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# PERSONALITY DRIVEN IMPULSE BUYING: AN ANALYSIS OF CONSUMER BEHAVIOUR IN THE FOOD AND GROCERY SECTOR IN COIMBATORE

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***Abstract:*** This study investigates the impact of the Big Five personality traits Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism on impulsive food and grocery purchasing behavior among consumers in Coimbatore. Impulse buying, characterized by spontaneous, emotion driven decisions, poses both opportunities and challenges for retailers aiming to influence consumer behavior. With the rising importance of psychological and personality-based targeting in marketing, understanding these traits becomes essential. The research adopts a descriptive design and uses a convenience sampling method to collect primary data from respondents in the Coimbatore. The research highlights significant gaps in real-time evaluation and unconscious buying behavior, emphasizing the need for better data collection and measurement tools. This study offers practical implications for marketers to design personalized promotional strategies in food and grocery retail by leveraging consumer personality insights, ultimately improving both customer satisfaction and business performance in Coimbatore's competitive retail market.

***KEYWORDS: Big Five Personality Traits, Impulse Buying, Consumer Behavior, Food and Grocery Retail***

## I. INTRODUCTION

In consumer behavior research, impulse purchasing behavior which is different as impulsive and unplanned purchases has attracted a lot of interest. Numerous elements, such as individual personality qualities that impact consumption habits and purchase decisions, have an impact on this behavior. The Big Five personality traits openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism are among the many frameworks used to study personality. They provide a thorough lens through which to look at how various personality dimensions affect impulse buying tendencies. The role of customer behavior has grown in today's global marketing.[1]Selling has changed from being a need-satisfying activity to a more important one. In order to affect client behavior, the process has grown increasingly intricate throughout this phase. The role of marketing in influencing consumer attitudes has grown. Nowadays, consumer behavior is seen as a distinct specialization in business. Its ability to trick clients is the source of its success. A number of theories have been proposed to influence customer behavior. The occurrence of cognitive dissonance in purchase decisions is supported by theories of consumer behavior. Abstractions and concepts related to consumer behavior have been the subject of much global research in an effort to understand how they think. Making decisions as a consumer involves a lot of physical and mental effort.

## II. STATEMENT OF PROBLEM

The tendency of impulsive purchases presents both opportunities and challenges for businesses in the food and grocery retail sector in Coimbatore. spontaneous purchasing, defined as spontaneous, unplanned purchases driven more by instant gratification than by need, has a substantial influence on retailers, consumers, and the market as a whole. Finding and analysing the primary drivers of impulsive food purchases in this city, as well as the ways in which these drivers affect consumer purchasing patterns and store strategies, is the problem. Customers are the market's primary force as they have the ability to select the goods they must buy. It's critical to comprehend how personality traits impact impulsive food and grocery purchasing behaviour in the context of Coimbatore, a popular metropolis in Tamil Nadu, India. There is a dearth of research on the relationship between the Big Five personality traits and impulsive food and grocery buying behaviour, especially in the Coimbatore market. It is unclear how individual differences in personality traits affect impulsive buying in the grocery and food industries in Coimbatore. Customers are unable to make better decisions because of this uncertainty. Customers are unable to make better-informed purchases due to this uncertainty, while businesses are unable to develop targeted marketing campaigns.

## III. SCOPE OF THE STUDY

This study examines personality-driven buying habits with a particular focus on impulsive food shopping and was carried out in Coimbatore, Tamil Nadu. The research uses primary data gathered through questionnaires distributed throughout the Coimbatore and the objective is to create a regression model that assesses how psychographic and demographic characteristics affect impulsive purchasing patterns. A systematic review's key findings point to two primary problems: the lack of real-time evaluations of impulsive purchases and the dependence on self-reported data, which may mask unconscious buying patterns. These findings point to the necessity of better measuring procedures in order to increase data precision and guide more successful marketing campaigns.

## IV. OBJECTIVES

To describe the demographic profile of the respondent based on buying food and groceries.

To determine the factors influencing the consumers' attitude and satisfaction level of purchasing the food and groceries through impulsive buying.

## V. RESEARCH METHODOLOGY

This study will begin by outlining the research approach used in this study, offering a clear explanation of the research objectives and the most effective methods to achieve them. The hypotheses derived from the study will also be introduced. Following that, the chapter covers the design of the measurement scale, the research tools, and the data collection methods employed. Finally, the various data analysis techniques used in the study will be discussed convenient sampling method is been used.

## VI. LIMITATIONS OF THE STUDY

Only specific regions of Coimbatore are included by the research.

Only food and grocery products are included in the research.

