



REVIEW ARTICLE

INFLUENCE OF PERSONALITY TRAITS AND EMOTIONS OF YOUTHS ON ONLINE IMPULSIVE BUYING BEHAVIOR

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ABSTRACT

Indian Youths have shifted from traditional shopping to online shopping evenly after emergence of e-Commerce especially after COVID19. Online Impulsive Buying Behavior of consumers is instant urge to buy something which is unplanned over the e-commerce platform. This study is about the influence of Big-Five Personality Traits and Emotional Experiences of youth on their Online Impulsive Buying behavior. PLS-SEM is used to study this relationship among variables with the help of data collected from 415 customers. The results revealed that Positive emotional experiences and Negative emotional experiences are positively related to Online Impulsive Buying Behavior. While Neuroticism and Openness are two personality traits that are positively related to Online Impulsive Buying Behavior. Theoretical and practical implications are discussed before concluding the research.

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INTRODUCTION

COVID19 has changed the dynamics of shopping pattern of customers. In recent years, consumer preferences have increasingly shifted from traditional brick-and-mortar stores to online shopping platforms, facilitated by the widespread use of smartphones and internet accessibility (Madhukalya 2022). India with 180-190 million shoppers has the third largest online shopper globally which is expected to reach 400-450 million by 2027. Indian Online Market has reached to \$50 billion in 2022 (Madhukalya, 2022). Smartphone penetration is about 36 per cent in India (Madhukalya, 2022). Internet and smart phones have not only changed shopping channels of customers but also changed their shopping pattern (Chen et al, 2021). The consumer buying behavior after the adoption of smart phones and mobile devices has changed and their inclination toward online shopping has increased (Fang and Fang, 2016; Hsiao and Chen, 2016). Internet has made impulsive buying easier for customers, now they can purchase whenever and wherever they want (Chen et al., 2021; Donthu and Garcia, 1999). Indian e-retail market is estimated to grow with the rate of 25-30 percent annually which will increase the market penetration to 9-10 percent (Madhukalya, 2022).

Online shopping over e-commerce encourages customers to do impulsive buying. According to Rook and Hoch (1985), an expressive, unplanned and immediate urge to buy something is termed as Impulsive Buying. The emergence of this urge to buy something without giving second thought about products or services by customers while shopping from e-commerce is termed as Online Impulsive Buying (Chan et al, 2017; Lin and Lo, 2016). This study specifically contributes to the existing body of literature in several ways. First, while many studies have examined the individual impact of personality traits or emotional experiences on consumer behavior, few have investigated the combined effect of these two factors in the context of online impulsive buying. The integration of Big-Five personality traits with emotional experiences provides a novel lens through which to understand impulsive buying behavior in a digital environment. This combined analysis addresses the gap in previous studies that largely treated personality and emotion as separate influences (Park et al., 2012; Verhagen & van Dolen, 2011). Psychologists proved that personality is a major key in shaping the consumers' impulsive buying behavior (Terblanche, 2018). Personality of consumers' drives their way of thinking that leads them to do impulsive buying. Shoppers' personal traits affect impulsive buying behavior of customers (Sarin, 2019). The effects of Big-Five Personality traits on the consumer buying behavior

have studied in many existing literature (Shahjehan and Qureshi, 2019). Second, this research focuses on the Indian youth demographic, a rapidly growing segment of online consumers. Previous studies have largely centered on Western consumer markets (Liu et al., 2020; Lim et al., 2016), and this study offers valuable insights into the behavior of consumers from emerging economies like India. Given the unique cultural and economic factors at play, this research provides a localized understanding of how personality traits and emotional states interact to influence buying patterns. These studies have shown that how personality forms these buying behaviors of consumers and influence their characteristics and attributes. There is linking between emotions of customers and their impulsive buying behavior, also have shown in previous studies. Increase in stress level and increase in anticipation level and excitement are two emotional shifts in the buying habits of customers (Thomas, 1997). The change of shopping pattern of customers after e-commerce induces the emotional aspect of customers while shopping impulsively from online stores (Chen et al. 2021). Maximum customers have shown negative emotions post impulsive buying of products or services (Celik et al, 2019; Parsad et al, 2019) that may result in regret after purchasing the product. The influence of personality traits of consumers and the role of their emotional experiences checked on Online Impulsive Buying Behavior individually in previous literature. The clarity of combined effect of consumer's personality traits and their emotional experiences stills lacking in existing literature. This research paper contributes by answering the questions that how customer's personality traits influence their Online Impulsive Buying Behavior and what are the roles of their emotional experiences on their Online Impulsive Buying Behavior. Researchers have used PLS-SEM to analyze the data collected from 415 customers. Negative emotional experiences influence the Online Impulsive Buying Behavior of consumers with Positive Emotional Experiences. Neuroticism and Openness are two personality traits out of Big-Five Personality Traits influence the Online Impulsive Buying Behavior of consumers positively. In order to fulfill the objectives of this research, the researchers have proposed a conceptual framework after detailed review of literature and formulated the research hypothesis. The research methodology presents the data collection, the sampling technique and sample characteristics. The testing of proposed hypothesis is done by analyzing the collected data and results are expressed. The theoretical and practical implication of these results is provided along with Discussion of results. Finally, the conclusion of this research is expressed along with limitations and future directions of the research.

