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The Influence of The Big 5 Personality, Financial Perceptions, and External Factors on Impulsive Buying Tendencies in Live Streaming

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ABSTRACT

The digital era has significantly transformed the behavior of Indonesian consumers, particularly with the emergence of shopping trends through live streaming on e-commerce platforms. This study investigates the influence of the Big Five personality traits, financial perception, and external factors on the tendency for impulsive buying during live streaming. By integrating theories from consumer behavior and psychology, this research explores how self-control, money availability, economic well-being, time pressure, and sales promotions affect the tendency for impulsive buying. Using an online survey distributed among Indonesian consumers, this study provides insights into how these factors interact in the context of digital shopping during live streaming purchases. The findings aim to help e-commerce businesses optimize their sales strategies and offer recommendations to enhance consumer satisfaction. The results show a negative influence between self-control and the tendency for impulsive buying, with conscientiousness and extraversion personality traits showing significant effects on impulsive buying. The perception of money availability has a positive influence on the tendency for impulsive buying. From an external factors perspective, sales promotions positively influence purchase intentions, while time pressure negatively affects buying intentions or the tendency for impulsive buying. These insights aim to assist digital marketers and e-commerce businesses in optimizing their sales strategies and improving consumer satisfaction.

Keywords: Live Streaming, Time Pressure, Sales Promotion, Economic Perception, E-commerce, Consumer Behavior.

INTRODUCTION

The digital economy in Indonesia is showing rapid growth, driven by a strong e-commerce sector. In 2021, gross transaction value (GMV) was recorded at 63 billion US dollars and will continue to increase to 76 billion US dollars in 2022 and 82 billion US dollars in 2023 (Fauziah & Arieftiara, 2023). Projections show that GMV will reach 109 billion US dollars in 2025 and range between 210 up to 360 billion US dollars by 2030.

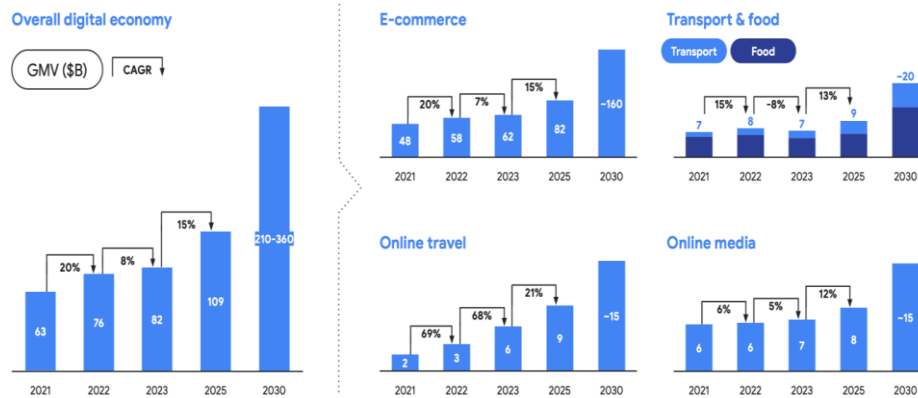


Figure 1. Digital Economy Trends in Indonesia

Figure 1 illustrates the e-commerce trend which continues to grow and is one of the main drivers of the digital economy, with a GMV value of 48 billion US dollars in 2021, growing 20% to 58 billion US dollars in 2022, and reaching 62 billion US dollars in 2023. It is estimated that this value will reach 82 billion US dollars in 2025 and around 160 billion US dollars in 2030. Currently, in the digital era, Indonesian consumer behavior has experienced significant changes, especially with the emergence of the trend of online purchasing via live streaming on e-commerce platforms. In this broad market, buyers often make purchases that are spontaneous, unplanned, not reflective or thought through (Habib & Qayyum, 2018).

Live Streaming e-commerce has become one of the main channels for buying and selling transactions, providing the opportunity for sellers to interact directly with buyers (Amalina & Riofita, 2024). This often creates a shopping atmosphere that triggers purchases without careful planning, especially when attractive promotions and discounts are offered for a limited duration. This situation often pressures buyers to make purchasing decisions quickly, rather than through in-depth consideration.

The Indonesian e-commerce market has become fertile ground for the adoption and success of live streaming, a phenomenon that is not only growing globally but has local significance due to the unique culture of digital consumerism in the Indonesian region. Live Streaming, often characterized by limited-time offers and deep discounts, taps into consumer psychology, triggering a sense of urgency that can lead to impulse buying decisions (Siti Samsiyah et al., 2023).

