

Impact of Big Five Personality Traits on Online Impulse Purchases: The Moderating Role of Demographic Factors

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Abstract

Lately, interest in the concept of the Big Five Personality has been growing with academics having acknowledged the personality traits as major contributors to impulsive purchase behavior. Researchers have carried out research to understand how the five key personality traits impact the impulsive behavior of consumers on the Internet taking into consideration the effect of demographic factors. We collected information on 215 people through the administration of a questionnaire in the form of a structured questionnaire via Google Forms. We used SPSS and Hayes procedure to do moderation and regression analysis of the data. The findings indicate that particular personality variables have a substantial impact on online the likelihood of indulging in impulsive online purchases. Our research revealed that extraversion, conscientiousness, and openness have a noteworthy impact. However, upon examining other personality traits, it is evident that neuroticism (NEU) does not have a significant effect on online impulsive purchasing behavior. The interaction terms including extraversion and income are statistically significant predictors of online shopping behavior, albeit the magnitude of the effect is rather small. The association impact of income on impulsive purchase is significantly influenced by one's level of conscientiousness. According to the results, it seems that those with greater income levels and conscientious personality qualities had a lower tendency to make impulsive purchases. Age has a substantial influence on the development of personality traits and impulsive conduct online, and this influence varies as individuals' age.

Keywords: Five Personality, Impulse, Purchases, Demographic Factors

Introduction

Modern knowledge and technology have changed people's lifestyles, making many aspects of daily living easier. In modern culture, people are more dependent on the internet and immediately accessible mobile phones, which offer a wide range of tempting alternatives through numerous websites and related apps. The improved accessibility has changed consumer behavior, ushering in a new era for all industries. Time and geography had previously limited buyers and sellers' communication. However, but with a mobile phone and wireless service, users may now purchase and sell without geographical restrictions. Virtual marketplaces eliminate the need to visit markets, stores, and malls (Alif et al., 2019). This trend has been international recognition. Unggara et al. (2021) show that Indonesia has the e-commerce usage worldwide. The Big Five personality traits, which have received attention, mostly influence impulsive purchase behavior. Extraversion, agreeableness, conscientiousness, neuroticism, and openness to new experiences were first defined by McCrae and Costa (1985). In 2021, Connolly and Seva elaborated on them. McCrae and Costa

presented the dimensions in 1985; Connolly and Seva elaborated on them in 2021. Understanding these features can help explain internet shopping's numerous attitudes, feelings, and behaviors related to impulsive purchases. Shahjehan & Qureshi (2019) found a positive correlation between all Big Five personality qualities and impulse buying. Marketers must understand how personality characteristics affect impulsive behavior to create targeted strategies. The purpose of this study is to examine whether certain factors influence internet shopping impulsivity. The link between Five personality traits and online impulse purchase behavior. The question will examine the role of the traits of each of the five personality dimensions: extraversion, agreeableness, conscientiousness, neuroticism and openness in influencing impulsive behavior in online shopping situations. The purpose here is to establish which characteristics are most predictive and how the psychological factors affect attitudes, decision-making styles, and the spontaneous buying behavior in online markets. What is the influence of demographics on impulse buying behavior in online shopping? This aspect of the study examines the effects of other variables like age and income on impulse buying behavior without considering the personality factors. The insight into demographic impacts will aid in proving the argument that it is specifically a social and economic group that will be more susceptible to online impulse spending. Are demographic factors moderating the relations between Big Five personality traits and online impulse purchases? This exploratory question seeks to investigate the possibility of the strength of personality-impulse buying relationship to change with various demographic categories. As an illustration, it examines whether the effects of the traits like conscientiousness or extraversion vary by age or the income groups (Gogosh et al., 2021). Determining these moderating effects will be a better and more in-depth insight into consumer behavior.

Collectively, these research questions will help create a better picture of the interplay between personality and demographic factors to determine the impact of both variables on online impulse buying behavior. The study answers these questions, which makes it add to the literature and help marketers to create specific strategies to appeal to different segments of consumers. With the highly competitive digital corporate market, companies have to win and maintain the interest of consumers. Companies which are unable to attract and engage customers might go out of business. Impulsive buying is rising worldwide. Liao et al. (2016) observed that impulsive buying involves making snap purchases without much thought. Impulses and a lack of self-control often lead to impulsive purchases. Companies must include characteristics that encourage spontaneous purchasing in the current competitive market (Gohary & Hanzae, 2014). This study is focused on the Big Five personality traits and internet shopping impulse buying behavior. The researcher wants to see if demographics moderate this relationship. This study aims to explore the relationship between personality, demographics, and impulsive online purchases. The study aims to improve our understanding of digital consumer behavior to help firms respond to shifting customer needs.

Literature Review

Impulse purchases affect global trends beyond satisfying original aims (Muruganantham & Shankar, 2013). Millennials say 52% of people buy impulsively, compared to earlier generations. Thus, retail stores stimulate buying to create a more pleasant store environment (Hussain & Ali, 2015), and promotions require incentives. Thompson & Prendergast (2015) define impulse purchasing as buying products without much thought. Impulse shoppers are emotional buyers who get instant rewards. Consumers who regret hasty purchases benefit from impulse buying (Zhou & Gu, 2015). Companies must acquire and retain clients in today's competitive digital business climate. Companies that fail to attract and engage customers may lose a lot of money. Impulsive buying has increased worldwide. Impulsive buying is the inclination to buy without thinking, according to Liao et al. (2016). Impulses and a lack of self-control encourage fast purchases.

Companies must offer characteristics that encourage impulsive purchasing to succeed in the competitive market (Gohary & Hanzae, 2014).

Recent scholarly articles point out that online impulse buying behavior is also prompted by the nature of the platform and digital decision environments as well as by impulsive personality characteristics. According to Verhagen and van Dolen (2019), the aesthetics of the site, interface, and quick navigation enhance emotional arousal and reduce the time to make a choice, which predisposes people to impulsive behavior. On the same note, Sheth (2020) discovered that mobile-based shopping, one-click shopping, and digital wallet have eliminated friction in the purchasing process where decisions can be made impulsively and almost immediately. Moreover, Tandon et al. (2021) have shown that AI-driven recommendation systems enhance impulse buying, arousing curiosity and pushing customers towards unplanned purchases (Abid, 2021). Taken together, this accumulating literature on online impulse buying reinforces the significance of personality-based impulsivity yet demonstrates that environmental design is an important and contributing factor.

