

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE**

**FACTORS INFLUENCING IMPULSIVE BUYING
BEHAVIOR OF CONSUMERS IN YANGON**

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**FACTORS INFLUENCING IMPULSIVE BUYING
BEHAVIOR OF CONSUMERS IN YANGON**

This thesis is submitted to the Board of Examiners in Partial Fulfillment of the
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ABSTRACT

The intention of this study is to explore the factors influencing consumers' impulsive buying behavior in Yangon. The main purpose of this study is to analyze the influences of internal factors such as personality traits (openness to experience, conscientiousness, extraversion, agreeableness and neuroticism) and hedonic motivation on impulsive buying behavior of consumers. Due to its unknown population, only 398 respondents were taken by systematic random sampling method. On the basis of the empirical study, it was concluded that personality traits, i.e., neuroticism and extraversion, have a major association with impulsive buying activity, whereas neuroticism can be shown to be the most powerful factor in influencing impulse buying behavior. The outcome showed that the relationship between hedonic motivation and impulsive purchasing activity is positive and highly significant. People are starting to shop online due to stress during this COVID-19 outbreak. Retailers should also concentrate on clients of different personalities and use various techniques to attract them. Marketing is related to knowing the requirements of the consumer and directing the customer toward certain item by making those requirements in the customer's mind. This study suggests that manufacturers must always be innovating, creative and curious about their products. And they need to more focus on entertainment, excitement and fun things which can urge to make unplanned buying.

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CHAPTER I

INTRODUCTION

Over the last few years, analysts moved their focus from buyer buying behavior to impulsive behavior of consumers to buy a planned or unplanned product (Muruganatham & Bhakat, 2013). Impulsive buying is often described by consumers as an enjoyable experience and frequent impulsive buyers may simply enjoy the experience more than those who are less impulsive (Rook, 1985).

Impulsive purchasing activity through seeing some product at retail outlet as a spontaneous impulse of the customer for accidental buying. Impulsive purchasing is caused by multiple various factors, including financial, physical, geographical, cultural and personal factors (Stern, 1962). Internal factors that are influencing buyer impulse buying behavior are critical to talk about that it straightforwardly impacts the customers exclusively (Drossos, Kokkinaki, Giaglis, & Fouskas, 2014). In this study, personality traits and hedonic motivation are used as significant internal variables. Impulsive consumer buying behavior, on the other hand, is a dependent variable which relies on independent variables.

Personality is quite possibly the main figures generally examined purchaser conduct. Personality traits are the grouping of personal emotional, cognitive and motivational characteristics that the influence the way individuals make response to decision making (Dole & Schroeder, 2001). According to Brown and Taylor (2014), personality traits may influence the individual and household's financial decision making. Hausman (2000) mentioned that nearly 90% of people do make impulsive purchases. There are a solid empirical evidence supports that the role of Five Factor Model is significant in purchasing problems (Mueller, Claes, Mitchell, Wonderlich, Crosby & de Zwann, 2010).

Nowadays, because of ridiculous development and mechanical progression shopper's taste, decisions and cases are changing quickly that power organizations to carry more advancement to hold and pull in more clients (Xiang et al., 2016). This study intends to explore impulse buying behavior. In developing economies in particular, impulse buying is rising because customers have quickly adopted the techniques of shopping retailers for some marketing technologies. The retail business

in Myanmar has arisen as perhaps the most powerful and quickly developing enterprises with a few homegrown and unfamiliar players entering the market.

Myanmar customers have oppositely changed regarding their shopping conduct and impulse purchasing is arising as a profoundly recognizable conduct. In this unique circumstance, the part of impulse purchasing conduct assumes a critical job for current retailers and consequently for analysts. From the technological to the social field, personality has a role in the way consumers approach new developments and recent trends. From practical aspects, Five Factor Model provides more practical information to retailers and merchandisers as they will be able to develop effective marketing strategies to trigger the consumer's impulsive buying behavior. Hence, this study aims to show the impulsivity level of purchasing behavior of consumers who live in Yangon.

1.1 Rationale of the Study

The middle-class population and their incomes have been rapidly increasing during the last ten years. According to McKinsey Global Institute's report from June 2013, Myanmar's consuming class (or middle class) will reach 19 million people by 2030 from 2.5 million in 2010. The typical Myanmar consumer allocates between 46% – 49% % of their monthly household spending to cover food and other groceries, household products, and personal care products. Looking forward, the middle- and high-income sectors are probably going to remain the key drivers of retail spending and the goal market for the invasion of various items in Myanmar's client industry.

The requirement for considering unplanned purchasing is more in agricultural nations when contrasted with developed nations because of the new advancement in the retailing area in non-industrial nations (Farid & Ali, 2018). Impulsive buying behavior is likewise significant for advertisers to choose a reasonable promoting procedure. Then they can gain higher sales revenue and try to fill the needs of the customers immediately.

As Myanmar heads toward growth that transforming the economy and the lives of its citizens, the impulsive buying is on the rise. My attention goes to studying this subject by all the factors listed above. This research will examine the variables that promote impulse buying, specifically those induced by personality traits. In addition, it will explore the relation between the buying actions of impulses and hedonic motivation.

1.2 Objectives of the Study

The main aim of this study is to examine the factors affecting the impulsive purchasing behavior of consumers in Yangon. The goals of the research are focused on as follows.

- (1) To identify impulsive buying behavior of consumers in Yangon.
- (2) To analyze the influencing factors on impulsive buying behavior of consumers in Yangon.

1.3 Scope and Method of the Study

The focus of this study was on factors affecting consumers' impulsive buying behavior in Yangon. Since Yangon is a city with greater buying power than any other city, it is more developed. In this study, the descriptive research method was used in order to achieve the above objectives. A sample of 398 respondents were undertaken by using systematic random sampling method.

In order to evaluate the factors influencing clients' impulsive buying behavior in Yangon, a regression analysis was also concluded. Both sources of data were used to meet the goals of the. In this study, a self-administered online survey collected the primary data. Online surveys are useful because they are easy and fast, and because collecting a large sample compared to a small one does not cost more. A further benefit is that it is confidential and there is no interviewer present, enabling the researcher to ask sensible questions (Sue & Ritter, 2007). The secondary data were collected from relevant textbooks, academic journals, previous research papers and the respective websites.

1.4 Organization of the Study

This study is comprised by five chapters. The chapter (1) consists of the introduction of the study, the rationale of the study, objectives of the study, scope, method and the organization of the study. Chapter (2) focuses on literature review of the study. Chapter (3) lays emphasis on demographics characteristics of respondents and analysis of impulsive buying behavior. Data review, interpretation and discussions are provided in Chapter (4). Chapter (5) outlines the summary of findings, conclusions and appropriate recommendations on the basis of the research findings and it will be followed closely with references and appendices.

CHAPTER II

THEORETICAL BACKGROUND OF THE STUDY

The theoretical history of this chapter includes consumer behavior, impulsive buying behavior, and factors affecting impulsive buying behavior, including demographic factors, personality traits and hedonic motivation. Previous studies and the conceptual framework of the study also included in this study.

2.1 Consumer Buying Behavior

As advertisers and suppliers can collect profits from within a selling phase, customers are constantly critical. Studying consumer behavior is therefore an important subject for advertisers and researchers to understand the thoughts and behavior of consumers. The advertising idea of business conduct centers around shoppers, their inclinations, wishes, requirements, and desires that should be met and surpassed so the organization can make business progress evaluated by the degrees of income, benefit, piece of the pie, and faithful client premise. Consumer behavior is the most unpredictable issue of advertising hypothesis and practice, because of its promoting heterogeneity and a large number of elements applying a consolidated effect on it, in pretty much different ways, contingent upon the event. The information and comprehension of buyer conduct have become an essential undertaking both at the pioneering and institutional levels.

Consumer behavior is the investigation of customer's activities during looking for, buying, utilizing, assessing, and discarding items and administrations that they expect will fulfill their necessities. Consumer behavior explains how people additionally settle on choices to spend their accessible assets (i.e., time, cash, exertion) on products that advertisers offer available to be purchased. The investigation of buyer conduct describes what items and brands shopper purchase, why they get them, when they get them, where they get them, how regularly they get them, how frequently they use them, how they assess them after they buy, and whether they get them over and over (Schiffman & Kanuk, 2015).

The primary goal of the investigation of consumer behavior is to furnish advertisers with the information and abilities, that are important to complete definite customer examinations which could be utilized for getting markets and creating

promoting systems. The behavior of any buyer includes a few determinants, for example, mental determinants comprise of intentions, learning, propensities and habits, character, the inclination to hazard, and standard of living. Economic determinants of consumer behavior consist of fee, merchandise, profits, place of sale and promotion. Social and cultural determinants of consumer behavior consist of a social group, a family, and a reference group. External causes of consumer purchasing behavior are these determinants. Internal factors include personal and demographic determinants, such as education, income, family status, sex and lifestyle (Karczewska, 2010).

In order to create value for consumers and profit for organization, marketers need to understand why consumers buy certain products and not the others. The traditional model of consumer decision making process involves five steps that consumers move through when buying a product or service. A model of the consumer purchasing process as developed by Churchill and Peter (1998), including five steps: need identification, knowledge searching, alternative assessment, purchase decision and post-purchase evaluation. Customers don't need to go through every one of these stages when settling on a choice to buy and indeed, a few phases could be skipped or exchanged relying upon the kind of procurement (Kotler & Keller, 2012).