This study emerges in the context of Indonesia's digital ecosystem, where mobile commerce and internet penetration rates have experienced sharp increases in the last decade, and where a young demographic with ever-increasing digital penetration rates is vulnerable to the allure of online shopping promotions. Changes in consumer behavior related to livestreaming and impulse buying that occur require an investigation of the previous aspects, where the

processes and results related to these purchasing patterns can be seen through the lens of the Big Five Personalities.

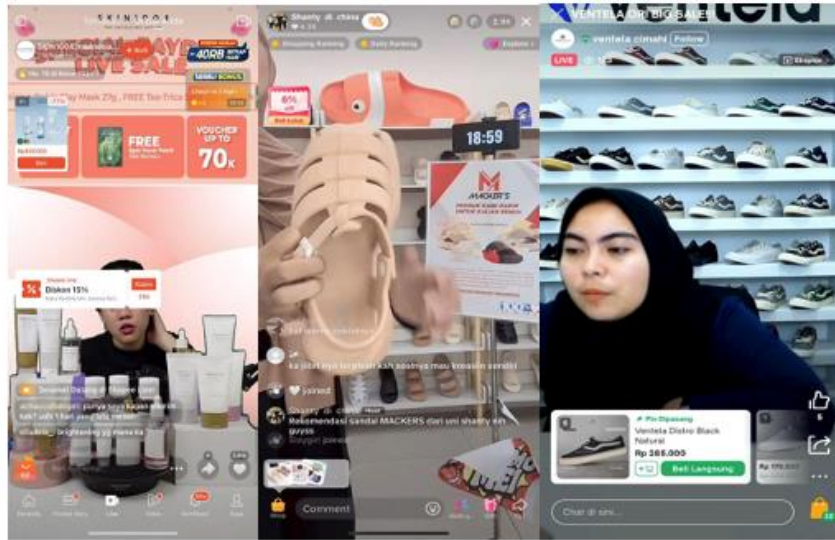


Figure 2. Illustration of Live Streaming Shopping in Indonesian E-commerce

The live streaming phenomenon in e-commerce in Indonesia has become a significant trend that has a major impact on consumer behavior and marketing strategies. As shown in Figure 2, various platforms such as TikTok, Shopee, and Tokopedia utilize live streaming to create a more interactive and engaging shopping experience. Data from Tech in Asia (2023) shows that more than 70% of e-commerce consumers in Indonesia have participated in live streaming for shopping, with the average transaction per session increasing significantly. Sellers can provide live product demonstrations, answer consumer questions, and offer special promotions that are only available during live streaming sessions. The use of live streaming creates a new dynamic in e-commerce that combines entertainment and transactions, attracting consumers to become more actively involved in the shopping process.

The study of impulse buying is not a new topic. Previous research by (Beatty & Ferrell, 1998) has explored the psychological aspects behind this behavior. However, with increasing variations in shopping methods, such as the emergence of flash sales and live streaming events that offer large discounts for a very limited time, further research is needed to understand these new dynamics.

A multidimensional approach is used in this research to combine existing theory with the latest empirical data, obtained through online surveys and analysis of consumer purchasing behavior. By integrating the views of (Dholakia, 2000) on impulse buying triggered by time-limited offers and the discussion by Krishna et al regarding the impact of price promotions, this research seeks to deepen understanding of how time pressure and economic factors influence impulse buying.

In addition, this research also considers the contribution of (Moayery et al., 2019), who examined how self-control influences consumer decisions in the context of impulse buying. This research aims to provide a deeper and broader understanding of how these various factors interact and influence impulse buying tendencies amidst the growing online shopping trend. It is hoped that this paper will serve as a guide for academics and practitioners who wish to understand more deeply the factors that influence impulse buying, especially in an increasingly digital context. This research also aims to provide recommendations that can help e-commerce industry players in Indonesia optimize their sales strategies and increase consumer satisfaction.

Most previous studies were conducted in developed countries with populations that may differ in terms of digital behavior and online shopping. This research focuses on consumers in Indonesia, a market that is rapidly growing in e-commerce, to see whether the findings are relevant or need to be adapted to the local context. This study combines and refines previous studies and adds context to the Indonesian market to get a more accurate picture. This research aims to understand how these external factors play a role in driving impulse purchases when consumers participate in live streaming.

