillion which is 18 (%) of GDP, it is important to identify which are vital for growth in retail sector of Pakistan by increasing the sale through impulsive buying. According to the report of Pakistan Bureau of Statistics, the food & beverage industry are lying in the second number that shows the statistics of major decline via percentage change. According to report of 2017-18, the change percentage was -0.76 which is approximately four times extended in 2018-19, and it is -4.69, Food and beverage sector of Pakistan is getting decline day by day.

Impulsive buying in retail sectors of Pakistan is widely ignored (Husnain, Rehman, Syed, & Akhtar, 2019). This paper will address the inconsistency which is found in the past studies. According to S. L. Liao, Shen, and Chu (2009), demographic variables affect the impulsive buying behaviour, especially Young generation are more impulsive in buying as compared to others, meanwhile Hussain and Siddiqui (2019) said that Demographic variable don't affect the impulsive buying behaviour and every group of age have same pattern of impulsive buying. Agreeableness has negative relationship with impulsive buying whereas George (2002) said that he does not get any evidence regarding negative relationship of agreeableness to impulsive buying. According Verplanken and Herabadi (2001), neuroticism negatively affect impulsive buying behavior but neuroticism have positive effect on impulsive buying. Thus inconsistency exists about the effect of different dimensions of personality upon impulsive buying and invites the attention of researchers.

Moreover, Some researchers including Vazifehdoost, Akbari, and Charsted (2012) have opinion that there should be five major categories regarding the traits of personality and they also have view that the dimensions discussed in the model have some sort of inherited issues with them. Regardless to say that after a huge acceptance and appreciation from all around the world the model named Big Five was tested in connection with the impulsive buying phenomenon (Heilman, Nakamoto, & Rao, 2002). Consequently, this study emphasizes upon five factors of personality traits and positive mood that trigger the consumer impulsive buying behavior in Pakistan especially among young generations (Hussain & Siddiqui, 2019). It also expects that this study will help the young generation to improve their decision making policies by looking the intrinsic factors of personality that cause impulsive buying behavior (Ünsalan, 2016).

Key concern of the study is to classify such personality traits and their purpose to explain how impulsive buying is caused and how it quickly grows. Overall, the study will assess and examine the role of personality traits and mediating role of positive mood in the formation of impulsive buying behavior among consumers. Different approaches like cognitive and personality traits have been used in explaining this mechanism (Badgaiyan, Verma, & Dixit, 2016). Current study is in contextual nature is addresses the scarce deal of literature on this topic in Pakistan.

## **2. Literature Review**

The tendency of the customer to shop instinctively, at once, kinetically and considerately is known as impulsive buying behavior and all the customers have separate buying situations that ultimately leads them toward spontaneous buying behaviors (Rook & Fisher, 1995). Customers buy more only if they are uninhabited in nature and often like to buy (Dittmar, Beattie, & Friese, 1995). The idea behind impulsive buying is that it happens at once in the spur of moment (Verplanken, Herabadi, Perry, & Silvera, 2005).

The Garden albert theory is one of the modern personality theory in which albert organized cardinal theory which tells us some characteristics of personality can change with time and also with intrinsic feelings and external factors. There are several factors that incline customers and trigger them to make a purchase, there are both internal and external factors and that may vary from customer to customer even they are purchasing the same article. These factors also vary from customer to customer in different situations and scenarios.

It is observed that in the retail industry, the impulsive buying is the most important and decisive factor as it is more spontaneous and more unexpected. In this regard, some customers are not reflective as compared to other customers who seek information before making a purchase and also look for substitute products.

## **2.1. Personality and impulse buying behavior**

Studying the personality of the consumers is a well-known and emerging concept of personality. In Latin, the meaning of personality is persona that means cover. Personality can be defined as combination of behaviors, perceptions, thoughts, activities, attitudes and other factors. Personality can also be defined as mental and internal system of a person in a vibrant and energetic association that helps him in due course of life (Bellenger, Robertson, & Hirschman, 1978). According to Butterworth (2010) personality consists of emotional patterns and mental properties.

Impulsiveness is considered as a subset of personality that enables a person to act and react quickly without planning and thinking and without considering the possible consequences of the actions (Roberts, Pullig, & Manolis, 2015). The personality factors vary from person to person (Andreassen et al., 2013). In case, a person has less self-control over him, he is more likely to purchase impulsively. If there is a sudden desire or wish that comes in a person's mind than in this case he will purchase impulsively. OCEAN personality model commonly known as the BIG FIVE is a model that is used in order to study the role of personality factors in impulsive buying. It surrounds the personality factor more accurately (Andreassen et al., 2013). This is a revolutionary model that describes the personality rates of a person more clearly and depicts a clear picture of the concept (Goldberg, 1990).