In this study, we concern ourselves with the Big Five personality and online impulsive buying behavior. The researcher would prefer to determine whether there is a moderate effect of demographics on this relationship. The aim of the current research is to learn the link between personality variables, demographics, and impulsive purchases on the Internet. The study will help our knowledge of the consumer behavior aspects in digital marketplaces to enable companies to change in accordance with the dynamic customer demand. The previous studies affirm that personality traits are still strong predictors of impulsive consumption in cross-cultural settings, but recent evidence suggests that the digital setting enhances the expression of personality. Indicatively, Dey et al. (2020) found that people with high impulsivity-linked traits demonstrate more purchasing online behaviors than in physical stores because of anonymity and concealment of emotions. Moreover, Alavi et al. (2022) discovered that consumers with specific personality types express more situational impulsivity in response to online messages of scarcity and flash deals. These studies demonstrate that personality offers fundamental psychological predispositions but the outcome of these traits is enhanced by online platforms, which work using persuasive design. According to previous studies, online platforms increase the influence of impulse purchasing behavior because of the constant availability, personalized suggestions, the simplicity of payment methods, and the lack of physical and social limitations as compared to physical stores (Floh and Madlberger, 2013; Liu et al., 2013). Such characteristics reduce cognitive resistance of consumers, making them more vulnerable to impulse buying. Moreover, recent evidence indicates that online impulsivity is reinforced by emotional stimuli like stress, boredom, and mood swings. In the example of Laato et al. (2022), it was found that mood-repair shopping rose significantly during pandemic lockdown and emphasized impulsive consumption as an emotion management strategy. On the same note, Badgaiyan et al. (2020) observed that impulsive buying tends to be more prevalent when consumers make purchases due to emotional needs, and not to fulfill utilitarian purposes. These mental processes are complementary to personality theory, which proposes that emotional conditions and stable characteristics interact to motivate online impulsive behaviour.

Big Five personality traits

Ancient Greece influenced current personality tests. Ancient Greek drama employed masks to hide actors and convey ideas through changing identities (Koessler et al., 2013). This ancient style of art highlighted human features and social challenges. Different personality trait categories illuminate the topic (Roberts et al., 2015). We study organizational personality concepts and individuals in this context. We aim to uncover hidden methods for identifying organizational patterns and behaviors. Robbins et al. (2001) say personality traits are innate, enduring, and unaffected by the environment. Cohen et al. (2008) say these qualities affect behavior. The Big

Five personality traits can drive in-depth analysis. The Five Factor Model hypothesis differentiates Big Five” personality traits or dimensions (Koessler et al., 2013). These characteristics are unique because of advancements in personality science. The adjective-based Big Five model provides a complete language framework. The Big Five assesses these broad mental characteristics. The study shows that the "Big Five" and "Five Factor Model" are the same. The independent variable supports the idea for several reasons. Judge & Ilies (2002) have long embraced the Big Five personality traits as the mainstream paradigm. Ebert & Griffin (2010) says that the Big Five personality factors have an impact on how personality affects workplace productivity and operations. Also, Dunn et al. (1995) asserted that the Big Five approach can predict positive and poor work habits and performance over time. Expecting sales performance is tough, especially when considering people's motivations and reluctance to advocate new products based on their unique qualities. The Big Five also demonstrate organized systems based on human examination classification. It involves the collection, analysis, and discussion of data to facilitate understanding. According to Ashleigh & Mansi (2012), the Big Five personality qualities affect many business concerns, with varying degrees of importance. Taxonomies assist in comprehending the strategy of international sales and give a point of convergence. It is important to discuss the question of whether the Big Five personality traits can predict sales performance. This prediction is supported by the 2013 conceptual alignment by Sitser et al. Recent studies underline the fact that the Big Five framework is very applicable in consumer psychology, especially in the explanation of different online buying behaviours. Research works by McCrae and Costa (2019) affirm that the traits are predictive in various cultural markets and digital settings. In addition, Sun et al. (2021) show that the interaction of personality traits with technological business environment influences consumer attitudes, satisfaction, and impulsive behaviour. Bilgihan et al. (2020) study also links personality to e-commerce interaction, indicating that personality-based segmentation models have the potential to enhance marketing performance to a large extent. In the context given, personality traits do not merely describe psychological characteristics, but they are underlying mechanisms that influence online decision-making, formation of trust, and hedonic consumption.

Online Impulse Buying and Extraversion.

The enhanced internet consumption has associated extraverted personalities with impulsive purchasing. Furnham and Brewin (1990) established that extroverts like social life. There are a number of variables indicating that extroverts will purchase more online than introverts. Extroverted people have a higher propensity to utilize new types of digital buying systems because of their readiness to experiment, as Tsao and Chang (2010) note. The variety of online shopping and the savings are attractive to the need of extroverts to have more fun (Tsao and Chang, 2010). H1: Extraversion has a positive influence on internet impulse buying. Recent research still confirms extraversion as a good predictor of online impulse buying behavior. As an example, Serfas et al. (2022) discovered that extraverts exhibit greater hedonic browsing, more sensitive to social stimuli, and higher stimulation-seeking online, which leads to a higher rate of impulsive purchases. Also, Kim and Eastin (2021) affirmed that social media advertising, influencer endorsement, and feedback loop are highly responsive to highly extraverted people, which validates the impulsive relation between social interactions and purchasing. Such results strengthen the conceptual underpinning of Hypothesis 1, which suggests that impulsivity motivated by extraversion is exacerbated in online shops.

Online Impulse Buying and agreeableness.

Tsao and Chang (2010) discovered that agreeableness, which is defined as friendliness, empathy and politeness influences impulsive online buying behavior. Moreover, Turkeyilmaz et al. (2015) state that agreeable personalities find enjoyment in communicating with other buyers and sellers,

and are more prone to follow attractive online advertisements. Such people tend to do online shopping, because of their very pleasant personalities particularly given the aggressive and rapidly changing nature of internet marketing (Tsao and Chang, 2010). H2: Agreeableness has a positive influence on online impulse buying. In addition to the conventional consumer characteristics, latest findings indicate that like-minded shoppers are also affected by the opinions of their peers, online reviews and their framing of decisions based on trust. Cui et al. (2022) found out that agreeable individuals are more open to online store credibility cues, which make them more ready to make impulsive purchases when they trust them. Jiang et al. (2023) also affirm that agreeable consumers react favourably to personalised messages and community-based marketing, which implies a socially-based channel to impulse purchase intention. These findings reinforce Hypothesis 2 and underscore the increasing applicability of social-consideration psychology on the Web.

