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How Customer Personality Traits affect impulse buying on blind-box toys

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ABSTRACT

Originated in Japan, blind-box toys, also known as mini-figures, are the collectible toys that randomly packed in capsules or boxes. The exquisite design and the randomness of the product have attracted consumers, especially anime lovers worldwide, for over decades. Impulse purchase behavior plays a critical role in understanding the increasingly popularized blind-box toys. The proportion of impulse purchase behavior continues to grow as consumers' purchasing power rising in the toy industry. There are several scientific research on the subject of blind-box toys. However, previous studies focus more on the external factors that make the product appealing. There is a shortage of literature addressing the internal factors which majorly influence consumer impulse buying behavior. Moreover, the understanding of blind-box toys is far below the popularity of them now. This research fills in the gap by focusing on how internal consumer factors would influence the designer toy market and particularly formulates a sharp insight into the designer toy market regarding younger generations in China.

This paper aims to identify the relationship between customer personality traits and impulse purchase behavior on buying blind-box toys, analyze the consumers' purchasing intention of designer toys regarding the contemporary understanding of the toy industry.

Keywords: Customer Personality Traits, blind-box toys, young people purchasing intention, impulse purchase behavior, self-control ability

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CHAPTER I

THE PROBLEM IDENTIFICATION

1.1 Introduction

“Nowadays, in the trend towards fewer children and population aging, the ages of the customer group who play with toys are going to expand upward and downward from 0-100.” (Lin, 2010) Originated in Japan, blind-box toys, also known as mini-figures, are the collectible toys that are randomly packed in capsules or boxes. The exquisite design and the randomness of the product have attracted consumers, especially anime lovers worldwide, for over decades. Blind-box toys often come with series. While purchasing, the probability of getting the products of personal preferences adds on to consumer’s impulse purchase behavior. Moreover, the brand image, or to be more exact, the IP image has made consumers appealed and addicted to continue buying more blind-box toys from different series. Since blind-box toys entered the Chinese market, its growth rate is phenomenal.

Impulse purchase behavior plays a critical role in understanding the increasingly popularized blind-box toys. The proportion of impulse purchase behavior continues to grow as consumers’ purchasing power rising in the toy industry. When purchasing, consumers tend to buy more things based on their perceptions and instincts rather than reasoning and plans. “Consumers’ feeling states greatly influence internal processes and observable behaviors, and the changes in the feeling states bring instant gratification in the buying process.” (Rook, 1987). Therefore, the internal factors of consumers exert profound influences on their purchasing behavior. So, in order to find out the principles of impulse purchase behavior, the relationship of impulse purchase behavior and consumers’ personality traits must be identified.

According to Allport (1961), personality is “the dynamic organization of psycho-physiological systems that creates a person’s characteristic pattern of behavior, thoughts, and feeling.” This paper will analyze and dig into each factor that would influence consumer behavior applying The Traits Theory to examine each trait’s relationship with impulse purchase behavior on buying blind-box toys.

1.2 Problem Statement:

Understanding the insights of consumer buying behavior on designer toys helps marketers dig into the consumers’ contemporary perspective of purchasing items that are previously considered unnecessary. This would generate sets of marketing strategies with regards to creating new demand and market trends, based upon the customer value of the young generations. Through consumers’ perspectives, marketers would be able to utilize consumers’ personality traits in order to make further adjustments to their marketing mix and strategies, and of course, to make more profits.

1.3 Research Objectives:

For the purpose of gaining more insight and provide the answers to the problem statement, the following questions must be addressed:

- (1) To define the different components of customer personality traits;

- (2) To identify the factors which play essential roles in impulse purchase behavior;
- (3) To find out the relationship of blind-box toys consumption and customer personality traits; and
- (4) To analyze how can marketers seize the opportunity to generate a more significant profit on this specific type of product.