## VII. REVIEW OF LITERATURE

**Amelia Naim Indrajaya and Gregorius Mahesha (2022)[1]** the rapid expansion of e-commerce fosters impulsive buying behaviors, as consumers can more easily browse and react based on their moods. As a result, it is essential for marketers to understand the factors influencing online impulse buying. While much research has explored these factors, few studies have examined the impact of the Big Five Personality Traits (BFM) on online impulse buying. The researchers employed a purposive sampling method and distributed an online survey via Google Forms, gathering responses from 100 individuals over the age of 22 who have used websites in the DKI Jakarta area. They analyzed the measurement and structural models using PLS-SEM. The findings indicate that the personality traits of Extraversion, Conscientiousness, and Neuroticism have a positive and significant effect on online impulse buying, whereas Agreeableness and Openness to Experience do not significantly influence it.

**Aquino and Lins (2023)**[2] examined the role of personality traits in impulsive buying, compulsive buying, and panic buying during the COVID-19 pandemic. The study surveyed 485 Portuguese individuals, with an average age of 41.9 years (ranging from 18 to 84; SD = 12.9), of whom 29.9% were men. The analysis focused on the relationship between the Big Five personality traits and the three types of buying behavior. The results indicated significant positive correlations among all three behaviors, which were also linked to different personality traits. Specifically, conscientiousness was negatively associated with both impulsive and compulsive buying, while openness was positively linked to impulsive buying. Additionally, agreeableness was positively correlated with panic buying, and neuroticism showed positive correlations with all buying behaviors. Understanding how these personality traits contribute to these behaviors can offer valuable insights for preventive measures and effective treatments for certain disorders. This study paves the way for further exploration of impulsive and compulsive buying in relation to panic buying, discussing the three behaviors during the pandemic and suggesting future research directions involving additional variables.

**Magdalena et al. (2024)**[3]highlights the growing importance of consumer psychology in marketing due to intense market competition. Understanding the underlying motivations behind consumer behavior can help companies identify their target markets and develop more effective marketing strategies. Variations in consumer behavior can also be influenced by personality traits, which affect specific cognitive and behavioral patterns. This study aims to explore how the Big Five personality traits impact consumption behavior, including product preferences, consumption patterns (such as sustainable and green consumption), and decision-making processes. The research suggests a link between personality traits and preferences for certain product attributes, brand choices, and impulsive buying behaviors. The findings indicate that companies tailoring their marketing strategies to align with consumer psychology can enhance profitability and market performance. By understanding the relationship between personality traits and consumer decision-making, businesses can implement more personalized promotional strategies and achieve better targeting.

## VIII. DATA ANALYSIS AND INTERPRETATION

**HO1**: Family Income has no significant influence on impulse buying behaviour

| ANOVA | | | | | |
|---|---|---|---|---|---|
| | Sum of Squares | df | Mean Square | F | Sig. |

| | | | | | | |
|---|---|---|---|---|---|---|
| Customer Attitude | Between Groups | 1.583 | 2 | .792 | .087 | .917 |
| | Within Groups | 426.437 | 47 | 9.073 | | |
| | Total | 428.020 | 49 | | | |
| Customer Satisfaction | Between Groups | 11.340 | 2 | 5.670 | .461 | .633 |
| | Within Groups | 578.040 | 47 | 12.299 | | |
| | Total | 589.380 | 49 | | | |
| Impulse Buying Behaviour | Between Groups | 3.397 | 2 | 1.698 | .177 | .838 |
| | Within Groups | 451.103 | 47 | 9.598 | | |

The study found that there is no significant influence of family income on customer attitude and satisfaction with impulse buying behaviour. As a result, the null hypothesis was accepted at the level of 5%. The study further revealed that this lack of influence of family income on customer attitude and satisfaction with impulse buying behaviour could be attributed to the consumer's mindset and attitude towards spending, rather than their actual income level.

**HO2**: Age has no significant influence on impulse buying behaviour

When the significance level (p) is greater than 0.05, it is concluded that the null hypothesis is accepted, which means that age does not have a significant effect on impulse buying behaviour. Impulse buying is a type of unplanned purchase that is made on the spur of the moment, without any prior intention or forethought. It is a behaviour that is often driven by emotions or external factors, such as product displays or promotions. Therefore, age is not seen as a significant factor that influences impulse buying behaviour.