Openness

Openness to experience is a curiosity, imagination, and the propensity to appreciate novelty, which has also been found to be key psychological impetus to spontaneous digital consumption. Open people are more likely to seek various online experiences, visit new platforms, and interact with new retail technologies, thus exposed to more stimuli on impulsive purchasing (Costa and McCrae, 2019). The research of Sharma et al. (2014) establishes that highly open consumers are much more receptive to the online product diversity and hedonic window shopping, which promotes unplanned purchasing behavior. Moreover, Leong et al. (2018) discovered that high openness people enjoy and feel more emotionally aroused during browsing, which supports impulse buying intentions. Because of the intrinsic motivation to experience novelty and variety, online shopping conditions that are highly visualized, personalised as regards to recommendations, and that provide opportunities to experiment with products are bound to increase impulsive tendencies of this type of personality.

Neuroticism

Neuroticism is a measure of emotional unsteadiness, worry and vulnerability to stress and has been closely linked with compensatory spending and impulsive consumption. Neurotic individuals tend to resort to impulse buying to cope with negative emotional conditions like boredom, sadness or inner distress than their less neurotic counterparts (Youn and Faber, 2000). Verplanken and Sato (2011) postulate that neurotic traits enhance the risk of impulsive buying online since online shopping is an immediate distractor and gratifier. Jiang and Shi (2020) also noted that neurotics have more urgency-based intentions to purchase and less resistance to persuasive messages online. The online stores also safeguard anonymity and customers are free to emotionally control themselves by making unplanned purchases without being judged (Sneath et al., 2009). Thus, neuroticism is considered a prominent predictor of online impulsive behavior, especially when emotional instability is in line with hedonic interests.

Conscientiousness

The trait of conscientiousness is defined as self-control, future orientation, discipline, and organized decision-making. The previous research has shown that conscientious people are less susceptible to impulsive buying as they are more prone to deliberating and exploring alternative options before making a purchase (Krueger et al., 2014). In online environments where individuals tend to be largely motivated by the immediate gratification and hedonic stimuli, conscientious consumers will be less prone to emotional persuasion and compulsive shopping cues (Leong et al., 2018). Conscientiousness is a negative predictor of digital impulsivity because of their cautiousness and long-term thinking, which make them less prone to spontaneous buying. Nevertheless, as recent results by Al-Issa (2022) indicate, the promotion urgency cues and price-

oriented discount framing can somewhat undermine the restraint of conscientiousness, indicating that behavioral responses are context-dependent when it comes to online shopping. However, conscientiousness is always the most self-regulatory trait of personality that is associated with reduced online impulse buying behavior.

Conceptual Framework

The study conceptual model explores the interrelationship among character trait, demographic variables, and impulsive online buying. Extraversion, agreeableness, openness, neuroticism and conscientiousness may influence the tendency of an individual to indulge in impulsive online shopping. In addition, it is shown that the demographics, including income, may shape these interactions and, therefore, determine their direction and strength.

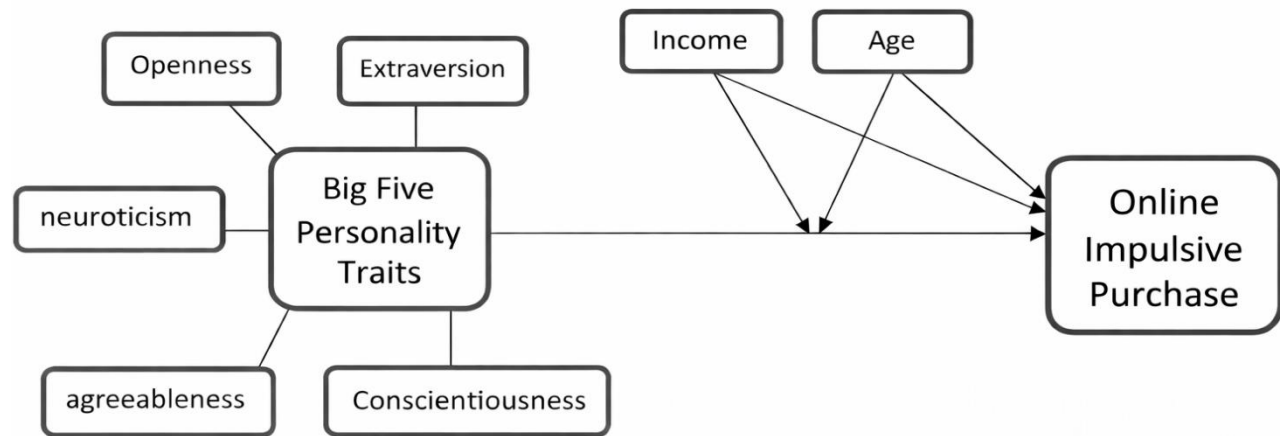


Figure 1. Conceptual Framework

Methodology

The methodological section preconditions the fact that an informative study of the interplay of personality traits, online impulsive buying behavior, and demographic factors is carried out. The conceptual frameworks, the novel data collection techniques, the accurate measuring instruments, and a comprehensive analytical process are interwoven within the study through a detailed and connected approach, as it expands upon the Saunders et al. (2019) study work. The lighthouse of positivism helps us to manoeuvre our journey of studying consumer behavior in the digital age. This method gives preference to empirical observation and the scientific method to discover profound insights. We systematically planned a data collection process, which was well designed and carried out through a standardized Google Form questionnaire. The sample size was 215 students of the University of Chester population, which was chosen through the convenience sampling method, founded on Krejcie and Morgan (1970) concepts. Such a well-chosen set of different opinions, picked among 420 people, forms the basis of an intriguing exploration of the intricate interaction between personal traits, demographic nuances, and the online world of consumer behavior, which moves at an incredibly fast pace. We engage in a thorough study of our methodology where we seek to study customer behavior in the e-commerce sector not merely in a superficial way. The methodology chapter is not just a blueprint, it is a treasure map which takes us into unexplored places where there are insights that are worth discovering, should one be bold enough to discover them. Get ready to dive into the complexities of the digital economy, working on each piece of data separately to reveal the secrets within it.

Measurement

Rook and Fisher (1995) came up with the Impulse Buying Behavior (IBB) scale in this study to measure online impulsive buying behavior. The scale is made up of nine items, which are scale using a Likert scale of 1-5. The participants will have choices on how they can respond; strongly disagree to strongly concur. To gauge neuroticism, extraversion, conscientiousness, agreeableness and openness, we apply the Big Five personality trait model of John and Srivastava (1999). This test has a 44-item questionnaire with the respondents being asked to rate their answer in a Likert scale of between 1-5. "Strongly disagree" represented by a 1, and "strongly agree" by a 5.