Furthermore, Shahjehan, Zeb, and Saifullah (2012) stated that there exists a direct relation between emotional instability and impulsive buying. It means that those customers who are not emotionally stable or are not emotionally strong enough will impulsively buy more as compared to other. In his study Bratkoetal (2013) discussed that quiet personality people and women who are emotionally unstable tend to buy impulsively. Due to the more stress on the computable personality measurement this approach that is feature based is of great importance and the most crucial and important features that impact more are in the model Big Five. As many studies are in the support of the argument that these five traits tend to influence impulsive buying on a larger scale and all around the world so it is not wrong to say that the Big Five model is highly accepted among all the traits that exists (H. Liao & Chuang, 2004) with the development of 5-facor model provide aid to the researchers in this regard.

## **2.2. Openness and impulsive buying behavior**

In a study, the concept openness is defined as a personality trait of a person who opens his mind and does imaginations Mondak (2010) gives another angle that is a person adopts flexible behavior due to a trait and is not firm and rigid for him and for others as combined the concept as the level of creativity of a person. Another definition of openness is to be traditional. People who are open- minded have a huge list of interests, they love to learn new things and

they learn fast. They are always ready for new experiences and adventures. People who are narrow minded are a little bit conservative. They don't like new experiences and adventures. They do not like to share their feelings as they have less mental ability to do so. And in contrast people who are open minded love to talk and share their feelings. They are innovative by nature and can give new and better ideas and suggestions (Hirsh, 2010). They are curious to buy and try new products or services. Based on above arguments, openness personality trait has positive relationship with impulsive buying behavior

*H1: Openness has positive relationship with impulsive buying behavior.*

### **2.3. Consciousness and impulsive buying behavior**

Conscientiousness describes the differentiating factors among individuals on the basis of their level of self-control, purposeful work, responsibly towards others and purposeful work behavior. Previous literature states that people who have a huge neurotic score or are emotionally unstable are usually safe and are more charged from emotional perspective and those who have a low emotional or neurotic score are normally relaxed and show less anxiety and are stable emotionally. Furthermore Donnelly, Iyer, and Howell (2012) gave their opinion that awareness plays a crucial role in planning regarding future problems and they are extensively related, So it is concluded that a person with more scores are usually more curious for new experiences than others with less score (McCrae & Costa Jr, 2008). These persons are committed to their goals and are responsible. They are reliable, trust worthy and hardworking. People who are properly aware are unlikely to do impulsive buying (Donnelly et al., 2012). If a person has control over social impulses than this means he possess consciousness personality trait. These people are usually task oriented; they have planned series of action in order to achieve their goals, In the light of this argument, such people have an impulsive buying behavior and will buy impulsively.

*H2: Conscientiousness has positive relationship with impulsive buying behavior.*

### **2.4. Extraversion and impulsive buying behavior**

Those individuals who are extroverts are usually energetic from social point of view; they are normally active, likes to be social and friendly, have positive emotions and feelings and are assertive in nature. As from definition it is clear that the extrovert individuals are more social so due to this trait, they prefer impulsive buying. They normally think and plan their activities and before performing any task they think and plan well.

The term extrovert means those people who are assertive in nature, likes socialism and are very social; they have good confidence level (Mooradian & Swan, 2006). They like to talk and are talkative in nature and when interacting with others, they are quite fresh and energetic. Extraversion live independently and don't trust others easily, But people having this trait are constructive in nature and have good confidence level. They are active, efficient, energetic to make new contacts and are enthusiastic .Here, being social don't means to interact with friends and family but the concept have broad meanings; it means to interact with sellers and retailers also. People who do not possess this trait are not very friendly in nature. They love to remain alone and love their own company. Thus, authors assume following hypothesis,

*H3: Extraversion has positive relationship with impulsive buying behavior.*

### **2.5. Agreeableness and impulsive buying behavior**

According to McCrae and Costa Jr (2008), Agreeableness deals with motives which drive individuals to maintain positive relation with the people. People with high level of trait are

philanthropic, noble, self-sacrificing, compassionate and concerned. People with this trait always help other people and they also expect that people will help them passionately. People who have this kind of personality trait always think before act and are sensible. That kind of people do less impulsive buying (Verplanken & Herabadi, 2001). People with agreeableness personality trait trust other people and wise people with lower score in this trait are much uncertain personality (Wang & Yang, 2008). People who have agreeableness personality trait are not much emotional and people who have less score in the trait have more emotional. These people do not experience negative emotions and people with less agreeableness have better emotional regulations. Thus study purpose following hypothesis,

*H4: Agreeableness has positive relationship with impulsive buying behavior.*

## **2.6. Neuroticism and impulsive buying behavior**

In this trait, people with high neuroticism have negative emotions and not have strong emotional satiability. Individuals who fall in this trait are moody, short tempered and also stressed out. Neuroticism is concerned with normal personality that facilitates propensity of individuals who experience damaging effects of anxiety, Sadness, embarrassment, guilt, disgrace, antipathy and grief. Individuals with high level of neuroticism mostly face psychiatric issues, as neuroticism leads the individuals towards irrational, unreasonable ideas and illogical, which end with undesirable outcomes. According to Hoch and Loewenstein (1991) People who have low score in this trait are emotionally stay able, such people face their problems and challenges strongly and also don't break down their self's. Neuroticism is opposite to the emotional satiability of the individuals.