Chapter II

LITERATURE REVIEW

2.1 Impulse Buying

2.1.1 Definition of Impulse Buying

Impulsivity is a personality trait defined as a tendency towards acting without forethought, making quick cognitive decisions, and failing to appreciate the circumstances beyond the here and now (Barratt, 1993). Impulse buying is a pervasive and distinctive aspect of consumers' lifestyles and also a focal point of considerable marketing management activity (Rook, 1987). This type of consumer buying behavior is identified as "Impulse Buying." Impulse buying, also known as impulse purchase behavior, is greatly influenced by consumers' feeling states (Rook and Gardner, 1993). Also, according to Rook (1987), the changes in the feeling states would bring instant gratification in the buying process.

There are two primary schools to identify impulse buying. The first school asserts that impulse purchase is unplanned behaviors (Cobb and Hoyer, 1986). That's to say, impulse purchase is defined as a spontaneous buying behavior that is not previously considered. However, the other school, which is the most influential, believes that impulse buying is an emotional reaction that is triggered by a stimulus in specific situations (Rook, 1985). As researchers look deeper into this topic, the definition of impulse purchase began to broaden, and include not only unscheduled buying but also the emotional trigger points within every customer.

According to Rook (1985), the critical element of impulse buying behavior is a strong urge to purchase. Goldenson (1984) also asserts that impulse buying involves experiencing "a strong, sometimes irresistible urge; a sudden inclination to act without deliberation." When undergoing this "urge," consumers' brains sometimes go blank and would form a typical instinct to obtain the items. This urge, immediately giving rise to unreflective purchasing behaviors, accounts for the most significant part of impulse buying.

Apart from the crucial element of impulse buying, there are several other criteria by way of definition. It is examined that impulse purchase behavior can be influenced by different types of market stimuli, including price, shopping environment, salespeople, product displays, etc. (Tendai and Crispin, 2009). To be more exact, Rook summarized four crucial elements of impulse behavior: 1) spontaneous and intensive buying inclination; 2) conflicted purchasing mind process; 3) hedonic excitement caused by purchasing; 4) Lack of reflection and evaluations (Rook, 1987). The impulse buying behavior must not be previously intended, let alone already determined. Therefore, the conflicted mind procedure to decide whether to buy or not happens all of a sudden.

Although the definitions of impulse buying behavior given by scholars differ from one another, certain similarities can be concluded that:

- 1) consumers have no buying plan previous to the purchase;
- 2) consumers receive different types of stimulus from the marketplace;

- 3) consumers experience a strong emotional urge to buy;
- 4) consumers show low reflections and evaluation awareness during the decision making process with little consideration of consequences.

2.1.2 Influential Factors of Impulse Buying

First of all, internal factors include individual consumer's emotional value, personality traits, cognitive and mental matureness, self-control ability, internal volition system, etc. These factors are relatively harder to identify. Since impulsive buying is grounded and theoretically underpinned within the emotional or impulsive decision-making view to consumer decision-making according to Schiffman and Kanuk (2007), consumers who involves in the act of impulse buying behavior can be hugely influenced by their emotions such as content, distress, sadness, happiness, excitement, disappointment, love, hatred and even with more sophisticated emotions which cannot be described. Instead of rational thinking and plans ahead, the internal factors at the moment of seeing the item profoundly determined minds' reflective capacity. Specifically speaking, the fluctuated emotion status decreased the ability to think as well as to evaluate, let along anticipating the possible adverse outcomes.

Moreover, some researchers state that there is a correlation between personality traits and consumer buying behavior. In Howard and Sheth's (1969) concept of Intention, it's clear to see such a close connection between consumer buying intention and decision strategies. Personality, according to Engel, Kollat, and Blackwell, refers to the characteristics which determine general patterns of behavior (Engel, Kollat, and Blackwell, 1969). It is not feasible to generate consumers' buying behavior patterns within the time from seeing a product to buying it. Instead, consumer purchasing behavior is significantly based on their personalities. In the whole procedure of receiving, reacting, reviewing, and revising, consumers would make adjustments regarding the changes in marketing environments. Similarly, impulse buying is inevitably affected by consumers' personality traits. All these above indicate that impulse purchasing behavior may be the consequence of unconscious buying behavior driven by uncontrollable individual neuroticism.

Early research on the influencing factors of impulsive purchase focused on product factors. In the 1970s, scholars began to question the theory that "product factors are the decisive factor" and considered that almost all the products are likely to be purchased impulsively (Bellenger, 1978), the academic community also began to realize that the personal qualities of consumers are also an essential factor in an impulsive purchase.

