

Personality Traits, Hedonic Motivation and Self-Control on Impulsive Buying: A Systematic Literature Review

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ABSTRACT

This article aims to identify and analyze key references on impulsive buying behavior influenced by individual personality traits, hedonic motivation, and self-control. This study employs a systematic literature review using the Google Scholar database (including Emerald, ProQuest, and ResearchGate) via Harzing's Publish or Perish software. Data were analyzed using Microsoft Excel, Mendeley, and VOSviewer. The study follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach, resulting in 16 core articles. The findings reveal six scientific clusters supporting research on personality traits, hedonic motivations, self-control, and impulsive buying behavior, with a total of 164 link strengths. The VOSviewer visualization demonstrates that impulsive buying and consumer behavior are dominant keywords, serving as central nodes connecting personality traits and self-control. Meanwhile, the keyword hedonic motivation appears smaller in size and less prominent.

INTRODUCTION

The advancement of technology and the internet has transformed societal trading activities, with the internet, often referred to as the World Wide Web, significantly impacting national economies. In Indonesia, internet usage has steadily increased yearly. According to statistics published by Statista, the number of internet users in Indonesia is projected to rise by 10.2 million (+3.72%) between 2024 and 2029. This growth underscores the internet's pivotal role in the economy, especially with the adoption of e-commerce as a medium for business transactions. The World Trade Organization (2013) defines e-commerce as "the sale or purchase of goods or services conducted via computer networks designed explicitly for placing or receiving orders." Moreover, e-commerce consumers can easily compare prices and product or service information (Barta et al., 2021a; Zheng et al., 2019). Consequently, the intensification of online shopping has heightened the competition among e-commerce platforms, offering producers and retailers efficient and cost-effective ways to distribute goods and reach potential consumers (Singh, 2002).

Based on generational cohort theory, consumer behavior differs across generations (Gilal et al., 2020). Millennials, also known as Generation Y, aged 20–29 years (Ul Haq and Bonn, 2018; McCormick, 2016), are trendsetters who readily embrace technological changes and spend more than other groups. These characteristics make Gen Y more inclined toward online shopping and impulsive buying behavior.

Impulsive buying is considered a widespread consumption style, characterized by consumers' tendency to purchase specific products without prior planning (Srivastava & Rai, 2018). This behavior often occurs when consumers encounter unexpected triggers that evoke a strong, immediate urge to buy, frequently bypassing thorough reflection or consideration of consequences (Beatty & Ferrell, 1998; Zheng et al., 2019). Emotional and situational factors drive such behavior, leading to spontaneous decisions rather than deliberate planning (Sokić et al., 2021). As a reactive behavior, impulsive buying is a critical aspect of marketing strategy planning, making it essential for retailers to understand the factors underlying impulsive buying behavior to enhance competitiveness.

Existing literature has explored various factors influencing individuals' impulsive buying tendencies, including inherent personality traits (Chou, 2019). Personality is known to influence impulsive buying behavior, encompassing traits such as sensation-seeking, impulsive buying tendencies, and self-identity (Iyer et al., 2019). The Big Five personality traits theory, developed by McCrae and Costa (1997), categorizes personality into five dimensions: extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience (Connolly & Sevä, 2021). Górnik Durose and Pilch (2016) further argue that personality, as a theoretical construct, is linked to fundamental regulatory mechanisms underlying individual behaviors, attitudes, beliefs, and complex values. Understanding the relationship between personality and compulsive buying requires integrating additional constructs such as materialistic values

(Richins, 2004) and hedonic shopping experiences (Alba & Williams, 2013), alongside more complex mediation mechanisms for effective diagnosis.

Hedonic shopping consumption is typically driven by the desire for enjoyment and excitement. An individual's shopping experience is significantly influenced by hedonic motivation, which reflects feelings of joy and enthusiasm. Impulsive buying is strongly associated with pleasure and excitement (Verplanken & Herabadi, 2001). Hedonic experiences often arise from encounters or interactions, particularly during online shopping (Botti & McGill, 2021). Hedonic shopping is an internal motivation for customers to make purchases, with customers often seeking to improve their mood and reduce boredom (Sari, 2019).

On the other hand, internal factors influencing impulsive buying behavior include intrinsic motivation, self-control, and personality traits (Badgaiyan et al., 2016). Self-control is a key factor in driving individuals to transition from what they "want" to what they "should" (Sela et al., 2017), leading to decisions that align with external constraints or long-term orientations rather than personal desires or short-term interests.