LITERATURE REVIEW

Online Impulsive Buying: The concept of Impulsive Buying Behavior has its history of more than 70 years in academic and professional research since 1950s. According to Turkish Language Association, a purchase without giving second thought to its price is termed as Impulsive Buying. The degree of Impulsive Buying behavior of a customer is termed as Buying Impulsiveness which is related to perception of social adequacy of a customers' buying behavior (Rook and Fisher, 1995).

The rapid expansion of e-commerce, especially after the COVID-19 pandemic, has significantly altered buying behavior, with impulsive online shopping emerging as a

critical area of interest for both marketers and academics alike. Although much research has been conducted on traditional impulsive buying behavior (Rook, 1987; Iyer et al., 2019), the transition to online impulsive buying presents new challenges and opportunities that are still underexplored. Müftüoğlu (2004) gave the term "unplanned purchase" to impulsive buying. The unplanned purchases are results of psychological process of consumers before last purchase decision (Podoshen and Andrzejewski, 2012). In impulsive buying behavior, a customer's decision-making process is fast depends upon their instant urge arise to buy any products or services.

Websites, marketing and affective are the major antecedents that result in generation of online impulsive buying among the e-commerce consumers. Websites are major influencer for online impulsive buying among consumers that intermediate the relationship between consumers and products and influence the purchasing nature of consumers directly (Wells et al., 2011). Marketing, as like offline impulsive buying, influences consumers to buy online on Impulse (Iyer et al., 2019). Emotions are one of affective antecedents that influence online impulsive buying behavior of consumers (Liu et al., 2020; Dawson & Kim, 2009). Customers' affective state involves persistent urge and positive emotions of the customers. Consumers lacking self-control are more inclined to do impulsive buying online. Internal affective and cognitive conditions of customers influence their impulsive buying behavior (Rook and Hoch, 1985).

Emotions and Online Impulsive Buying: Emotional Attachment is important construct in marketing domain which establishes a connecting emotional bond between an individual and specific target (Jiménez and Voss, 2014). Positive and negative both the emotional experiences drive the impulsive buying behavior of the consumers. Every company wants to engage their customers' emotions to create deep bonds with them (Cachero-Martínez and Vázquez-Casielles, 2021; Das et al., 2019). Emotions are the part of Individual's affective phenomena which can expressed as short time span multicomponent tendencies (Fredrickson, 2001). Emotions are expressed through subjective experience, facial expression, cognitive processing and physiological changes by an individual that originate due to his assessment of an antecedent event which occur after assessing them consciously or unconsciously (Fredrickson, 2001). Emotions act as mediator between impulsive buying tendency and impulsive buying behavior (Ahn and Kwon, 2020).

Positive Emotional Experience: Happiness, Excitement, Joy, Interest, Contentment, Love and the Like are the positive emotions (Fredrickson, 2001). Consumers always expect positive emotional experience while purchasing the products or services (Kim et al., 2016; Ladhari et al., 2017). Positive emotions make people to think creatively, flexibly and more unusually with wider locus of attention (Fredrickson, 2001). Positive emotions are one of the affective factors of impulsive buyers. Impulsive buying behavior influences the positive emotions of the customers due to the factors like product satisfaction and rising of urge to do something (Gardner and Rook, 1988). Impulsive buying behavior specially affects the positive emotions of customer post purchase of products or services

H₁: *There is significant relationship between Positive Emotional experience and Online Impulsive Buying*

Negative Emotional Experience: Anxiety, Sadness, Anger, Depression, Hopelessness and Despair are negative emotions (Lee, et al., 2017; Fredrickson, 2001). Pandemic has triggered many negative emotions like sadness, fear or disgust (Akhtar et al.; 2020) that result into Negative Experience. Customers are motivated to do impulsive buying in order to alleviate their negative emotions (Verplanken, 2005). Negative emotions influence impulsive buying behavior of consumers more as compared to Positive emotions (Ahn and Kwon, 2020).