Impulse purchaser takes the fast dynamic subject to the sudden responsibility for an item when contrasted with the typical purchasing measure. It is to a greater extent the last minute than cautious in nature and is more untroubled than insightful (Lee & Kacen, 2008). The character qualities of people are administering the buying cycle for whether it is an arrangement buying or incautious buying. The results of the exploration will be useful for advertisers to comprehend the incautious purchasing conduct of customers and their character qualities which impact dynamic to reckless buys (Gangai & Agrawal, 2016).

2.2 Concepts of Impulsive Buying Behavior

Impulsive buying behavior is always an interesting topic in the study of consumer behavior. According to Applebaum (1951) defined impulse buying as purchasing which probably was not arranged by the client prior to entering a store, yet which came about because of an improvement made by a sale's promotional device in the store.

According to Stern (1962), “Impulse buying is influenced by a variety of economic, personality, time, location and even cultural factors. These vary not only among different shoppers considering purchase of the same item, but also for the same shopper buying the same item but under different buying situations”. The rate of impulsive buying has raised from 38.2 percent in 1945 to 50.9 percent in 1959 in which consumers made decision without advance planning. A study of Dolliver (2009) showed after the 2008 recession, 60 percent of females were still engaged in online impulse buying.

Kacen and Lee (2002) discovered that impulse buying behavior involves provoke persuading and spurring hedonic buy activity in which the choice with respect to buying the item does not depend on the profound thought prepare. It is just fulfilment of consumers’ aspiration. Luo (2005) observed that consumers shopping with friends increase the desire to buy, on the other hand, while shopping with relatives reduces impulsive buying. Beatty and Ferrel (1998) mentioned impulsive purchasing as an unexpected and spontaneous purchase without improving the intention to either purchase a product or satisfy any other desires in advance.

Sharma, Sivakumaran and Marshall (2010) found that the purchase of impulses is linked to hedonistic behavior in which an individual is participating in the purchase of impulses because of emotions and psychological and enthusiastic inspirations instead of considering the utilitarian benefits. The findings of Colly and Burges (2003) study showed that shopper purchases items for all kind of reasons other than since these are entirely essential, such as to clam a discourage temperament, to precise a character or basically for fun. Noteworthy fragment of sales comes through impulse buy which appears that impulse purchasing may be a key subject to both retailer and retail industry. Contrasting impulsive and non-impulsive customers, it was discovered that while the positive mindset influences the two form of customers to make buys impulsively, negative mind-set states like hopelessness, misery are bound to encourage the incautious purchasers to make buys much more impulsively (Rook & Gardner, 1993).

2.3 Factors Influencing on Impulsive Buying Behavior

Different internal and external factors influence the acquisition of impulses. Internal factors such as demographic factors, personality traits and hedonic motivation are studied in this section.

2.3.1 Demographics Factors

There are a number of factors that influence a consumer's behavior, and they differ depending on a person. Consumer behaviors vary reliant in the following demographic factors such as gender, age, education, income, occupation and marital status and so on. Desai (2018) mentioned that a person with high income will make a huge purchase, and on the other hand, a lower income person will make a small purchase. Amos et al., (2014) argued that socio-demographic factors such as age, gender and ethnicity played insignificant relationship with impulse purchase. However, the authors confirmed that higher income had a positive effect on impulse purchases and then, the increased age had a negative effect on impulse purchases. Income level influences impulse buying behaviors and person with higher income levels are more likely to make impulse buying because they are less sensitive to the product price and can afford to buy product (Vishnu and Raheem, 2013). From the sellers' point of view, consumers' high-income levels have a beneficial influence on consumers' buying behavior.

According to Dittmar et al., (1995), girls have a tendency to purchase the symbolic and self-expressive items which will be related to their look and emotional elements of self and boys generally tend to contain in impulse shopping for of instrumental and entertainment gadgets which tasks their independence and activity. The buying behavior of young and old age customers and different preferences related to online shopping has been examined. Young customers are more impulsive than old customers. Youths spend more time in online shopping and values information availability of the goods but they are mostly influenced by external stimuli. However, younger groups are more likely to make impulsive online shopping transactions than older groups (Saarela et al., 2008). Findings of studies suggested that tendency of impulse buying behavior is high between the age of 18 to 34 years old and the consumers purchased famous brands of digital cameras in Thailand.

In addition, understanding consumer's buying behavior is essential for companies' strategic marketing activities and effective communication with different customer segments can be helped by understanding the psychological processes that effect consumer behavior (Boonlertvanich,2009).

2.3.2 Personality Traits

Personality is one of the foremost vital variables which broadly examined in consumer behavior. Among them, personality trait theory is the most popular and widely used approach in recent years and are affecting more impulsive buying action.

Personality is characterized by Arnold, Price and Zinkhan (2002) as the unique and enduring mental processes, feelings and actions that describe the adaptation of each person to the circumstances of his or her life. Blythe (2008) mentioned personality as the selection of individual features that make a person special and influence the reactions and interaction of a person with the external environment. According to Kotler and Keller (2009) stated personality is a collection of distinctive psychological features of individuals that contribute to reasonably consistent and lasting responses to environment stimuli. From the innovative to the social areas, personality encompasses a part within the way customers approach modern advancements and later patterns.

Today, Costa and McCrae personality trait model is basically utilized for assessing individuals' traits considered as a normalized model that can be useful to recognize customers' personality characteristics. People can have all these personality measurements and, in certain measurements, they can achieve high as low as per their personality characteristics (Rehman & Manjur, 2018). Five Factor Model is a theoretical structure for evaluating the human personality into five key attributes, which are openness to experience, conscientiousness, extraversion, agreeableness and neuroticism. This theory was defined in 1949 by Fiske and was expanded into different theories of personality by different researchers such as Cattell's System, Eysenck's System, Guilford's System, Murray's Need System, The Interpersonal Cycle and lastly, FFM (Digman, 1990). In 1985, however, Costa and McCrae repurposed this idea into five fundamental traits that have been commonly used until now (Looi et al., 2016).

One of the significant components of the Five-Factor Model is **extraversion** in which people are positive, dynamic, agreeable, social, and prevailing (Yim, Yoo, Sauer, and Seo, 2014). This trait predominantly manages the propensity of mingling, certainty, self-assuredness, expectation, and delight (Mooradian & Swan, 2006). Extravert persons have an enthusiastic attitude to the social and material world and characteristic such as sociability, activity, assertiveness and positive feelings (John and Srivastave, 1999). Individuals with a high score on this trait are consistently sure

leaning, certain, helpful (Watson and Clark, 1991), fiery, eager, and very dynamic who love to socialize (John and Srivastave, 1999). Since extraverts are more sociable than they will make more impulse purchases compared to others.

Agreeableness is also linked to impulsive buying behavior in the study of Chen and Lee (2015). Agreeableness can be illustrated as trust, altruism, kindness and affection. This outcome showed that individual with a high score of agreeableness as trusting, straightforward, tender-minded and contributing to the happiness of other people and are more willing to trust online buying. Agreeable people buy more unintentionally than alert people, and they make more unplanned buying. People with low scores on this trait will in general affront and put down others. They are less likely to make impulsive buying.

Openness to experience is defined as “the breadth, depth, originality, and complexity of an individual’s mental and experiential life” (John and Srivastava, 1999). An individual with low degree of openness tends to be impacted by others effectively and hence comes about in high degree of rash buying behavior (Verplanken & Herabadi, 2001). The more open a person is, the more shifted his interface are, the more skeptical he is, the higher his slant to challenge specialist and he is more willing to consider distinctive suppositions and perspectives.

Conscientiousness is the fourth characteristic of personality that is defined as socially prescribed control of impulses that promotes job and goal-oriented actions, such as thought before acting, controlling impulses, observing norms and laws, and preparing, arranging, and prioritizing tasks (John & Srivastava, 1999). The more conscientious an individual is, the more he is unique, achievement oriented, proficient, mindful, exceedingly organized and self-controlled (Costa and McCrae, 1992, 1989).

The last personality trait is **neuroticism**. People who are high in this attribute will, in general, be exceptionally burdensome, mindful about them, particularly impulsive and helpless (McCrae and Costa, 2008). A person scoring high in this characteristic could be confronting a few psychiatric issues as this characteristic leads a person to come up with unreasonable, strange and outlandish thoughts which might conclusion up with negative results. People having this characteristic are brief tempered, grouchy and are stressed out (John et.al, 2008). According to Shahjehan et.al, (2011) have also mentioned a positive correlation between neuroticism and impulsive buying behavior which indicates that people with neuroticism, depression,

restlessness, tiredness and frustration were much more prone to create unplanned buying.

2.3.3 Hedonic Motivation

Hedonic motivation is the readiness to commence behaviors that improve positive encounter (charming or great) and behaviors that diminish negative involvement. The word “hedonic” has been derived from the Greek for “pleasant”. Shopping motivation can be defined as the “drivers of behavior that bring consumers to the marketplace to satisfy their internal needs” (Jin and Kim, 2003, pp.399).

