THE INFLUENCE OF CULTURE AND PERSONALITY ON IMPULSE BUYING

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Abstract

Impulse buying behavior is focus point for all marketers, because about in 70% Purchases in retails market made on impulse decision. Marketers are very interest to know that what the driving forces behind impulse behavior are? How customer impulse behavior drive that followings are the key variables which have affect the impulse behavior. This study checks the impact of Personality and cultural factor impacts on impulse buying behavior. This study has been conducted in Pakistan on fashion industry. The population for this study had been selected was Karachi metropolitan city of Pakistan. Simple have been collected through online social media. 416 simples have been analyzed to calculate the results. For analyzing the data authors have used the multi linear regression to achieve the intention of the study. This has been founded in that personality has no critical impact on impulse buying behavior. Although culture has been recognized as element which directly affect the impulse buying behavior. Study suggested marketer should consider cultural factor during ads design and placement of their products at retail store.

Keywords: Friendliness, Meticulousness, Neuroticism, Vagueness/Avoidance, Personality, Culture, Impulse Buying Behavior

Introduction

Overview and back ground:

Impulse buying is unplanned behavior of consumer due to which consumer made sudden decision to purchase a product in market (Cakanlar & Nguyen, 2018). Impulse purchases are the 25% to 65% of the total super stores sales (Beatty & Ferrell, 1998). Especially in developed countries this behavior is in high percentage as compare to developing economies (Saad & Metawie, 2015) From last few years with development of online shopping especially social media marketing campaigns attracting causes the amplify in impulse buying (Cakanlar & Nguyen, 2018). Impulse buying is turning into trend with the growth of e commerce market. Anisimova & Weiss, (2017).

Consumer impulse behavior is drive by five personality factor which enforce the consumer to make impulse decisions. (Otero-López & Villardefrancos, 2013). According to the "Cakanlar & Nguyen" (2018) that Culture factors also have have direct impact on impulse buying decisions making. Different personality factors affect the decision process during the purchase on the spot. (Saad & Metawie, 2015). Consumer choice making process effected by internal and external both factors (Shahjehan, Qureshi, Zeb, & Saifullah, 2012) Personality its self-make effects some time by any external factor which cause to made any impulse decision to make sudden purchase such factor could be any emotional attachment of products (Otero-López & Villardefrancos, 2013). Cultural and personal attachment leads the consumer toward quick decision making situation (Olsen, et al, 2016).

In emerging economy increase in choices due to Shopping mall where Varity of products are available which give consumer multiple choices (Olsen, et al, 2016). Multichannel shopping environment also affect the consumer choices and changing preplanned buying behavior into impulse behavior (Balasubramanian, Raghunathan, & Mahajan, 2005). Store environment also affect the consumer attitude if store is crowed its lead customer to make unplanned shopping decisions but such decision dependent of personality types (Michon, Chebat, & Turley, 2005).

For the marketer impulse buying very important due its high percentage in total sale that's why this topic become highly demands among researchers to identify the factors that impacts on impulse buying behavior. (Cakanlar & Nguyen, 2018). To identify the culture dimensions of impulse buying behavior could by beneficiary for both researcher and marketer (Cakanlar,et al, 2018). Impulse buying is remaining very hard topic for scholars due to its complexity (Sharma, et al 2009). Some Scholars says that Varity seeking and different personality tactics are major factor to affects the impulse buying decision process (Olsen, et al, 2016).

Problem Statement:

Micro economics law says that buying decision is process which accrue by recognizing a need availability of budget and availability of product but impulse buy is opposite of this entire process (Cakanlar & Nguyen, 2018). Impulse buying is individual unplanned behavior which cause by individual personal tactics' (Olsen, et al, 2016) Impulse buying is very important condition for retail marketer to sale wide range of product at retail store by identifying the customer impulse buying behavior. (Saad & Metawie, 2015). Impulsive buying behavior is a very complicated phenomenon of consumer choice which shape by survival factor like culture personality tactics. (Shahjehan, et al 2012). There is no single dimension which impact on consumer impulse buying intention there are multi dimension which impact on this include Social status, demography, Culture, Personal own tactics. In modern era where brands and retailers are targeting Mass populated public places to market their brands to attract customer attention on the spot. The place like mall where customer came for purchases of another product but suddenly any product could attract their attention then they make impulse decision to buy those products. In such market environment marketer looking for the elements which have impact on consumer impulse buying behavior. To know the consumer behavior driving factors. Author is looking two major variables which directory affects the consumer decision making process which is Culture and personality tactics. How much impact, they have in impulse buying decision making.

