

**THE EFFECT OF PERSONALITY TRAITS ON
IMPULSIVE BUYING TENDENCY AND
IMPULSIVE BUYING BEHAVIORS USING AN
INDIGENOUS SCALE, OCEAN MODEL**

BY

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A thesis submitted to the Business Studies Department, Bahria Business School, Bahria University Karachi Campus, in partial fulfillment of the requirements for MBA Degree



SPRING, 2021

BUSINESS STUDIES DEPARTMENT

BAHRIA BUSINESS SCHOOL

Bahria University Karachi Campus



MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	28/04	Zoom	Literature Review	
2	15/05	Zoom	Data Analysis	
3	04/06	Zoom	Final Check	

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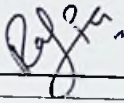
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DEDICATION

I dedicate my thesis to my family members and colleagues who encouraged and supported me throughout this research work.

ACKNOWLEDGEMENT

Firstly, I am so thankful to ALMIGHTY ALLAH for His countless blessings. He is the most beneficent and the most merciful. I would have not been able to complete this thesis without His agreement.

Now, I am much obliged to Dr Adnan Butt, who as my thesis supervisor, continuously guided me with his knowledge and experience throughout the completion of this thesis.

I am also very thankful to managerial employees of companies of Manufacturing industry in Karachi and Islamabad for their co-operation in providing data for my thesis.

My family members and colleagues supported me throughout the completion of this thesis. my sincere gratitude to all of them.

ABSTRACT

Purpose: With the use of Mowen's five personality characteristics, this research tries to figure out what kind of connections these traits have with impulsive purchasing propensity and impulsive buying behaviors, and how they are related to one another within an integrated framework. The article uses data gathered from 400 respondents to investigate the connection between personality characteristics and respondents' impulsive tendencies, as well as the correlation between factors that elicit a desire to purchase.

Methodology: Confirmatory factor analysis with reliability test (Cronbach alpha) all this tool was applied in model. The OCEAN Model is used to evaluate the relationship. In the study, it was shown that personality characteristics such as conscientiousness, materialism, and bodily requirements are positively linked with impulsive buying, and that openness to experience is also favorably associated with impulsive purchasing. Neuroticism, materialism, and arousal all show favorable correlations with the propensity to make impulsive purchasing decisions.

Findings: The findings also show that agreeableness has a favorable effect on the propensity to make impulsive purchases. These findings, along with the research implications, have contributed to the advancement of the current literature. We developed six hypotheses of five personality traits and impulsive buying to test the direct relation with impulsive tendency. In which we are rejecting all the null hypothesis by accepting the alternative hypothesis as their P Values were less than 0.05 which implies that there is a positive relation between the variables.

Limitation: In addition, the study's dependence on single-item measures for the evaluation of personality traits is an apparent flaw in the design. Despite the fact that the single item scales provided valid and reliable measurement for the bulk of the constructs, when structural equation modelling was employed, it was discovered that the single item scales limited the scope of the research.

Recommendation: If marketers want to better focus their promotional offers, they should think about how they can reach out to people who are open-minded and extroverted.

Keywords: Impulsive buying behavior (IBB), Impulsive buying tendency (IBT), Openness to Experience (OTE), Conscientiousness (CON), Agreeableness (AGR), Neuroticism (NEU).

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