

EFFECT OF PERSONALITY ON IMPULSIVE BUYING BEHAVIOUR OF CONSUMERS WITH REFERENCE TO FUTURE MARKET

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Abstract: Consumer behaviour is a complex phenomenon tangled by various characteristics such as time, price, situation, personality traits, cultural influences, demographic characteristics of individuals etc., the personality of each individual differs and is unique with respect to their physical, psychological and behavioural characteristics. Personality of individual influences behaviour and their responses to digital and physical environment. It implies that consumer purchasing behaviour is greatly influenced by personality. Therefore marketers can optimize these personality traits to build their marketing strategy and successful advertisement campaigns for their brands, products and services. Marketing strategist has always designed products focusing on their specific target market segments which has commonly addressed on individual's personality traits. This paper attempts to study personality traits influence on impulsive buying behaviour of consumers. This research would help marketers, retailers and sellers to work on their business models, strategies while dealing with customers. It also helps to verify the interrelationship existing between personality traits and impulsive buying behaviour of consumers. The objective of this research paper is to understand and determine the relationship existing between individual personality and impulsive buying behaviour. To fulfil the purpose of this study, the researchers randomly collected sample of 200 using judgmental and convenience sampling techniques. Data were collected from south zone of Bangalore region. The data were analysed using statistical applications such as correlation and 'T' Test. The results revealed that the common personality traits have a significant relationship with impulsive buying behaviour. This paper would provide a qualitative add-value to the companies and brands to understand their customer's perception deeply and convince them strategically to be loyal and repetitive customers

Key words: Impulse buying, consumer behaviour, Personality traits

Introduction

An impulse purchase or impulse buying behaviour is an unplanned decision to buy a product or service, made just before a purchase. It is a spontaneous, immediate purchase without pre-shopping intentions either to buy a specific product category or to fulfil a specific buying task. One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. But for consumers, perhaps the most important characteristic of is that they push consumers us toward action. In response to emotion, humans are compelled to do something. In a physical confrontation, fear forces us to choose between fight and flight to ensure our self-preservation. In our daily social confrontations, insecurity may cause us to buy the latest phone to support our positive self-identity. It is proved through FMRI that consumers primarily use their emotions, personal feelings and experiences while evaluating a brand

rather than brand's attributes, its background, facts and features. A positive outlook towards a brand would have a great influence on customer retention and loyalty rather than its attributes, its features and advantages. It is vital to know people find personality in products they buy and would like to perceive the same in the products they buy. It shows their emotional connect to a brand's mental representation. It is observed by various researchers that consumers prefer brand name products because of its personal attachment towards them they could save money by buying the generic brand product with the same ingredients at lower price but mostly they do choose to. Brand personality and narrative are two important associations connected with brand emotions. People get attracted to certain brands than others as they are attracted to some people's personalities more than others. Word copy, packaging and visual imagery are all used to describe the brand and contribute to its overall personality. Impulse buying behaviour always disrupts the normal functioning of brain with irrational moment of self-indulgence. There is an absence of logical thinking as it's mixed by personality traits and portrayal of status, richness and delusional thinking. Research findings suggest that emotions and feelings; both positive and negative, play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well-crafted promotional message. Advertisers, Marketers, retailers, sellers use these strategies to motivate their customers for their impulse of instant gratification for example a person looking out for certain product might end up picking some other product without specific need or want triggering the impulse emotions of human buying. Likewise she might not be looking up for a specific style of dress might end up buying due to immediate instinct of buying them. Intense research of such topics portrays a strong understanding of human personalities being perceived or seen in brands as they in people they see. Alternatively, impulse buying can occur when a potential consumer spots something related to a product that stirs a particular passion in them, such as seeing a certain celebrity's picture on the cover of a certain magazine or a bag of favourite colour.