Research Objective:

Reason behind writing this paper is that to identify the variables, which influenced the impulse buying decision making process. The factors which directly impact the impulse buying attitude, to identified those key factors which drive the unplanned buying behavior. To provide the marketer guide line how place their products that could influence those variables which are the driving force for impulse buying behaviors. This study will provide actual figure to Retail marketer that which variable is the most influence the unplanned buying decision process. This study analysis to most important element of Consumer Tactics Culture and Personality types, how these different cultural and personality tactics influence the consumer impulse buying attitude?

Scope:

This Study is being conducted to analysis the factors which influenced the impulse buying process. In following study authors only are going to see the effects of Cultural and personality type's impacts on impulse buying behavior. Following study is being conducted in a selected population of Karachi. This study will only select a single geography will only reflect the behavior of a single population. Cultural and personality type impacts of Karachi population on impulse buying behavior will study in following paper.

Literature Review

Impulse Buying:

According to (Rook, 1987) definition "*The impulse to buy is hedonically complex and may stimulate emotional conflict. Also, impulse buying is prone to occur with diminished regard for its consequences (p. 191*)".

Impulse purchasing is a spontaneous purchasing choice, takes place at moment of shopping which a customer makes decision to buy a product which he was not planned to buying before he saw the product at store. Impulse buying will not apply on routine consumer products. (Beatty & Ferrell, 1998). The motivation purchasing is not just a sudden action different variable intervene to make an impulse decision, there are various factor implicated behind a simple impulse decision (Rook & Fisher, 1995)

Factor influencing the Impulse buying Behavior:

Internal Factor:

Individual types have impact on the intuition Purchase (Beatty & Ferrell, 1998). Personality tactics may not directly impact on impulse behavior but they have their mediatory impacts on the consumer impulse buying intention. (Cakanlar & Nguyen, 2018).

External factor:

The environment, atmosphere, and place also affect the impulse buying decision making process. (Youn & Faber, 2000). There is different between Asia and western culture to response the events but external factors affects both in same way in it comes to decision making. (Nisbett & Masuda, 2001). External factor have their influenced on impulse behavior which affect the impulse buying intentions (Cakanlar & Nguyen, 2018).

Situational factors:

The situational factor are differ like, timings, Store location, environment where store located, especially events, marketing and brand positioning these are count the situational factors which effects the impulse buying process on larger picture (Xu, 2007). Situational factor impacts are at mediatory level which influenced the impulse buying intentions (Cakanlar, et al 2018)

Cultural dimension:

Culture effects the consumer attitude different people have different cultural dilemmas which affect the consumer final decision process. People which have individualistic approach to culture they affect from different variables and person which have collective approach they affects from different variables which it's come to impulse buying. (Kacen & Lee, 2002). Other than independence and community there are other culture aspects which also affect the impulse buying intention (Valenzuela, Darke, & Briley, 2007).

Same Hofstede, (2001) said that the culture as "collective programming of the mind that distinguishes the members of one group of people from another" (Hofstede, 2001)P.9) Follows are the key culture dimensions independence/community, vulnerability/evasion, control separation and manliness/womanliness (Hofstede, Hofstede, & Minkov, 1991).

The Influence of Culture Dimensions on impulse buying behavior:

Individualism/collectivism:

Individualism when person free from cultural bounds, he make decision on the base of individual believe, where in collectivism person make decision according to cultural believes, his decision more influenced by its social groups, (Triands, 2001). These personality elements shape the person action process; person act according to these variables. (Cakanlar, et al, 2018).

According to Kacen & Lee, (2002) Consumer in collective culture engages in less impulse buying as compare to individualistic culture. Individualistic culture motivated consumer make more impulse purchases. People in collective cultural society get influenced by their associate's opinions. Berry, Segall, & Kagitcibasi, (2003) study says that collectivism relationship with impulse buying behavior is stronger. Abraham & Dameyasani,(2013) found that there is positive relagionship between collectvism and impulse buying behavior.

Power distance:

The power distance is a variable of cultural dimension (Cakanlar et al 2018). Power distance in culture highlight the distance among different hierarchy of society this divided in to low distance and power distance hierarchy. In low power distance culture there is close relation between subordinate and authorities and high power distance their high distance between both. (Brockner, et al., 2001). People which are in low power distance index, they prefer to buy quickly their behavior lead them make impulse buying (Chen, Ng, & Rao, 2005). According to Zhang, Winterich, & Mittal,(2009) study that society which have high powerdistance their people have high self control

which create impulse buying attitude with in him. Power distance have direct relation with impulse buying (Cakanlar,et al 2018).