Data Analysis

The data analysis phase starts with the exploratory factor analysis, and the basis of finding hidden elements within the data. EFA helps to determine the important concepts and which factors are relevant to analyze them further. Moreover, it enables the identification of meaningful patterns of data by correlations. This paper employs multiple regression analysis with SPSS following an exploratory factor analysis (EFA) to examine the relationship between impulse online buying (the dependent variable), and the independent variables—the Big Five personality traits. This review assesses the predictive validity of each character trait on impulse buying behavior online and checks the statistical significance of these predictions. Moreover, SPSS also supports Hayes Process Regression and Moderation Analysis that gives a deeper insight into the effect of demographic variables on the relationship between the outcome variables and the predictor. It involves investigation of moderation effects, particularly those resulting from demographic variables like income and age. The usage of multiple regression, Hayes Process Regression, and Moderation Analysis will be made easier with the help of such SPSS.

Results and Analysis

Table 1. Descriptive Statistics Table

Variable	N	Minimum	Maximum	Mean	Std. Deviation
EXT (Extraversion)	215	1.00	5.00	3.52	0.97
CON (Conscientiousness)	215	1.00	5.00	3.50	0.93
OPE (Openness)	215	1.00	5.00	3.42	0.96
NEU (Neuroticism)	215	1.00	5.00	2.97	0.91
IPB (Impulse Purchase Behavior)	215	1.00	5.00	2.83	0.97

Source: SPSS Output

The descriptive statistics indicated the characteristics of the dataset that had five variables bearing the labels EXT, CON, OPE, NEU, and IPB. Each variable had 215 valid cases. The scales of each variable were identical with a range 1.00 – 5.00, indicating the existence of a consistent range of values. The averages of the scores of each variable were as follows: EXT mean 3.52, CON mean 3.50, OPE mean 3.42, NEU mean 2.97, and IPB mean 2.83. These mean values represent the average score of each variable in all the cases. Standard deviations were lowest for NEU and IPB (0.91 and 0.97, respectively), and largest for EXT, CON, and OPE (0.97, 0.93, and 0.96, respectively). The standard deviation numbers, which indicate how variable or dispersed the scores are around the variable's mean, varied from 0.91 to 0.97. Descriptive statistics provide a comprehensive overview of the range of values, central tendency, and variability given the conditions of the dataset, which can be used to explain the distribution of the variables under analysis and their characteristics.

Table 2: KMO and Bartlett's Test

Test	Measure
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.912
Bartlett's Test of Sphericity	
Approx. Chi-Square	5343.649
Degrees of Freedom (Df)	946
Significance (Sig.)	.000

Source: SPSS output

The acceptability of the data for the factor analysis was evaluated using the Kaiser-Meyer-Olkin (KMO) measure of sample adequacy. The value of the KMO,.912, showed a high level of sample adequacy. This implies that factor analysis can be used to the data. The Bartlett test of sphericity was also used to ascertain whether the variables in the dataset are associated. The test's significant value, 02 (946) = 5343.649, $p < .001$, shows that there are enough correlations between the variables to be useful in factor analysis. he KMO value exceeds the recommended value of .6, and the test by Bartlett was found to be statistically significant meaning that there are correlations between the variables. These findings support the data's suitability for factor analysis.

Table 3: Factor Analysis

Factor	Item	Factor Loading
Extraversion	EXT1	.779
	EXT11	.716
	EXT16	.692
	EXT26	.601
Conscientiousness	CON28	.775
	CON3	.728
	CON33	.866
	CON23R	.839
	CON18R	.740
	CON43R	.773
Openness	OPE15	.810
	OPE5	.801
	OPE25	.746
	OPE10	.727
	OPE30	.793
	OPE41R	.817
	OPE44	.814
Neuroticism	NEU4	.768
	NEU9	.644
	NEU29	.628
Impulse Purchase Behavior	IBB1	.924
	IBB3	.897
	IBB7	.754
	IBB9	.824

Factor analysis was conducted with Varimax Rotation Method to determine the hidden factors in the data. The varimax rotation method maximizes the difference between the sum of squared loadings of each component and identifies a few factors and simplifies the interpretation of the loadings of those factors. The Eigenvalues of the factors that surpass one were picked in this analysis as part of the further research. The eigenvalue of a certain factor represents the amount of variance that each factor will be able to explain in the course of the analysis. Factors that have an Eigenvalue of more than 1 should be selected to ensure that each of the preserved components captures a significant portion of variation. The dataset in which they were present also had items removed that had low factor loadings or cross-loadings. Factor loadings indicate the level of correlation between each item and factor. Low-loading items may cause havoc in the study and fail to reflect the intended construct. On the other hand, cross-loadings occur when an item has high loadings on multiple components, which suggests that it is not clear how an item is related to a specific construct. The size of correlation between an item and the factor is indicated by the items retained and the factor loading of the item. The loadings help one understand the basic constitution of the variables under investigation and they include extraversion, neuroticism, openness, conscientiousness, and impulsive purchasing.

The factor analysis used Varimax rotation and stringent selection criteria to find and analyze significant patterns in the data, helped to clarify the connections between the variables. The link between the factors and the objects is displayed by factor loadings. In this study, loading of items that exceed 0.6 means that the item is highly correlated with the factor where it is located. Extraversion factor indicated that EXT1, EXT11, EXT16, and EXT26 items loaded highest and thus there is a significant association between these items and extraversion trait. The highest loading of the Conscientiousness factor was observed in such items as CON28, CON3, CON33, CON23R, CON18R and CON43R which means that these items were strongly correlated with the Conscientiousness characteristic. The most loaded items on the Openness factor were OPE15, OPE5, OPE25, OPE10, OPE30, OPE41R, and OPE44, indicating that Openness trait has a significant correlation with these items. The products that had the greatest loading in the Neuroticism factor were NEU4, NEU9, and NEU29, which means that they are highly correlated with the Neuroticism trait. IBB1, IBB3, IBB7, and IBB9 had the greatest loading in the Impulse Purchase Behavior factor. This implies that there is high association with impulsive purchasing tendencies. The results suggest that the elements of character are highly reflected in the questions employed in the measurement of personality traits and impulsive purchasing behavior. The results add to our understanding of the alterations in the personality and purchasing behavior of people.

