



The Big Five Personality and Impulse Buying Behaviour: A Study of Scholarship Recipients Among Malaysian University Students

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ABSTRACT

Personality is a well-known variable for predicting consumer behavior. The purpose of this study is to look into the relationship between the traits of Big Five Personality and impulsive buying behavior among Malaysian university students who have received a scholarship. This was a quantitative study that employed descriptive and inferential analysis. This study comprised 297 participants, and the sample was obtained through convenience sampling. The Big Five Inventory (BFI) was used to collect personality data, while the Impulse Shopping Scale was employed to assess scholarship recipients' impulse buying behavior. Scholarship recipients exhibited the highest level of agreeableness personality traits, followed by a moderate level of openness to experience, conscientiousness, and extraversion. It was found that the respondents had a low level of neuroticism. Furthermore, they had a moderate level of impulsive buying. The study showed that openness and neuroticism were positively connected to impulsive buying. It was also found that agreeableness has a negative correlation with impulsive buying, but conscientiousness and extraversion have no significant relationship. The present study discovered that only openness to experience, agreeableness and neuroticism traits were associated with impulsive buying whereas the other traits were insignificant.

Keywords: Personality Traits, Big 5 Personality, Impulsive Buying, Scholarship Recipients, Malaysian University Students

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