Uncertainty/avoidance:

Uncertainty/ avoidance, Uncertainty is cultural phenomena where in uncertain culture belonging people take risk, they are welling try new thing. In Avoidance society people avoid to take risk they don't go for usually new things, (Purohit, 2003).Uncertainty avoidance people which are belongs to individualistic culture are more risk taker they ready to try new things so there is correlation between these two cultural phenomena's, due to risk taking attitude they make impulse purchases (Triandis, 1995). People live with collective society more avoid the risk they not take uncertain decision usually. The people living the individualistic society are more buying uncertain products, this uncertainty cause impulse buying.(Donthu & Yoo, 1998).

Masculinity/femininity:

Masculinity culture is more traditional culture where male dominance is high, mostly females considers as custodians of house, man consider to work to fulfill the financial needs of the entire family. But in Femininity societies consider modern culture where male and female both are working class, both do job to fulfill the financial needs of family. (Hofstede & Arrindell, 1998) In masculinity culture people make more rational buying decision so in such society there is negative connection among manliness and motivation purchasing process (Shoham, Gavish, & Segev, 2015). In masculinity society people mostly living with old mindset female have lots of time so they are more conscious they always have lots of time search for products want to compete with other, in such situation when move to mall when they look at new product they made purchases (Bathaee, 2014). Cakanlar & Nguyen(2018) study founding says that between Masculinity/Feminity effect the Impluse buying behaivior positivly .

H 1 Culture have significance inpact on impulse buying behavior.

Personality Dimension:

"*Personality is a dynamic organization, inside the person, of psychophysical systems that create the person's characteristic patterns of behavior, thoughts and feelings*" (Freud & Beyond)-ch 14, Page no 294).

There are five different dimension of personality which shapes the person behavior especially when it comes to decisions making neuroticism, extraversion, openness, agreeableness, and conscientiousness.

The Influence of Personality Dimensions on impulse buying behavior:

Extraversion:

Extroversion is personality tactics which indicates about the social life of person. Its shows that a person is open, social easily interact with gathering. Its show that how much person is like to express him/ herself among people, open to sharing with other. (Fulford, Scheier, & Carver, 2008).

Impulse buying behavior accrues some time out of conscious mind, in Extraversion personality factor influence the decision unconsciously which force the customer to make impulse buying decisions (Jones, et al, 2003). Extraversion expressive attitude always impact on consumer during shopping to new products make impulse purchase especially when shopping in gathering (Olsen, et al, 2016).

Agreeableness:

Agreeableness is personality characteristic, a person with Agreeableness have polite behavior, friendly attitude, easy to make relationships with people (Compell & Garziana, 2001)t Agreeableness is personality characteristic which lead toward agree or disagree with any subject or situation, its imfulence on person decision making process, it influnce person on intense purchase decision (Olsen, et al, 2016).

Conscientiousness:

Conscientiousness is a personality characteristic which makes rational decision. Person with high level of conscientiousness mostly make rational, logical and long-term decision. Consciousness negatively impacts the impulsive decision making process (Olsen, et al, 2016).

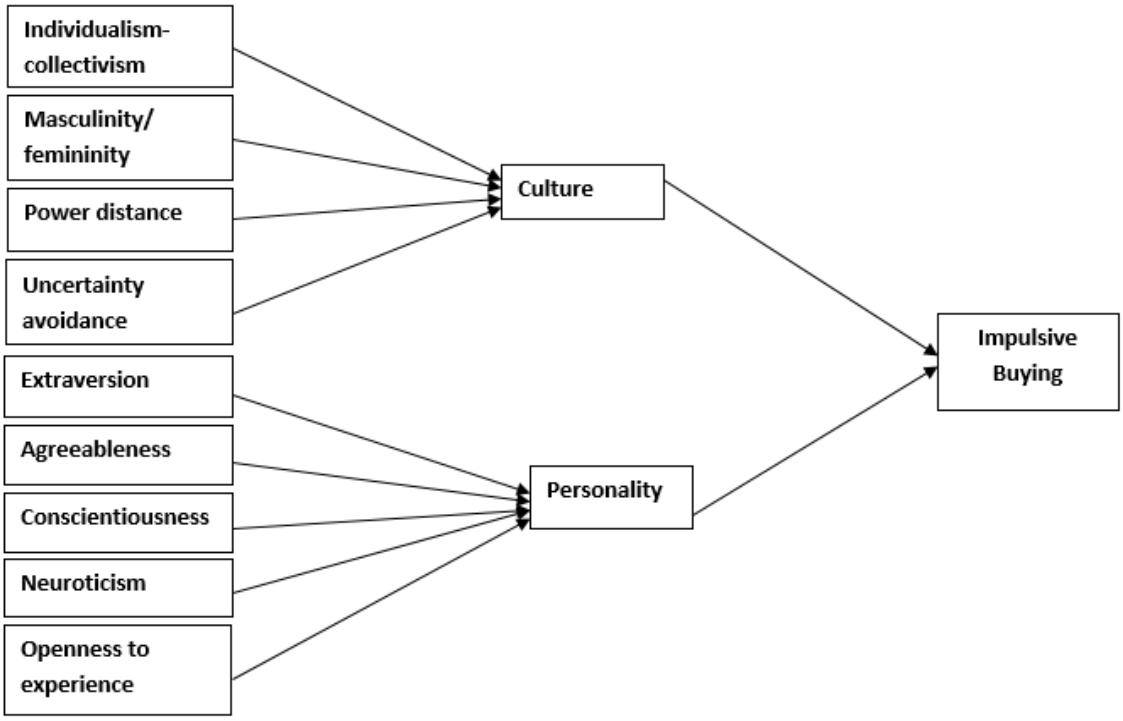
Neuroticism:

Neuroticism person are more like reactive personality, if anybody high score of Neuroticism he gives response according to situation, He quickly get stress, take uncertain decision. And it's also have impulsive behavioral attitude due which they more reactive (Olsen, et al, 2016).

Openness to experience:

Openness to experience Character having people very charming people, they are always enthusiastic to experience new thing, service, meet new people, travel new places. Due to this openness behavior people have high impulsive behavior (Olsen, et al, 2016).
H 1 Personality has significance impact on impulse buying behavior.

Research Model



Research Methodology

Method of data collection:

The questionnaire taken from previous studies, which have been conducts on this topic in recent past. The previous researcher has check the impact of Personality and culture separately on impulse purchasing behavior, but in this study this have been checked on jointly, the data collected for personality and culture factor jointly. The data collected for this study to analysis both factors was based on questionnaires. The data collected from fashion & apparel industry consumer so the questionnaire fills by the general public from age 18 to 60 which are customers of that industry. The data collected from Karachi population; data collected in form of hard copy the questionnaire fill by Students and faculty of Iqra, New port and KASBIT University. And rest of data collected online through Google e form from general public of Karachi, the form share on Social media platform "Face book" ads by target the specific audience of Karachi and especially those who are interested in Fashion and Apparel products, because each person is among the population of this study. This study could apply on general public so author included general public in their study sampling.

Sampling Technique:

Author use the convenient sampling technique to conduct their study, for which he in first phase he collects the data from university level students and faculty of will know private universities of Karachi, 2nd he collected the data online from population of Karachi.

Sample Size:

There are 38 Questions in this study so according to the "Sudhanand Prasad Lal Professor at Dr. Rajendra Prasad Central Agricultural University, Pusa (2018)"said that for accurate and meaningful result, simple size must be 10time of total Questions of Questionnaires quantity, so my Questionnaires questions are 38*10= 380, So author have collected total 625 Simples, 30% data collected through hard copy Questionnaires and 70% data collected from online, out of which 415 used to calculate the result.

Instrument of data collection:

For this study, Questionnaire is designed taken from past studies literature. The instrument contains 3 key Variable, one Dependent Impulse buying behavior, Independent two personality and Culture, Culture have further sub variable, Individuality/collectivism, Masculinity/Feminism, Power distance. Uncertain avoidance and Personality have further 5 sub variables Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness to experience. The component of comprehension of the respondent was appeared each scale thing using the Like scale with the classes: 'determinedly strongly agree', 'agree', 'neutral', 'disagree', 'strongly disagree.

Statistical technique:

Reliability:

To analysis the validity of the data reliability methodology has been applied. Which tell us that is our data's are error free.

Confirmatory Factor Analysis:

The valedictory correlation technique used to check the construction of the questions of the different variables. Author also has checked the question correction with other variables question. That how much the defined the other variable. Authors also see the strangeness and consistence of the questions. The CFA analysis also give an overlook about correctness of respondent that if that validity don't match that standard value that mean there is an error in model or data collection.

Hypotheses:

This technique uses to see the impact of variable on each other, check the Hypothecs validity or non-validity, its tell impact ratio of predictors on dependent variable, in this we check Beta value which tell weight of the impact of predictor on dependent variables, P value which tell that the impact is significant or not.

Model Fitness:

The model fitness technique uses to check the accuracy of the model, that how much that model is able to predict the result. Model fitness gives a summary about the fit indices. Wa Lei & Wu, (2007) Explain the model fitness with help of example analyses, "*they use the standardized root mean square residual (SRMR), the root mean square error of approximation (RMSEA), the likelihood ratio chi-square goodness of fit statistic, and sometimes the confirmatory fit index (CFI). Many alternatives are very similar to these*"

Result Analysis

Demography:

Gender	**Frequency**	**Percentages**
Male	234	56.4%
Female	181	43.6%
Age		
Below 20 years	78	18.8%
21 to 30 Year	133	32%
31 to 40 Year	88	21.2%
Above 50	117	28%
House Household		
Below 25000	76	18.3%
25000-50000	123	29.6%
50000-100000	139	33.5%
Above 100000	77	18.6%
Qualification		
Below Intermediate	91	21.9%
Bachelor	181	43.6%
Master	76	18.1%
Diploma certificate and other	69	16.4%

Table no 1:

There are 4 demographics are chosen to analysis the populations, 1st demography is gender, which consist of 56.4% of male population and 43.6% of female population the simple size which a chosen to collect the data was consist that percentage of this demography, age 18.8% were below

twenty, 32% wherever between twenty-one to thirty year. 21.2% were between thirty to forty year and .28 % was higher than forty. The respondent of size principally was mixed as a result of simple sizes of shows the percentage of teenager is in high ratio 3rd demography was income level first blow 25000 rupee 18.3%, 25000 to 50000 29.6%, 50000 to 1000, 00 is 33.5%, above 100000 is 18.6% the demography of income shows that income of simple size majority is middle class. 4th is Education level below Intermediate 21.9%, Bachelor 43.6%, Master 18.1% other 16.4% the education demography shows that the simple size is majority is well educated class, because data collected in universities and online so it predicted that respondent majority were belong to middle class.

Value of Construct Reliability of all Variables is greater than 0.70, which shows positive relation among variables.

Construct/Indicators	**Standardized F** Loading (CFA-AMOS)	**Construct Reliably** Cronbach's alpha	Composite R (CR)	**Construct Validity** **Convergent V** Average Variance Extra (AVE)	**Discriminate Validity** Maximum Sh Variance (MS	Average Shared Variance (A
1 Impulse Buying Behavior						
1 IBB	0.82					
2 IBB	0.83					
3 IBB	0.76	0.900	0.90	0.654	0.409	0.2880
4 IBB	0.84					
5 IBB	0.79					
2 Individualism/Collectivism:						
1 IC	0.83					
2 IC	0.87	0.914	0.91	0.736	0.409	0.3417
3 IC	0.85					
4 IC	0.88					
3 Power Distance						
1 PD	0.79					
2 PD	0.83					
3 PD	0.82	0.904	0.91	0.669	0.409	0.2309
4 PD	0.84					
5 PD	0.81					
4 Uncertainty/Avoidance						
1 UA	0.86					
2 UA	0.86	0.909	0.91	0.719	0.409	0.2874
3 UA	0.85					
4 UA	0.82					
5 Masculinity/Femininity						
1 MF	0.86					
2 MF	0.86	0.920	0.92	0.744	0.49	0.3684
3 MF	0.88					

4 MF	0.85					
6 Extraversion						
1 Ex	0.93					
2 Ex	0.84	0.908	0.91	0.776	0.40	0.2983
3 Ex	0.87					
7 Agreeableness						
1 Agr	0.85					
2 Agr	0.78	0.848	0.84	0.652	0.46	0.3713
3 Agr	0.79					
8 Conscientiousness						
1 Con	0.88					
2 Con	0.87	0.925	0.92	0.757	0.42	0.2953
3 Con	0.84					
4 Con	0.89					
9 Neuroticism						
1 Neu	0.84	0.734	0.83	0.631	0.50	0.3355
2 Neu	0.79					
3 Neu	0.75					
10 Openness to experience						
1 OE	0.86					
2 OE	0.79	0.857	0.85	0.668	0.50	0.2947
3 OE	0.80					

Reliability and Construct Validity Threshol	α > 0.70	CR > 0.70	i) AVE > 0.50	MSV < AVE	ASV < AVE
[Suggested by Fornell and Larcker (1981)]	(Nunnaly,1967)		ii) CR > AVE		

Table no 2

The CFA test performed on the model, which shows that Impulse Buying Behavior Composite Reliability value, is 0.0904, Cronbach's alpha value is 0.90 which mean Impulse buying behavior Questions are well constructed and strong to predict the result and Average Variance Extracted (AVE) is 0.654 and its Maximum Shard variances (MSV) Value is less then AVE value which show Question are explaining its own self not any other variable. Individualism/Collectivism Composite Reliability esteem, is 0.0918, Cronbach's alpha esteem is 0.914 which mean Individualism/Collectivism Questions are very much developed and solid to anticipate the outcome and Average Variance Extracted (AVE) is 0.736 and its Maximum Shard changes (MSV) Value is 0.496 which is less then AVE esteem which show Question are clarifying its own variable no other variables.