2.1.3 Constraints of Impulse Buying

Since this urge can be very forceful in a short time, consumers usually form strong impulse purchase intentions that would directly lead to buying behavior without many reflections. Therefore, it is asserted that impulse buying is unreflective as the purchase is made without engaging in a great deal of evaluation. (Weun, Jones, and Beatty, 1998). Nevertheless, there are

several constraints of impulse buying which would intervene in consumers' automatic decision-making process. Whether from an individual aspect or to consider society as a whole, the ability of impulse control is socially required. Freud (1911,1956) claims that human civilization is based on individuals' development of internalized impulse controls. Another scholar Kopp (1982), also claims that self-control is an individual's self-regulating behavior that matches its values with social expectations. Thus, to align individual impulse controllability with social expectations, self-control ability is much appreciated. Buying impulses are the results of buying impulsiveness and rational deliberation. While the pulse encourages a customer to abandon the thinking process, self-control ability helps individuals resist temptations, delay gratification, and suppresses the urge to buy the item immediately with evaluations.

2.2 The Traits Theory: Customer Personality Traits

In the modern business realm, individuals' impulse buying tendencies can even be labeled as a consumer trait called buying impulsiveness (Rook and Fisher, 1995). Recently, impulse buying has been treated as an individual difference variable, which is likely to influence individuals across situations (Rook and Fisher, 1995; Weun, Jones, and Beatty, 1998). It is known believed that customer personality traits exert profound influences on impulse buying.

To further explain the interaction of personality traits and impulse buying, researchers laid more focus on internal psychological states underlying consumers' impulse buying episodes (e.g., Rook 1987; Rook and Gardner 1993; Rook and Hoch 1985). Although some researchers already found out there is a relationship between customer personality traits and impulse buying, they didn't manage to carry out a solid conclusion (Cobb and Hoyer 1986; Kollat and Willet 1967) due to specific reasons. First, the definition they used for impulse buying merely refers to unplanned buying behavior. Second of all, these investigators focus on irrelevant traits that generate little or no correlation with impulse buying.

That being said, in the present research, McCrae et al. (1986)'s conceptualization of the Big Five Model can be applied to this research to examine whether personalities would profoundly impact customer impulse buying behavior. The five factors are listed below:

- 1) extraversion;
- 2) agreeableness;
- 3) conscientiousness;
- 4) neuroticism; and
- 5) openness.

In terms of these five personality traits, Costa and McCrae (1985) define personality traits as the degrees that consumers think of themselves in terms of extraversion, agreeableness, conscientiousness, neuroticism, and openness. 1) Extraversion is identified as one person's interpersonal level. A high extraversion score results in more talkative, active, sociable people, which means they prefer to gain energy from engaging in interpersonal activities rather than self-

meditations. 2) Agreeableness assesses one's tendency to feel compassionate about others. This factor determines how people think, feel, and act towards the people around them. Also, it is believed that the more agreeable one individual is, the more warm-hearted, trust-worthy he/she will be. Meanwhile, they also tend to share more emotional connections with other people. 3) Conscientiousness assesses an individual's degree of motivation and processing behavior. A higher score in conscientiousness would result in better-thinking skills. It can be said that conscientiousness level represents one's ability to deal with organizational problems. 4) Neuroticism refers to one's emotional instability. Generally speaking, people with a high neuroticism score would come up with more unrealistic thoughts, together with more pressures and anxiety. This group of people is perceptual in terms of the way they sense the world. Lastly, 5) openness assesses one's willingness to explore new adventures as well as seeking changes. A highly opened individual is more tolerant of uncertainty and unfamiliarity. Also, their curiosity usually drives them to try on new things (Lin, 2010).

The Big-Five Model lays its emphasis on analyzing personality traits based on behavioral features and has enabled researchers to conduct construct-oriented meta-analytic reviews of the predictive validity of personality (Barrick and Mount, 1991; Hough et al., 1990; Tett *et al.*, 1991).