RESEARCH METHODS

This research uses quantitative research methods. This research uses a research approach through an online survey (questionnaire form) distributed via social media platforms and online groups targeting individuals aged at least 18 (eighteen) years and in the last 6 (six) months participating and making purchases in live broadcasts/live streaming in e-commerce at least 1 (one) time. The target population includes adult internet users who have made at least one purchase during a live stream / live broadcast on e-commerce in the last 6 (six) months. The sampling technique used in this research is non-probability sampling, where the method used is divided into snowball sampling, convenience sampling, and purposive sampling. Hair et. al (2014) said that it is best to take a sample size of 100 or larger. The general rule is that the minimum sample size is at least five times the number of items in the analysis including the questions to be used, and the sample size will be more acceptable if the ratio is 10:1. In this research there are 38 (thirty eight) items in question, therefore the minimum sample size required is $38 \times 10 = 380$ research samples. This research integrates personality theory, financial perception, and situational factors to understand the complexity of consumer behavior in making impulse purchases in the context of online live shopping. This research was analyzed using the Structural Equation Modeling (SEM) approach with SmartPLS to analyze the influence of each variable.

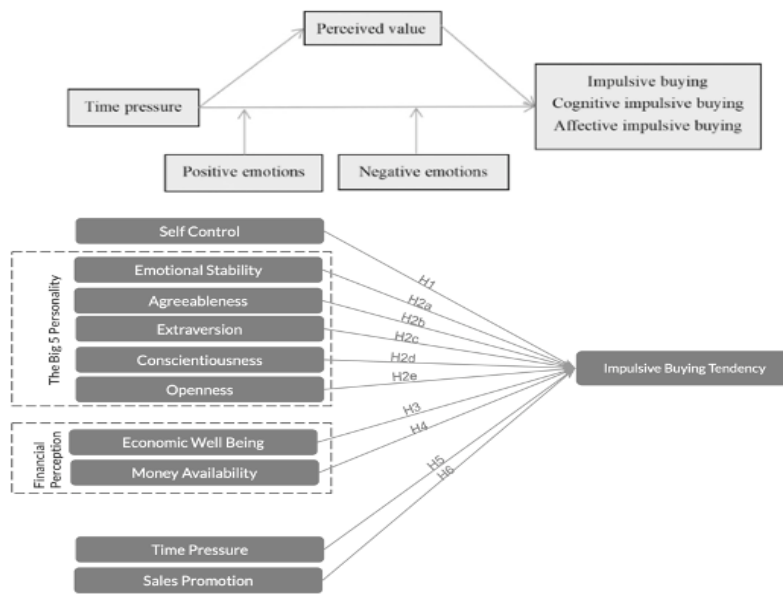


Figure 3. Research Framework

RESULTS AND DISCUSSION

Results

Table 1. Validity test

Variabel	Indicator	KMO (>0,5)	Sig (<0,05)	MSA (>0,5)	Factor Loading (>0,5)
Self Control	SC1	0,634	0,00	0,891	0,718
	SC2			0,590	0,874
	SC3			0,599	0,840
	SC4			0,870	0,778
	SC5			0,595	0,886
	SC6			0,558	0,842
The Big 5 Personality	P1	0,625	0,00	0,521	0,595
	P2			0,537	0,603
	P3			0,617	0,677
	P4			0,542	0,564
	P5			0,620	0,597
	P6			0,662	0,672
	P7			0,682	0,607
	P8			0,677	0,700
	P9			0,712	0,852
Economic Well Being	EW1	0,634	0,00	0,707	0,791
	EW2			0,588	0,918
	EW3			0,644	0,841
Money Availability	MA1	0,531	0,005	0,532	0,839
	MA2			0,520	0,875
	MA3			0,667	0,566

Variabel	Indicator	KMO (>0,5)	Sig (<0,05)	MSA (>0,5)	Factor Loading (>0,5)
Time Pressure	TP1	0,614	0,00	0,553	0,630
	TP2			0,596	0,671
	TP3			0,587	0,823
	TP4			0,695	0,910
	TP5			0,598	0,620
Sales Promotion	SP1	0,62	0,00	0,595	0,888
	SP2			0,576	0,924
	SP3			0,799	0,729
Impulsive Buying Tendency	IBT1	0,690	0,00	0,644	0,794
	IBT2			0,844	0,794
	IBT3			0,683	0,820
	IBT4			0,779	0,588
	IBT5			0,620	0,571
	IBT6			0,590	0,706
	IBT7			0,723	0,670
	IBT8			0,715	0,774

The test results on 30 (thirty) initial respondents showed that the values obtained were > 0.50 for all parameters which are the validity benchmarks. These results show that all measurement tools have met the validity requirements and are valid measurements, so that the research can be continued at the next stage.