Power Distance Composite Reliability regard, is 0.0910, Cronbach's alpha regard is 0.904 which mean Power Distance Questions are particularly created and strong to envision the result and Average Variance Extracted (AVE) is 0.669 and its Maximum Shard changes (MSV) Value is 0.496 which is less then AVE regard which show Question are illuminating its very own variable not different factors. Uncertainty/Avoidance Composite Reliability respect, is 0.0911, Cronbach's alpha

respect is 0.909 which mean Uncertainty/Avoidance Questions are especially made and solid to imagine the outcome and Average Variance Extracted (AVE) is 0.719 and its Maximum Shard changes (MSV) Value is 0.496 which is less then AVE respect which show Question are enlightening its own one of a kind variable not various components. Masculinity/Femininity Composite Reliability regard, is 0.0921, Cronbach's alpha regard is 0.920 which mean Masculinity/Femininity Questions are particularly made and strong to envision the result and Average Variance Extracted (AVE) is 0.744 and its Maximum Shard changes (MSV) Value is 0.49 which is less then AVE regard which show Question are illuminating its own unique variable not different segments.

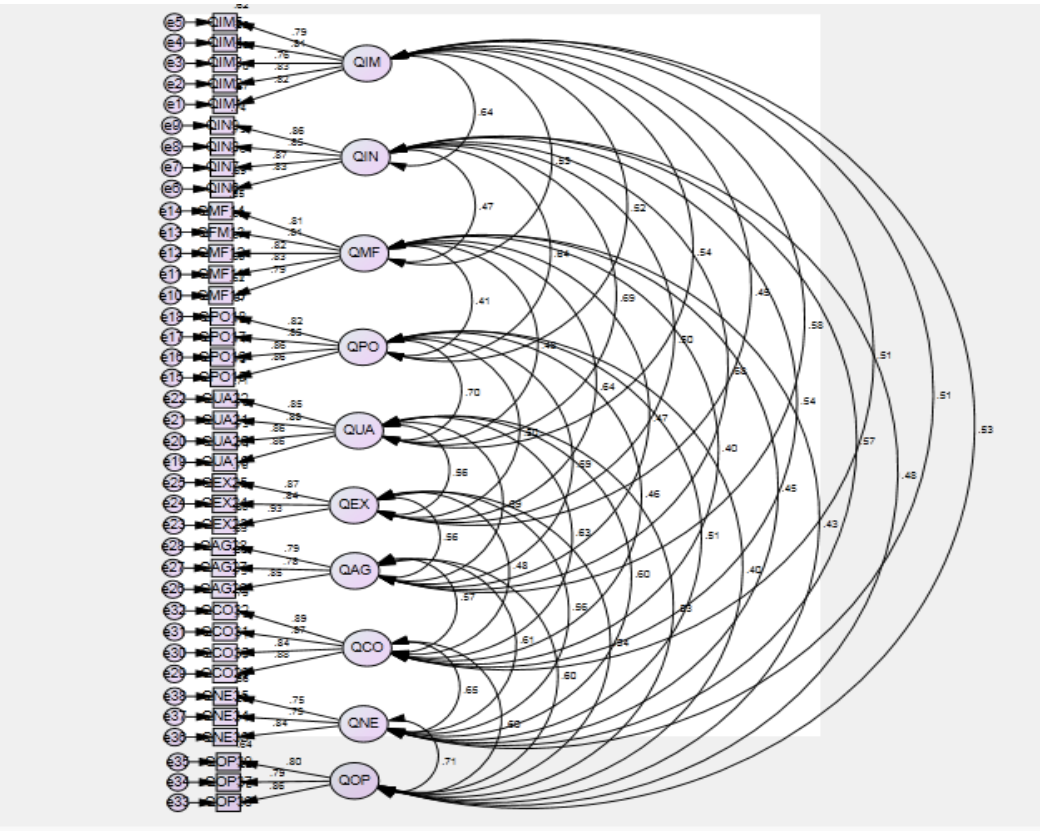


Figure: 02 CFA Chart

Extraversion Composite Reliability respect, is 0.912, Cronbach's alpha respect is 0.908 which mean Extraversion Questions are especially made and solid to imagine the outcome and Average Variance Extracted (AVE) is 0.776 and its Maximum Shard changes (MSV) Value is 0.409which is less then AVE respect which show Question are lighting up its own exceptional variable not various variables. Agreeableness Composite Reliability regard, is 0.849, Cronbach's alpha regard is 0.848 which mean Agreeableness Questions are particularly made and strong to envision the result and Average Variance Extracted (AVE) is 0.642 and its Maximum Shard changes (MSV) Value is 0.4624 which is less then AVE regard which show Question are illuminating its own outstanding variable not different variables. Conscientiousness Composite Reliability respect, is 0.926,

Cronbach's alpha respect is 0.925 which mean Conscientiousness Questions are especially made and solid to imagine the outcome and Average.