H₂: There is significant relationship between Negative Emotional experience and Online Impulsive Buying.

Big-Five Personality Traits and Online Impulsive Buying: Physical and psychological phenomenon that organise unique and dynamic characteristics in a person results into influence on behaviour and responses to social and physical environment is termed as personality (Schiffman, 2008). Personality traits are representative of cognitions, beliefs and behaviors of individuals (Mammadov, 2022). Big-Five Personality can be termed as OCEAN model (Ali et al, 2018) which are abbreviated as Openness, Conscientiousness, Extraversion, Agreeableness and Neuroticism respectively. OCEAN Model is result of psycho-lexical studies that encode all personality traits in every natural language (Goldberg, 1990; Cattell, 1943). OCEAN model contains the components of individual's personality characteristics.

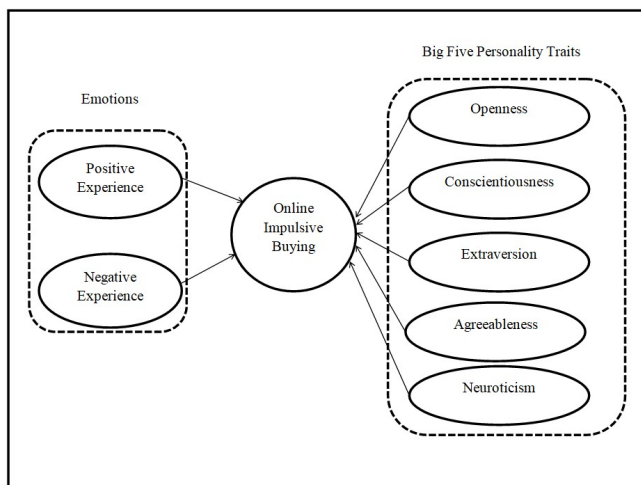


Figure 1. Conceptual Framework

Openness: Openness is the trait that indicates the ability of individual to be vulnerable and capability of thinking out of the box. Openness signifies the inventive, progressive or adventurous characteristics of an individual (Stajkovic et al., 2018). The people with less openness are hesitant to accept changes.

H₃: There is significant relationship between Openness and Online Impulsive Buying Behavior

Conscientiousness: Conscientiousness indicates toward the tendency of individual to be accountable, well-organized, and self-disciplined. Consciousness enlightens the planning and thinking intent among people instead of making decisions spontaneously. It is the perception that the people with conscientiousness are mostly found to be engaged in administrative activities (Mustafa et al., 2022). Conscious people are reliable, organised, responsible and hardworking. People lacks in consciousness prefer to live in moments and

more likely to do spontaneous decisions. Conscientiousness is negatively correlated to buying impulsiveness (Herabadi, 2003).

H₄: There is significant relationship between Conscientiousness and Online Impulsive Buying Behavior

Extroverts: Extroverts enjoy the company of others and remained self-assured.

Individuals' traits of being outgoing and looking life with new perspectives have shown in extraversion (Irfan and Ahmad, 2022). Extroverts are full of positive emotions, always intended to be social, active and energetic, and explore new ideas. Extroverts generally due to excitement lack the self-control which results into impulsive buying behavior in them (Chen, 2011).

H₅: There is significant relationship between Extraversion and Online Impulsive Buying Behavior

Agreeableness: Most of Agreeable people are we centric, they hope for wellness of all instead of self-centric. People with the trait of Agreeableness are generally polite, pro-social, trustworthy, kind, and generally avoid falling in arguments for the sake of not disturbing healthy environment (Mustafa et al., 2022). It is a sort of interpersonal skill that make individual to be open to accept new and innovative things in life. Agreeable and buying impulsiveness are negatively correlated with each other (Herabadi, 2003).

H₆: There is significant relationship between Agreeableness and Online Impulsive Buying Behavior

Neuroticism: Neuroticism traits are sensitive to external environment. Neuroticism is the level to which a person is inclined to worry. This personality trait described by emotional instability, irritability, anxiety, self-doubt, depression, and other negative feelings (Nagel et al., 2018). Individuals with emotional instability are showing more impulsive buying behaviors (Shahjehan et al., 2012).