Table 2. Cronbach alpha

Variable	Cronbach Alpha	Description
Self Control	0,886	Reliabel
Personality Traits	0,812	Reliabel
Economic Well Being	0,805	Reliabel
Money Availability	0,778	Reliabel
Time Pressure	0,778	Reliabel
Sales Promotion	0,793	Reliabel
Impulsive Buying Tendency	0,675	Reliabel

The results in the table above show that overall the variables have a reliability value of > 0.60 so the results are declared reliable and can be continued at the next stage.

Table 3. R-Squared Impulsive Buying Tendency Test Results

	R Square	R Square Adjusted
Impulsive Buying Tendency	0,503	0,497

The results in the R-Squared above show a value for impulsive buying tendency of 0.503 or 50.3%. This result shows that the independent variable contributes to impulsive buying tendency of 50.3%.

Table 4. Statistical Test Results for Various Variables

No	Hypothesis		Results	C.R	P-Values
1	Self-Control – Impulsive Buying Tendency	H1	Accepted	15,602	0,000
2	Emotional Stability – Impulsive Buying Tendency	H2a	Rejected	0,549	0,583
3	Agreeableness – Impulsive Buying Tendency	H2b	Rejected	1,081	0,280
4	Extraversion – Impulsive Buying Tendency	H2c	Accepted	2,754	0,006
5	Conscientiousness – Impulsive Buying Tendency	H2d	Rejected	0,325	0,745
6	Openness to Experiences – Impulsive Buying Tendency	H2e	Rejected	1,811	0,071
7	Economic Well Being – Impulsive Buying Tendency	H3	Accepted	2,957	0,003
8	Money Availability – Impulsive Buying Tendency	H4	Rejected	1,617	0,106
9	Time Pressure – Impulsive Buying Tendency	H5	Accepted	3,558	0,000
10	Sales Promotion – Impulsive Buying Tendency	H6	Accepted	4,554	0,000

The results of hypothesis testing in this study show the influence of various variables on impulse buying tendencies using the bootstrapping technique. The following is a brief explanation of each variable.

1. Self-Control – Impulsive Buying Tendency

Hypothesis H1 is accepted. The significant negative coefficient indicates that the higher a person's self-control, the lower the tendency to make impulse purchases. This means that good self-control can reduce impulsive buying tendencies.

2. Emotional Stability – Impulsive Buying Tendency

Hypothesis H2a is rejected. There is no significant influence between emotional stability and impulsive buying tendencies. This suggests that emotional stability does not play a significant role in determining impulse buying tendencies in this context.

3. Agreeableness – Impulsive Buying Tendency

Hypothesis H2b is rejected. Agreeableness did not have a significant influence on impulse buying tendencies, meaning that a person's level of agreeableness was not related to how often they made impulse purchases.

4. Extraversion – Impulsive Buying Tendency

Hypothesis H2c is accepted. The significant negative coefficient indicates that individuals with higher levels of extroversion tend to have lower impulse buying tendencies.

5. Conscientiousness – Impulsive Buying Tendency

Hypothesis H2d is rejected. conscientiousness does not have a significant influence on impulse buying tendencies.

6. Openness to Experiences – Impulsive Buying Tendency

Hypothesis H2e is rejected. Openness to experience does not have a significant effect on impulse buying tendencies.

7. Economic Well Being – Impulsive Buying Tendency

Hypothesis H3 is accepted. Well-being has a significant influence on impulse buying tendencies.

8. Money Availability – Impulsive Buying Tendency

Hypothesis H4 is rejected. Availability of money has no effect on impulse buying tendencies.

9. Time Pressure – Impulsive Buying Tendency

Hypothesis H5 is accepted. The significant negative coefficient indicates that time pressure increases the tendency to impulse buy. Time pressure makes individuals more likely to buy impulsively.

10. Sales Promotion – Impulsive Buying Tendency

Hypothesis H6 is accepted. A significant positive coefficient indicates that sales promotions have a significant influence on impulse buying tendencies. Attractive promotions can increase impulse purchases.