Researchers have also found that Indian consumers have diametrically changed in terms of their shopping behaviour and impulse buying is emerging as a highly noticeable behaviour due to entry of foreign products in Indian market, growth in organized retail industry, increasing disposable income, favourable demographic segmentation and changing culture & lifestyle. Thus, the objective of this study is to identify those key factors that influence consumers in making impulsive purchase decisions and examine the association between

consumer emotions and impulsive buying behaviour. Further, an overall impulsive buying behaviour of consumers. Overtime marketers have developed theories about why consumers buy. Most of those are framed by seriously viewing the lens of the product .Consumers research help the marketers to identify emotions indicating them to buy and also understanding need, motivations, features requirement behind the product. Recently Internet has added a new layer of suppositions with focus of convincing consumers through beauty moghuls or influencers out there by constantly bringing the product to their notice. This provides an opportunity to approach the consumers through lens of digital marketing and technology. However it provides a valid insight into consumer decision making process making process. A consumer does not have a Pavilion response to products and to their marketing programs. Nor do the fundamentals of consumer behaviour change to accommodate the latest innovation in digital technology. An understanding of consumer purchase behaviour must be based on knowledge of human emotion and include the paramount influence that emotions have on decision-making.

Review of literature

(Woechiowoska, 2017)The present study aimed to explore if personality traits could influence buying behaviour and if this influence differs depending on a different culture. The author focused on a cross-cultural investigation between two major states. Data were collected using online questionnaire which measured personality traits, consumer purchase behaviour and the meaning of branded products for 525 participants. The results show personality traits such as motivation, and perception influence consumers to a great extent. As Motivation involves the biological, emotional, social, and cognitive forces that activate behaviour. Motivation doesn't just refer to the factors that activate behaviours. Furthermore motivation is behind any activity such as mental level, conventional thinking and high interest in specific things In order to purchase a product a person need a motive to buy and perceive it in right as being displayed .It also displays significant relationships between personality traits and both, consumer shopping styles and the way individuals perceived branded products. In this study Personality traits were assessed uses MINM Test, by measuring five major personalities such as extraversion, intellectual imagination, agreeableness and neuroticism

Pradhan, 2018. In his research paper determines the impulse buying behaviour of consumers in super market. Openness is a behaviour exhibited to try out different and adventurous

things. Such Individuals are curious about new experiences and products, and will adopt new products more quickly than people who are less open to experience. People who are open to experience have a greater concern for the environment. For an individual to shop in super market there are various contributions such as availability of cash, mood of consumer, store layout, environment and influence from celebrities, models and other digital media influencers. To choose any factor it is the mindset that provides an action. To these factors to be implemented an open book attitude is essential. However, the same factors coupled with certain demographic variables may or may not have the same impact on impulsive buying behaviour of the same consumers.

Ravi shankar bhagatan, 2013, his paper is to provide a framework of various research works literature. There are wide range of journals providing various research works in the field of Retailing and Consumer Behavior. There were a wide range of journal databases and books were referred. The content analysis has led to classification of literatures into different factors providing a platform for future research framework into different cities. the proper combination and synergising effect of various factors influencing impulse buying behaviour is being capitalised by the retailers, salesman and marketing strategist The multiple aspects of the subject are categorized for future research works in the area of impulse buying with the suggestions. The paper will be useful for marketing practitioners and researchers towards comprehensive understanding of the consumer's impulsiveness

(kunieda, 2014) In this paper author concentrates on retaining customer through improved customer satisfaction which required positive emotions related between consumer and seller.

To understand consumer behaviour study on their psychology is required. neuroticism is one such factor of normal personality it facilitates the tendency of an individual to experience damaging and destructive effects such as anxiety , distress, grief, humiliation, guiltiness and embarrassment . Each individual could be positioned in extreme two poles between perfect emotional stability and emotional chaos. **High neurotic individuals keep changing Emotions frequently such as anxious, tense and withdrawn. Low neurotic individuals tend to possess characteristics such as confident, content with stable mind.** Empirical studies suggest that it possess a positive relationship between these personality traits and buying behaviours it is identified that shopping environment stimulates consumer emotions it focuses on psychological process of cognition and emotions before and after the purchase of services on the Internet. These displays that both positive and negative emotions do affect

consumer judgement and satisfaction.