H₇: There is significant relationship between Neuroticism and Online Impulsive Buying Behavior

RESEARCH METHODOLOGY

The objective of this study is to understand the influence of big-five personality traits and emotional experiences of online youth consumers on their Online Impulsive Buying Behavior.

Table 1. Sample Characteristics

Characteristics	Frequency	Percentage
Gender		
Male	218	53%
Female	197	47%
Age		
16 - 20 Years	70	17%
21 - 25 Years	85	20%
26 - 30 Years	114	27%
31 - 35 Years	62	15%
36 - 40 Years	84	20%
Education		
High School	51	12%
Intermediate	72	17%
Graduation	110	27%
Post-Graduation	129	31%

Doctorate	53	13%
Family Income		
Less than 2 Lakhs	60	14%
2 - 6 Lakhs	114	27%
6 - 10 Lakhs	109	26%
More than 10 Lakhs	132	32%
Usage Frequency		
Everyday	70	17%
At least once in a week	102	25%
At least once in a month	131	32%
At least once in a quarter	112	27%

The data is collected with the help of structured questionnaire. The researchers have adapted items for questionnaire from previous developed scales. The Big Five personality traits were measured using a scale developed by John and Srivastava (1999), utilizing a five-point Likert scale to assess each trait. Emotional experiences, specifically positive and negative affect, were assessed using items from Verhagen and Van Dolen’s (2011) study. The scale for measurement of Online Impulsive Buying is adapted from items used by Badgaiyan and Verma (2015). The authors prepared a structured questionnaire on Google Forms and distributed to consumers who like to purchase online.

Data Collection: The target population for this study was the youth consumers between the age of 16 years to 40 years who purchased online regularly or occasionally. Quota sampling method is used by researchers to collect the data. The questionnaires were sent with the help of Google Form link to about 1400 respondents and among these 415 respondents has turned up to fill the responses. The questionnaire was composed of two sections. First section was about the collection of sample characteristics that represents the demographic details of the respondents. There are 53% male, 27% respondents are between the age of 26-30 years followed by 21-25 years (20%), 36-40 years (20%) and 16-20 Years (17%). Along with gender and age; Education, Family Income and Usage Frequency are also asked as their Sample Characteristics. The sample characteristics of the respondents are expressed in Table 1. Second Section of questionnaire has statements related to different variables and sub-variables of Big-Five Personality traits, emotions and Online Impulsive Buying.

RESULTS

Descriptive Statistics and Convergent Validity: Internal Consistency of data is measured with the help of Descriptive analysis.

The results for Descriptive analysis are shown in Table 2. The values of cronbach’s alpha are either equal to or higher than 0.7 which means acceptable internal consistency (Leech et al., 2014).

The results of Composite Reliability (CR) are more than 0.7 and Average Variance Extracted (AVE) is also representing all values more than 0.4. Thus, the requirements of convergent validity are fulfilled.

Discriminant Validity: The uniqueness of variables was measured with the help of Discriminant Validity (Fornell and Larcker, 1981). The results of discriminant validity are presented in Table 3. The square root of average variance extracted values is presented diagonally, seems more significant than other values. It represents uniqueness and distinctiveness of constructs selected for this study (Fornell and Larcker, 1981).

Structural Model Output: Structural Model is tested on SmartPLS 4.0 with the help of PLS-SEM by running bootstrapping of 5,000 sub-samples. The results of Structural Model are presented in Table 4.

H₁ states the relationship between Positive Emotional Experience of emotions and Online Impulsive Buying. The results accept this hypothesis ($\beta = 0.393, t = 4.505, p = 0.000 < 0.05$). Positive Emotional Experience and Online Impulsive Buying are positively related to each other. H₂ states that the relationship between Negative Emotional Experience of emotions and Online Impulsive Buying. The results accept this hypothesis ($\beta = 0.475, t = 1.331, p = 0.003 < 0.05$). Negative Emotional Experience and Online Impulsive Buying are positively related to each other. H₃ states that there is relationship between Openness and Online Impulsive Buying. The results are in favor of this hypothesis ($\beta = 0.238, t = 2.234, p = 0.026 < 0.05$). Openness and Online Impulsive Buying are positively related to each other. H₄ states that Consciousness has relationship with Online Impulsive Buying. The results are against this hypothesis ($\beta = -0.024, t = 0.213, p = 0.831 > 0.05$). There is no relationship between Consciousness and Online Impulsive Buying. H₅ states a relationship between Extraversion and Online Impulsive Buying. The results reject this hypothesis ($\beta = 0.104, t = 1.196, p = 0.232 > 0.05$). Extraversion and Online Impulsive Buying are not related to each other. H₆ states that Agreeableness is related to Online Impulsive Buying.