Anxiety and emotional distress lead people towards impulsive buying which feel relaxed and reviled to them. People with high level of neuroticism are conscious; highly depressive, defensive and much impulsive, according to above arguments authors hypothesize,

*H5: Neuroticism has positive relationship with impulsive buying behavior.*

## **2.7. Positive mood as mediator**

A mood could describe as "a strong, mental or instinctive feeling that affects a customer's behavior and is virtually uncontrollable in nature". The level of mood is determined by how much an individual is motivated, excited, attentive and enthusiastic. Customer mood was most significant detriment among all which purposed by the researchers, from last many years mood consider important factor while doing decision. Without disturbing the rational procedure, mood could influence the individual behavior and attitude. Reaction of the customer and their results enthused by the mood. Positive mood easily stimulates by the response of individuals to the world which effect emotions. People with positive mood show more pleasing attitude as compare to others.

Impulsive buying links with the pleasure mood of the customer in which individuals engaged in impulsive buying due to internal feelings and emotional and psychological motivations besides considering functional benefits. Internal factors like mood trigger the impulsive buying, people with positive mood more tend to buy impulsive as compare to negative mood and people with positive mood are more excited to buy impulsive as compare to negative mood. According to people do not buy impulsive due to external factors, its emotions and thoughts play a vital role in impulsive buying. Personality traits like openness, agreeableness, extraversion, neuroticism, are positively related to the positive mood and positive mood has also

positively engage with impulsive buying behavior and it also mediate the personality traits with impulsive buying behavior. Therefore, authors hypothesize that,'

*H6: Openness has positive relationship with Positive mood.*

*H7: Extraversion has positive relationship with Positive mood.*

*H8: Conscientiousness has positive relationship with Positive mood.*

*H9: Agreeableness has positive relationship with Positive mood.*

*H10: Neuroticism has positive relationship with Positive mood.*

*H11: Positive mood has positive relationship with impulsive buying behavior.*

*H12: Positive mood mediates the relationship between Openness and Impulsive buying behavior.*

*H13: Positive mood mediates the relationship between Extraversion and Impulsive buying behavior.*

*H14: Positive mood mediates the relationship between conscientiousness and Impulsive buying behavior.*

*H15: Positive mood mediates the relationship between Agreeableness and Impulsive buying behavior.*

*H16: Positive mood mediates the relationship between Neuroticism and Impulsive buying behavior.*

### **3. Methodology**

Quantitative research design used in the study and questionnaire used to analyze the data. Cluster sampling techniques used to fill questionnaire. A 5-point Likert scale used to get response from the audience. Questionnaire filled from Lahore, Multan Faisalabad, Karachi and Haiderabad based on the census report of Pakistan Bureau of statistics 2017. Previous studies on Generation y used data of people born between 1977 and 1994(). Questionnaire distributed in the big and populated cities of Punjab and Sindh province. Current study used () criteria to get the reasonable sample size, and 386 was the sample size. Generation Y was specifically chosen for the study and by considering the Pakistan bureau of statistics census report 2017 cluster sampling technique was fit for this study. SPSS 20 and Smart PLS used to analyze the whole data. Factor analysis use to measure the factor loadings of items of all constructs. Factor analysis allows the researcher to check the relationship between variables and their latent items.

#### **4.1 Results**

#### **4.2 Demographics**

Result of the study is only generalized when appropriate sampling is done. Population of the study is consisting of University student of Punjab and Sindh. From Punjab we collect three universities with simple cluster sampling and two from Sindh. Punjab University Lahore, Agriculture university Faisalabad and Bahauddin University Multan chosen from Punjab. University of Karachi and University of Sindh near Hyderabad. Self-administered questionnaires are used in the study.

Demographic information of the respondent mentioned in Table 1. There are total 386 respondents in the study and 72.5 percent are Male and 27.5 percent are female. Majority of gender are consisting of Male respondents. If we talk about age, 104 respondent imparts in 18-25 years of age which is 26.19 percent of the total respondent and 49.5 percent respondents

are those who are between 26-33 years of age, majority of respondent's relay in this age cycle. 68 respondents are on 34-41 years of age which are 17.6 percent. People between 42-49 are 19 which is 4.9 percent and 4 respondents are above 50 is 1 percent that are minimum respondents in our study.

**Table 1**  
**Demographics measures**

Characteristics	Scales Measure	Frequency	Percentage
Gender	Male	280	72.5
	Female	106	27.5
	<b>Total</b>	<b>386</b>	<b>100</b>
Age	(18-25)	104	26.19
	(26-33)	191	49.5
	(34-41)	68	17.6
	(42-49)	19	4.9
	(50 or above)	4	1.0
	<b>Total</b>	<b>386</b>	<b>100</b>
Qualification	Bachelor	187	48.4
	Master	101	26.2
	M.Phill	82	21.2
	Phd	16	4.1
	<b>Total</b>	<b>386</b>	<b>100</b>