In the recent study conducted by Thompson and Prendergast (2015), researchers sought to address the relationships between impulse buying and the five-factor personality model. It is clarified that the extraversion, neuroticism, and conscientiousness dimensions of the five-factor personality model predict impulse buying, given the correlation between these three factors and impulse purchase behavior.

2.3 Hypotheses Development

After analyzing the influential factors above, the model of this research paper is presented below.

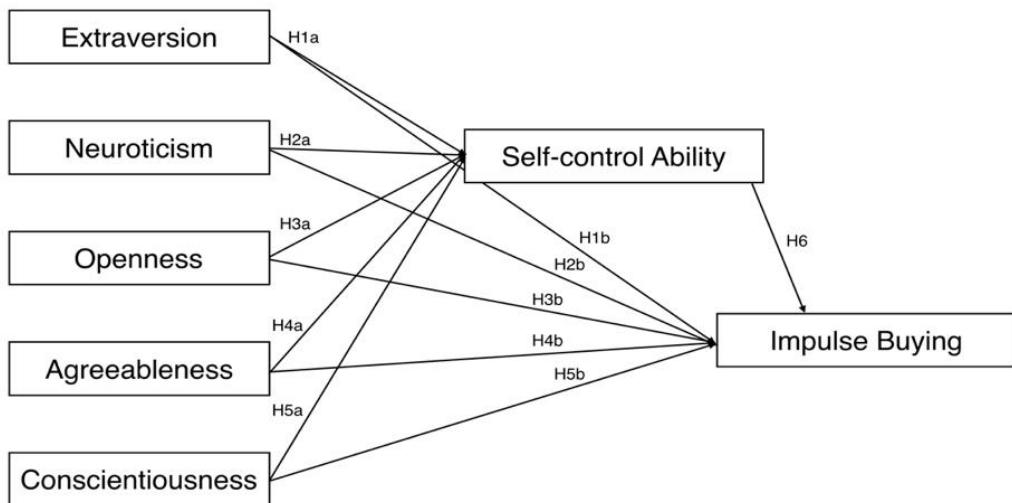


Figure 1. Model of Impulse Buying on Blind-box Toys

This Impulsive buying hypothesis model built on the findings of Thompson and Prendergast (2015). Consumer personality traits (including extraversion, agreeableness, conscientiousness, neuroticism, and openness) are supposed to predetermine self-control ability as well as buying impulsiveness. It is assumed that a higher score in extraversion, neuroticism, and openness would positively influence buying impulsiveness, which leads to further impulse buying behavior. Therefore:

H1a: Extraversion score negatively affects self-control ability.

H1b: Extraversion score positively affects impulse buying.

H2a: Neuroticism score negatively affects self-control ability.

H2b: Neuroticism score positively affects buying impulsiveness.

H3a: Openness score negatively affects self-control ability.

H3b: Openness score positively affects buying impulsiveness.

Meanwhile, Agreeableness and conscientiousness would positively impact self-control ability, which results in less impulse buying. Therefore:

H4a: Agreeableness score positively affects self-control ability.

H4b: Agreeableness score negatively affects impulse buying.

H5a: Conscientiousness score positively affects self-control ability.

H5b: Conscientiousness score negatively affects impulse buying.

Impulse buying behavior is the result of willpower and desire, which in this case, respectively, refers to self-control ability and buying impulsiveness. The more self-control ability one has, the less likely impulse buying would occur. Therefore:

H6: Self-control ability affects impulse buying, and the correlation is negative.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This research will apply the quantitative method. The five components of customer personality traits - extraversion, agreeableness, conscientiousness, neuroticism, and openness - will influence consumer buying behavior, both individually and jointly. The author will conduct online questionnaires to collect data from a focus group of 18-26 years old. In addition, regression analysis will be used as a statistical method to assess the statistical significance of the proposed relationships among sets of observed variables.