Table 2. Descriptive Statistics and Convergent Validity

	Mean	Std. Deviation	Cronbach's Alpha	AVE	CR
OIB	2.98	.910	0.731	0.574	0.8
Positive Experience	3.42	.914	0.721	0.635	0.833
Negative Experience	2.38	.926	0.7	0.63	0.833
Extraversion	3.42	.882	0.89	0.705	0.875
Agreeableness	3.61	.993	0.94	0.723	0.929
Conscientiousness	3.73	.999	0.913	0.77	0.943
Neuroticism	2.94	.815	0.811	0.532	0.845
Openness	3.53	.930	0.951	0.743	0.958

Table 3. Discriminant Validity

	1	2	3	4	5	6	7	8
Agreeableness	0.850							
Conscientiousness	0.463	0.877						
Extraversion	0.433	0.386	0.840					
Negative Experience	-0.086	-0.170	-0.039	0.794				
Neuroticism	0.226	0.201	0.107	0.049	0.729			
OIB	0.080	-0.062	-0.077	-0.104	0.169	0.758		
Openness	0.433	0.635	0.329	-0.108	0.32	-0.124	0.862	
Positive Experience	0.145	0.086	0.084	-0.077	0.061	0.296	0.074	0.797

Table 4. Path Coefficient

Path	Coefficient	t-statistics	p-values	Results
Positive Experiences -> OIB (H ₁)	0.393	4.505	0.000	Accepted
Negative Experiences -> OIB (H ₂)	0.475	1.331	0.003	Accepted
Openness -> OIB (H ₃)	0.238	2.234	0.026	Accepted
Consciousness -> OIB (H ₄)	-0.024	0.213	0.831	Rejected
Extraversion -> OIB (H ₅)	0.104	1.196	0.232	Rejected
Agreeableness -> OIB (H ₆)	-0.017	1.08	0.28	Rejected
Neuroticism -> OIB (H ₇)	0.51	1.803	0.044	Accepted

This hypothesis is failed to accept, thus, there is no relationship between Agreeableness and Online Impulsive Buying ($\beta = -0.017$, $t = 1.08$, $p = 0.28 > 0.05$). H₇ states the relationship between Neuroticism and Online Impulsive Buying. The results are in favor of this hypothesis ($\beta = 0.51$, $t = 1.803$, $p = 0.044 < 0.05$). The results revealed that Neuroticism and Online Impulsive Buying are positively related to each other.

DISCUSSION

E-Commerce market has become attraction for online consumers as their interest have risen in online purchasing. It has become very important to understand the behavior of online consumers along with the factors that are responsible for emergence of such behaviors. Impulsive buying behavior among online consumers is one of the behaviors that influence the purchasing nature of the consumers which like to buy online. Online Impulsive Buying Behavior generates wide range of sales for e-commerce (Iyer et al., 2019). The trait activation theory is used to study the influence of customers' personality traits and emotional experience on their online impulsive buying behavior with the help of personality fit model.

Theoretical Implications: The trait activation theory has its tested ground on organizational aspect to measure the relationship between employee's personality traits and their behavior (Cai et al, 2019). The focus of trait activation theory is on relationship between personality traits of an individual and his behavior (Tett and Burnett, 2003). This study used trait activation theory to understand the influence of personality traits of customers along with their emotional experiences on their Online Impulsive Buying behavior. The emotional experiences influence Online Impulsive Buying Behavior positively. Positive emotional experiences have a positive impact on online impulsive buying behavior, aligning with the findings of previous studies on impulsive buying in retail settings (Ahn and Kwon, 2020; Huang & Hsieh, 2011) and Negative emotional experience is positively related to Online Impulsive Buying Behavior. The result of relationship between Negative Emotional Experience and Online Impulsive Buying Behavior is contradicted to Iyer et al (2019) as they state negative relationship between Negative emotions and Impulsive Buying Behavior. On the other hand, Negative Emotions and Online Impulsive Buying Behavior share a positive relationship between each other (Wang et. al, 2022; Ahn and Kwon, 2020). It shows that the emotional experiences of customers may differ according to change in conditions. Increase in experiences from Happiness, Excitement, Joy, and Interest of customers act as catalyst for them to do impulsive purchases. While emotional experiences arise from Anxiety, Sadness, Anger, Depression, Hopelessness and Despair are also lead customers to do impulsive buying behavior which may be because of efforts of feeling better out of such negative