Hedonic motivation is described as buying and utilization of an item for the explanation of getting a feeling of happiness, satisfying a dream, or acquiring a change the temperament. It additionally huge effects impulsive purchasing as certain buyers buy for non-monetary reasons and is acquired from following up on good practices that came about because of esthetical and enthusiastic emotions like time pass, delight, diversion, dream. Now and then, customer's impulse purchase planning to change their present awful disposition (Jamal and Lodhi, 2015).

Generally, shopping motivations have been categorized into two aspects: utilitarian and hedonic (Nguyen et al., 2007). Utilitarian shopping motivations are task-oriented, rational, and cognitive with the intentions or desires to purchase a product efficiently and rationally highlighted (Kang and Park, 2010). While hedonic shopping isn't identified with the undertaking related exercises however the action is been done only for experience and fun (Overby and Lee, 2006).

On the other hand, hedonism is concerned with the fun and play of shopping arising from the achievement itself, and not for the achievements of any specified end-goal. Arnold and Reynolds (2003) defined “hedonic shopping motives are similar to the task orientation of utilitarian shopping motives, only the task is concerned with hedonic fulfillment, such as experiencing fun, amusement, fantasy and sensory stimulation” (pp.78). Hedonic shopping motives include adventure shopping, social shopping, gratification shopping, concept shopping, position shopping and value shopping in six categories (Arnold & Reynolds, 2003). On similar lines, Cinjarevic et al., (2011) observed that adventure, gratification, value and idea shopping have a direct positive effect on impulse buying behavior.

According to Bhatnagar and Ghose (2004), hedonic purchase is referred to ‘emotional needs of individuals for enjoyable and interesting shopping experiences’.

Hedonism emphasizes the essential way of thinking of enjoying life and keeping away from misery and distress. (Murray, 1964). Hirschman and Holbrook (1982) stated that hedonic shopping as the daydream and diverse sorts of enthusiastic involvements stemming from buying items.

2.4 Previous Studies on Consumer Impulsive Purchasing Behavior

There are various studies on factors affecting consumer impulsive purchasing behavior. This section includes the summary of some related previous studies. A previous study provides foundation of knowledge on related topic and guide a better way to go further steps. Seneath et al., (2009) recognized that impulse buying can be encouraged on account of the downturn of an individual and an endeavor to improve the state of mind. Verplanken and Herabadi (2001) reported the same results in his studies and mentioned that impulse purchasing is regularly connected with people who need to escape from aggressive mental insights, for example, low confidence, negative emotions, or states of mind.

A study by Gohary and Hanzae (2014) was measured the relationship between big five personality traits and buying behavior. The study found that personality traits like conscientiousness, neuroticism and openness to experience have an influence on the impulsive and hedonic shopping behavior.

Another study related to Thailand women suggested that women were a large group of digital camera buyers and the marketers should notice the product design, promotion and development for female buyers (Boonlertvanich,2009). According to Kongakaradecha & Khemarangsarn (2012) suggested that women are more impulsive than men and women buy product without observing and reviewing outcomes, and get regret easily. Agarwal (60), confirmed that men are thinking in detail before deciding to make purchase while on the other hand women are more likely to purchase items instinctively. Subsequently, one of the segment variables of sexual orientation is a basic factor for impulsive buying behavior.

Ekeng, Lifu and Asinya (2012) found that education is discovered to apply tremendous influence on impulse buying, as a result of higher positions within society area unit determined by the consumers' academic qualification that successively affects their remuneration scale, so boosting their ego to get products that might be planned or unplanned for as a result of the buying power of cash. A previous study by Rehman and Manjur (2018) examined the effects of personality

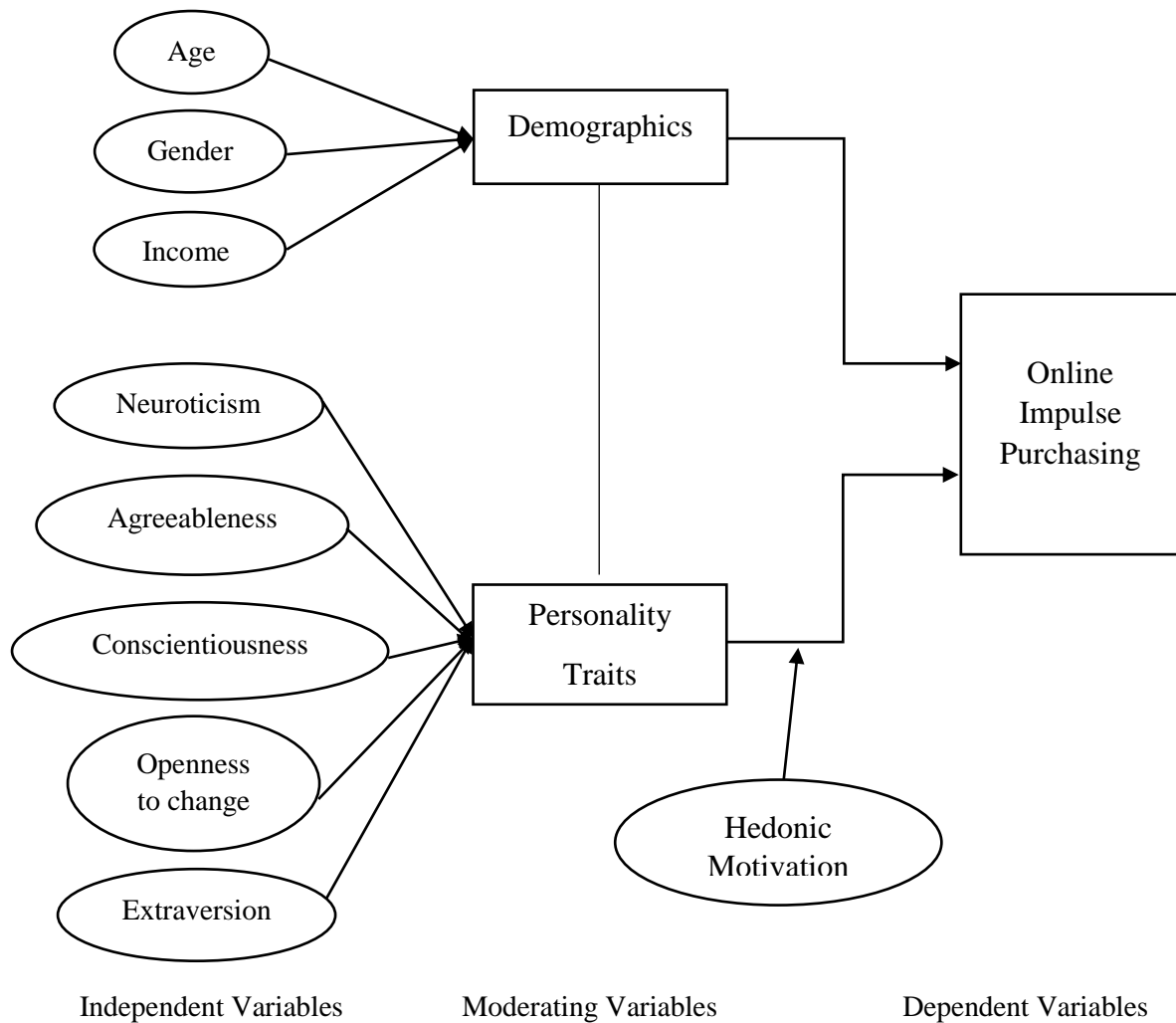
traits on online impulse buying and hedonic motivation as mediating role. Rehman and Manjur (2018) study showed the results of agreeableness and neuroticism have negative effects on impulsive buying activity, while with openness to experience, conscientiousness and extraversion have positive significance. In arrange to target the individuals with agreeableness and neuroticism, retailers must have an interface that permits the clients to connected with each other and share their encounters with respect to online buying.

Furthermore, Tsao and Chang (2010) investigated the influence of online shoppers' personality traits on their hedonic and utilitarian purchase motivation and the effect of purchase intention on subsequent purchases. This research shows that hedonic motivation is a powerful positive correlation with neuroticism, extraversion and openness to experience. This means that when shopping online, individuals who are more neurotic, more extroversive, or more open-minded bias to seek out entertainment, excitement, and enjoyment.

2.4.1 Conceptual Framework of the Previous Study

The previous conceptual framework with dependent and independent variables are shown in figure (2.1).