3.2 Research Methodology

A questionnaire is given out to collect data for each variable in this research. In the questionnaire, the author asked respondents for their specific descriptions about their personality traits as well as their impulse buying behavior on buying blind-box toys. Also, their self-control ability is tested in this questionnaire. In order to measure the extraversion score, this study applied the items from Saucier (1994), Hofstee (1999), and Gosling (2003). As for measuring the agreeableness scale, this study used the items from Saucier (1994) and John (1999). As for the conscientiousness score, items from Hofstee (1999) and Gosling (2003) are used. In terms of measuring the neuroticism and openness scales, the study applied items from Saucier (1994), John (1999), and Gosling (2003). In terms of self-control ability, the study used items from Baumeister (2007) and Pesendorfer (2001). Last but not least, items from Shahjehan (2012) Thompson and Prendergast, 2015) are used for measuring the impulse buying behavior. In addition, the complete questionnaire is attached in the Appendix.

All the variables contain at least five items to make the scenarios more detailed, and they are presented in Table1 and Table 2, and every item is measured by the Likert scale from 1 (strongly disagree) to 7 (strongly agree). Fifty-one respondents gave their opinions in this survey.

Table 1. Profile of Respondents

Question	Options	Number	Percentage (%)
Gender	Male	27	52.94%
	Female	24	47.06%
Age	<18	3	5.88%
	18-25	42	82.35%
	26-30	4	7.84%
	>30	2	3.92%
Monthly living expense or salaries in RMB	0-1000	3	5.88%
	1001-2000	3	5.88%
	2001-3000	17	33.33%
	3001-4000	13	25.49%
	4001-5000	9	17.65%
	>5000	6	11.76%
	1-2	21	41.18%
On average, how many times do you buy designer toys in a year	3-4	11	21.57%
	5-6	9	17.65%
	7-8	5	9.8%
	9-10	2	3.92%
	>10	3	5.88%
	Less than 50	15	29.41%
On average, how much you spend on designer toys in a year in RMB?	51-100	7	13.73%
	101-200	7	13.73%
	201-300	7	13.73%
	301-400	7	13.73%
	More than 400	8	15.69%

Table 2. Items for Each Variable in Questionnaire

Extraversion	1. I see myself as someone who is talkative. 2. I see myself as someone who is sociable. 3. I see myself as someone who is outgoing. 4. I see myself as someone who is full of energy. 5. I see myself as someone who likes to cooperate with others.
Agreeableness	6. I see myself as someone who tends to agree with someone else. 7. I see myself as someone who is generally trusting. 8. I see myself as someone who has a forgiving nature. 9. I see myself as someone who is helpful and unselfish with others. 10. I see myself as someone who is considerate and kind to almost everyone.
Conscientiousness	11. I see myself as someone who is careful. 12. I see myself as someone who is a reliable partner. 13. I see myself as someone who always thinks twice. 14. I see myself as someone who does things efficiently. 15. I see myself as someone who makes plans and follows through with them.
Neuroticism	16. I see myself as someone who worries a lot. 17. I see myself as someone who can be moody. 18. I see myself as someone who is easily upset. 19. I see myself as someone who gets nervous quickly. 20. I see myself as someone who is often depressed.
Openness	21. I see myself as someone who is full of new ideas. 22. I see myself as someone who is innovative, a creative thinker. 23. I see myself as someone who values artistic, aesthetic experiences. 24. I see myself as someone who has an active imagination. 25. I see myself as someone who is curious about many different things,
Self-Control Ability	26. I am good at resisting temptations. 27. I think twice before making decisions. 28. I compare all the alternatives before purchasing. 29. I make my decisions based on my plans rather than my emotions. 30. I find it easy to reject other people's recommendations while buying.
Impulse Buying	31. I cannot resist buying my favorite toys. 32. I end up buying something I do not need after shopping. 33. I buy designer toys depending on the first impressions. 34. I do not think about the consequences when I buy toys from my personal preference. 35. Most of my purchases of designer toys are not planned.

CHAPTER IV

RESULT AND DISCUSSION

4.1 Data Measures

4.1.1 Reliability and Validity

Overall, 51 respondents completed the questionnaire, and data were collected to conduct reliability. Criteria of Cronbach's alpha was used in this research to test each variable's reliability: Excellent ($\alpha > 0.9$), Good ($0.7 < \alpha < 0.9$), Acceptable ($0.6 < \alpha < 0.7$), Poor ($0.5 < \alpha < 0.6$), Unacceptable ($\alpha < 0.5$) (Kline, 2000; George & Mallery, 2003; Bhatnagar; et al., 2014). Therefore, the reliability is excellent.