(Fisher, 2014) In this paper author believe that buying impulsiveness itself could be specific trait of Individuals. Likewise other traits of individuals could be related to impulsivity to analyse and examine their buying behaviour. Customers' attitude depends upon their beliefs, behavioural intentions and feelings towards certain products or brands. It is understood that customers with positive attitude have a high potential buying behaviour. Consumers have certain feelings towards some products or services. Attitudes basically represent the values each individual posses. Through research it is found that individuals possessing high levels of 'Optimal Stimulation Level' personality were more likely to indulge in impulsive buying behaviours, as a way of getting their optimal levels of stimulation via the "emotionally charged experience" of shopping on impulse.

Research Design

Statement of the problem

The general consensus is, though fleeting and situational, personality traits are the communications that elicit drive consumer behaviour. All marketers want to strike a connect with consumers, which is why we could see ads and commercials connected to personality traits. The main intention of selecting the topic is to study how a consumer personality trait works with regard to impulse buying behaviour

Objectives of the study

1. To analyse role of personality trait as a tool for building buying behaviour
2. To understand various factors affecting the impulse buying nature of consumers

Research Gap

Based on review of articles in chosen track many studies have explored aspects of effect of personality on Impulse buying behaviour. They have looked at the impact of these factors but not sufficiently the cause of this. This study would help us to understand impact and cause of personality traits for impulsive buying behaviour of consumers

Hypothesis

The following hypothesis were formulated for the study

Ho: There is no significant correlation between personality traits on impulsive buying behaviour of consumers

H1: There is significant correlation between personality traits and impulsive buying behaviour of consumers

Research Methodology

Type of Study

The present study is descriptive in nature because an attempt would be made to collect quantifiable data.

Sources of Data

The primary data for the study is obtained through using interview schedules covering consumers in Bangalore. The secondary data for the study is obtained from the published sources like reference works, research publication, government report or reports from other survey institutions etc., relating to the topic of research.

Sampling size and Sampling Technique

For the study data has been collected from 200 respondents. For the purpose of the study consumers of middle level income would be preferable. Convenient and Judgement sampling techniques are used for collection of samples for the study.

Data analysis and hypothesis testing

The data will be analysed with the help of Descriptive Statistics that is using charts and graphs. Statistical tests have been done using Statistical Package for the Social Sciences (SPSS) using t-test and correlation.

Data Analysis & Interpretation

General profile of respondents

Table 1 shows the demographic representation of respondents

sl no	Demographic variab	No of respondents (20	percentage
1	Gender		
	Male	80	40%
	Female	120	60%
2	Age group		
	16-22	50	0.25
	23-27	50	0.25
	28-34	50	0.25
	35 & above	50	0.25
3	Occupation		
	student	56	25%
	self employed/business	36	16.00%
	Professional/Job holder	98	49%
	Husband/Wife	20	7.50%
	Married	87	43.50%
	separated	3	1.50%
	Monthly Income		
	less than 5000	50	25.00%
	Rs 5000 - Rs 20000	30	15.00%
	Rs 20000- Rs 50000	63	31.50%
	Rs 50000 and above	57	28.50%

Table no. 1 summarizes demographic information of the 200 respondents. As per their gender, number of respondents is 40% male and 60% female. Equal number of respondents in the category of each age group of 16-22, 23-27, 28-34 and 35 and above is taken into consideration. The distribution of respondents as per their occupation showed 25% are students, 16% are self-employed or has a business, 49.0% are professionals or job holders and 7.5% is housewife/husband. Of the total respondents, 55.0% are single, 43.5% are married and 1.5% is separated. As per their monthly income or the amount that they receive as pocket money, 25.0% earn less than Rs 10000, 15.0% earns between Rs 10000-20000, 31.5% earns between Rs 20000-50000 and 28.5% earns more than Rs 50000.