Discussion

The influence of self-control on impulsive buying tendencies

The results of the analysis show that self-control has a negative influence on impulsive buying tendencies with a critical ratio value of 15.602 (> 1.96) and a coefficient value of -0.368 where these results show that the higher the self-control shown to consumers, the more likely a person is to do so. Impulsive buying will decrease. The greatest self-control credibility is seen based on someone who knows when to postpone/stop making a purchase (0.859), and someone who has reasons related to a purchase (0.805). The better a person is able to control himself, the lower the tendency to do impulsive buying.

Self-Control refers to a person's ability to control their impulses, desires, or actions, especially when they involve making important decisions or influencing long-term behavior. Impulsive buying, on the other hand, is the tendency to buy goods or services impulsively without careful consideration of long-term needs or consequences. The results of this research are in line with those conducted by (Badgaiyan et al., 2016) where there is a negative relationship between self-control and impulsive buying tendencies.

The frequency distribution results show that the majority of respondents have a tendency to consider their needs before making a purchase and will look for reasons related to the purchase they make that have important meaning for them. These results show the character of consumers where they have good ability to exercise self-control over impulsive buying tendencies, but on the other hand, self-control is not a static quality that a person has, it is also influenced by several factors, both intrinsic and extrinsic.

The influence of the Big 5 Personalities on Impulsive Buying Tendency

1. Emotional Stability against Impulsive Buying Tendency

The results of hypothesis testing between emotional stability and impulsive buying tendency show a critical ratio value of 0.549 (< 1.96) with a probability value of 0.583 (> 0.05).

These results explain that emotional stability has no effect on the impulsive buying tendency of live streaming consumers on e-commerce platforms. Individuals who have a high level of emotional stability tend to be better able to control their negative emotions, such as anxiety and fear which often trigger impulsive behavioral tendencies. However, this does not mean that an individual's emotional stability has a direct influence on impulse buying. Certain factors that have an impact, such as external factors, namely sales promotions and strong time pressure from the broadcaster to the audience, emotional stability cannot provide significant protection against impulse buying. These results are in line with those described by (Hendrawan & Nugroho, 2018) where young consumers do not make impulsive purchases based on whether their presence or emotional stability is stable or not.

2. Agreeableness to Impulsive Buying Tendency

The results of hypothesis testing, namely agreeableness towards impulsive buying, show a critical ratio value of 1.081 (< 1.96) and a probability value of 0.28 (> 0.05), explaining that agreeableness has no effect on impulsive buying tendency. A person's level of agreeableness, which reflects how well they work with others and their tendency to care about other people's needs and wants, does not significantly influence how impulsive they are in making purchases. High levels of agreeableness may make a person more likely to consider the needs of others rather than their own personal desires. However, in the context of impulse buying, other factors such as the urge to fulfill desires immediately or reactions to social pressure may be more dominant in influencing impulsive shopping tendencies. Although agreeableness may be an important factor in social behavior and interpersonal interactions, it does not appear to have a strong relationship with impulse buying tendencies. The results of this research are in line with research conducted by (Indrajaya & Mahesha, 2022) where agreeableness has no influence on impulsive buying tendencies among website users in Jakarta.

3. Extraversion versus Impulsive Buying Tendency

The results of hypothesis testing, namely extraversion versus impulsive buying tendency, show a critical ratio value of 2.754 (> 1.96) with a probability value of 0.006 (< 0.05). These results show that extraversion has a significant influence on consumers' impulsive buying tendencies. The greatest credibility value of extraversion can be seen in seeing oneself as an extroverted and enthusiastic individual (0.901). When participating in live streaming, they feel more engaged with other sellers and a community of users, which may increase their desire to buy on impulse. When participating in live streaming, they feel more engaged with other sellers and a community of users, which may increase their desire to buy on impulse. Due to their interest in new experiences, extraverted consumers tend to be more open to exclusive products or offers offered in live streaming. The feeling that they will have a unique or different experience may encourage them to make an impulse purchase. Extraverted

personality can significantly influence the impulse buying tendencies of consumers who use live streaming services on e-commerce platforms.