Figure (2.1) Conceptual Framework



Source: Habib Ur Rehman and Kazi Iftakher Manjur (2018)

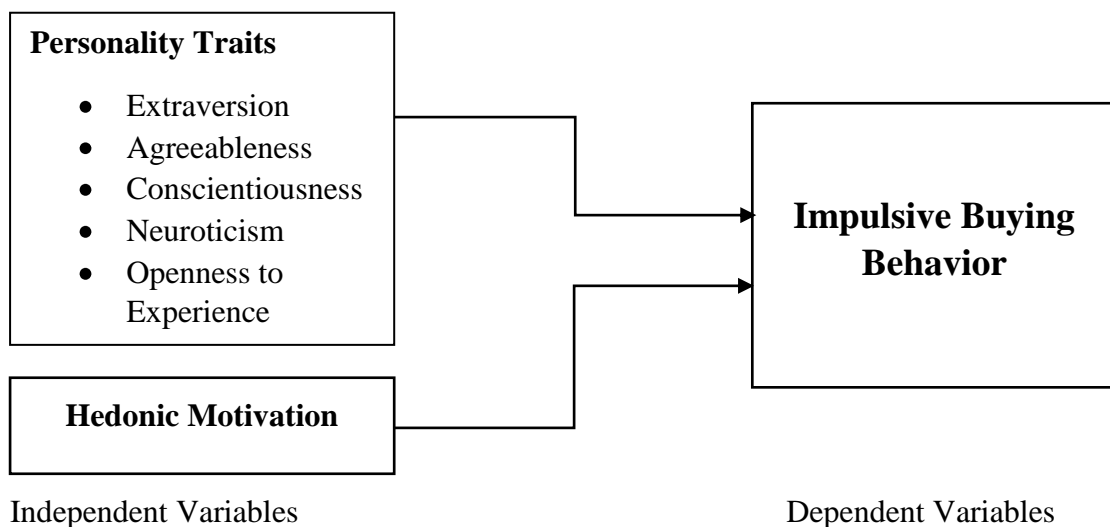
The title of the previous study is that ‘Effects of Personality traits (Neuroticism, Agreeableness, Extraversion, Conscientiousness) on online impulse buying: moderating role of hedonic motivation’. This research explored the influence of personality traits on the purchasing of online impulses and hedonic motivation as a moderating function. In this examination, the more an individual has the attributes of neuroticism and agreeableness less will be online impulse purchasing. In addition, tolerance to change, conscientiousness and extraversion have a positive and essential correlation with impulsive online purchasing conduct. Findings also recommend that huge contrasts exist among males and females with respect to their character qualities. Openness to experience, hedonic motivation and online buy conduct has critical

variety across various age groups. Individuals with more income are more outgoing than individuals with low income.

2.5 Conceptual Framework of the Study

There are two variable components which involved namely as independent and dependent. This study is primarily engaged to consider whether independent factors enable to arise impulse purchasing which is a dependent variable by analyzing consumer impulse buying behavior based on this conceptual framework. The first part was independent variables which included factors influencing of impulsive buying behavior namely as personality traits (extraversion, agreeableness, conscientiousness, neuroticism and openness to experience) and hedonic motivation. The second part includes dependent variable as impulsive buying behavior. All these two parts can be seen in the following Figure.

Figure (2.2) Conceptual Framework of the Study



Source: Adopted from Rehman and Manjur (2018)

This framework is structured upon the previous conceptual framework. Five Factor Model (FFM) is implemented in this study. This model is the most popular and widely used approach in recent years. Wansink (1994) mentioned that respondents are affected by both internal and external factors of impulsive purchasing behavior. This study, will not be explained the various external stimuli. However, major internal variables are only used in this study as independent variables such as personality traits (openness to experience, conscientiousness, extraversion, agreeableness and

neuroticism) and hedonic motivation of consumers in Yangon. Quantitative research method would be use for this study because survey would be conducted from a focused-on populace applicable to this investigation (Khuong & Tran, 2015). Continuously, analysis of dependent variables must be explored on the basis of the independent variables with structured questionnaires by using this conceptual framework.

CHAPTER III

IMPULSIVE BUYING BEHAVIOR OF CONSUMERS

Two sections are included in this portion. The demographic profile of participants is the first part. The second part is consumers' impulsive buying behavior.

3.1 Demographics Characteristics of Respondents

This section demonstrates the demographic characteristics of the respondents who were surveyed with structured questionnaire to explore factors influencing impulsive buying behavior. Demographic characteristics are gender, age, education level, income level, employment status and marital status of the respondents in Yangon.

3.1.1 Respondents by Gender

As per overview information, the quantities of respondents remembered for each gender are portrayed in the accompanying Table (3.1).

Table (3.1) Number of Respondents by Gender

Gender	No. of Respondents	Percentage
Male	93	23.4
Female	305	76.6
Total	398	100.0

Source: Survey Data (2020)

93 participants were men, representing 23.4 percent, and 305 participants were women, representing 76.6 percent of the total 398 participants, according to Table (3.1) findings. It can be stated that female buy more impulsively than males in this study.

3.1.2 Respondents by Age

Respondent's age level is a significant factor to occur impulse buying behavior. The age of respondents can be divided into four groups which are mentioned in Table (3.2).

Table (3.2) Respondents' Age Level

Age level	No. of Respondents	Percentage
16-25	309	77.6
26-35	76	19.1
36-45	10	2.5
46 or above	3	0.8
Total	398	100.0

Source: Survey Data (2020)

Buyer's age level is a significant indicator to calculate impulsive buying behavior. The respondents age level can be divided into four groups. According to the survey data, with 309 respondents, the number of consumers is between 16-25 years of age, accounting for 77.6 %. This level is the highest percentage among age group. What this level shows is that the closure of University, College and etc., during the COVID-19 Pandemic period, young people are increasingly using social media to make more purchases. 76 participants are 26-35 years of age, 10 respondents are 36-45 years of age, and only majority of the participants are 46 years of age or older. Thus, most young people especially 16-25 years age group are more likely to make impulse buying than older people.

3.1.3 Respondents by Educational Level

When surveying about the impulsive buying behavior of consumers, educational level is categorized into five items; high school level, undergraduate level, bachelor level, master and Ph.D. level. These data are shown in Table (3.3).

Table (3.3) Respondents' Educational Standard

Education Level	No. of Respondents	Percentage
High School	9	2.3
Undergraduate	163	41
Bachelor	159	39.9
Master	65	16.3
PhD	2	0.5
Total	398	100.0

Source: Survey Data (2020)

According to Table (3.3), the proportion of participants were undergraduate students with 163 participants, accompanied by 159 participants with a bachelor's degree. 65 respondents are master degree holders out of 398 respondents, 9 respondents are high school students and 2 respondents are PhD. This table shows undergraduate students have the highest level of impulsive buying.

3.1.4 Respondents by Level of Income

Among the factors of influence upon impulsive buying behavior, income level of respondents plays as a role. These data are shown in the following.

Table (3.4) Income Level of Respondents

Income level	No. of Respondents	Percentage
Less than 300,000 MMK	261	65.6
300,000-500,000 MMK	89	22.4
500,000-1,000,000 MMK	33	8.3
1,000,000 and above	15	3.8
Total	398	100.0

Source: Survey Data (2020)

As shown in Table (3.4), 65.6% of the respondents have less than 300,000 MMK and, with 261 respondents, this amount is the highest group. The range between 300,000 – 500,000 MMK includes 89 respondents, accounting for 22.4% while 33 respondents earned the range between 500,000 – 1,000,000 MMK, accounting for 8.3% of the total respondents. Among 398 respondents, only 15 respondents earned the range between 1,000,000 and above. According to survey data, it can be said that customers who have income level at less than 300,000 MMK are likely to make impulse buying.

3.1.5 Respondents by Employment Status

Employment status influence respondents in a way and four categories are used in this study to classify the employment status; they are student, self-employed/own business and unemployed. The detail of the survey result is shown Table (3.5)

Table (3.5) Respondents' Job Status

Employment Status	No. of Respondents	Percentage
Student	194	48.7
Employed	142	35.7
Self-employed/Own business	43	10.8
Un-employed	19	4.8
Total	398	100.0

Source: Survey Data (2020)

The majority of participants, with 194 respondents, are students and 142 participants are working, according to survey results. 43 participants are self-employed or own business and 19 participants are unemployed by the few.

3.1.6 Respondents by Marital Status

In this study, marital status is classified as single and married. Table (3.6) describes the marital status of the respondents. The detail of the survey result is shown in the following Table.

Table (3.6) Respondents' Relationship Status

Marital status	No. of Respondents	Percentage
Single	368	92.5
Married	30	7.5
Total	398	100

Source: Survey Data (2020)

Table (3.6) indicates that 368 participants are single and 30 participants are marital. Thus, this can be observed that in this sample, single participants were able to purchase impulsively.

3.2 Analysis of Impulsive Buying Behavior

There are nine questions to examine the consumers' impulsive level in this study. The overall mean score is shown in the Table (3.7) for each observation on impulsive buying behavior.

Table (3.7) Consumer Perception of Impulsive Buying Behavior

No	Statements	Mean	Std. Deviation
1	Buy things spontaneously.	2.94	1.05
2	Buy things without thinking.	2.62	1.09
3	Use more than the planned amount.	2.89	1.14
4	Buy according to the feeling of the moment.	3.21	1.11
5	Bought more than what I had planned to buy.	3.00	1.12
6	Ignore most purchase.	2.63	1.11
7	Just buy it.	2.60	1.08
8	Buy what I see.	2.35	1.08
9	Think about it later, buy now.	2.46	1.14
	Overall Mean Value	2.74	

Source: Survey Data (2020)

As stated in Table (3.7), the factor “Buy according to the feeling of the moment” has the highest mean scores of 3.21 which represents respondents buy things according to the way how they feel at that moment. For instance, contrasting impulsive and non-impulsive customers, it was discovered that while the positive mindset influences the two form of customers to make buys impulsively, negative mind-set states like hopelessness, misery are bound to encourage the incautious purchasers to make buys much more impulsively (Rook & Gardner, 1993). The statement “Bought more than what I had planned to buy” has the second largest mean scores of 3.00, indicating respondents used to buy more than what they had planned to buy. According to the third largest mean scores of 2.94, the respondents often buy things spontaneously without deep thinking or considering a better choice. The statement of “Buy what I see” has the lowest mean scores of 2.35, indicating respondents are disagree on this statement.