#### 4.2. Descriptive statistics

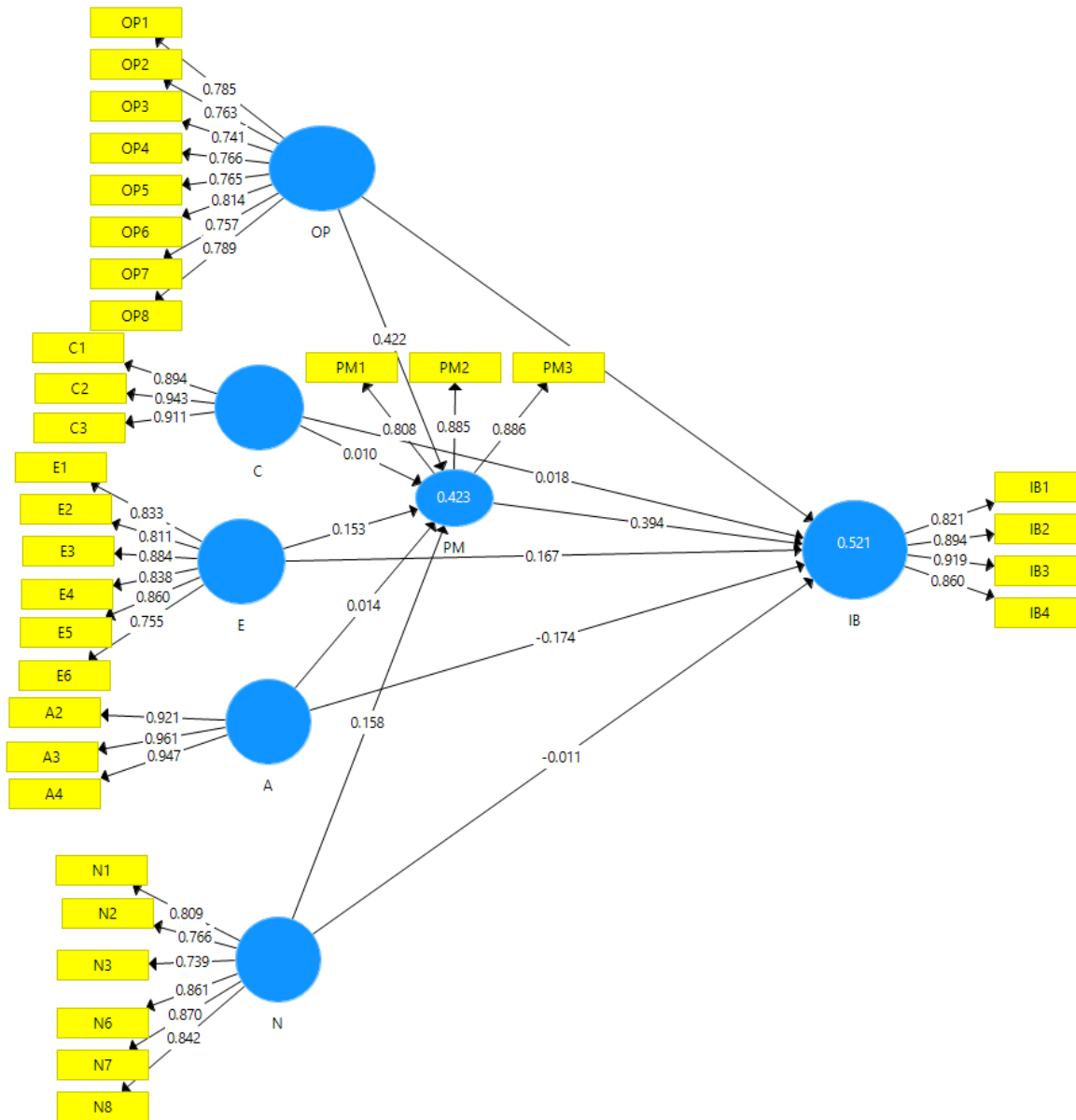
Table 2 show the descriptive statistics, in descriptive statistic Gender have minimum value of 1 and maximum 2. Mean of Gender is 1.27 and minimum Standard deviation .447. Age have minimum value of 1 and maximum 5. Mena of Age is 2.04 and Standard deviation is .858. Qualification have minimum value of 1 and maximum 5. Mena of Qualification is 1.82 and maximum Standard deviation .926 in the study.

**Table 2**  
**Descriptive statistics**

	Minimum	Maximum	Mean	Std. Deviation
Gender	1	2	1.27	.447
Age	1	5	2.04	.858
Qualification	1	5	1.82	.926
Valid N (listwise)	386			

#### 4.3. Reliability and convergent validity

After receiving Data initial screening is done in SPSS 21 in which Descriptive analysis done to fine descriptive statistics. After initial descriptive structural equation modeling applied while using Smart Pls-3. Partial Least Square Structural equation model is used to measure Construct reliability and validity to ensure reliability and validity of constructs Cronbach alpha, Average Variance Extracted (AVE), and Composite Reliability (CR) calculated.