In the shopping context, self-control reflects a buyer's capacity to resist uncontrollable urges, which often lead to impulsive purchases (Iyer et al., 2019). It also helps consumers maintain planned purchase lists without deviation (Yim, 2017). Therefore, marketers and researchers aim to deepen their understanding of the influence of personality on impulsive buying behavior. This study seeks to identify the influence of personality traits, hedonic motivation, and self-control on impulsive buying behavior.

LITERATURE REVIEW

Impulsive Buying Behavior

Impulsive buying refers to unplanned purchases made without careful consideration or rational decision-making processes, driven by strong stimuli (Iyer et al., 2019). Specifically, impulsive buying tendency is a stable, personality-based construct encompassing both cognitive and affective dimensions (Verplanken & Herabadi, 2001). Scholars widely agree on the affect-based characteristics of impulsive buying (Chan et al., 2017; Pornpitakpan et al., 2017), although it is also influenced by individual considerations and cognitive processes (Rook & Fisher, 1995; Shen & Khalifa, 2012; Xiao & Nicholson, 2013).

However, research on impulsive buying has struggled to produce conclusive findings because it is challenging for buyers to recall their impulsive purchases, and the measurement and observation required for such studies are highly complex (Madhavaram & Leavitt, 2004). Consequently, researchers recommend the construct of impulsive buying urge as a coherent substitute for actual impulsive buying, as it is considered an irrational desire (Parboteeah et al., 2009). Impulsivity has been defined in two ways: (1) the tendency to experience spontaneous and sudden urges to make on-the-spot purchases and (2) the tendency to act on these perceived urges with minimal consideration or evaluation of consequences (Beatty & Ferrell, 1998). In the context of e-commerce, there are two primary perspectives on impulsivity. The first group views impulsivity as a stable characteristic, asserting that individuals act according to

their inherent level of impulsivity (Zafar et al., 2021). The second group emphasizes that impulsive behavior is often stimulated by immediate gratification as a specific factor (Floh & Madlberger, 2013).

Personality Traits

Recent studies on impulsive buying behavior have increasingly focused on personality traits such as sensation seeking, impulsive buying tendencies, and self-identity (Iyer et al., 2019), often referred to as the Big Five personality traits (Miao et al., 2019). The Big Five Personality Theory (Costa & McCrae, 1992a, 1992b, 2008) posits that specific personality traits significantly influence compulsive buying tendencies. Initially proposed by D.W. Fiske in 1949 and later expanded by researchers such as Goldberg, McCrae, and Costa, the Big Five framework comprises five broad personality factors: Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. Each trait represents a spectrum of behaviors and characteristics:

1. **Openness to Experience:** Individuals are curious, creative, and open-minded, with a strong desire to explore and learn new things.
2. **Conscientiousness:** Individuals are reliable, diligent, and responsible, demonstrating caution and self-discipline.
3. **Extraversion:** Individuals are sociable, confident, and enjoy interacting with others.
4. **Agreeableness:** Individuals are cooperative, trustworthy, kind, and focused on maintaining harmonious relationships.
5. **Neuroticism:** Individuals with high levels of neuroticism are more prone to experiencing negative emotions such as anxiety, depression, and anger.

Hedonic Motivation

Hedonic shopping refers to the internal drive of customers to shop for emotional satisfaction and pleasure rather than focusing on the practical utility of purchased items. This motivation involves feelings of joy, excitement, and a desire to alter one's mood, often serving as a means to alleviate boredom (Sari, 2019). It is influenced by emotional responses, sensory experiences, and aesthetic considerations, making shopping a pleasurable activity (Mamuaya, 2019). Hedonic motivation differs from utilitarian motivation, as it satisfies emotional and psychological desires such as status, pleasure, and lifestyle enhancement (Ha, 2020). It emphasizes enjoyment, pleasure, and the novelty of the shopping experience (Cinjarevic et al., 2011). For instance, many consumers report feelings of excitement and enthusiasm after shopping (Hausman, 2000), which leads to the notion that consumers "shop to buy" rather than "buy to shop." Hedonic shopping is also among the factors that stimulate impulsive buying behavior. According to research by Dey and Srivastava (2017), factors such as enjoyment, social interaction, novelty, escapism, and external rewards are positively associated with impulsive buying intentions.