According to Table (3.7), it can conclude that respondents ended the purchase by spending more than the original amount because they bought most of the purchase carelessly and they do not plan carefully their purchase. Respondents make quick decision and buy without considering the pros and cons of the related choices. The purchase was completed, but there was no satisfaction and only sadness. By reviewing these results, most of the respondents played a part of the impulsive buying behavior.

CHAPTER IV

THE EFFECTS OF FACTORS INFLUENCING ON IMPULSIVE BUYING BEHAVIOR

The study of factors influencing the impulsive buying behavior of customers is mainly covered in this chapter. This contains two major parts; the first focuses on the mean and standard deviation personality traits (openness to experience, conscientiousness, extraversion, agreeableness and neuroticism) and the influence on impulsive purchasing behavior of personality traits. The second part points out the mean and standard deviation of hedonic motivation and the relationship between hedonic motivation and impulsive buying behavior.

4.1 Research Design

In this study, impulsive buying behavior of consumers is examined based on the 398 respondents in Yangon, Myanmar. After respondents take the survey questionnaire of impulse buying behavior, this section keeps on examining the consequences of the gathered information. This study was conducted to investigate the effect on customer impulse buying of influencing variables. Three sections are used to analyze the resulted data statistically. First, the demographic profiles will observe as the basic characteristics of respondents. Second, resulting on the five affecting factors including openness to experience, conscientiousness, extraversion, agreeableness and neuroticism will examine a correlation analysis of impulsive buying behavior of consumers. The very last section involves the connection between hedonic motivation and the behavior of impulsive buying. In the demographic portion, sexuality, age, education, earnings, job status and family status are included. The five influencing variables included 30 questions. For hedonic motivation, a total of 6 questions are constructed. Impulsive buying behavior included 9 questions in this study.

There are two data sources that have been used in this analysis, i.e., primary data and secondary data. In order to record customer responses, standardized questionnaires with a 5- point Likert scale are used for the primary data. In Likert scale, 1 (strongly disagree) is the lowest rank while 5 (strongly agree) is the highest level. For demographic data, multiple choice questions are being used. Secondary data

were collected from relevant textbooks, academic journals, articles, previous research papers and the respective websites. The collected data was carried out using the SPSS (Statistical Package for Social Science) data editor. This research used various technique i.e., frequency test of consumers' demographics, reliability and validity test, multiple regression analysis and correlations to test consumers' impulsive buying behavior.

4.2 Sampling Size

The sample for this study was chosen online consumers who possess different lifestyles with different age groups like students, employed, self-employed and unemployed. The sample size should be appropriate for pre-arranged analysis. The sample size of 150-500 respondents is a good size sample to be appropriate for data evaluation. This study was surveyed by 398 respondents. So, in our target population, a sample size of 398 respondents would have been enough to give us the degree of trust we need.

The sample was determined by using Cochran's Sample Size Formula

$$n = \frac{z^2 pq}{e^2}$$

For instance, assume we need to compute an example size of a huge populace, but we don't know the degree of variability. Imagine the maximum variability, which is equivalent to 50 percent (p =0.5) and taking 95% certainty level with ±5% precision, the estimation for required example size will be as per the following –

$$p = 0.5, q = 1-0.5, e = 0.05, z = 1.96 \text{ at } 95\% \text{ confidence level}$$

$$n = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2}$$

$$n = 385$$

Where,

n = sample size,

z = the selected critical value of desired confidence level,

p = estimated proportion of an attribute that is present in the population,

q = 1-p,

e = desired level of precision,

4.3 Reliability Assessment

Reliability assessment was used to the internal consistency of items on a Likert scale by using reliability method called as Cronbach Alpha. Cronbach alpha dependability gauge is suitably utilized when the things estimating a specific develop is estimated on constant scale. The subject reliability coefficient usually ranges from 0 to 1. The value of the Coefficient Alpha closer to 1 implies that the quality of the items has greater internal consistency.

According to George and Mallery (2003), a normally acceptance rules of thumb represent alpha coefficients of 0.9 or higher are excellent, 0.8 or higher indicates good reliability, 0.7 Or higher presents acceptable reliability, o.6 or higher shows questionable, 0.5 or higher are poor reliability and 0.5 or less than are usually unacceptable reliability. It can be assured that 0.8 alpha coefficients are probably a reasonable goal. If the result of coefficients is poor, each items of the scale should be reevaluated and altered or totally changed varying.

Table (4.1) Result of the Reliability Assessment of Respondents

Factors	No. of Items	Cronbach's Alpha
Openness to Experience	6	.808
Conscientiousness	7	.819
Extraversion	6	.707
Agreeableness	6	.800
Neuroticism	5	.891
Hedonic Motivation	6	.850
Impulsive Buying Behavior	9	.820

Source: Survey Data (2020)

The Alpha value for neuroticism can be seen to be the highest factor at 0.891, according to the Table (4.1). The extraversion of the Alpha value is 0.7, and the other variables are above 0.8. These variables are also reasonable reliability, which indicates that it is accurate to evaluate the construction of the questionnaire and the variables.

4.4 Effect of Personality Traits on Impulsive Buying Behavior

The agreement of respondents on personality traits and hedonic motivation is studied through the collection of survey questionnaires with regard to the factors influencing the impulse buying behavior of consumers. Personality traits (openness to experience, conscientiousness, extraversion, agreeableness and neuroticism) and hedonic motivation are used to measure the impulsivity level of consumers. A Likert scale is used in this study.

4.4.1 Analysis of Openness to Experience Factor

This section found out the results of respondents' agreements on impulsive buying behavior regarding with the openness to experience. The mean values of survey results for six items under openness to experience are shown in Table (4.2).

Table (4.2) Consumer Perception of Openness to Experience

No.	Statements	Mean	Std. Deviation
1	Comes up with new ideas	3.58	.80
2	Curious about many different things	3.69	.86
3	Very active imagination	3.71	.8
4	Innovative	3.35	.85
5	Dislike routine work	3.40	.99
6	Intelligent and deep thinker	3.35	.99
Overall Mean Value		3.51	

Source: Survey Data (2020)

Table (4.2) presents the mean value of openness to experience factors. According to Table, the statement of "Very active imagination" gets the highest mean level of 3.71 and the statement of "Innovative" and "Intelligent and deep thinker" have the lowest mean value of 3.35. The overall mean value of openness to experience is 3.51.

The result of this study is that the person with a high degree of openness appears to be very impulsive and is much more prone to shop impulses as they are active imagination, interested in many different issues and always seeking new ideas as compared to the respondents who tend to be lower than openness to experience

factor. “Dislike routine work” gets the mean value of 3.4, so most of the respondents don’t like to work routine job. They are more likely to engage in new organization easily because they have open minded tend to try out new experiences and make adjustment quickly.

4.4.2 Analysis of Conscientiousness Factor

Next is to examine the effects of conscientiousness factor. The effects of conscientiousness include I see myself as someone who does a thorough job, I am a reliable worker, I would do things efficiently, I am a person who will make plans and follow through with them, I am not a careless person, I don't see myself as a lazy person, I am a person who is not easily distracted. The mean value for each factor on conscientiousness are shown in Table (4.3).

Table (4.3) Consumer Perception of Conscientiousness

No	Statements	Mean	Std. Deviation
1	A person who does a systematic job	3.56	.86
2	Reliable staff	4.09	.77
3	Doing things efficiently	3.79	.77
4	Making plan and follow through with them	3.85	.77
5	Cautious person	3.81	.79
6	Not a lazy person	3.25	1.01
7	Not easily distracted person	3.28	.92
	Overall Mean Value	3.66	

Source: Survey Data (2020)

The average mean value of conscientiousness variables is 3.66, which is above neutral, in accordance with Table (4.3). The “Reliable staff” has the highest mean rating of 4.09, compared to the second highest mean scores of 3.85 that indicates “I am a person who will make plans and follow through with them”. The statement “I don't see myself as a lazy person” and “I am a person who is not easily distracted” have the lowest mean ratings of 3.25 and 3.28 separately. It implies that these two variables have negative impacts on consumers’ purchasing behavior.

It can be said that a conscientiousness people are reliable and competent workers who make dynamically plans and follow through with their members to

accomplish their goals effectively. Respondents who have low scores on this conscientiousness traits are careless and lazy people and can be easily distracted. Individuals scoring high in these traits are more likely to make planned purchase before doing shopping so they are less likely to make impulse purchase than people who have low scores. Impulsive buying can occur when consumers are easily distracted and careless when going shopping.

4.4.3 Factor Assessment for Extraversion

Personality characteristics, i.e., one of the psychological factors underlying impulsive purchasing behavior is extraversion. There are six assumptions in this portion to evaluate extraversion in the purchase of impulses. The average score for each argument under extraversion is shown below.