emotions or due to fear of getting rid of negative affect of consequences driven by negative emotions. Negative emotions drive Online Impulsive Buying Behavior more than the positive emotions (Ahn and Kwon, 2020). Another implication is personality traits like Openness and Neuroticism influences Online Impulsive Buying Behavior of Customers of e-Commerce while Consciousness, Extraversion and Agreeableness has no effect on Online Impulsive Buying Behavior of customers. The result supports that openness is positively related to online impulsive buying. The same result is expressed by Miao et al, 2020. Individuals with openness are open for new ideas and are vulnerable to impulsive buying (McCrae and Costa, 2008). They are very keen to adopt new and innovative products. Neuroticism is positively related to Online Impulsive Buying Behavior (Wang et. al, 2022; Lim et. al, 2016; Asad, et. al, 2011). The inclination of neurotic consumers toward negative emotions leads them to do impulsive buying (Wang et. al, 2022). Depression, self-confusion and impulsiveness are major sub-traits that seem in individual with neuroticism tendency (McCrae and Costa, 2008). These sub-traits making consumers of neuroticism tendency to do impulsive buying. According to previous studies this positive relationship between Impulsive buying behavior and Neuroticism implies that the Impulsive buying helps neurotic consumers to release their stress (Shahjehan et al., 2012; Silvera et al., 2008). Extraverted people are energetic with positive emotions (McCrae and Costa, 2008; John and Srivastava, 1999). Extraversion has no influence on Online Impulsive Buying Behavior. The research of Miao et al., 2020 supports this result. The contradictory to this result is that Extraversion and Online Impulsive Buying are positively related to each other (Wang et. al, 2022). Extroverts love to interact with strangers, get socialize and explore and experience new ideas (Eysenck et al., 1993; Judge et al., 2014). Agreeable nature individuals are mostly compassionate and can trust easily. Generally, Agreeable people are unsusceptible to impulsive buying because they are not reactive and think rationally (McCrae and Costa, 2008). Agreeableness has no effect on Online Impulsive Buying Behavior (Badgaiyan and Verma, 2014) which is with the results of this research. While contrary to this VerplankenHerabadi (2001) suggest that negative relationship between agreeableness and impulsive buying behavior. Consciousness is not related to Online Impulsive Buying Behavior (Miao et al., 2020). Conscientious people are less inclined to impulsive buying (Barrick et al., 2013). The level of responsiveness to stimuli of surrounding environment is monitored by Consciousness. Consciousness varies from one individual to another (Roberts et al, 2014).

Practical Implications: Online purchases are easy as compare to do purchases after physically visiting the store for customers. The intent of consumers to purchase online touches peak now-a-days. It has become very important for managers to understand the behavior of market over the online platform.

Marketers always seek the way to understand the traits of their customers' personality for organizing the requirements of market in such a way so that customers get attracted toward their products or services. The results of this study reveal critical insights for e-commerce managers looking to leverage personality traits and emotional experiences to enhance their marketing strategies. Specifically, targeted marketing approaches can be developed based on the understanding of different consumer profiles, allowing managers to improve customer engagement, increase impulsive purchases, and ultimately drive sales. The promotional tools for reaching the products or services to customers should be highly rich to attract the customers.

The strategic utilization of Email marketing, social advertising, Google Analytics, or SEO tools by managers may lead the customers to do impulsive purchases of their product. The platform for doing online purchasing should be feasible and easy so that it will be convenient for customer to involve them with the products or services. On the other hand, the customer perspective of purchasing impulsively is not sustainable that may give satisfaction for short period but the risk of dissatisfaction increases for customers after impulsive purchases. Thus, they need to be aware about the fact that the promotional tools used by business may trigger them to purchase their product or services on Impulse but a customer should need to stop him to do impulsive buying of these products or services.