Variance Extracted (AVE) is 0.757 and its Maximum Shard changes (MSV) Value is 0.4225 which is less then AVE respect which show Question are enlightening its own remarkable variable not various elements of variables. Neuroticism Composite Reliability regard, is 0.836, Cronbach's alpha regard is 0.734 which mean Neuroticism Questions are particularly made and strong to envision the result and Average Variance Extracted (AVE) is 0.631 and its Maximum Shard changes (MSV) Value is 0.5041 which is less then AVE regard which show Question are edifying its very own wonderful variable not different components of other variables. Openness to experience Composite Reliability respect, is 0.858, Cronbach's alpha respect is 0.857 which mean Openness to experience Questions are especially made and solid to imagine the outcome and Average Variance Extracted (AVE) is 0.668 and its Maximum Shard changes (MSV) Value is 0.5041 which is less then AVE respect which show Question are enlightening its own special superb variable not various other of different variables. So the Overall CFA analysis explains that the Observatory sub variables of each variable values are above the standard values so this show that our observatory variables are Strong's to predicate the results of their variables.

Model Fitness test on Amos.

Model fitness test with existing model

Model fit Index	**Chi-squire/df**	**P.value**	**GFI**	**AGFI**	**CFI**	**TLI**	**REMSA**
Value	2.284	0.00	0.846	0.816	0.937	0.929	0.055

Table no 2

Performed the Model fitness test at AMOS which gives the following results, Chi-Squire value is 2.248 which is less than 3 of mean it's accepted, P, Value is also according to required standard, CFI and TLI value are above the required 0.9 standard value, REMSA value is also less than 0.08 required value, But GFI and AGFI value are less than required 0.9 standard value so the model fitness test indicate that our model is not fit to predict the results so we need to modify our model by applying the modification technique.

Modified Model Fitness:

Model fit Index	**Chi-squire/df**	**P-value**	**GFI**	**AGFI**	**CFI**	**TLI**	**REDEA**
Value	2.155	0.00	0.905	0.901	0.943	0.934	0.051

Table no 3

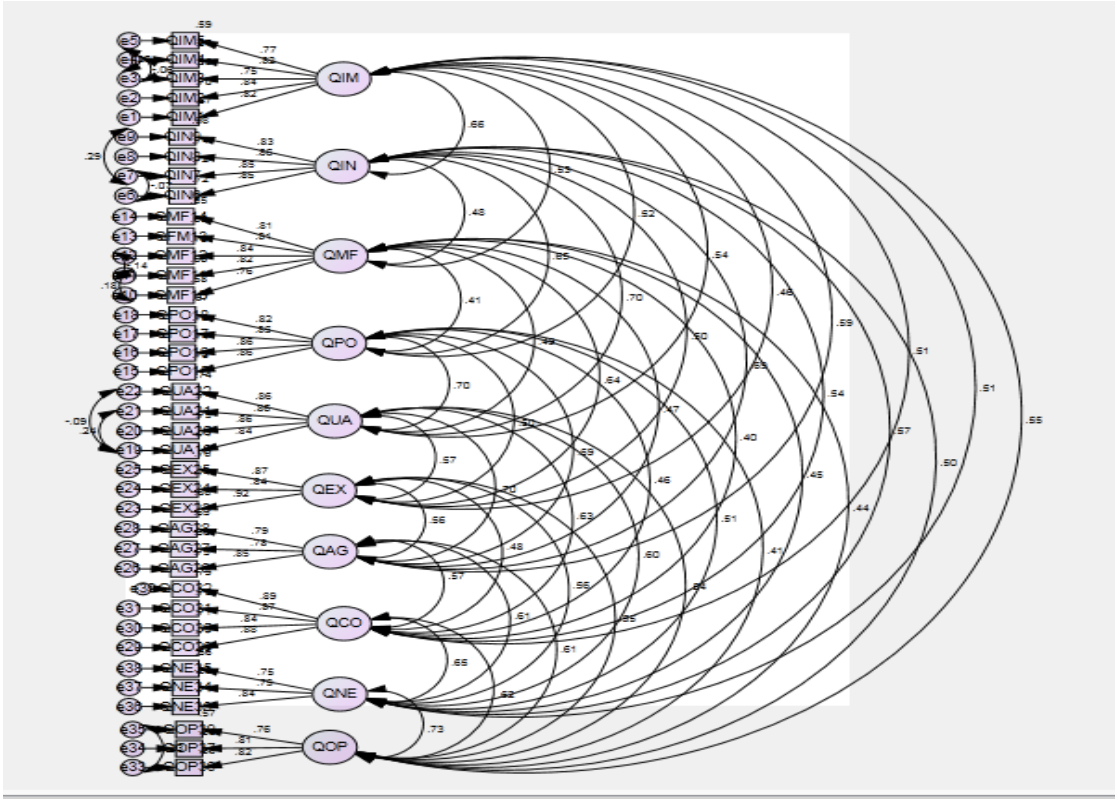


Figure: 03 Model fitness testing

The Modification indices performed to Modified the Model after which following changes accurse and then remaining values of the GFI and AGFI also come above the 0.90 standard value which mean that now our model is fit to predict the results.