Table (4.4) Consumer Perception of Extraversion

No	Statements	Mean	Std. Deviation
1	Talkative person.	3.12	1.07
2	Have an assertive personality.	3.56	.82
3	Outgoing, sociable individual.	3.62	.99
4	Not a quiet person.	3.12	1.07
5	Have a lot of enthusiasm.	3.75	.77
6	Rarely feel shy, inhibited.	3.36	.95
	Overall Mean Value	3.42	

Source: Survey Data (2020)

The effect of extraversion is shown in Table (4.4) among respondents. The maximum mean score is above neutral in the Table. Among the six variables under extraversion, “I am a person who generates a lot of enthusiasm” has the highest mean scores of 3.75 while “I am outgoing, sociable individual” has the second highest mean scores of 3.62. For “I have an assertive personality” results mean scores of 3.56 whereas the mean scores of 3.36 indicates respondents rarely feel shy, inhibited. The statements of “I see myself as someone who is talkative” and “I don't see myself as a quiet person” have the lowest mean scores of 3.12 and 3.12 respectively.

The results reveal that for a person who generates a lot of enthusiasm, impulsive buying behavior between several answering customer is the highest. The

reason is that a large portion of the energetic individuals are attempting to investigate new things for what seems like forever and afterward they make an impulse buying to encounter new things as they have low willpower. Extravert people are active, excitement-seeking, talkative and are not quiet person. People who have less scores on these traits are likely to be independent and they don't like to rely on other people. Individuals with a high score on these features are often sure of leaning, definite, helpful (Watson & Clark, 1991). They will contribute to the purchase of impulse.

4.4.4 Analysis of Agreeableness Factor

In analyzing agreeableness factor, it includes six items that attract toward impulsive purchase. The mean scores for each statement on agreeableness are shown in Table (4.5). The highest mean value shows that respondents agree the factor has more attractive toward impulsive buying among six items.

Table (4.5) Consumer Perception of Agreeableness

No	Statements	Mean	Std. Deviation
1	Helpful and unselfish person with other.	3.89	.91
2	Forgive easily.	3.56	.92
3	Trust others easily.	3.23	1.06
4	Like to cooperate with others.	3.85	.86
5	Considerate person and kind to almost everyone.	3.67	.95
6	Friendly person and tend to treat people around nicely.	3.90	.88
	Overall Mean Value	3.68	

Source: Survey Data (2020)

The average mean score is 3.68 by examining at the above Table (4.5). Among the variables under agreeableness, "I am a friendly person and tend to treat people around nicely" gets the highest mean scores of 3.9 followed by the statement "I see myself as a helpful and unselfish person with other" has a second largest mean scores of 3.89. As stated by the respondents, cooperation with others people is also important in making good or services purchases as it has mean scores of 3.85. Mean value of 3.67 represents "I see myself as a considerate person and kind to almost everyone", it can be assumed that this argument is agreed upon by the respondents. The statements

of “I tend to forgive easily” and “I trust others easily” have lowest mean scores of 3.56 and 3.23 respectively.

Respondents who have high agreeableness are helpful, kind and unselfish people. They also like to cooperate with others and are always ready to help others. They are able to support others enthusiastically. They do not make purchase decisions without considering the advantages and disadvantages of buying goods and services. Individuals with a poor rating on this characteristic prefer to blame others and put them down. They are less likely to make impulsive buying. A person who practices high agreeableness tends to be more modest and straightforward in their decision-making approach (McCrae & Costa, 1997).

4.4.5 Analysis of Neuroticism Factor

Apart from openness to experience, conscientiousness, extraversion and agreeableness, neuroticism is crucial factor influencing impulsive buying behavior. The mean scores for each statement on neuroticism are shown in Table (4.6). The highest mean scores represent that respondents agree that factor has more powerful neuroticism toward impulsive buying among five items.

Table (4.6) Consumer Perception of Neuroticism

No	Statements	Mean	Std. Deviation
1	Easily depressed.	2.86	1.02
2	Get worried a lot.	3.32	1.00
3	Get nervous easily.	3.16	.99
4	Do not relax and do not cope well with stress.	2.90	1.07
5	Emotionally insecure, getting frustrated quickly.	2.64	1.02
	Overall Mean Value	2.97	

Source: Survey Data (2020)

Table (4.6) demonstrates that the overall mean score is 2.97. The statement “I get worried a lot” holds the highest overall mean of 3.32, compared to the second highest mean of 3.16 which represents “I get nervous easily”. “I am easily depressed” and “I am someone who is not relaxed and I do not handle stress well” factors have 2.86 and 2.90 scores respectively. “I am emotionally unstable, easily get upset” factor

has the lowest mean value of 2.64, indicating respondents are disagree on this statement.

It can be revealed that respondent who possesses neuroticism personality are anxious, moodiness and are stressed out. People who are high in this attribute will, in general, be exceptionally burdensome, mindful about them, particularly impulsive and helpless (McCrae and Costa, 2008). There is a positive correlation between neuroticism and impulsive buying behavior which meant that individuals want to release or reduce anxiety or emotional distress that lead people to make an impulse buying. Individuals with low scores on this trait indicates emotional stability. The opposite of neuroticism is mental maturity.

4.4.6 Analysis of Personality Traits of Respondents

The mean value of all factors such as openness to experience, conscientiousness, extraversion, agreeableness and neuroticism on impulsive buying behavior are shown in Table (4.7).

Table (4.7) Consumer Perception of Personality Traits

No	Statements	Mean	Std. Deviation
1	Openness to Experience	3.51	.63
2	Conscientiousness	3.66	.59
3	Extraversion	3.42	.61
4	Agreeableness	3.68	.66
5	Neuroticism	2.97	.85

Source: Survey Data (2020)

According to Table (4.7), most of the respondents have agreeableness of personality traits. Agreeableness factor has the highest mean scores of 3.68 among personality traits which means that respondents are likely to cooperate with others and they are always ready to help other people. They do not make purchase decisions without considering the advantages and disadvantages of buying goods and services.

Whereas, the second highest personality traits of respondents are conscientiousness. It means score 3.66 suggests that respondents are more likely to make planned purchase before doing shopping so they are less likely to make unplanned buying. Another factor of openness to experience has the overall mean

scores of 3.51. The lowest value of average mean scores is 3.42 and 2.97 which represents extraversion and neuroticism respectively. Extravert respondents can indicate that respondents are more likely to buy impulsively because they are always trying to search new things that can lead to make impulse purchases when they have low self-control. The next lowest mean score is neuroticism which indicates that neuroticism and impulsive buying behavior has positive correlation which meant that respondents would get a lot of anxiety and emotional distress so they want to reduce these anxieties by making impulse purchases.

4.5 Relationship between Personality Traits and Impulsive Buying Behavior

In this section, correlation analysis determines the relationship between selected variables. There are five factors of personality traits (openness to experience, conscientiousness, extraversion, agreeableness and neuroticism). The second factor is the impulsive purchasing behavior of the customer.

Pearson's relationship coefficient (r) is a measure of the strength of the relationship between the two factors. The correlation coefficient (r) of the Pearson varies from -1.0 to +1.0. If the result of r value is negative, there is a negative correlation relationship between the two variables. There is a positive correlation between the variables, since the value of r is positive. The correlation coefficient is zero, which would mean that two variables have a weak relationship.

Table (4.8) Correlation Matrix Regarding Personality Traits and Behavior of Impulse Buying

	Openness to Experience (O)	Conscientiousness (C)	Extraversion (E)	Agreeableness (A)	Neuroticism (N)	Impulsive Buying (IB)
Openness	1					
Conscientiousness	.453** .000	1				
Extraversion	.425** .000	.439** .000	1			
Agreeableness	.341** .000	.428** .000	.425** .000	1		
Neuroticism	-.058 .246	-.107 .032	.000 .995	.166** .001	1	
Impulsive Buying	.001 .978	-.066 .189	.098* .050	.060 .231	.301** .000	1

Source: Survey Data (2020)

Note: ** demonstrates a significance level of 1% and * demonstrates a significance level of 5%

As a result, independent variable of conscientiousness has negative correlation relationship with the dependent variable of impulsive buying and it has no significant correlation with other parameters because its P-value is (-0.066). As for the four other independent variables (openness to experience, extraversion, agreeableness and neuroticism), there is a positive correlation with dependent variables. The independent variables of openness to experience and agreeableness have no significant correlation with impulsive buying because these two factors have only 0.001 and 0.060 P-value respectively. At a significant level of 5 percent, the correlation for extraversion and impulsive buying behavior is 0.098. At a significant 1 percent level, the correlation among neuroticism and impulsive buying behavior is 0.3. According to the Table (4.8), extraversion and neuroticism have a significant connection with the purchasing of impulses.

4.6 The Effect of Personality Traits on Impulsive Buying Behavior

This study examines the effects of personality traits (openness to experience, conscientiousness, extraversion, agreeableness and neuroticism) on impulsive buying

behavior of customers in Yangon. By measuring the multiple linear regression analysis, the association between independent variables and dependent variables is evaluated and the results are shown in Table (4.9).