Self-Control

Self-control, defined as the ability to consciously resist impulses and temptations (Baumeister, 2002), plays a critical role in guiding individuals from

desires toward responsible decision-making (Sela et al., 2017). In the shopping context, self-control helps consumers resist impulsive urges and adhere to planned purchases (Iyer et al., 2019; Yim, 2017). Shoppers with lower levels of self-control are more susceptible to impulsive buying, while those with higher self-control effectively manage their purchasing behavior.

Although the mediating role of self-control has been established (Iyer et al., 2019; Lo et al., 2016), empirical studies on its moderating effects between shopping values and impulsive buying are limited. Additionally, self-control (Badgaiyan et al., 2016) is recognized as one of the key internal factors influencing buying behavior. The attention theory posits that self-control impacts attention, directing mental resources and shaping behavior (He et al., 2020). Temporal pressures, such as countdown timers, can cause consumers to focus on immediate desires, increasing the likelihood of impulsive buying, particularly for those with weaker self-control (Chou, 2019; He et al., 2020).

Previous research has demonstrated that self-control mediates the relationship between personality traits and impulsive buying behavior (Martaleni et al., 2022), with a lack of self-control identified as a key factor in impulsive buying tendencies (Sultan et al., 2012). Consequently, individuals with lower self-control are more likely to engage in impulsive behavior and experience stronger urges to make impulsive purchases (Zhang et al., 2018).

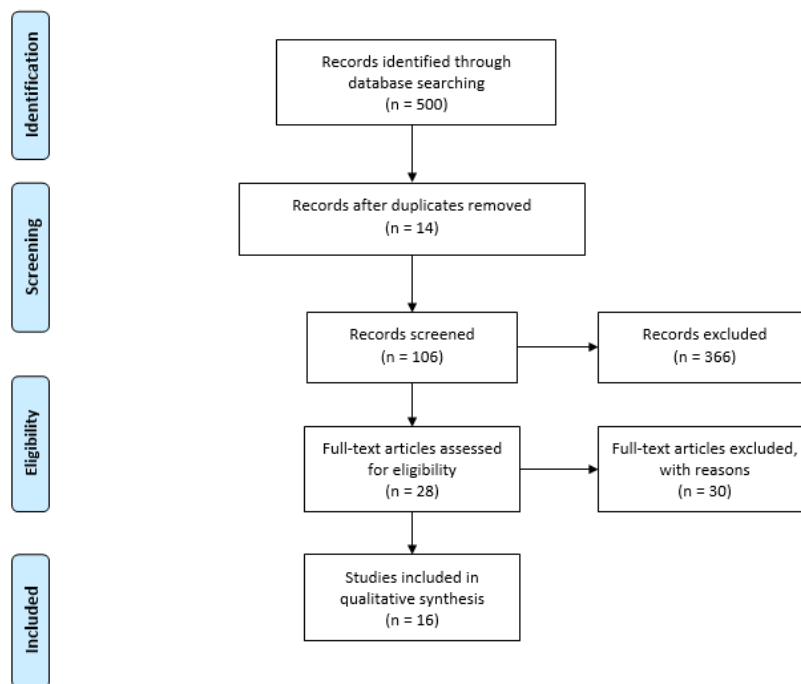
METHODOLOGY

This study employs a systematic literature review using the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach to achieve the stated objectives. The review technique applied in this research is adapted from the framework of Transfield, Dyner, and Smart (2003). To conduct keyword searches and retrieve published articles, the following terms were used: "*personality traits, character traits, personal characteristics, individual attributes, and impulsive buying behavior, spontaneous purchasing, unplanned buying, instant purchase behavior, emotional purchasing.*"

Table 1. Keyword Database Article

Kriteria	Database
Kata Kunci	KK 1 - personality traits
	KK 2 - character traits
	KK 3 - personal characteristics
	KK 4 - individual attributes
	KK 5 - impulsive buying behavior
	KK 6 - spontaneous purchasing
	KK 7 - unplanned buying
	KK 8 - instant purchase behavior
	KK 9 - emotional purchasing
Mesin Pencarian/ Database	MP 1 - Emerald
	MP 2 - Pro Quest
	MP 3 - Google Scholar
	MP 4 - Research Gate
Kriteria Inklusi (KI)	KI 1 - Judul, abstrak, kata kunci, dan teks penuh dengan kata kunci yang telah dipilih
	KI 2 - Dipublikasikan di jurnal yang telah dipilih
	KI 3 - Dipublikasikan dalam jangka waktu 5 tahun terakhir
	KI 4 - Artikel dalam bentuk jurnal
Kriteria Eksklusi (KE)	KE 1 - Semua kata kunci yang dipilih tidak muncul di judul, abstrak, kata kunci, dan full text
	KE 2 - Editorial, buku, esai, pendapat/opini dalam diskusi