Regression Analysis

Table 4. Model Summary for Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error	F Change	df1	df2	Sig.
1	.182	.033	.028	2.80160	7.268	1	213	.008
2	.304	.092	.084	2.72058	13.875	1	212	<.001
3	.351	.123	.110	2.68074	7.349	1	211	.007
4	.354	.125	.109	2.68354	.559	1	210	.456

Four sequential models were investigated in order to quantify the impact of personality traits on online impulse purchasing behavior. 3.3% of the variance in online impulse purchase behavior was explained by the predictor variable (EXT) in Model 1 (R =.182, R Square =.033, Adjusted R Square =.028, Std.). The estimate's error is 2.80160. The F Change (F = 7.268, df1 = 1, df2 = 213,

$p = .008$) shows how the predictor variable significantly improved the model's fit. With the conscientiousness predictor included, the explained variance in Model 2 rose to 9.2% ($R = .304$, $R \text{ Square} = .092$, $\text{Adjusted } R \text{ Square} = .084$, $\text{Std. Error of the Estimate} = 2.72058$). When compared to Model 1, the F Change ($F = 13.875$, $df1 = 1$, $df2 = 212$, $p < .001$) value indicated a better model fit. This suggests that extraversion and conscientiousness have an impact on online IBB. With openness added as a predictor variable in Model 3, the explained variance was 12.3% ($R = .351$, $R \text{ Square} = .125$, $\text{Adjusted } R \text{ Square} = .109$, $\text{Std. Error of the Estimate} = 2.68074$). The F Change value ($F = 7.349$, $df1 = 1$, $df2 = 211$, $p = .007$) showed a considerably better model fit between Model 2 and Model 3. With the NEU predictor variable added, the R Square for Model 4 increased marginally to 12.5% ($R = .354$, $R \text{ Square} = .125$, $\text{Adjusted } R \text{ Square} = .109$, $\text{Std. Error of the Estimate} = 2.68354$). Additionally, in contrast to Model 3, the change statistic ($F = .559$, $df1 = 1$, $df2 = 210$, $p = .456$) indicates that the model fit was not enhanced by the addition of NEU. In conclusion, online impulsive purchasing behavior is significantly predicted by the combination of Extraversion (EXT), Conscientiousness (CON), and Openness (OPE). However, neuroticism (NEU) has no effect on impulsive internet purchases when combined with other personality-related characteristics. These findings give valuable data on the factors that influence online impulsive purchasing.

ANOVA Results

Table 5. ANOVA Results for Regression Models Predicting Online Impulse Purchase Behavior

Model	Source	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	57.043	1	57.043	7.268	.008
	Residual	1671.832	213	7.849		
	Total	1728.876	214			
2	Regression	159.740	2	79.870	10.791	.000
	Residual	1569.135	212	7.402		
	Total	1728.876	214			
3	Regression	212.555	3	70.852	9.859	.000
	Residual	1516.321	211	7.186		
	Total	1728.876	214			
4	Regression	216.580	4	54.145	7.519	.000
	Residual	1512.296	210	7.201		
	Total	1728.876	214			

Note. Online Impulse Purchase Behavior is the dependent variable, or IPB. (Constant), EXT (Extraversion), CON (Conscientiousness), OPE (Openness), and NEU (Neuroticism) are predictors. The table displays the ANOVA findings for each regression model that predicts online impulse purchase behavior. The predictor variables Extraversion (EXT), Conscientiousness (CON), Openness (OPE), and Neuroticism (NEU) are included in each model in a different number of combinations. Each model's F statistic, mean square, level of freedom (df), sum of squares, and level of significance (Sig.) will be displayed in the table. A large portion of the variance in online impulse buying behavior may be explained by the combination of the models, as all of the regression models were significant at $p < .05$ in all combinations of the predictor variables.

Coefficients for Regression Model

Table 6. Coefficients for Regression Models Predicting Online Impulse Purchase Behavior

Model	Predictor	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
1	(Constant)	10.042		13.533	.000
	EXT	0.143	0.182	2.696	.008
2	(Constant)	11.761		13.745	.000
	EXT	0.303	0.384	4.516	.000
	CON	-0.200	-0.317	-3.725	.000
3	(Constant)	10.453		10.759	.000
	EXT	0.158	0.200	1.850	.066
	CON	-0.256	-0.405	-4.505	.000
	OPE	0.185	0.305	2.711	.007
4	(Constant)	10.455		10.749	.000
	EXT	0.183	0.232	1.994	.047
	CON	-0.260	-0.411	-4.546	.000
	OPE	0.206	0.341	2.785	.006
	NEU	-0.079	-0.077	-0.748	.456

Note. IPB = DV : Online Impulse Purchase Behavior.

The table shows the coefficients for predicting online impulse purchases. The constant term in Model 1 is the online impulse purchase behavior score, 10.042, which is the score that will be obtained when all the predictor variables are zero. According to the coefficient, for every unit increase in extraversion (EXT), the online impulse buy behavior score rises by 0.143 units. This is a significant ($p = .008$) association. In reference to Model 2, the constant increase to 11.761 which reflects some change in the expected score. Extraversion (EXT) and online impulse purchases continue to have a significant link ($B = 0.303$, $p < .001$), indicating that the impact of EXT is stronger. However, when the factor of Conscientiousness (CON) is added there is a negative correlation ($B = -0.200$, $p < .001$) which implies that lower scores on online impulse purchase behavior correlate with higher levels of conscientiousness. Extraversion (EXT) has a positive effect on online impulse purchase behavior in Model 3, but less strongly ($B = 0.158$, $p = .066$). The constant in the model is 10.453. A positive relationship is produced when Openness (OPE) is added ($B = 0.185$, $p = .007$) while the negative relation of Conscientiousness (CON) remains ($B = -0.256$, $p < .001$). Online impulse buying behavior is still positively impacted by openness (OPE) ($B = 0.206$, $p = .006$). Neuroticism (NEU) does not have a significant correlation ($B = -0.079$, $p = .456$). With the distinct effects of extraversion (EXT), conscientiousness (CON), and openness (OPE), as well as the negligible effects of neuroticism (NEU), the B factors provide more information on the relationship between individual personality traits and online impulse buying behavior.

Moderation Analysis

Moderation Analysis and Conditional Effects of EXT and EXTxINC on IBB Predictions

Table 1: Model Summary

Model Summary					
R	R-sq	MSE	F	df1	df2
.8451	.7141	2.8676	175.7114	3.00	211.00

EXTxINC Value	Effect	Standard Error	t-value	p-value	95% CI (LLCI)	95% CI (ULCI)
£1690	1.5377	.1404	10.9556	.0000	1.2610	1.8144
£1960	1.3037	.0793	16.4408	.0000	1.1474	1.4601
£2320	.9918	.0936	10.5928	.0000	.8072	1.1763

Note: IBB = Outcome Variable; N = 215. The predictor variable is called EXT. Moderator Variable = EXTxINC. Lower Limit Confidence Interval, or LLCI. Upper Limit Confidence Interval is known as ULCI.