Descriptive Statistics

Frequency tables are used to summarize and analyze aspects of impulsive buying.

Table 2. Frequency distribution by impulsive buying behaviour displayed

Have you bought impulsively?	Frequency	percent
yes	178	88
No	24	12
total	200	100.0

Table no. 2 shows the distribution of respondents as per the display of their impulsive buying behaviour of customers. Of the total respondents, 88% have bought impulsively when they visited a market or in online shopping. Where they ended up buying more than they intended to and 12% have not bought impulsively.

Table 3: Frequency distribution by the way of shopping

Behaviour displayed during Impulsive buying.	Frequency	percent
Emotional connect to certain brands/products	61	31
Usage of the product	75	36
New attempt to try	22	11
Social media influence	42	21

Table 3 shows behaviour displayed during impulsive buying of consumers. Of the total respondents 31% agree that they have emotional connect to certain brands/products while shopping. 36% respondents say they frequently buy the product due to its usage. While 11% agree it is their behaviour to try out new things and 21% are influenced by social media. Impulsive buying is higher while consumers are connected to certain brands emotionally and pick it out without giving a second thought to it.

Table 4: Analysis of personality factors important in stimulating impulsive buying behaviour

Factors	min	max	Mean	Std deviation
Motivation	1	7	3.93	1.728
perception	1	7	3.21	1.926
openness	1	7	3.22	2.075
Attitude	1	7	4.15	1.875
Neuroticism	1	7	3.91	2.318
mood	1	7	3.54	1.918

*1 represents the most important factor and 7 represent the least important factor

Table no. 4 depicts the six emotional factors that may trigger impulsive buying such as Motivation, perception, openness, Attitude, Neuroticism and moods. These factors are ranked from 1 to 7 respectively where 1 represents the most important factor and 7 represents

the least important factor that leads to impulsive buying. Of the six factors, Neuroticism has been ranked as the most important factor with a mean of 3.91 and a standard deviation of 2.318. On the other hand, perception is ranked the least important factor with a mean of 3.21 and a standard deviation of 2.075

One sample t-test

A one sample t-test is used to test whether a population mean is significantly different from some hypothesized value. The mean of a variable to be compared should be substantively interpretable. It can be used to determine if two sets of data are significantly different from each other, and is most commonly applied when the test statistic would follow a normal distribution if the values of a scaling term in the test statistic are known

Table 5: One sample t-test for impulsive buying behaviour

Statements	Mean	Std deviation	t value	p- value	Remarks
Planning purchases in advance	2.62	1.081	-4.777	0.0000	Significant
Buying things Spontaneously	2.10	0.964	-12.135	0.0000	significant
Spending more than eventual planning	2.72	1.039	-3.880	0.0000	significant
Regret after impulse Purchase behaviour	3.09	1.042	1.357	0.176	Insignificant

The statements in table no. 5 are intended to test whether a person is an impulsive buyer or not. The statements such as planning purchase in advance, buying things Spontaneously, spending more than eventual plan, and their p-value less than 0.05 referring that these statements are significant to impulsive buying. It means customers agree that their impulsive buying behaviour has led them to take actions though pre planning was done beforehand. On the other hand, the statement regret after impulse purchase behaviour has a p-value of 0.176 which is greater than 0.05. Thus, this statement is insignificant to impulsive buying behaviour.