Table 3. Cronbach's Alpha (α) of Each Variable

Variables	No. of Items	Cronbach's Alpha (α)
Extraversion	5	0.975
Agreeableness	5	0.934
Conscientiousness	5	0.968
Neuroticism	5	0.970
Openness	5	0.946
Self-Control Ability	5	0.962
Impulse Buying	5	0.964
Overall	35	0.960

4.1.2 Relationship Test between the Variables

With the data from 51 respondents, the correlations between every two variables are shown below. According to the result, extraversion, neuroticism, and openness all have a negative association with self-control ability, and a positive relationship with impulse buying, whereas conscientiousness has a positive relationship with self-control ability and a negative relationship with impulse buying. In addition, the statistic indicates a negative correlation between self-control ability and impulse buying.

Table 5. Correlation Matrix for Dependent Variables and Independent Variables (N=51)

		Extraversion	Agreeableness	Conscientiousness	Neuroticism	Openness	Self-Control Ability	Impulse Buying
Extraversion	Pearson Correlation	1						
	Sig (2- tailed)							
Agreeableness	Pearson Correlation	0.076	1					
	Sig (2- tailed)							
Conscientiousness	Pearson Correlation	0.594 -0.437	0.291	1				
	Sig (2- tailed)							
Neuroticism	Pearson Correlation	0.001 0.589	0.038 -0.182	-0.728	1			
	Sig (2- tailed)							
Openness	Pearson Correlation	0.000 0.614	0.200 -0.031	0.000 -0.513	0.713	1		
	Sig (2- tailed)							
Self-Control Ability	Pearson Correlation	-0.530 0.000	0.236 0.096	0.864 0.000	-0.770 0.000	-0.613 0.000	1	
	Sig (2- tailed)							
Impulse Buying	Pearson Correlation	0.663	-0.119	-0.730	0.919	0.735	-0.852	1
	Sig (2- tailed)							

4.1.3 Regression Analysis

Table. 5 Path coefficients for variables

	β	T statistics	P Value
Ex -> SC	-0.530	-4.372	0.000
Ag -> SC	0.236	1.697	0.096
Co -> SC	0.864	12.032	0.000
Ne -> SC	-0.770	-8.442	0.000
Op -> SC	-0.613	-5.434	0.000
Ex -> IB	0.663	6.195	0.000
Ag -> IB	-0.119	-0.837	0.407
Co -> IB	-0.730	-7.473	0.000
Ne -> IB	0.919	16.302	0.000
Op -> IB	0.735	7.595	0.000

Notes: Ex = Extaversion; Ag = Agreeableness; Co = Cotientiousness; Ne = Neuroticism; Op = Openness; SC = Self-control Ability; IB = Impulse Buying.

The path coefficients (exhibited in table 6) aim to interpret the relationship between each element of the Big Five personality traits and self-control/impulse buying as a whole. P values show significance levels except for two of them. The agreeableness to self-control with a value of 0.096, as well as the agreeableness to impulse-buying with a value of 0.407, are both higher than 0.05.

4.2 Result and Discussion

Based on the result of Cronbach's Alpha (α), the reliability and validity of this research are ensured. Then after testing the correlation between every two variables, the result shows that personality traits indeed influence impulse buying behavior. On the one hand, extraversion, neuroticism, and openness all negatively impact self-control ability. Meanwhile, they positively impact impulse buying. On the other hand, conscientiousness positively influences self-control ability and adversely affects impulse buying. Moreover, the result demonstrates a negative correlation between self-control ability and impulse buying.

Therefore, the hypothesis (H1a, H1b, H2a, H2b, H3a, H3b, H5a, and H5b) about the relationship between consumer personality traits and impulse buying behavior in section 2.3 are proved. Although the most components of consumer personality traits are shown to correlate with self-control ability and impulse buying, agreeableness has no significant correlation with either self-control ability nor impulse buying, since its significance is higher than 0.05. In addition, according to the correlation matrix, H6 (self-control ability negatively affects impulse buying) is admitted.