The moderation study looked at the connections between extraversion (EXT), income (EXTxINC), and online impulsive buying behavior (IBB). A model of online impulse buying demonstrated a high degree of prediction ($F(3, 211) = 175.71, p < .001, R^2 = .71$). Online shopping was positively predicted by extraversion (EXT) ($B = 3.00, p < .001$), and it was also significantly predicted by the interaction between extraversion and income (EXTxINC) ($B = 0.02, p = .0002$). However, the interaction term's impact was negligible ($B = -0.0009, p = .0042$). Thus, a conditional effects analysis of the impact of extraversion on online impulsive purchasing behavior at different income levels showed the effect to be 1.30 ($p < .001$) at income 1960, 1.54 ($p < .001$) at income 1690, and 0.99 ($p < .001$) at income 2320. This implies that income moderates extraversion and impulsive online purchasing.

Moderation Analysis and Conditional Effects of CON and CONxINC on IBB Predictions

Table 1: Model Summary

Model Summary					
R	R-sq	MSE	F	df1	df2
.9941	.9883	.0045	5925.79	3.00	211.00

CON*inc_Value	Effect	Standard Error	t-value	p-value	95% CI (LLCI)	95% CI (ULCI)
£1500	2.1012	.0427	49.26	< .001	2.0171	2.1853
£2000	2.5824	.0377	68.56	< .001	2.5082	2.6567
£2800	6.6729	.1432	46.60	< .001	6.3906	6.9552

Note: IBB = Outcome Variables; N = 215. CON stands for predictor variable. Moderator Variable = CON_in. Lower Limit Confidence Interval, or LLCI. Upper Limit Confidence Interval is known as ULCI.

As indicated in Table 1, the moderation analysis revealed the connection between impulse purchasing behavior (IBB), income (CON_in), and personality type (CON). The model summary statistics demonstrate that the predictor variables accounted for $R^2 = .9883$ of the variance in IBB. Overall, the model's significance ($F(3, 211) = 5925.79, p < .001$) demonstrated that personality type and wealth were important indicators of impulsive purchasing behavior. To be more specific,

personality type (CON) was strongly related to impulse purchase behavior (= 0.8981, $t(211) = 12.39$, $p < .001$). Also, income (CON_inc) had a significant negative correlation with impulsive purchasing behavior (-0.0001, $t(211) = -35.13$, $p < .001$). These findings suggest that an increased level of income and certain personality factors minimize the chances of impulsive buying. Moreover, $\beta = 0.0000$, $t(211) = 28.84$, $p < .001$ showed that the interaction between personality type and income (CON*inc) was indeed significant. This implies that the link between personality type and impulsive purchase behavior is different at different levels of income. Additional conditional effect analyses found the predicted levels of impulsive buying behavior for income values of £1500, £2000 and £2800 were 2.1012, 2.5824 and 6.6729, respectively. These findings suggest that OPE and income have effects, with income moderating the relationship, on the way people respond being impulsive buyers.

Moderation Analysis and Conditional Effects of OPE and OPExINC on IBB Predictions

Table 1: Model Summary

Model Summary

R	R-sq	MSE	F	df1	df2
.9847	.9696	.0177	2250.95	3.00	211.00

OPE*inc Value	Effect	Standard Error	t-value	p-value	95% CI (LLCI)	95% CI (ULCI)
£1500	2.1012	.0427	49.26	< .001	2.0171	2.1853
£2000	2.5824	.0377	68.56	< .001	2.5082	2.6567
£2800	6.6729	.1432	46.60	< .001	6.3906	6.9552

Note: IBB = Outcome Variable; N = 215. OPE stands for predictor variable. Moderator Variable = OPE_inc. Lower Limit Confidence Interval, or LLCI. Upper Limit Confidence Interval is known as ULCI.

Table 1 illustrates the significant correlation that the moderation analysis found between income (OPE_inc), openness to experience (OPE), and impulsive buying behavior (IBB). The model summary statistics indicated that a large proportion of variance for impulsive buying behavior (IBB) was explained by the predictor variables (R-squared is 0.9697). Positive impulse buying behavior is well predicted by income and openness to new experiences, according to the within-model F-statistic of 2250.95 ($p < .001$). In particular, openness to experience (OPE) was found to strongly positively predict impulse buying behavior (IBB) with a correlation of 0.9603 ($p < .001$). This shows an openness to experience is positively related to impulsive buying. Additionally, there was a substantial positive correlation between income (OPE_inc) and impulsive buying behavior with a coefficient of 0.0001 ($p = .0052$), indicating that impulsive buying behavior rises with income. Additionally, the interaction term (OPE * inc) between income and openness to experience was found to be significant ($\beta = 0.0000$, $p = .0156$), indicating that income moderates the effects of openness to experience on impulsive purchase. This implies that the association between openness to experience and impulsive purchasing behavior varies depending on one's financial level. Furthermore, the expected value of impulse purchase behavior at various income levels (£1500, £2000, and £2800) was found to be .9273, .8812, and .8284, respectively, when the conditional effects were examined. This implies that as income increases, impulse buying behavior decreases. The results of these conditional effect analyses highlight how people's impulsive purchasing behavior is influenced by both income and openness to new experiences, with income acting as a moderator in this relationship.

Moderation Analysis and Conditional Effects of NEU and NEUxINC on IBB Predictions

Table 1: Model Summary

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.9109	.8297	35.6005	342.59	3.00	211.00	.0000

INC Value	Effect	Standard Error	t-value	p-value	95% CI (LLCI)	95% CI (ULCI)
£1045	0.7581	0.0498	15.2329	< .001	0.6600	0.8562
£1480	0.8442	0.0339	24.8900	< .001	0.7774	0.9111
£2530	1.0525	0.0573	18.3561	< .001	0.9395	1.1655

Note: NEU = Outcome Variable; N = 215. INC stands for predictor variable. Moderator Variable = INC_inc. Lower Limit Confidence Interval, or LLCI. Upper Limit Confidence, or ULCI

The moderation study found a significant correlation between impulse purchasing behavior (IBB), income (INC), and neuroticism (NEU) (Table 1). Model summary suggested that the predictor variables accounted for a substantial part of variation in impulse purchase behaviour (IBB) with an r-squared value of 0.8297. Significant effects on impulse buying behavior were shown by the model using an F-statistic of 342.5868 ($p < .001$) for neuroticism and income. Neuroticism (NEU) strongly correlated with impulse buying behavior (IBB), with a coefficient of 0.5507 ($p < .001$). Neurotics are more likely to buy impulsively, according to these results. The coefficient of -0.0083 ($p = .0008$) shows that income (INC) negatively affects impulse buying. This shows impulse buying reduces with affluence. The study revealed a substantial interaction impact between income and neuroticism (NEUxINC) ($\beta = 0.0002$, $p = .0008$). This suggests that money influences neuroticism and impulse buying. This shows that neuroticism affects impulsive purchase differently depending on income. Additional conditional effects showed that impulsive buying behavior was 0.7581, 0.8442, and 1.0525 at income levels of £1045, £1480, and £2530. This suggests that money increases impulse buying. These data show that neuroticism and income affect impulsive purchase, with income mitigating the association.