**Figure 1: Measurement model**

Cronbach Alpha of Agreeableness is **0.938** Composite reliability value is **0.96** and Average Variance extracted value is **0.89**. Conscientiousness is the Second Construct of the study who have Cronbach Alpha **0.90** Composite reliability value is **0.94** and Average Variance extracted value is **0.839**. Third construct of the study is Extraversions which have Cronbach Alpha **0.91** Composite reliability value is **0.93** and Average Variance extracted value is **0.691**. **Next is** Impulsive buying Behavior with Cronbach Alpha **0.896** Composite reliability value is **0.928** and Average Variance extracted value is **0.764**. Neuroticism have Cronbach Alpha **0.899** Composite reliability value is **0.923** and Average Variance extracted value is **0.666**. Openness Cronbach Alpha **0.904** Composite reliability value is **0.922** and Average Variance extracted value is **0.597** Positive mood Cronbach Alpha **0.824** Composite reliability value is **0.895** and Average Variance extracted value is **0.74**. The acceptable values for Cronbach’s alpha, AVE and CR are 0.60, 0.50, and 0.70 respectively which ensures the reliability and validity of the instrument. The calculated values of Cronbach’s alpha, CR, and AVE are mentioned below.



**Table 3**  
**Reliability and convergent validity**

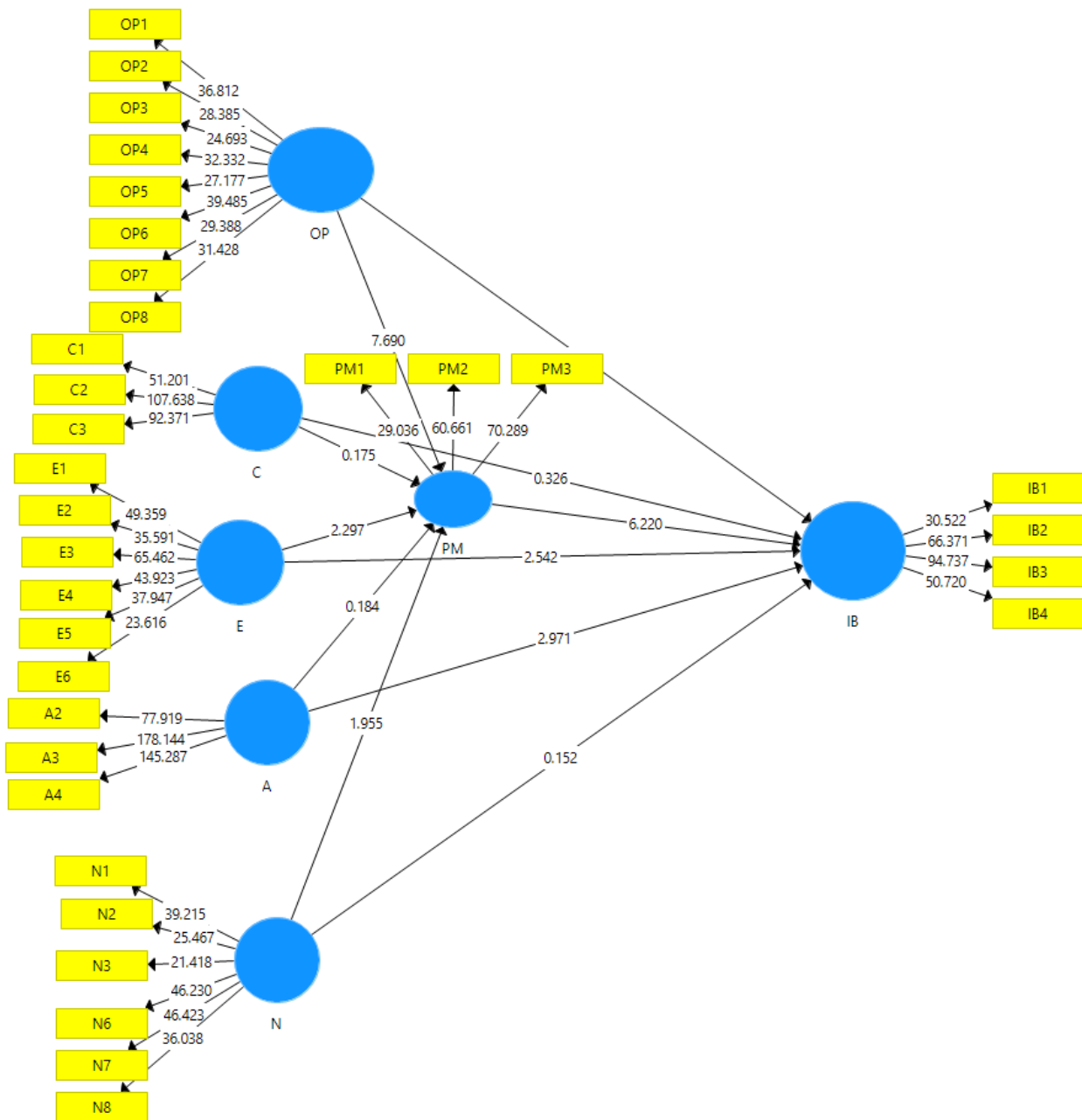
Items	Loadings	Alpha	CR	AVE
A2	0.921	0.938	0.96	0.89
A3	0.961			
A4	0.947			
C1	0.894	0.90	0.94	0.839
C2	0.943			
C3	0.911			
E1	0.833	0.91	0.93	0.691
E2	0.811			
E3	0.884			
E4	0.838			
E5	0.86			
E6	0.755			
IB1	0.821	0.896	0.928	0.764
IB2	0.894			
IB3	0.919			
IB4	0.86			
N1	0.809	0.899	0.923	0.666
N2	0.766			
N3	0.739			
N6	0.861			
N7	0.87			
N8	0.842			
OP1	0.785	0.904	0.922	0.597
OP2	0.763			
OP3	0.741			
OP4	0.766			
OP5	0.765			
OP6	0.814			
OP7	0.757			
OP8	0.789			
PM1	0.808	0.824	0.895	0.74
PM2	0.885			
PM3	0.886			