This study is supported by technology, utilizing big data obtained electronically from scientific databases through Google Scholar via Harzing’s Publish or Perish (PoP). The data was then analyzed using software tools such as Excel, Mendeley, and Vos Viewer. The academic databases accessed via Google Scholar provided articles from platforms such as Emerald, ProQuest, and ResearchGate. The articles reviewed were published between 2020 and 2024. Inclusion and exclusion criteria were applied to filter and select samples for further investigation and analysis. The data collection procedure aimed to create a more comprehensive database on the influence of Personality Traits, Hedonic Motivations, and Self-Control on Impulsive Buying Behavior.



Source: Prisma 2009 Flow Diagram

Figure 1. Prisma Flow Diagram Systematic Review

From the total extraction, 500 articles were identified, and the review objectives were established based on the identified databases. After collecting the articles, their titles, abstracts, and full texts were reviewed. Inclusion and exclusion criteria were then applied for further review. Following the exclusion of non-English articles, duplicates, and irrelevant studies, the final result included 16 articles incorporated into this systematic review study.

RESEARCH RESULT

Trends in Personality and Impulsive Buying Behavior between 2020 and 2024

The following data presents the trends in Personality and Impulsive Buying Behavior between 2020 and 2024, as shown in the table below:

Based on the image above, using keywords that appear at least five times in the review corpus, 33 keyword items were identified. Therefore, the total co-occurrence analysis of the keywords revealed 6 (six) knowledge clusters that support the structure of Impulsive Buying Behavior research, with 96 links and a total link strength of 164. These six knowledge clusters will be discussed further using sensemaking, where the keywords are logically arranged to convey the essence of the research on Personality Traits, Hedonic Motivation, Self-control, and Impulsive Buying Behavior for each knowledge cluster. The co-occurrence keywords for the science clusters in the research can be seen in the following table:

Table 3. Co-Occurance Keyword for Clusters

Keywords	OC	TLS	Keywords	OC	TLS
Cluster 1			Cluster 4		
E Commerce	6	14	compulsive buying behavior	5	4
Emotional Intelligence	5	3	fear of missing out	5	8
Impulse Buying	34	26	gender	6	7
Impulsiveness	6	8	hedonic shopping motivation	5	7
Moderated Mediation	0	1	materialism	20	17
Regulatory Focus	6	9	Cluster 5		
Social Commerce	6	9	big five personality	5	4
Cluster 2			compulsive buying	7	7
Agreeableness	5	10	consumers	7	8
Collectivism	5	14	impulse buying behavior	7	5
Covid-19	6	10	social media	7	7
Impulsive Buying Behavior	5	10	Cluster 6		
Neuroticism	8	17	artificial inteligence	5	7
Sales Promotion	5	12	impulsive buying	25	24
Cluster 3			self- control	9	12
Consumer Behavior	17	22			
Consumer Behaviour	8	8			
Impulsive Buying Behavior	5	12			
Personality	3	8			
Personality Trait	2	4			
Purchase Intention	7	9			

Notes: OC: Occurance, TLS: Total Link Strength

DISCUSSION

Six key clusters were identified based on keyword analysis, providing insight into distinct but interrelated research areas within impulsive buying behavior.

Cluster 1: E-commerce and Psychological Factors in Impulsive Shopping

This cluster emphasizes the influence of digital platforms (e-commerce and social commerce) alongside psychological elements like emotional intelligence and regulatory focus on impulsive buying. Compulsive buying behavior in e-commerce reflects deficits in self-regulation mechanisms and is often driven by negative state reduction. E-commerce managers can leverage these insights by designing user-friendly websites that reduce search costs and enhance the online shopping experience, as supported by Lee and Lee (2019).