Table 6: One sample t-test for personality traits affecting impulsive buying behaviour

Statements	Mean	Std d	t- value	p- marks	remarks
Motivation	3.22	1.103	2.819	0.005	significant
perception	2.86	0.803	-2.377	0.018	significant
openness	2.60	0.788	-6.882	0.0000	significant
Attitude	2.55	0.945	-9.63	0.0000	significant
Neuroticism	2.45	0.708	-4.76	0.0000	significant
moods	2.43	0.766	-5.89	0.0000	significant

Undoubted beliefs on brands	2.36	0.712	-12.618	0.0000	significant
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The statement in the above table are intended to test whether personality traits \ affect impulsive buying behaviour. It includes factors such as Motivation, Perception, openness, Attitude, Neuroticism, moods implying that Personality factors affecting impulsive buying behaviour as their p-value less than 0.05

Table 7: Inter-correlation between factors affecting impulsive buying behaviour

		X1	X2	X3	X4	X5	X6	X7
X1	Pearson correlation	1	0.091	0.041	0.034	0.098	0.052	0.093
	p- value	0.0000	0.001	0.0000	0.0000	0.0000	0.0000	0.006
X2	Pearson correlation		1	0.054	0.074	0.034	0.054	0.079
	p- value			0.0000	0.0000	0.0000	0.0000	0.0267
X3	Pearson correlation			1	0.028	0.085	0.089	0.056
	p- value				0.071	0.0000	0.0000	0.0000
x4	Pearson correlation				1	0.002	0.015	0.061
	p- value					0.0000	0.0000	0.094
x5	Pearson correlation					1	0.041	0.088
	p- value						0.0000	0.0000
x6	Pearson correlation						1	0.041
	p- value							0.0000
	Pearson correlation							1

** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed)

X1 = Motivation

They maintain goal-oriented behaviour with high motive

Conventional thinking and high interest in action

Cognitive forces activate behaviour

High intensity with concentration and vigour

X2 = Perception

It is my sensory experience

It helps to recognize stimuli & take actions

It is how the interpret information & interact with world

It is affected by our beliefs, values, expectations & experiences

X3 = Openness

It is Original with new ideas

It is curious, open-minded and imaginative

They are creative, aesthetic and adventurousness

They have flexible behaviour without resistance to change

I might possess a pleasant or unpleasant mind

X4 = Attitude

It is my emotions and beliefs
It is my powerful influence on behaviour
It is an expression of favourable or unfavourable things
It provides a preconceived notions and ideas

X5 = neuroticism

Can be tensed and Moody
Gets depressed easily
Come up with irrational and illogical thinking
Worries a lot

X6 = mood of the consumer

Point of purchase stimuli
It is what i feel and think about
Emotional arousal and energy level
I might possess a pleasant or unpleasant mind
I might take a bias decision and be congruent

X7 = Impulsive buying behaviour

I often buy things without thinking
I often buy things spontaneously
Unplanned decision to buy a product or service
Take decisions at spur of the moment

Correlation matrix of factors affecting impulsive

The Inter correlation is performed among the seven factors as shown in the table no. 7 From the table, the highest p-value is 0.094 obtained from a correlation performed between x4 and x7. Similarly, the moderate p-value is 0.034 obtained from a correlation performed between x1 and x4. And, the lowest p-value is 0.041 obtained from a correlation performed between x4 and x7. Since the p-values of all factors are lesser than 0.05, there is a significant relationship between personality traits and Impulsive buying behaviour. Therefore null hypothesis is to be rejected and alternative hypothesis is to be accepted proving there is a significant impact of personality traits on Impulsive buying behaviour of consumers

Findings

1. From the research it shows that 40 % are male and 60 % are female. 25% are students, 16% are self-employed or has a business, 49.0% are professionals or job holders and 7.5% is housewife/husband.
2. 88% of respondents agree that experience impulsive buying behaviour
3. 31% of the respondents agree that they have emotional connect towards products , brands and services
4. 36% of the respondents agree that they buy product based on its usage

5. 11% and 21% of the respondents agree that they have bought product as a new attempt to try and later on social media influence.
6. The factors used to analyse impulse buying behaviour are motivation, perception, openness, neuroticism, attitude and mood. With neuroticism being ranked highest with standard deviation of 2.318
7. From one sample t- test to impulse buying behaviour we can understand that respondents do regret after impulse buying behaviour and do not consider planning purchases in advance, go ahead with buying things spontaneously and spend more than eventual planning
8. From one sample t-test for personality traits affecting impulsive buying behaviour We can understand that factors such as Motivation, Perception, openness, Attitude, Neuroticism, moods impact consumer behaviour to a great extent as their p-value less than 0.05
9. Through inter-correlation test it is known that neuroticism and attitude are high correlated with impulsive buying behaviour of consumers
10. This inter correlation test also proves that we need to reject null hypothesis and accept alternative hypothesis that is there is significant correlation between personality traits and impulsive buying behaviour of consumers