Moderating Effect of Age on extroversion and IBB

Table 2: Model Summary

	R	R-sq	MSE	F	df1	df2	p
Model	.636	.404	442.8886	50.6280	3.000	224.000	.0000

Predictor	B	SE	β	t	p	95% CI Lower	95% CI Upper
Constant	-71.49	18.95		-3.77***	< .001	-108.84	-34.14
EXT	1.36	0.27	0.24	5.13***	< .001	0.84	1.88
Age	3.41	0.61	0.26	5.60***	< .001	2.21	4.61
Interaction	-0.03	0.01		-3.79***	0.0002	-0.05	-0.02

Notes. EXT = Extroversion; B = Unstandardized Coefficients; SE = Standard Error; β = Standardized Coefficients; t = t-value; p = p-value; CI = Confidence Interval.

This study examined individual and interactive IBB score predictions using multiple regression analysis. The model had considerable predictive power for IBB scores ($R = .636$, $R^2 = .404$, $p < .001$). Age and EXT, as independent variables, positively impacted IBB scores. The coefficient

for EXT ($B = 1.36$, $p < .001$) is large, indicates that increased EXT is significantly related to IBB ratings. Age and IBB scores are directly correlated ($B = 3.41$, $p < .001$), indicating that older individuals have higher IBB scores. The value of the predicted average IBB score does not change significantly with EXT or age; the significant constant term (-71.49 , $p < .001$) indicates this. Statistically, it can also be identified that the age-EXT interaction term (Int_1) is significant ($B = -0.03$, $p = .02$). It implies that there is a variation of EXT and IBB by age. This interaction effect strongly suggests that aging affects EXT-IBB. According to the conditional effects study, EXT impacts IBB differently across age groups, with statistically significant differences. With age, EXT's effect on IBB decreases. The significance of age as a moderating factor in the IBB-EXT connection is shown by this study.

Moderating Effect of Age on Openness to Experience and IBB

Table 1: Model Summary

	R	R-sq	MSE	F	df1	df2	p
Model	.6251	.3907	452.8336	47.8763	3.000	224.000	.0000

Predictor	B	SE	β	t	p	95% CI Lower	95% CI Upper
Constant	-72.97	22.57		-3.23**	0.0014	-117.45	-28.48
OPE	1.20	0.26	0.22	4.63***	< .001	0.69	1.71
Age	3.32	0.75	0.25	4.41***	< .001	1.84	4.81
Interaction	-0.03	0.01		-3.08**	0.0024	-0.04	-0.01

Notes. OPE stands for openness to experience, B for unstandardized coefficients, SE for standard error, β for standardized coefficients, and CI, t, and p for confidence interval. The study evaluates IBB results, predicts OPE, and modifies age.

With an R-squared of 0.3907, the study discovered that the IBB, OPE, and age model explains a significant portion of the IBB variance. Age and OPE affect IBB greatly. For every unit increase in OPE, IBB rises 1.20 units. Every unit of age increases the IBB by 3.32 units. Int_1, the OPE-age interaction, has a significant effect on IBB ($p = 0.0024$). OPE and IBB seem to depend on the age of the participants. The interaction term accounts for the extra 25% ($\beta = 0.25$) of IBB variance. Examining OPE's conditional effects on IBB at different ages yields interesting results. We calculate OPE's impacts on IBB at ages 25, 27, and 32. As age increases, OPE's effect on IBB decreases. At 25, OPE affects IBB 0.5482, then 0.3667 at 32.

Moderating Effect of Age on Consciousness and IBB

Table 1: Model Summary

Model	R	R-sq	MSE	F	df1	df2
	.6147	.3779	462.3287	45.3596	3.000	224.0000

Predictor Variables	coeff	se	t	p	LLCI	ULCI
Constant	-51.221	17.1930	-2.9792	.0032	-85.1017	-17.3402
CON	1.1030	.2516	4.3834	.0000	.6071	1.5988
Age	3.0423	.5568	5.4638	.0000	1.9451	4.1396
Interaction	-.0288	.0084	-3.4477	.0007	-.0453	-.0124

This SPSS study depicts how the moderator (age), predictor (CON), and outcome (IBB) variables relationships. Age, CON and IBB do a good job of explaining IBB variance (R-squared = 0.3779). Age and CON have an impact on IBB. Every unit increase in CON increases IBB by 1.1030 units. Each unit of age increases the IBB by 3.0423 units. The results reveal that conscientiousness and age affect IBB, suggesting that conscientious people engage in more online IPB. Furthermore, the interaction between CON and age (Int_1) significantly influenced IBB ($p = 0.0007$), showing that CON and IBB change with age. The interaction term explains 3.30% of the IBB variance. We test moderation of the effects of CON on IBB. We estimate the effects of CON on IBB at the ages of 25, 27, and 32. Age reduces CON's effect on IBB, the study found. CON affects IBB, reducing it from 0.3818 at 25 to 0.1798 at 32.

Moderating Effect of Age on NUE and IBB

Table 1: Model Summary

	R	R-sq	MSE	F	df1	df2	p
Model	.5856	.3429	488.3467	38.9649	3.000	224.000	.0000

Predictor	B	SE	β	t	p	95% CI Lower	95% CI Upper
Constant	-39.92	22.57		-1.77	.0783	-84.41	4.56
NEU	0.74	0.23	0.24	3.16	.0018	0.28	1.20
Age	2.81	0.79	0.26	3.55	.0005	1.25	4.36
Interaction	-0.02	0.01		-2.27	.0242	-0.03	-0.0024

Predictors, unstandardized coefficients (B), standard errors (SE), standardized coefficients (β), t-values, p-values, and 95% confidence intervals for lower and upper bounds are all shown in this table. Age ($B = 2.8061$, $p < .0005$) and neuroticism (NEU) ($B = 0.7362$, $p = .0018$) are significant predictors of IBB. According to the model summary, the predictors have a substantial impact on the variance of IBB (R-squared = 34.29, $F(3, 224) = 38.96$, $p < .001$). The unstandardized coefficients show that age ($B = 2.8061$, $p < .0005$) and NEU ($B = 0.7362$, $p = .0018$) are significant predictors of IBB. Age has an impact on the relationship between NEU and IBB, according to the significant interaction effect ($p = .0242$). According to the conditional effects study, NEU has varying impacts on IBB as people age. NEU's effect on IBB is 0.2839 ($p = .0002$) by 25, while it drops to 0.1572 ($p = .0430$) by 32. The relationship between NEU and IBB is moderated by age, indicating that the impact of neuroticism on IBB varies with age. This emphasizes the necessity of taking age into account as a moderator when determining the relationship between personality traits and IBB.

