Applying Five-Factor Model (FFM) In Predicting Impulse Buying Behavior of Boba Tea: An Empirical Study Among Consumers In Malaysia

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Abstract- This paper investigates the influence of personality on impulse buying behavior of Boba Tea among consumers in Malaysia. The theory of the Five-Factor Model (FFM) applied to analyze the relationship between the variables. As much as 900 questionnaires will be distributed to consumers in Malaysia to collect data, and expected 400 questionnaires would be returning, equal for 44%. Data will be analyzed by using the partial least square structural equation modeling (PLS-SEM) techniques with SmartPLS. The implications of this research provided useful information on personality traits and how these five personality traits impact on impulse buying on the fad of Boba Tea. This research also contributes new evidence and literature about impulse buying on Boba Tea, especially from Malaysian consumers.

Keywords: Five-Factor Model (FFM), Impulsive Buying, Personality, Openness, Agreeableness, Conscientiousness, Extraversion, Neuroticism, Boba Tea
I. INTRODUCTION

There is a trend there; rows of patient customers in Malaysia would queue very long for their favorite Boba Tea [1]. The popularity of drinks has recovered, and this recovery causes the market overgrowing again. Whenever the new Boba Tea brands are open in Malaysia and most people, especially young people, are very interested in trying it. People are showing cheerful expressions after enduring long queues for one hour and more just for the Boba Tea [2]. There are now more than 100 brands of Boba Tea in Malaysia [3]. Demographic groups of Gen Z and the millennial influential are enjoining more from tea, for instance, like Boba Tea. According to Straits Research's market analysis, the Malaysian Boba Tea showcase was esteemed at US$49.8 million of every 2018 and is anticipated to develop at the pace of 6.9% from 2019 to 2026. Environment research recently launched research that describes the influence of personality traits on impulse buying behavior of Boba Tea and talks about the potential effect on Malaysian consumers [4].

The consumer is the source of the company's income and profits. As a marketer, usually, they must learn consumer behavior [5]. The impulse buying drives an exciting aspect towards the behavior of the consumer, especially for the business field, as usually, consumers end up buying more than they expected. Impulsive buying is the most critical trend in the world today [6, 7]. Millennials in 52% probably benefit from impulse buying than different ages [8]. It might because the buying power of millennials is higher than consumers from other generations [9]. Provide additional sales incentives for retailers and businesses by implementing promotions, gifts, or incentives [10], and attractive store environments [11].

Impulse buying is regular now since it happens on the feeling of an individual, perhaps an individual gets it when they are happy or possibly when they are not happy. Individuals can be group into few types during deciding for impulse buying. The first type will be due to the image of social status. The second types depend on their experience and challenging to control themselves from purchasing feelings. The third will be an experience of less satisfaction, and they are occupied with improving their state of mind or mood. The last type will be the individual who did not consider much for their spending; what they need is simply to have it [12].

Singh [13] stated that sometimes impulse buying could cause to waste because they just simply buy by following the trend and did not plan to have it. Besides that, there news from New Straits Times 2017 reported the issues of that impulse buying cause generation Y in Malaysia to face the debt trap [14]. A certified Manulife financial planner, Rajen Devadason, commented that many millennials faced much enticement because of they have their expenditure of pattern there within their peer group of people. Therefore, the researcher needs to clear out the factors that impact impulse buying among the consumers, especially in the context of Boba Tea, as it is the fad of Malaysian used to impulse buying on recently [15].