Hypotheses Testing

Figure: 04

Structural Paths:

Direct Relations `	**B**	**P-Value**	**Results**
Individual-Collectivism → Culture	0.82	0.001	Accepted
Masculinity /Femininity → Culture	0.61	0.001	Accepted
Power Distance → Culture	0.76	0.001	Accepted
Uncertainty → Culture	0.85	0.001	Accepted
Extraversion → Personality	0.70	0.001	Accepted
Agreeableness → Personality	0.81	0.001	Accepted
Conscientiousness → Personality	0.75	0.001	Accepted
Neuroticism → Personality	0.81	0.001	Accepted
Openness to experience → Personality	0.76	0.001	Accepted
Culture → Impulse Buying Behavior	0.55	0.001	Accepted
Personality → Impulse Buying Behavior	0.18	0.247	Rejected

Table no 4

The Structural path analysis proves that all sub variables of Culture have significance relationships with culture. According the result second order CFA that Individual-Collectivism, Masculinity /Femininity, Uncertainty have significance impacts on Culture, and Culture also have significant impact on Impulse buying behavior. The beta value of culture is 55% which mean its

have 55% impact of impulse buying behavior. Same the sub variables of personality have significance impact on personality. Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness to experience have significant impacts on personality. But result shows that Personality don't have any significant impact on Impulse buying behavior.

Conclusion, Discussion, Managerial Application and future researcher Recommendations

Discussion:

Authors have checked the impact of Personality and Culture on Impulse buying behavior. Personality have been measure by its sub-variable, Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness to experience which have been defined as sub-variables of personality by Olsen, Tudoran, Honkanen, & Verplanken,(2016)in their study. The 2nd varible was Culture which also measured with help of its sub-veriables which have been given in Cakanlar & Nguyen, (2018) study, which are follows Individualism/Collectivism, Power Distance, Uncertainty/Avoidance, and Masculinity/Femininity. The study has been conducted in Pakistan, were authors found that Personality doesn't have any impact on impulse buying behavior which oppose the finding of Olsen, Tudoran, Honkanen, & Verplanken,(2016) which founded that Personality have impact on Impulse buying. The reason of coming opposite result in our study is could be that this study has been conducted in Pakistan which is developing society. But the Olsen, Tudoran, Honkanen, & Verplanken,(2016) is conducted in Europe the demographics of both studies are completely different. This has been founded that culture has significance impact on impulse buying behavior of consumer, which also proven in Cakanlar & Nguyen, (2018) study that culture have impact on impulse buying behavior. So the study founded that culture in Pakistan have impact on impulse buying behaviour.

Managerial Application:

The study have founded that culture have impact on impulse buying, Because this study conducted in Pakistan on fashion industry, so Marketing executives must give key focus the cultural dimension during designing any product as well as placeing at retail outlet. As well as this dimension must be reflact in their promotional advertisements. That consumer could be affect and get influanced. The 2nd dimension of this study is that Personaliy don't have impact on impulse buying behavior although in another study which have been conduct in central Europe this found that personality is key veriable for driving the impulse buying behavior in customer. The study prove that any study which taken in another demography couldn,t be applicable in another geography or demography. So marketer during design any product or ads should only consider the study which have been conduct the same geography on which they are going work.

Conlusion:

Study founded that Culture have impact of impulse buying behavior and Personality don't have any signifacant impact on impulse buying behaviour. This study prove two thing first its define that veribles relationship that culture have impacts on impulse buying behaviour. Change in culture factor in any product could change the consumer attitude toward impulse buying. 2nd thing this study prove the difference between two demographic and geograophies, this study prove that People living Pakistan have different buying behavior as compare to europen. As in a study at central europen by Olsen, Tudoran, Honkanen, & Verplanken,(2016) founded that in cerntral europe Personality have a signicant impact on impulse buying behevior, but ths study prove in Pakistan that verible don't have any signicant impact on impulse buying behavior. So according to the finding of two studies that rules of veribles are difffere from demographies to demographies.

Limitation and Future recomandation:

This study conducted with very short period of time of 3 month, by the students of final semister students. So they have very short period of time they use a convenient simpling method, and study also conduct in single geography of single city due limited resources. Some veribles also ignored which could have impat on the model. Further reseracher are advised to expended that same model in more geographies to check the competive impact that model. They rule of Socail groups, social media and Brand image also could be included in study to further expend the study.

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