Table 6. Hypotheses Testing

No.	Hypothesis	Results
1a	The extraversion score negatively affects self-control ability.	S
1b	The extraversion score positively affects impulse buying.	S
2a	The neuroticism score negatively affects self-control ability.	S
2b	The neuroticism score positively affects buying impulsiveness.	S
3a	The openness score negatively affects self-control ability.	S
3b	The openness score positively affects buying impulsiveness.	S
4a	The agreeableness score positively affects self-control ability.	R
4b	The agreeableness score negatively affects impulse buying.	R
5a	The conscientiousness score positively affects self-control ability.	S
5b	The conscientiousness score negatively affects impulse buying.	S
6	The self-control ability affects impulse buying, and the correlation is negative.	S
Notes: S = Supported; R = Refuted		

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study takes the quantitative method to testify the relationship between consumer personality traits and self-control ability as well as impulse buying. The author uses a questionnaire to collect data. Through the correlation test, the result identifies a positive relationship between extraversion and impulse buying, which means that consumers who are more gregarious, talkative, and socially active are more likely to display impulse buying behaviors. Also, significant amounts of variance in compulsive buying can be accounted for neuroticism (emotional instability). This means that individuals who are emotionally unstable would experience more impulse buying than others. Moreover, the relationship between openness and impulse buying has been proven to be positive, as well. We can expect an increase in impulse buying when individuals are more imaginative, curious, and open-minded. Nevertheless, a non-significant amount of variance is explained by agreeableness. Meanwhile, the personality traits mentioned above are also proven to have an inverse relationship with self-control ability, making self-control ability a negative influence factor for impulse buying. In terms of self-control ability, the study also identifies that self-control ability is negatively affected by extraversion, neuroticism, and openness and positively affected by conscientiousness. Apart from that, the result also indicates a negative correlation between self-control ability and impulse buying.

In conclusion, the result illustrates that four out of five independent variables (extraversion, conscientiousness, neuroticism, and openness) have strong correlations with the dependent variables (self-control ability and impulse buying). Also, the relationship between the two dependent variables (self-control ability and impulse buying) is proven to be negative. Overall, this study attempts to develop a deeper understanding of impulse buying behavior. After the study, it can be stated that among all the factors that influence impulse buying, personality traits are one of the most critical factors. The relationship between the underlying personality traits and impulse buying behaviors seemed practical and logical.

5.2 Business Implication

This study verifies that consumers with different personality traits will have different mentalities towards impulse buying behaviors, which is applicable to the designer toy industry. In this lucrative market, a successful brand requires a specific definition of consumers with different personality types. This means that in the real business realm, customers should be identified and targeted variously, considering their personality traits. Although it is relatively difficult for the marketers to categorize consumers based on their personalities, STP strategies should take personality traits into consideration, especially in a designer toy market where requires consumers to act spontaneously rather than compulsively. More importantly, this study also found out that in the Big Five personality types, extraversion, neuroticism, and openness all have positive correlations with impulse buying. To be more specific, these types of consumers' lack of self-control ability would composite a significant proportion of the target consumers due to the fact that they are more likely to buy blind-box toys impulsively. Consumers who register in extraversion, neuroticism, and openness are the target audience for blind-box toys. Thus, all the

marketing strategies developed should focus on these target consumers' needs. For example, adding more characters who have similar personality traits into the existing combinations would be a wise choice.

This study seeks to address unanswered questions about the relationships between impulse buying and, respectively, trait effect and the five-factor personality model, both separately and in combination. Knowing the results of the study, enterprises should develop a more explicit focus on target customers. In this way, the brand would be able to convey more effectively to eliminate recognition disparities and add value to the brand. It is therefore recommended that companies should take full advantage of research and development to pinpoint the specific target customers in the toy industry.