The personality traits of the customers are very significantly influencing the Online Impulsive Buying Behavior of customers. Neurotic customers and customer with open mindset are keener to do impulsive purchases while customers with high order of consciousness, extroverted nature and higher degree of agreeableness are not inclined to do impulsive purchase. Impulsive buying can be possible by neurotic customers due to mood swings. Neurotic Customers are involved in Impulsive Buying for avoiding the emergence of negative consequences or negative emotions. There is need of proper awareness about the markets in customers so that they should avoid the impulsive buying for sustainability of market. Customers which are open to experience new and innovative things are highly inclined to do impulsive buying for trying new things. This behavior of customers put them under risk due to uncalculated implementation of resources to do new and innovative things.

These impulsive purchases show indiscipline, unplanned and high level of risk that affect the balance of different sustainable aspects of life of customers. Many times the customers realize the risk post-purchasing and will regret on their decisions of Impulsive Buying of products or services on which they have spent their money. The impulsive purchase behavior of customers due to their personality traits is highly affecting the supply chain of market. The businesses need to build different marketing strategies to deal with the customers inclined in impulsive purchase regularly. The costing of business may rise due to such prompt marketing strategies for customers who do impulsive purchases. These customers are unexpected source of revenue for business on the same hand it is fixed that the cost will arise to create marketing strategies for dealing with impulsive buyers. These marketing strategies give competitive advantage to business to deal with customers so that they will be getting ahead from their customers.

CONCLUSION

India has an organized retail market and now this retail market is diverse from physical stores to online e-retail market. The divergence of customers to buy online instead of buying from physical retail stores have enhanced after COVID19. It has become important to understand the behavior of customers toward e-retail market. The conceptual framework tested in this study evident from previous literature has studied the influence of various personality traits and emotional experiences of customers on Online Impulsive Buying Behavior of customers. Neuroticism and Openness are two major traits of customers that lead them to do impulsive buying from online retail store. Also Positive Emotional Experience and Negative Emotional Experience are influential factors for Online Impulsive Buying behavior of customers. Negative Emotions influence impulsive buying among customers more than Positive Emotions. Impulsive Buying is an indicator of overconsumption which is harmful for sustainable development of customer's well-being in society. It has become more important to understanding of variables or factors that influence or drive impulsive buying behavior among consumers at online platform. It helps consumers to understand their traits and emotions that lead them to do impulsive buying so that they can handle them well to stop Impulsive buying. Impulsive Buying is generally the reason for post purchase regret among customers. On the other hand, Impulsive Buying behavior is an opportunity for retailers to raise their revenues. Managers have used number of strategies to attract customers and appeal them to buy their products or services.

Limitations and Future for Research Directions: Every research leaves some limitation that can be addresses in future researches. First, the sample of this research is youths of between the age limit of 16 years to 40 years of age. There is margin of bifurcation of this age limit 16 to 27 years and above 27 years of age up to 40 years on the basis of the level of self-dependency in terms of financial health. Second, this research is limited to youth generation but there are many people above the age of 40 years actively participating in Online Shopping the research on these people still lacks to understand their behavior and pattern of doing Online Shopping. Third, the influence of personality traits and emotional experience on Online Impulsive Buying Behavior of customer has been studied. There is may be possibility of moderating effect of demographics to study the influence of these two factors on Online Impulsive Buying Behavior. Fourth, among the Personality traits Big-Five Personality traits are considered in this study. There are some other personality traits like interpersonal influences, shopping enjoyment, and materialism is also possible which can be studied in future studies. The research findings are important for the needs of marketers as well as academicians. Marketers can formulate better strategies to formulate their promotional campaign and market their products or services to keep in mind the impulsivity of customers.

SIGNIFICANCE STATEMENT

This study has studied the influence of emotional and their personality traits of Indian customers on their Online Impulsive Buying Behavior.

The empirical evidences show that the negative emotions influence Online Impulsive Buying behavior of customers more than the positive emotional experiences. The Negative emotions are the results of neurotic characteristics of an individual and results indicate that the neurotic characteristics also influence Online Impulsive buying behavior positively. Openness is also personality traits among OCEAN Model which influence Online Impulsive Buying Behavior of customers. Extraversion, Consciousness and Agreeableness does not influence Online Impulsive Buying Behavior of consumers. The results add value to the existing literature and motivate future researchers to study the mediation and moderation effects of other variables that influence the relationship between customers' emotional experiences and online impulsive buying behavior as well as relationship between customers' personality traits and online impulsive buying behavior.

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