Table (4.9) Multiple Regression Analysis of Personality Traits on Impulsive Buying Behavior

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
Constant	1.714	.352		4.865	.000
Openness to Experience	0.005	0.077	0.004	0.072	0.943
Conscientiousness	-0.139	0.086	-0.095	-1.610	0.108
Extraversion	0.202*	0.081	0.142	2.483	0.013
Agreeableness	-0.012	0.074	-0.010	-0.168	0.867
Neuroticism	0.295**	0.050	0.292	5.910	0.000
R	0.328				
R Square	0.108				
Adjusted R Square	0.096				
F Value	9.448 (p-value = 0.000)				

Source: Survey Data (2020)

Note: Note: ** demonstrates a significance level of 1% and * demonstrates a significance level of 5%

According to the Table (4.9), the model explains about the variables of impulsive buying behavior because R square value is 10.8 %. The adjusted R square value of 0.096 explains about 9.6% of the total variance of dependent variable (impulsive buying behavior) is accounted by independent variables (openness to experience, conscientiousness, extraversion, agreeableness and neuroticism). The value of correlation coefficient describes the correlation matrix. The value of R is 0.328 and is between 0 and 1 implies that the personality traits and impulsive buying behavior are correlated each other. The Standardized Coefficient (Beta) reveals which independent variables contribute the most to explain the relationship between impulsive buying behavior and openness to experiences, conscientiousness, extraversion, agreeableness and neuroticism. The consequence of the Table (4.9)

indicates that the significance of impulsive purchasing activity would be 1.714 if the independent variables were kept at constant.

According to the results shown in Table (4.9) indicates the significant coefficients. The B value describes the relationship between the actions of impulsive buying and the factors that influence it. In this study, using linear regression analysis, two independent variables out of five are highly significant as well as the other three are not significant. From result of the data, firstly neuroticism contributes the most significant relationship with impulsive buying behavior. For p value of the neuroticism factor is 0.000 at the 1% significant level. The impulsive purchasing behavior of the customer is most strongly influenced by neuroticism. The next one factor extraversion, p value is 0.013 at the 5% significant level.

From the multiple regression analysis also indicated the results for openness to experience, conscientiousness and agreeableness toward impulsive buying behavior. Although the findings showed that these three independent variables had no high correlation with the consumer's impulsive purchasing behavior. Among them, the coefficients of conscientiousness and agreeableness are -0.139 and -0.012 respectively. Therefore, conscientiousness and agreeableness have negative correlation with impulsive purchasing activity. It can be concluded that most of the respondents are not influenced by conscientiousness and agreeableness traits to occur impulse purchases.

4.7 Effects of Hedonic Motivation on Impulsive Buying Behavior

The average values of hedonic motivation and standard deviation are discussed in this analysis. Afterwards, causes of hedonic motivation are evaluated for impulsive buying activity.

4.7.1 Hedonic Motivation

This segment discovered the rate for acceptance of participants on impulsive purchasing activity with respect to hedonic motivation. The mean value of all scales and the standard deviation can be seen in the Table (4.10).

Table (4.10) Consumer Perception of Hedonic Motivation

No	Statements	Mean	Std. Deviation
1	Achieve cheerfulness by doing shopping.	3.52	.95
2	Feel happiness through the shopping process.	3.62	.99
3	Amazed by doing shopping.	3.37	.96
4	Get a positive feeling by shopping.	3.63	.93
5	Find fun things by doing shopping.	3.57	.95
6	Doing shopping feels exciting	3.49	1.02
	Overall Mean Value	3.53	

Source: Survey Data (2020)

The influence of hedonic motivation among respondents is seen in the Table (4.10). The average mean value of the survey results is 3.53, that is more than neutral. Amongst six items under hedonic motivation, “I want to get an enjoyable feeling by doing shopping” has the highest mean scores of 3.63 while “I want to feel happiness by doing shopping” has the second highest mean scores of 3.62. For “I want to achieve cheerfulness by doing shopping” results mean scores of 3.52 whereas the mean scores of 3.57 indicates “I want to find fun things by doing shopping”. The statements of “I want to be amazed by doing shopping” and “I want to feel exciting by doing shopping” have the lowest mean scores of 3.37 and 3.49 respectively.

The results reveal that impulsive buying behavior responding respondents is the highest for a respondent who want to get enjoyable feeling by doing shopping. Hedonic motives direct the path for an individual to purchase for joy or delight. As customers go out to shop with hedonic motives, they peruse and buy the item by impulse since they like it without thinking about the outcomes (Jarboe & McDaniel, 1987). People who have high scores on these factors are likely to make fun, enjoyment, happiness and cheerfulness that lead to do impulse buying. The significant correlation between hedonic motivation and the consumer’s impulsive buying behavior was found in this research.

4.7.2 Effect of Hedonic Motivation on Impulsive Buying Behavior

The effect of hedonic motivation (independent variable) on impulsive buying behavior (dependent variable) of consumers in Yangon is calculated by multiple regression analysis attempts to analyze the relationship between multiple independent variables and one dependent variable. The multiple regression analysis of results is shown in following Table (4.11).

Table (4.11) Multiple Regression Analysis of Hedonic Motivation on Impulsive Buying Behavior

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1.396	0.168		8.331	0.000
Hedonic Motivation	0.383**	0.046	0.386	8.316	0.000
R	0.386				
R Square	0.149				
Adjusted R Square	0.147				
F Value	69.158 (p-value = 0.000)				

Source: Survey Data (2020)

Note: **represents 1% significance level *represents 5% significance level

According to the Table (4.11), the model explains about the variables of impulsive buying behavior because R square value is 14.9%. The adjusted R square value of 0.147 shows that independent variable represents approximately 14.7 percent of the overall variance of the impulsive buying behavior and hedonic motivation. The linear relationship between dependent and independent variables defined by the Correlation coefficient (R). the R value is 0.386 and it shows that the impulsive buying behavior reported by respondents is associated with hedonic motivation. The Standardized Coefficient (Beta) reveals independent variable (hedonic motivation) contribute the most to explain the relationship between dependent variable (impulsive buying behavior). When the independent variable is kept at a constant, the outcome of the Table (4.11) indicates that the significance of impulsive purchasing activity will be 1.396.

The regression coefficient of hedonic motivation is 0.383 at a significant 1 percent level, according to the outcome. This suggests that hedonic motivation is directly linked to impulsive purchasing activity. Although the results demonstrated hedonic motivation has positive significant impact on impulsive buying behavior of consumers in Yangon. It can be concluded that while respondents go shopping with hedonic motives, they are easy to purchase unplanned buying according to the way how they feel at that moment.

CHAPTER V

CONCLUSION

This chapter mainly discovered three key components, namely findings and discussions, recommendations and suggestions and the need for more research from the study.

5.1 Findings and Discussions

The study was undertaken in order to achieve a deeper assessment of the level of consumers' impulsivity and the influencing factors on impulsive buying behavior of consumers in Yangon. A sample of 398 participants in Yangon was randomly chosen to evaluate the analysis. Systematic random sampling methods are used. Customers end up buying by always buying more than the planned amount as they bought most of the purchases carelessly and they do not plan carefully their purchases.

The number of female respondents is higher than males, according to the results of the study. It can be stated that females in this study buy more impulsively than males. Most young people especially 16-25 years age group are more likely to make impulse buying than older people. According to survey data, it can be said that customers who have income level at less than 300,000 MMK are likely to make impulse buying. For education, the majority of the respondents are undergraduate students who have the highest-level impulsive buying. Most of the respondents are single who are more likely to buy impulsively in this study.

The first part of the study explores the influence of personality traits on impulsive buying behavior of consumers in Yangon. From the regression analysis, the results for openness to experience, conscientiousness and agreeableness did not have significant relationship with impulsive buying behavior. Other two independent variables such as extraversion and neuroticism are strongly significant and positive relationship with impulsive buying behavior of consumers.

The regression study reveals that one of the most determinant affecting consumers' impulsiveness is neuroticism. McCrae and Costa, (2008) explained people who are high in this trait will, in general, be exceptionally burdensome, mindful about them, particularly impulsive and helpless. The study offers strong evidence that

neuroticism and impulsive buying behavior have a strong association. Extravert people are active, excitement-seeking, talkative and are not quiet person. Most of the enthusiastic people trying to experience new things in their whole life and then make impulsive buying to encounter new items while they have poor self-control.

Hedonic motivation has been one of the independent determining factors affecting consumers' impulsive purchasing behavior. Examination of results found that hedonic motivations control a person's way of buying for fun or enjoyment. As consumers go shopping with hedonic motives, they buy the product with impulse just because they like it to make fun, enjoyment, happiness and cheerfulness that lead to do impulse buying. When a consumer wants to satisfying more their emotional needs, they are more likely to engage in impulse buying behavior.

In summary, marketers and retailers should use the obtained results to create appropriate marketing strategies to entice customers with these personalities to make impulse buying.

5.2 Recommendations and Suggestions

Personality traits such as neuroticism influence impulsive buying behavior when the individual tries to change his/her negative moods, emotions and low self-esteem. Result showed that neuroticism has a positive relationship and strong significant impact on impulsive buying behavior of consumers in Yangon. People in the world are facing a lot of competitions and financial difficulties at that time they are trying to find a way to relieve stress temporary. Especially, individuals with neuroticism personality can easily trigger to make impulse purchases. As for marketers, they should put more focus on neurotic people.

The personality traits extraversion is found to have positive correlation with impulsive buying behavior of consumers who are active, outgoing and talkative. The study suggests that marketers and retailers must always be innovating, creative and curious about their products. Extrovert people are very sociable and live-in groups, so they can go anywhere, do whatever they want, go shopping with their partners. Targeting extroverted people should be engaging with group activities. Camping, for example, is especially suitable for extrovert and neurotic people. Neurotic people can also reduce negative moods such as stress, anxiety and depression when camping and exposure to nature. According to the survey, retailers should give special priority to

campaign business during the current epidemic period, as neurotic and extrovert people are most affected on impulsive buying behavior.