Discussion and conclusion

Marketers and policymakers must comprehend the intricate relationship between impulsive purchasing, income levels, and personality factors to comprehend consumer behavior. Income levels have an effect on extraversion, conscientiousness, neuroticism, openness to new experiences, and impulse buying preferences. We use current literature and empirical research to better target marketing and consumer intervention programs. This will elucidate the intricate link between personality, socioeconomic status, and consumer behavior. Extraversion affects many aspects of human behavior, including purchase decisions. Per John et al. (2008), extraversion comprises friendliness, assertiveness, and a propensity for social situations. Outgoing people are cheerful and get energy from socializing (Salman et al., 2014). The latest study confirms prior findings that extraversion causes impulsive buying. Impulsive purchases are more common in

extroverted, outgoing people (Sun et al., 2004). Extroverts also prefer hedonistic consumption because they actively seek pleasure (Costa & McCrae, 1989). The association between extraversion and impulsive buying varies by person. Income moderates the association between extraversion and impulsive buying, as shown in this study. Badgaiyan and Verma (2014) demonstrated that extraversion and impulse purchase have strong correlation among low-income individuals. This demonstrates that consumer behavior is highly dependent on the socioeconomic factors. Following the discussions that we have had above, the regression analysis shows a positive association between extraversion (EXT) and impulsive purchasing on the internet (IBB). This lends credence to the idea that extraversion promotes impulsive online purchases.

The moderation study indicates that extraversion and impulsive purchases are also influenced by income. To be more precise, the effect of extraversion on impulse buying at a higher income level is more pronounced, which changes the relationship between online impulse buying and extraversion. The conscientiousness research review demonstrates the impact of the given personality trait on impulse control, goal orientation, dependability, and accountability. Krueger, Richards, and Hill (2014) and Leong, Jaafar, and Sulaiman (2017) discovered that conscientious individuals are more impulse-controlled, focus on long-term objectives, and engage in fewer impulsive purchases. The analysis mostly endorses the literature assertions. Income, the research established a close relationship between income, impulse buying and conscientious the research established close relationship between impulse buying and personality type (CON), were, the higher the conscientiousness, the higher the impulse purchases (Dunn et al., 1995). Conscientiousness The literature review of conscientiousness provides insight into the effects of conscientiousness on impulse control, goal orientation, dependability and responsibility to name a few. Krueger, Richards and Hill (2014) and Leong, Jaafar and Sulaiman (2017) discovered that conscientious individuals are more capable of controlling their impulses, goal-oriented and less likely to purchase without considering. The analysis is in general supportive of literature assertions. The analysis revealed that there was a strong association between income, impulsive purchasing, and conscientiousness. The research discovered that there is a positive relationship between impulse buying and personality type (CON) and more conscientious people are prone to buy. Yet income (CON in), that influences conscientiousness, shows an opposition to impulse buying. Increased income individuals are not so likely to purchase a product on impulse. This is in agreement with previous studies that indicate that conscientious individuals are more self-regulated and tend to be less prone to impulse purchases. This is emphasized in income growth (Gohary & Hanzae, 2014). After careful investigation, we rejected our hypothesis (H2: Conscientiousness improves online impulse purchase). Concise Regression analysis suggests that there is a negative link between conscientiousness and online impulsive purchase behavior (IBB). eration study also shows that money moderates the relationship between online impulsive purchases and conscientiousness, with greater incomes diminishing the effect. We refer to an individual's openness to experience as their willingness and desire to try new things. The openness to experience study emphasizes understanding creativity, tolerance, and behavioral flexibility.

McCrae and Costa (2008) attribute it to creativity and openness. According to Costa and McCrae (1985), openness to experience (OPE) predicts impulsive buying. It appears that people who enjoy new experiences are more likely to buy impulsively. The link between income (OPE_inc) and impulse buying behavior shows that higher-income people are more inclined to buy on impulse. Based on the conversation, we agree with H4: Openness to experience increases online impulse purchases. The regression study shows a strong positive link between online impulse buying behavior (IBB) and openness. Neuroticism Research on neuroticism and impulsive buying shows some intriguing results. The model summary statistics show that neuroticism (NEU) and income (INC) explain a lot of impulsive purchase behavior variability. A positive and statistically significant correlation exists between neuroticism and IBB. Neurotic people are more likely to buy

impulsively, according to John et al. (2008). However, income (INC) and impulse buying behavior have an inverse connection, showing that higher income levels reduce impulsive purchases. Income seems to reduce the link between neuroticism and impulsive buying (NEU, Inc.). These data show that neuroticism affects impulsive buying differently depending on socioeconomic status. The conditional effects show that income increases the expected results of impulsive buying. Income directly affects neurotic impulsive buying. The foregoing discussion supports our hypothesis (H3: Neuroticism boosts online impulse purchases). The regression research shows a positive correlation between neuroticism (NEU) and online impulsive purchasing behavior (IBB). In addition, the moderation study reveals that income moderates the relationship between online impulse shopping and neuroticism. More precisely, neuroticism enhances impulsive purchasing as wealthier. Limitations of the study: The sample of the study consists predominantly of university students, and it can be a limitation to the applicability of the study sample. With the incorporation of individuals in diverse occupational groups we are able to generalize our results to a bigger group of the population. Thus, we will be able to capture the activities and characteristics of a broader group of individuals. To summarize, the paper explores the problem of a complicated connection between personality and online impulse purchases, particularly, the impact of demographics on it. The researchers aimed at investigating the impact of personal traits and demographic factors on internet shopping behavior. To reveal the mechanisms of online impulsive buying, the research uses the factor analysis, regression analysis, moderation analysis, and descriptive statistics. It explores the influence of demographics and personality factors, such as extraversion, conscientiousness, openness, and neuroticism on consumer behavior. This exploration looks into the intricacy of these characteristics. To assess the dataset's factorability, we used descriptive statistics, the Bartlett test, and the Kaiser-Meyer-Olkin measure. By demonstrating relationships between personality traits and impulsive internet purchases, factor analysis improved consumer psychology in online buying. Our study revealed that extraversion, conscientiousness, and openness are highly important factors that determine online impulsive buying. This correlation is explained by regression analysis. The moderate research also found the correlations between the personality characteristics, demographic factors, such as income, and the online impulsive purchases. The connection between personality factors and impulsive online shopping is influenced by wealth.

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