Suggestions

From the above study we can understand impulse consumer play a major role in increasing profits of the company. It is the personality trait of an individual having a major impact on him to make a purchase. It is important to analyse and understand this segment and target customers effectively, in order to establish an effective relationship with customer personas. They provide a deep understanding of the behaviour and desires of different segments of audience to improve overall customer experience. Online shopping has made everything easier yet has developed a sense of never fulfilling desire to consumers. Consumers with impulse buying behaviour would be at the fear of missing out (FOMO) as social media is being constantly bombarded with images, tags, advertisements in social Media .By increasing their emotions a sense of urgency to purchase could be imposed to consumers.

Personality traits such as neuroticism and instant mood swings influence impulsive buying behaviour when the individual tries to change his negative emotions and low self-esteem. In such situations a vibrant advertising could light up their emotions and convince them to buy the product. Similarly, customers' attitude, perception and openness towards trying out different products and services can be used wisely to try out testimonials initially and then launch the product. These would also help in case company is diversifying its activities. Companies can create market space by implementing right strategies to encourage buyers by

impulsively affecting their personality traits. Their products and services should be satisfactory and fulfil the needs and desires of consumers. In most cases consumers would buy certain products only if it is being provided with certain features, or reduced price or sold at discount. Such effective decisions would increase the demand for products and services. Flash sales and effective marketing techniques would motivate customer to indulge in buying activities. It is the responsibility of the marketers to use these strategies and gain the attention of consumers towards their products. A proper planning and developmental ideas would benefit company because of increasing impulse buying behaviours of consumers.

Conclusion

The goal of this research is to obtain an insight about the role of personality in impulsive buying behaviours of consumers and the factors that trigger those impulses. From the research conducted with a specific set of sample size it is understood that impulsive buying is a very common phenomenon among consumers of today's era. At least 8 out of eleven variables have an influence on consumers physiologically for impulsive buying behaviour. When these factors are coupled with certain demographic variables might impact same set of consumers. This finding highlights the core purpose of this research study and re-establishes an assumption about the certain variables leading to impulsive buying among consumers.

Majority of the respondents despite their occupation go for shopping without pre-planning list, it is mostly the immediate behaviour and thinking process playing a major role. It provides them freedom to purchase additional items which they think they might need. This implies that environment itself is a critical factor leading to impulsive purchases. From the above findings, it is clear that consumers are aware of their impulsive buying behaviour and factors that trigger this behaviour. In order to capitalise on this phenomenon retailers, manufacturers should use this wisely by studying these factors deeply.

Impact of personality traits on judgements, evaluations and decision making is important to under the psychology of consumer behaviour. From the above demonstrations it is understood that factors such as, attitude, perception, neuroticism have an impact on consumption to more nuanced understandings of driving the experience of discrete thinking process uniquely affecting decision making and the motivations that consumers will have to regulate overcome their emotional state is important.

Keeping in mind the universal nature of impulse buying, where consumers have an openness

to try out different products, beliefs in brand it can be capitalised by retailers to benefit their respective businesses. The proper combination and synergistic effect of the various factors influencing impulse buying could lead to more sales turnover hence benefiting the marketers and retailers. After the content analysis of the literature, it was possible to clarify the Impulse buying concept, its various dimensions, and its relationship with the consumer, and also to present some research propositions for the development of the knowledge in the field of consumer research. Based upon the changing trends of the market in the developing economies it is possible to infer that impulse buying may turn into a growing area of research and could be seen across the various forms of retailing.

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