4. Conscientiousness versus Impulsive Buying Tendency

The results of hypothesis testing on the influence of conscientiousness on impulsive buying tendencies show a critical ratio value of 0.325 (> 1.96) with a probability value of 0.745 (< 0.00). These results show that conscientiousness has an influence on impulsive buying tendencies. Conscientiousness is one of the five personality dimensions in The Big Five Personality theory, which includes traits such as orderliness, thoroughness, and obedience to rules and assigned tasks. Consumers who have a high level of conscientiousness tend to have better self-control, adherence to shopping plans or budgets, and the ability to refrain from impulsive purchasing decisions. In contrast, individuals with low levels of conscientiousness may tend to be more susceptible to the influence of impulsivity in making purchasing decisions. Product offers are often presented directly and impulsively, individuals with a low level of conscientiousness may be more easily tempted to respond to the offer without careful consideration. They may tend to engage in impulse purchases due to a lack of self-control and discipline in managing their personal finances. However, individuals with high levels of conscientiousness may be better able to resist such impulsive temptations and are more likely to consider purchasing decisions rationally, taking into account factors such as product value, actual needs, and adherence to budget. (Parsad et al., 2019) in their research showed the same results where conscientiousness had an influence on impulsive buying tendencies. (Badgaiyan & Verma, 2014) also provided the same results where conscientiousness had an influence on impulsive buying tendencies among consumers in India.

5. Openness to Experience against Impulsive Buying Tendency

The results of hypothesis testing on openness to experience on impulsive buying tendencies show a critical ratio with a value of 1.811 (< 1.96) with a probability value of 0.071 (> 0.05). These results show that openness to experience has no effect on impulsive buying tendency. The level of openness to experience reflects the degree to which a person is open to new things, creative ideas, and different experiences. Although individuals who have a high level of openness tend to prefer to seek new and different experiences, these findings suggest that this is not directly related to the tendency to make impulse purchases in the context of e-commerce live streaming. (Badgaiyan et al., 2016) in their research showed appropriate results where openness to experience had no influence on impulsive buying tendencies. (Olsen et al., 2016) in their research also gave the same results where openness to experience had no influence on impulsive buying tendencies.

Money Availability against Impulsive Buying Tendency

The results of hypothesis testing from money availability to impulsive buying tendency show a critical ratio value of 1.617 (> 1.96) and a probability value of 0.106 (> 0.05). These results

show that money availability has an influence on impulsive buying tendencies. The highest credibility value for money availability is the statement of having a limited budget (0.76) and feeling that you have enough excess funds, so you can shop online in live streaming if there are items you like (0.73). Although there may be an assumption that individual economic conditions will influence purchasing behavior, especially in terms of impulsive buying, this study shows that this factor does not have a significant influence. This may be caused by various factors. In a dynamic environment like Jakarta, consumers may have relatively easy access to a wide range of products and services via live streaming platforms, regardless of their personal economic conditions. As a busy business center, Jakarta offers a variety of offers and promotions, which may reduce consumers' reliance on their personal economic conditions in making purchasing decisions. Impulse buying tendencies are more influenced by psychological and situational factors than by economic conditions. Factors such as emotional drives, time pressure, and environmental influences potentially have a greater impact in influencing impulse buying tendencies than the level of economic well-being.

Economic Well Being against Impulsive Buying Tendency

The results of testing the economic well being hypothesis on impulsive buying tendencies show a critical ratio value of 2.957 (< 1.96) with a probability value of 0.003 (> 0.05). These results show that economic well-being has no influence on impulsive buying tendencies. The credibility value of economic well-being is that financial conditions are better this year compared to last year (0.89) and compared to the cost of living, income received has increased over the past year (0.855). Jakarta is a major business and trade center in Indonesia, where incomes and access to money are generally higher than in other areas. Consumers in Jakarta feel more comfortable with the availability of extra money to make impulse purchases when they watch live streaming on e-commerce platforms. Consumers are frequently exposed to promotions, discounts, and special offers from various brands and sellers. In this environment, the availability of money may strengthen the incentive to respond impulsively to the offer. The convenience of online shopping is also an important factor. In the midst of traffic jams and busy urban areas in Jakarta, many consumers are turning to online shopping for convenience and efficiency. When shopping via live streaming services in e-commerce, they may be more inclined to make impulse purchases due to the ease of accessing products and payments. The use of electronic payment technology is also increasingly common in Jakarta. The ease of making payments electronically makes it easier for consumers to be tempted to make impulse purchases, especially when watching live streaming on e-commerce platforms.