All the mentioned above values are more than threshold so that validity and reliability of the construct is established. The next step is to calculate factor loading to ensure discriminant validity with the help of Fornell Larcker Criterion. The calculated values of all the items by using Fornell Larcker Criterion. The calculated values of all the items by using Fornell Larcker Criterion are mentioned below in Table 4. From the figures give below it is obvious that the outer model is correct and the factor loadings of the entire construct as per the threshold level. Table 4 has been given below

**Table 4**  
**Discriminant validity**

	A	C	E	IB	N	OP	PM
A	0.943						
C	0.398	0.916					
E	0.492	0.733	0.831				
IB	0.244	0.403	0.495	0.874			
N	0.802	0.456	0.594	0.362	0.816		
OP	0.470	0.483	0.569	0.623	0.563	0.773	
PM	0.418	0.404	0.501	0.631	0.502	0.609	0.860

In the above mentioned table all the calculated values are showing discriminant validity as the values of the relevant construct are higher as compared to the other constructs. After ensuring the discriminant modeling the next step is structural equation modeling and hypothesis testing. The table mentioned below shows the structural equation modeling and the results of the hypothesis that have been developed on the basis of problem raised and the literature review with the support of RBV. The figures mentioned below shows direct effects of innovativeness, pro-activeness, and risk taking, showing the beta values and the significance of the independent variables



**Figure 2: Structural model**

**Table 5**  
**Path analysis**

		Beta Value	Standard Deviation	T Statistics	P value	Decision	R square	f square	Q square
A	-> IB	-0.174	0.059	2.971	0.003	Accepted	.521	0.023	.389
A	-> PM	0.012	0.074	0.184	0.854	Rejected		0	
C	-> IB	0.016	0.055	0.326	0.744	Rejected		0	
C	-> PM	0.012	0.059	0.175	0.861	Rejected		0	
E	-> IB	0.168	0.066	2.542	0.011	Accepted		0.021	
E	-> PM	0.152	0.067	2.297	0.022	Accepted		0.015	
N	-> IB	-0.009	0.073	0.152	0.879	Rejected		0	
N	-> PM	0.162	0.081	1.955	0.051	Accepted		0.012	
OP	-> IB	0.368	0.06	6.103	0	Accepted		0.141	
OP	-> PM	0.422	0.055	7.69	0	Accepted		0.182	
PM	-> IB	0.394	0.063	6.22	0	Accepted		0.188	

*H1: Openness has positive relationship with impulsive buying behavior.*

*Openness* (b= 0.06, t=6.103, p=0) which show that our hypothesis is accepted in support() who also mention that openness have positive relationship with impulsive buying behavior. They are open, creative and try new thing and make impulsive buying. People buy more impulsive with high score in agreeableness personality trait compare to those people who have less score in agreeableness trait.

*H2: Extraversion has positive and significant relationship with impulsive buying behavior.*

*Extraversion* (b= .168, t=2.542, p=0.011) have positive relationship with impulsive buying behavior which show that our second hypothesis accepted with further support the findings of () . Extraverts are socialist, enthusiastic, and energetic, excited and try to make their life easy. They love to meet new people that's why people who have high score in extraverts are more impulsive in buying.

*H3: Conscientiousness has positive relationship with impulsive buying behavior.*

*Conscientiousness* (b= .016, t=.326, p=.744) have negative relationship with Impulsive buying behavior, our hypothesis is rejected on the basis of T value which is less than 1.65.

Conscientiousness people are planned, goal oriented and they always work to achieve their goal according to their plans. People who have high level score in this personality trait

seems to be less impulsive compare to those who are low level of conscientiousness personality. Results from previous research have not validated in this study. There is need to revisit the relationship among two concepts.

*H4: Agreeableness has positive relationship with impulsive buying behavior.*

*Agreeableness* ( $b=-0.174$ ,  $t=2.971$ ,  $p=0.003$ ) have positive relationship with impulsive buying behavior. Our study supports the finding of () in which they accept the relevant hypothesis. Agreeableness people are very much goal oriented, they worked hard to achieve their goals and they are focused in their objectives. They are very intelligent and do not make decision before considering advantages and disadvantages of the decisions

*H5: Neuroticism has positive relationship with impulsive buying behavior.*

*Neuroticism* ( $b= -0.009$ ,  $t=0.152$ ,  $p=.879$ ) do not have positive relationship with impulsive buying behavior which means it reject our hypothesis. Neuroticism people are very stressed and highly depressed with negative feelings. They do not emotionally and mentally satiable. People with high score in neuroticism are more impulsive buy because impulsive buying reduce their stress and depression and they feel better. Sometime emotional breakdown and anxiety lead individual to buy impulsive.