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APPENDIX

Questionnaire How Customer Personality Traits Affects Impulse Buying on Blind-box Toys

Part 1: Profile

1. Gender

- Female
- Male

2. Age

- < 18
- 18-25
- 26-30
- 31-35
- 36-40
- >40

3. Monthly living expenses (or salaries) in RMB:

- 0-1000
- 1001-2000
- 2001-3000
- 3001-4000
- 4001-5000
- 5000 and above

4. On average, how many times do you buy designer toys in a year:

- 1-2
- 3-4
- 5-6
- 7-8
- 9-10
- More than 10

5. On average, how much you spend on designer toys in a year in RMB?

- Less than 50
- 51-100
- 101-200
- 201-300
- 301-400
- More than 400

Part 2: Variables

A. Extraversion	Rating from 1 (lowest) to 7 (highest)						
I see myself as someone who is talkative.	1	2	3	4	5	6	7
I see myself as someone who is sociable.	1	2	3	4	5	6	7
I see myself as someone who is outgoing.	1	2	3	4	5	6	7
I see myself as someone who is full of energy.	1	2	3	4	5	6	7
I see myself as someone who likes to cooperate with others.	1	2	3	4	5	6	7
B. Agreeableness	Rating from 1 (lowest) to 7 (highest)						
I see myself as someone who tends to agree with someone else.	1	2	3	4	5	6	7
I see myself as someone who is generally trusting.	1	2	3	4	5	6	7
I see myself as someone who has a forgiving nature.	1	2	3	4	5	6	7
I see myself as someone who is helpful and unselfish with others.	1	2	3	4	5	6	7
I see myself as someone who is considerate and kind to almost everyone.	1	2	3	4	5	6	7
C. Conscientiousness	Rating from 1 (lowest) to 7 (highest)						
I see myself as someone who is careful.	1	2	3	4	5	6	7
I see myself as someone who is a reliable partner.	1	2	3	4	5	6	7

I see myself as someone who always thinks twice.	1	2	3	4	5	6	7
I see myself as someone who does things efficiently.	1	2	3	4	5	6	7
I see myself as someone who makes plans and follows through with them.	1	2	3	4	5	6	7
D. Neuroticism	Rating from 1 (lowest) to 7 (highest)						
I see myself as someone who worries a lot.	1	2	3	4	5	6	7
I see myself as someone who can be moody.	1	2	3	4	5	6	7
I see myself as someone who is easily upset.	1	2	3	4	5	6	7
I see myself as someone who gets nervous easily.	1	2	3	4	5	6	7
I see myself as someone who is often depressed.	1	2	3	4	5	6	7
E. Openness	Rating from 1 (lowest) to 7 (highest)						
I see myself as someone who is full of new ideas.	1	2	3	4	5	6	7
I see myself as someone who is innovative, a creative thinker.	1	2	3	4	5	6	7
I see myself as someone who values artistic, aesthetic experiences.	1	2	3	4	5	6	7
I see myself as someone who has an active imagination.	1	2	3	4	5	6	7
I see myself as someone who is curious about many different things.	1	2	3	4	5	6	7
F. Self-control Ability	Rating from 1 (lowest) to 7 (highest)						

I am good at resisting temptations.	1	2	3	4	5	6	7
I think twice before making decisions.	1	2	3	4	5	6	7
I compare all the alternatives before purchasing.	1	2	3	4	5	6	7
I make my decisions based on my plans rather than my emotions.	1	2	3	4	5	6	7
I find it easy to reject other people's recommendations while buying.	1	2	3	4	5	6	7
E. Buying Impulsiveness	Rating from 1 (lowest) to 7 (highest)						
I want to buy products I like immediately after I see them.	1	2	3	4	5	6	7
I enjoy spending money without previous plans.	1	2	3	4	5	6	7
I tend to make purchase decisions faster when the products are limited.	1	2	3	4	5	6	7
I enjoy buying products that many other people see as unnecessary.	1	2	3	4	5	6	7
I feel emotionally uplifted when shopping.	1	2	3	4	5	6	7
H. Impulsive Purchase Behavior	Rating from 1 (lowest) to 7 (highest)						
I cannot resist buying my favorite toys.	1	2	3	4	5	6	7
I end up buying something I do not need after shopping.	1	2	3	4	5	6	7
I buy designer toys depending on the first impressions.	1	2	3	4	5	6	7

I do not think about the consequences when I buy toys of my personal preference.	1	2	3	4	5	6	7
Most of my purchases of designer toys are not planned in advance.	1	2	3	4	5	6	7