**ANOVA**

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| Consumer Attitude | Between Groups | 13.689 | 3 | 4.563 | .507 | .680 |
| | Within Groups | 414.331 | 46 | 9.007 | | |
| | Total | 428.020 | 49 | | | |
| Customer Satisfaction | Between Groups | 41.834 | 3 | 13.945 | 1.172 | .331 |
| | Within Groups | 547.546 | 46 | 11.903 | | |
| | Total | 589.380 | 49 | | | |
| Impulse Buying Behaviour | Between Groups | 13.557 | 3 | 4.519 | .471 | .704 |
| | Within Groups | 440.943 | 46 | 9.586 | | |
| | Total | 454.500 | 49 | | | |

**Correlation Analysis:**

HO3: Correlate the customer attitude and satisfaction with impulse buying behaviour

The findings indicate that there is a 59.5% moderately favourable association between customer views and impulsive purchasing behaviour. Additionally, there is a significant 52.7% association between customer satisfaction and impulsive purchasing. These results imply that attitudes and customer satisfaction have a big impact on impulsive purchasing behavior.

**Correlations**

| | | Impulse Buying Behaviour | Customer Attitude | Customer Satisfaction |
|---|---|---|---|---|
| Impulse Buying Behaviour | Pearson Correlation | 1 | .595** | .527** |
| Customer Attitude | Pearson Correlation | .595** | 1 | .544** |
| Customer Satisfaction | Pearson Correlation | .527** | .544** | 1 |

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

**Regression Analysis:**

**HO4**: Consumer attitude and Satisfaction impact the impulse buying behaviour

An R-squared value of 41.3% means that the model explains a moderate proportion of the variability in the outcome of impulse buying behaviour with consumer satisfaction and attitude of the consumer.

**Model Summary**

| Mode l | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .642[a] | .413 | .388 | 2.38329 |

a. Predictors: (Constant), Customer Satisfaction, Consumer Attitude

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 187.538 | 2 | 93.769 | 16.508 | .000[b] |
| | Residual | 266.962 | 47 | 5.680 | | |
| | Total | 454.500 | 49 | | | |

a. Dependent Variable: Impulse Buying Behaviour

b. Predictors: (Constant), Customer Satisfaction, Consumer Attitude

From the ANOVA table, the significant value F (16.508) = 0.585(sig. value), the significant value is less than 0.05, which concludes there is a statistically significant difference between customer attitude and satisfaction with impulse buying behaviour. The null hypothesis is rejected because consumers are attracted to the products through showcases, advertisements, attractive displays, and offers, which stimulate their desire to purchase.

| Coefficients | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 18.843 | 4.549 | | 4.142 | .000 |
| | Consumer Attitude | .451 | .137 | .437 | 3.282 | .002 |
| | Customer Satisfaction | .254 | .117 | .289 | 2.172 | .035 |
| a. Dependent Variable: Impulse Buying Behaviour | | | | | | |

In consumer attitude, the t-value is 3.282 and the p-value is less than 0.05 representing the attitude of the consumers impacting the impulse buying behaviour. In consumer satisfaction, the t-value is 2.172 and the p-value is less than 0.05 representing the satisfaction of the consumers impacting the impulse buying behaviour.

**SUGGESTIONS:**

- Developing a monthly spending plan is crucial to maintaining financial stability.
- When shopping, consider bringing a designated amount of cash and refrain from making any impulsive purchases.
- Allow ample time to reflect on potential purchases, waiting a few days before making any final decisions.
- It is best to limit the use of credit cards and online payment methods, it helps to avoid impulsive spending.
- Prioritize long-term financial goals, such as emergency savings and retirement funds, over frivolous spending.

**CONCLUSION**

This study explored the influence of the Big Five personality traits on impulsive buying behavior specifically in the food and grocery sector in Coimbatore, Tamil Nadu. The research aimed to bridge a knowledge gap in understanding how individual personality differences contribute to unplanned, emotion-driven purchases, providing meaningful insights for both academics and practitioners in consumer behavior and retail marketing. From the analysis, it was found that family income and age do not significantly impact impulse buying behavior, customer satisfaction, or attitude, suggesting that impulse buying is more psychological than demographic. However, the study revealed significant correlations between customer attitude, customer satisfaction, and impulse buying behavior. Regression analysis further confirmed that both customer attitude and satisfaction significantly influence impulse buying tendencies, explaining 41.3% of the variability in the behavior. This indicates that positive attitudes toward shopping and higher satisfaction levels can stimulate impulsive purchases. The findings also underscore the moderate to strong correlation between consumer attitude (59.5%) and satisfaction (52.7%) with impulse buying behavior, suggesting that retail strategies focused on enhancing the customer experience, emotional appeal, and satisfaction can meaningfully increase impulse purchases. Given the limitations of the study such as geographic focus on specific areas of Coimbatore and reliance on self-reported data it is recommended that future research expand the demographic reach and incorporate real-time behavioral tracking to uncover unconscious buying patterns. Ultimately, this research provides valuable implications for marketers and retailers. By tailoring promotional strategies to align with consumer personality profiles and behavioral tendencies, businesses in Coimbatore can create more engaging and effective marketing approaches that drive sales while also enhancing customer satisfaction and brand loyalty.

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