In case of hedonic motivation, hedonic motives drive a person to shop for pleasure. Hedonism is concerned with the fun and play of shopping arising from the experience itself, and not for the achievement of any specified end-goal. The findings of this study also revealed that there is a positive relationship between hedonic motivation and impulsive buying behavior of consumers who experience fun, amusement, fantasy and sensory stimulation. This study suggests that company needs to focus as much on entertainment, excitement and happiness as appropriate lighting, music and fragrance to increase mood and emotions which can urge to make unplanned buying.

Some people say that shopping is cheaper than seeing a psychiatrist. Shopping is one of the best ways to release stress. That is why online shopping, which is easy to go shopping, is very popular these days. During this COVID-19 pandemic, people continue to shop online due to stress. Therefore, retailers should focus on customers with different personalities and use different strategies to attract them. For example, as results show that neurotic people contribute the most significant relationship with impulsive buying. In order to encourage these people, retailers must design their websites that make the shopping a pleasure-making experiences.

The results of the examination will be useful for advertisers to comprehend the impulse purchasing conduct of shoppers and their character qualities which impact in dynamic to spontaneous buy. By applying above solutions, company can meet their customers' needs and wants with the right marketing strategies and they can create more profits.

5.3 Need for Further Study

Future exploration may investigate personality characteristics with different variables that impact unplanned purchasing. The discoveries of the current investigation have shown that personality traits and hedonic motivation are a significant impact in setting off impulsive buys. The review brings about this paper just speak to the clients from the Yangon territory. The exploration should be reached out to the public level to see more about the impulsive buying behavior of buyers. Further examinations could be completed in different divisions as the discoveries from Yangon occupants can't be summed up for Myanmar all in all.

The findings of the study only indicates that personality traits (openness to experience, conscientiousness, extraversion, agreeableness and neuroticism) and hedonic motivation factors that influence impulsive buying behavior. Further research can focus on more internal factors such as emotional states, interest, and cognitive processes.

As impulsive purchasing is a spontaneous buy, clients may feel lament or disappointment after the buy. This paper isn't centered around the fulfillment level of impulse purchasers. Nonetheless, it is essential to know whether customers are happy with their motivation to buy or they feel lament after drive buy. Further exploration is expected to investigate this situation.

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APPENDIX A

Questionnaires

Section A: Demographic profile

In this section, I would like you to fill in some of your personal details. Please tick answer that is relevant to you and all your answers will be kept strictly confidential.

QA 1: Gender: Male Female

QA 2: Age:

- 21- to 25-year-old
- 26- to 35-year-old
- 36- to 45-year-old
- 46-year-old or above

QA 3: Highest education completed:

- No education
- High School
- Bachelor
- Master
- PhD

QA 4: Household aggregate monthly income level:

- Less than 300,000 MMK
- 300,000 MMK to 500,000 MMK
- 500,000 MMK to 1,000,000 MMK
- 1,000,000 MMK and above

QA 5: Employment status

- Student
- Government Staff
- Company employee
- Dependent

QA 6: Marital Status

- Single
- Married

Section B: Big Five Personality Traits

This section is seeking your opinion in categorizing your own personality traits. Respondents are required to indicate the extent to which they agree or disagree with each statement using 5-point Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) = strongly agree] response framework. Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.

No	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
B1	Openness to Experience					
O1	I see myself as someone who is creative, comes up with new ideas.	1	2	3	4	5
O2	I am curious about many different things.	1	2	3	4	5
O3	I am a person who has an active imagination.	1	2	3	4	5
O4	I see myself as someone who is inventive.	1	2	3	4	5
O5	I do not prefer work that is routine.	1	2	3	4	5
O6	I see myself as someone who is ingenious, a deep thinker.	1	2	3	4	5
No	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
B2	Conscientiousness					
C1	I see myself as someone who does a thorough job.	1	2	3	4	5
C2	I am a reliable worker.	1	2	3	4	5
C3	I would do things efficiently.	1	2	3	4	5
C4	I am a person who will make plans and follow through with them.	1	2	3	4	5
C5	I am not a careless person.	1	2	3	4	5
C6	I don't see myself as a lazy person.	1	2	3	4	5
C7	I am a person who is not easily distracted.	1	2	3	4	5

No	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
B3	Extraversion					
E1	I see myself as someone who is talkative.	1	2	3	4	5
E2	I have an assertive personality.	1	2	3	4	5
E3	I am outgoing, sociable individual.	1	2	3	4	5
E4	I don't see myself as a quiet person.	1	2	3	4	5
E5	I am a person who generates a lot of enthusiasm.	1	2	3	4	5
E6	I seldom feel shy, inhibited.	1	2	3	4	5
No	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
B4	Agreeableness					
A1	I see myself as a helpful and unselfish person with other.	1	2	3	4	5
A2	I tend to forgive easily.	1	2	3	4	5
A3	I trust others easily.	1	2	3	4	5
A4	I like to cooperate with others.	1	2	3	4	5
A5	I see myself as a considerate person and kind to almost everyone.	1	2	3	4	5
A6	I am a friendly person and tend to treat people around nicely.	1	2	3	4	5
No	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
B5	Neuroticism					
N1	I am easily depressed.	1	2	3	4	5
N2	I get worried a lot.	1	2	3	4	5
N3	I get nervous easily.	1	2	3	4	5
N4	I am someone who is not relaxed and I do not handle stress well.	1	2	3	4	5
N5	I am emotionally unstable, easily get upset.	1	2	3	4	5

Section D: Impulsive Buying Behavior.

This section is seeking your opinion regarding the buying behavior style. Respondents are required to indicate the extent to which they agree or disagree with each statement using 5-point Likert scale [(1) = strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) = strongly agree] response framework. Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.

No	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
C1	Impulsive Buying Behavior					
IB1	I often buy things spontaneously.	1	2	3	4	5
IB2	I often buy things without thinking.	1	2	3	4	5
IB3	I ended up spending more money than I originally set out to spend.	1	2	3	4	5
IB4	I buy things according to the way how I feel at that moment.	1	2	3	4	5
IB5	I bought more than what I had planned to buy.	1	2	3	4	5
IB6	I do not plan carefully on most of my purchase.	1	2	3	4	5
IB7	"Just do it ", describes the way I buy things.	1	2	3	4	5
IB8	"I see it, I buy it" describes me.	1	2	3	4	5
IB9	"Buy now, think about it later" describes me.	1	2	3	4	5

Section C: Hedonic Motivation

This section is seeking your opinion regarding the motivation. Respondents are required to indicate the extent to which they agree or disagree with each statement using 5-point Likert scale [(1) =strongly disagree; (2) = disagree; (3) = neutral; (4) = agree and (5) = strongly agree] response framework. Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.

No	Questions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
D1	Hedonic Motivation					
HM1	I want to achieve cheerfulness by doing shopping.	1	2	3	4	5
HM2	I want to feel happiness by doing shopping.	1	2	3	4	5
HM3	I want to be amazed by doing shopping.	1	2	3	4	5
HM4	I want to get an enjoyable feeling by doing shopping.	1	2	3	4	5
HM5	I want to find fun things by doing shopping.	1	2	3	4	5
HM6	I want to feel exciting by doing shopping.	1	2	3	4	5

APPENDIX B

Reliability Statistics (Openness to Experience)

Cronbach's Alpha	N of Items
.808	6

Reliability Statistics (Conscientiousness)

Cronbach's Alpha	N of Items
.819	7

Reliability Statistics (Extraversion)

Cronbach's Alpha	N of Items
.707	6

Reliability Statistics (Agreeableness)

Cronbach's Alpha	N of Items
.800	6

Reliability Statistics (Neuroticism)

Cronbach's Alpha	N of Items
.891	5

Reliability Statistics (Hedonic Motivation)

Cronbach's Alpha	N of Items
.850	6

Reliability Statistics (Impulsive Buying)

Cronbach's Alpha	N of Items
.820	9

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.328 ^a	.108	.096	.81759

a. Predictors: (Constant), Neuroticism, Extraversion, Openness to Experience, Agreeableness, Conscientiousness

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	31.579	5	6.316	9.448	.000 ^b
	Residual	262.036	392	.668		
	Total	293.615	397			

a. Dependent Variable: Impulsive Buying Behavior

b. Predictors: (Constant), Neuroticism, Extraversion, Openness to Experience, Agreeableness, Conscientiousness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.714	.352		4.865	.000		
	O	.005	.077	.004	.072	.943	.721	1.387
	C	-.139	.086	-.095	-1.610	.108	.657	1.521
	E	.202	.081	.142	2.483	.013	.694	1.441
	A	-.012	.074	-.010	-.168	.867	.698	1.434
	N	.295	.050	.292	5.910	.000	.931	1.074

a. Dependent Variable: Impulsive Buying Behavior

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.386 ^a	.149	.147	.79449

a. Predictors: (Constant), Hedonic Motivation

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.653	1	43.653	69.158	.000 ^b
	Residual	249.962	396	.631		
	Total	293.615	397			

a. Dependent Variable: Impulsive Buying Behavior

b. Predictors: (Constant), Hedonic Motivation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.396	.168		8.331	.000		
	H	.383	.046	.386	8.316	.000	1.000	1.000

a. Dependent Variable: Impulsive Buying Behavior