Cluster 2: Personality Characteristics and Social Influence on Impulsive Buying

Comprising keywords related to personality traits (e.g., agreeableness, neuroticism) and social factors (e.g., collectivism, COVID-19 impact), this cluster underscores how elevated neuroticism correlates with increased compulsive buying tendencies (Andreassen et al., 2013; Mikolajczak-Degrauwe et al., 2012). Conversely, individuals scoring higher in agreeableness exhibit trust in online shopping environments, and collectivist cultures demonstrate emotional maturity, reducing impulsive buying propensity.

Cluster 3: Consumer Behavior and Impulsive Buying Tendencies

This cluster connects consumer behavior with impulsive buying intentions, recognizing impulsive buying as a stable personality-based construct with both cognitive and affective dimensions (Verplanken & Herabadi, 2001). According to Priest, Carter, and Statt (2013), consumer behavior encompasses the mental, emotional, and physical activities of consumers, offering marketers a framework to understand impulsive tendencies.

Cluster 4: Social and Psychological Drivers of Impulsive Buying Behavior

Keywords in this cluster reveal a strong correlation between social and psychological drivers in impulsive buying. Materialistic consumers, for example, exhibit higher consumption levels (Donnelly et al., 2012). Both hedonic and impulsive motivations influence consumers' emotional states, further intensifying online impulsive buying.

Cluster 5: Core Personality Dimensions and Social Media Influence on Impulsivity

This cluster reveals how core personality dimensions (Big Five personality traits) intersect with social media cues to foster impulsive buying. Social commerce encourages impulsivity by providing a conducive environment for spontaneous purchasing decisions, influenced by interactive and socially engaging elements of these platforms (Hu et al., 2019).

Cluster 6: Technology and Self-Control in Impulsive Shopping Behavior

This cluster highlights the significant role of self-control and artificial environments, such as virtual reality (Schnack et al., 2021), in moderating impulsive shopping behaviors. Lower self-control correlates with increased impulsive purchases, whereas higher self-control fosters disciplined shopping.

Thus, technology and self-control serve as pivotal factors in influencing consumer impulsivity.

CONCLUSIONS AND RECOMMENDATIONS

The final result of this study identified 16 articles on personality traits, hedonic motivations, and self-control regarding impulsive purchase behavior. These articles were obtained from Google Scholar (including articles from Emerald, Pro Quest, Research Gate) using Harzing Publish or Perish. The articles were then analyzed using software such as Excel, Mendeley, and Vos Viewer. To obtain the most up-to-date information, the articles were limited to the last 5 years, from 2020 to 2024. The research method employed was PRISMA (Preferred Reporting Items for Systematic Review and Meta-analysis).

The results of this study showed that out of 500 articles extracted, the final analysis included 16 articles, which were analyzed using research mapping results through co-occurrence analysis of keywords with Vos Viewer. Six knowledge clusters were identified, supporting the structure of the research. These six clusters support the personality traits research structure with a total link strength of 164. Vos Viewer's visualization showed that the performance of the keywords is large in size and connects the keywords personality traits, self-control, and impulsive buying behavior. This indicates that personality traits and self-control have a direct and relatively strong relationship with impulsive buying behavior. Meanwhile, hedonic motivation has a relatively smaller value, suggesting that hedonic motivation has an indirect and weaker relationship.

This study has several limitations, such as the database being solely from Google Scholar with articles from Emerald, Pro-Quest, and Research Gate. The data collection period was short, limiting the articles available within that timeframe. Future research is recommended to expand data collection, including other databases or citations, such as SpringerLink, ScienceDirect, and Scopus.

ADVANCED RESEARCH

This systematic review, employing the PRISMA method, analyzed 16 selected articles from 2020 to 2024, focusing on personality traits, hedonic motivations, and self-control in relation to impulsive purchase behavior. Utilizing tools such as Excel, Mendeley, and Vos Viewer, the study identified six distinct knowledge clusters through co-occurrence analysis of keywords, revealing a robust total link strength of 164. The findings highlight a strong direct relationship between personality traits and self-control with impulsive buying behavior, as evidenced by prominent keyword connectivity in Vos Viewer visualizations. In contrast, hedonic motivation exhibited a weaker and indirect association, suggesting its secondary role in influencing impulsive purchases. Despite its contributions, the study's reliance on a limited database, predominantly Google Scholar, and a narrow data collection timeframe, presents constraints on its comprehensiveness. Future research should address these limitations by incorporating broader citation sources, including SpringerLink, ScienceDirect, and Scopus, to enhance data robustness and provide a more extensive understanding of the interplay between psychological factors and consumer behaviors.

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