(Husnain et al., 2019) in their research explains the same results where the availability of money and also the convenience of the credit system and discounts provided by retailers have an influence on consumer impulse purchases. (Chen et al., 2023) explained the same results in their research that well-being has an influence on a person's tendency to make impulsive purchases

among consumers in Taiwan, but these results also show that consumers tend to make impulsive purchases as a means to escape negative feelings, such as stress and anxiety. (Seinauskiene et al., 2016) in their research also explains the same results where subjective well-being materialism has no influence on impulsive buying tendencies. (Tessy & Setiasih, 2024) provide different results where income has an influence on impulsive buying tendencies but is weak in generation Z who have inadequate income. When individuals earn income, a portion of it becomes available income. The realization that individuals have available income gives rise to the urge to spend without considering the consequences for their financial condition. The idea that individuals have money that can be used can make people feel that their money will not be compromised, even if they spend money unexpectedly.

Time Pressure on Impulsive Buying Tendency

The results of testing the time pressure hypothesis on impulsive buying tendencies show a critical ratio value of 3.558 (> 1.96) with a probability value of 0.00 (< 0.05). These results show that time pressure has an influence on impulsive buying tendencies. Time pressure plays an important role in influencing consumers' impulse buying tendencies when using live streaming services in e-commerce. When they feel limited by time, consumers tend to process information quickly and more partially. They may not have enough time to consider all relevant factors or conduct an in-depth evaluation of the product being offered. This leads to a reliance on instant judgment or intuition in making purchasing decisions, which often leads to impulse buying. Additionally, time pressure also reduces the perceived risk associated with impulse buying because consumers feel they do not have time to think about the negative consequences. Emotional urges also increase, such as the desire to get a desired item quickly or worry about missing out on a chance to get a special offer. This reinforces the tendency to make impulse purchases because consumers act on the emotions of the moment without fully paying attention to their underlying motivations or needs.

(Rehman et al., 2021) in his research explains that time pressure is a relevant construct for understanding the tendency to buy impulsively in all shopping centers or other places. If they have a lot of time, decision makers can look for all possible strategies to solve the problem. Time pressure is therefore an important cause of impulse buying. (Sun et al., 2023) found results in their research that time pressure had an influence on impulsive buying both affectively and cognitively. Events with limited time and quantity via live streaming can cause time pressure on consumers. If the anchor or atmosphere of the live broadcast room evokes positive emotions in consumers, these emotions drive their affective impulses to purchase. On the other hand, excessive marketing in the live broadcast space creates negative emotions, thereby reducing consumers' propensity to purchase.

Sales Promotion against Impulsive Buying Tendency

The results of sales promotion testing on impulsive buying tendencies show a critical ratio value of 4.554 (> 1.96) with a probability value of 0.00 (< 0.05). These results show that sales promotion has an influence on impulsive buying tendencies. Sales promotions, such as deep discounts, limited-time special offers, or free gifts, are often used in live streaming services to grab consumers' attention and encourage them to make impulse purchases. In the midst of intense competition and fast market dynamics, consumers are often tempted to respond to attractive promotional offers spontaneously, without careful consideration. This phenomenon is strengthened by the use of live streaming technology which allows direct interaction between sellers and consumers. Sales promotions delivered directly via live streaming can create a strong emotional urge, triggering a desire to immediately take advantage of available offers. Additionally, the presence of time pressure in time-limited sales promotions can strengthen the urge to make impulse purchases, as consumers feel the need to act quickly in order not to miss out on the opportunity to get the discount or offer. (Asrinta, 2018) in his research gave the same results where sales promotion had an influence on impulsive buying tendency, (Borromeo et al., 2022) in his research gave results where sales promotion had a positive relationship on impulsive buying tendency. (Ismail & Siddiqui, 2019) explains in their results that price discounts in sales promotions have an influence on consumers' impulse purchases.

CONCLUSION

The research reveals that self-control has a significant negative effect on impulsive buying, meaning better self-control reduces impulsive tendencies. Extraversion, a Big 5 Personality trait, is usually linked to impulsive buying, but in this study, extraversion was negatively related to impulse purchases. This might be due to the young, educated demographic (18-24 years) who are more mindful of spending to maintain their social image within cultural norms. Perceived economic well-being positively affects impulse buying, as financial security boosts confidence in unplanned purchases. External factors like sales promotions and time pressure also significantly influence impulsive buying. Future research should explore broader and more diverse samples, including lifestyle, geographic, and psychographic factors.

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