*H6: Openness has positive relationship with Positive mood.*

*Openness* ( $.368= 2$ ,  $t=6.103$ ,  $p=0$ ) which show that our hypothesis is accepted. Openness have positive relationship with Positive mood. Positive mood is one of the extrinsic factors of the personality and people who are openness in personality more effected by positive mood in positive way.

*H7: Extraversion has positive relationship with Positive mood.*

*Extraversion* ( $b= 0.152$ ,  $t=2.297$ ,  $p=0.022$ ) have positive relationship with positive mood which means our hypothesis is accepted and it also support the findings of the Nikhashemi (2017) who also show the same findings in his study.

*H8: Conscientiousness has positive relationship with Positive mood.*

*Consciousness* ( $b= 0.012$ ,  $t=0.059$  ,  $p=0.175$ ) show negative relationship in results which reject our hypothesis it support the findings of Morgan (1970) but contradicted to the findings of Dania (2017)which show positive relationship of above variables. People who are conscious nature they always try to be practical in their daily routines and think before doing anything so that their situational variables do not affect them more.

*H9: Agreeableness has positive relationship with Positive mood.*

*Agreeableness* ( $b=0.012$ ,  $t=0.184$ ,  $p=0.854$ ) have negative relationship with positive mood but our hypothesis was about positive relationship. Our results reject our Hypothesis which is contradicted to the findings of the Badgaiyann (2016) who mention positive relationship of the agreeableness with positive mood. The result has initiated the need to revisit the relationship between these two concepts.

*H10: Neuroticism has positive relationship with Positive mood.*

*Neuroticism* ( $b= 0.162, t=1.955, p=0.051$ ) has positive relationship with positive mood which mean our hypothesis is accepted which also support the findings of the (Verplancken, 2001). Neuroticism are more likely to moody as compare to other person this characteristic are positive in their good mood.

*H11: Positive mood has positive relationship with impulsive buying behavior.*

Positive mood ( $b= 0.394, t=6.22, p=0$ ) have positive relationship with impulsive buying behavior which further support the findings of the (McCrae & Costa Jr, 2008). People in Positive mood are more likely to buy impulsive because good mood triggers the unplanned purchase of the people.

**Table 6**  
**Mediation analysis**

	<b>Beta Value</b>	<b>Standard Deviation</b>	<b>T Statistics</b>	<b>P value</b>	<b>2.50%</b>	<b>97.50%</b>	<b>Decision</b>
A -> PM -> IB	<b>0.007</b>	0.048	0.181	0.856	<b>-0.087</b>	.0.102	Rejected
C -> PM -> IB	<b>0.008</b>	0.039	0.187	0.852	<b>-0.069</b>	0.084	Rejected
E -> PM -> IB	<b>0.097</b>	0.044	2.172	0.03	0.01	0.181	Accepted
N -> PM -> IB	0.1	0.052	1.897	0.058	<b>-0.004</b>	0.201	Rejected
OP -> PM -> IB	<b>0.271</b>	0.042	7.313	0.0	<b>19.30</b>	0.358	Accepted

*H12: Positive mood mediates the relationship between Openness and Impulsive buying behavior.*

*Positive mood is a good mediator of C and impulsive buying behavior Our Hypothesis is accepted* ( $b=0.271, t=7.313, p=0$ ) positive mood mediate the relationship between Openness and impulsive buying behavior it further support the findings of Badgaiyann (2016) who said mood is a good mediator. They are Imagine and sensitive in nature they are easily trigger by the positive mood towards impulsive buying.

*H13: Positive mood mediates the relationship between Extraversion and Impulsive buying behavior.*

Our hypothesis positive mood mediates the relationship among extraversion and impulsive buying is accepted ( $b= 0.097, t=2.172, p=0.03$ ) and it support the findings of Verplanken and Herabadi (2001). Extraversions are like and enjoy the company of the people more than alone and that feel happy with people. Positive mood triggers their impulsive buying.

*H14: Positive mood mediates the relationship between conscientiousness and Impulsive buying behavior.*

Positive mood mediate the relationship between conscientiousness and impulsive buying ( $b= 0.008, t=0.187, p=0.852$ ) is rejected according to our study it also support the Verplanken et al. (2005) findings but contradicted to the findings of (Silvera, Lavack, & Kropp, 2008). Conscientiousness people are goal oriented and make long-term goals. People with high level of Conscientiousness are carrier oriented, person control and direct their impulsive buying. They focus on their internal feelings not external factors.

*H15: Positive mood mediates the relationship between Agreeableness and Impulsive buying behavior.*

*Positive mood mediates the relationship between agreeableness and impulsive buying behavior* ( $b= 0.007$ ,  $t=0.181$ ,  $p=0.856$ ) our hypothesis is rejected on the basis of our results which contradicted to the findings of the (Shahjehan et al., 2012). Agreeableness is synthetic and warm nature of personality. They are amiable and do not affected by the situational factors. They only do their activity according to their aims. The result has initiated the need to revisit the relationship between these two concepts.

*H16: Positive mood mediates the relationship between Neuroticism and Impulsive buying behavior.*

Positive mood mediates the relationship between Neuroticism and impulsive buying behavior ( $b= 0.1$ ,  $t=1.897$ ,  $p=0.058$ ) is rejected. People with Neuroticism characteristics are more in anxiety and agree nature. They are much worry about their things and feel guilty if anything happened. They love to live alone and not meet other people more.

### **4.3 Discussions**

Analysis of Analysis of the model done by Smart PLS which showed that model is good fit among data and model. Nine hypotheses were accepted while seven hypotheses were rejected on the basis of results. This study revealed that positive mood overall has positive relationship with impulsive buying behavior but it has also negative relationship with some dimensions of personality. Present study made numerous contributions to the literature of impulsive buying behavior and existing body of the knowledge. Research framework explain and consider impulsive buying behavior but that did not take in to account the relationship of positive mood. In same line (Kanuk, 2008) extended (Robbins, Francis, Haley, & Kay, 2001) by adding urge to buy as new variable.

Many western studies consider that most consumer decision at the time of purchase effected by their mood. Different studies in Pakistan regarding impulsive buying did not add positive mood in their study meanwhile many western studies develop frame work regarding positive mood. The study of Verplanken et al. (2005) which did in Pakistan state that gender difference not effect impulsive buying behavior but our findings suggest that females are more impulsive to buy as compare to male consumers. The most important outcome of our paper is that consumers' personality traits and impulsive buying behavior are alone not sufficient for impulse buying and that some other factors such Positive mood, are also needed to create an urge to buy. These cues act as a driver for impulsive buying. Retail store manager must understand the importance of these cues for encouraging shoppers to make extra purchases or unplanned purchases.

The present study gives impetus to the retailers' strategy of creating impulsiveness. The study posits the relationship between personality traits and impulse buying behavior. Retailers must develop marketing and communicational cues aimed at eliciting impulsive purchas. It becomes pertinent for marketers and retailers to plan towards creating blissful shopping experience.

### **3.1. Conclusion**

Due to the intricate nature of the impulsive buying, it become the major challenge for the researchers to work on it to understand the phenomena of this complex nature topic. Impulsive buying is complicates, multi-dimensional and huge concept due which a large number of products are sold out every year. Developing countries have more need to study impulsive

buying behavior as compare to developed countries due to recent development in the retail sectors of developing countries.

Main Aim of the study is to scrutinize the role of personality dimensions namely Conscientiousness, openness, Neuroticism, agreeableness, Extraversions in encouraging and facilitating the people to do impulsive buying. People who are high in particular tend they are more likely to buy impulsive as compare to those who are low. This study found Agreeableness, Extraversions, and openness are positively associated with the impulsive buying behavior meanwhile Conscientiousness and Neuroticism are negatively associated with impulsive buying behavior.

Customer mood was most significant detriment among all which purposed by the researchers, from last many years mood consider important factor while doing decision. Without disturbing the rational procedure, mood could influence the individual behavior and attitude. Positive mood influences the Extraversions and openness to buy impulsive, Study also found that positive mood do not influence the agreeableness, Conscientiousness, and Neuroticism to buy impulsive, it may determine the unique buying behavior of the consumer in Pakistan as compare to developed countries.

The contribution of the study is to deeper understanding of the consumer in Pakistan. Overall different explanations of impulsive buying regarding personality trait is too small. Personality trait is very essential to trigger the impulsive buying while other divers of impulsive buying are extrinsic. Extrinsic factors are the motivational factors in the store like atmosphere of the store and promotional offers. Intrinsic factors always act behind scene and thy may reduce the effect of extrinsic factors. People with open minded nature are more prone to promotional offers and discount offers as compare to who are more reserve in nature. Marketers have to become aware from both external and internal antecedents of impulsive buying.

### **3.2. Managerial Implications**

Our study established the role of personality trait in encouraging impulsive buying in retail sector. Specific dimensions of the personality who have positive relationship with impulsive buying behavior namely Agreeableness, Extraversions, and openness. Marketers should target Agreeableness, extroverts and open-ended people in promotional offers and store environment on retail store could entertain the people with low level of neuroticism and they could enjoy shopping and reduce stress.

### **3.3. Future Research**

This study adds to scare amount of studies done on finding of personality with impulsive buying behavior exclusively. Intrinsic factors do not work separately; they work with extrinsic factors. Future studies may collectively work on intrinsic and extrinsic factors who cause impulsive buying. It could be more interesting if the researcher works on hoe extrinsic and intrinsic factors interact each other. In addition, future studies could draw relative trend of products in different categories with respect to tendency of consumer into buying impulsive.

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