II. LITERATURE REVIEW

2.1. Conceptualize of Impulse Buying Behaviour

According to Li and Jing (2014), consumer impulse buying had been focused by scholars for 60 years ago. Therefore, it has been a long history in its definition. According to Bohm-Bawerk and Eugen [16] and Freud [17], the term associated with naive, immature, ignorant, and intellectual deficiencies. Rook [18] characterizes impulse buying with “impulse buying occur when consumers experience a sudden, intense, and continual impulse to buy something immediately. Impulse buying is generally considered unplanned. In the marketing literature, an unplanned purchase term is often used interchangeably with impulse purchase (but see Piron [19]. After this, there is one scholar mentioned that unplanned purchases are not necessarily impulsive. According to Amos, et al. [20], a specific purchase can be described as unplanned as it has been left out from their earlier shopping or previous purchase. However, it cannot be labeled as involving the substantial aspect of pioneering hedonism, which is a precursor to imposing purchases as impulses. Similarly, Kacen and Lee [21] found that impulse purchases involve the purchase when someone approach or convincing through the given motivation, in which the decision to purchase something does not depend on their profound thought processes. It just merely satisfies a personal desire.

Impulse buying can be obtained from external stimuli. Marketers are always intended to adjust external stimuli to induce customers to make impulse purchases [22]. Impulsive buying behavior is also one of the impacts to increase product sales [20]. As a marketer, they have to act as an essential role in designing their marketing tactics in order to push their product in term of acknowledge the consumers about their goods and also placing products in stores which intended to lead people to make impulse purchase [23]. According to Park and Kim [24], there are not only external stimuli may cause people to purchase but also involve internal stimuli related to personal emotions. Compared to those with negative emotions, people with positive emotions are generally more likely to be impulsive, and they may tend to be more excited about shopping [25]. Impulse buying can also help in effectively reduce depression and help improve mood in a positive manner [26].
Verplanken and Herabadi [27], added that impulse buying could help people shift their consideration from low confidence, negative emotional states, and negative mental thinking.

Hirschman [28] believed that most people would not easily get affected by the external factors on buying impulsive decisions, but their mindset and emotions cause them to act in impulse buying. Besides this point, Sharma, et al. [29], also stressed the point of impulse buying depends on the hedonic behaviors on those individuals themselves. The factors of psychological and emotional feelings and motivations lead them to make impulse purchases more than an individual considering the benefits and functions that may get from the products [30]. Moreover, the factors of personality are other relevant internal stimuli that cause an individual to carry out the impulse to buy. This research aimed to analyze the personality traits of Five-Factor Models (Extraversion, Openness, Neuroticism, Agreeableness, and Conscientiousness) against impulse buying behavior on Boba Tea.

2.2. The theory of the Five-Factor Model (FFM)

This research used the theory of the Five-Factor Model (FFM) to find out the relationship between its five models of traits effect on impulse buying on Boba Tea among a young group of consumers in Malaysian. The model of FFM is also named as BFM, which is shortly formed from the Big Five Model. This model is a theoretical framework which use to evaluates the personality of an individual by using five main characteristics, namely openness (O), equity (C), extroversion (E), conformity (A), and neuroticism (N). When these five characteristics are combined, they called the OCEAN model. Fiske first founded this theory of personality model in 1949, and a various number of researchers had developed it through their theories [31]. During the year 1985, McCrae and Costa [32] redefined this theory as the five essential features, OCEAN, and thus it has been used wisely against by the other researchers.

According to modern research, individual gaining on the Big Five personality traits is contributed by both genetic and environmental factors. According to the "Five-Factor Model," personality traits of the "Big Five" are widely used in many disciplines, such as personality disorders, academic achievement, learning styles, social achievement, and achievement in the workplace. For instance, it incorporates related attributes, such as activity, positive feeling, social ability, self-confidence, and warmth [33]. Even though FFM has been carried out by much previous considerable research which also some attracted praise and criticism too; in general, FFM will be used in this study to analyze how five personality traits may influence impulsive buying behavior on Boba Tea.

2.3. Personality in the Five-Factor Model

The word "personality" comes from the word "character" of Latin. It means mask or to cover, which was used as the role that an actor plays during their performances in the past. Chan [34] defined personality as several characteristics that a set of thoughts, attitudes, behaviors, ideas, or perceptions. Bozionelos [35] defined personality includes intelligence, personal behavior, the rationality of individual, and social patterns. Allport [36] defines personality as the motivation of the internal and psychological systems of a person who can help him adapt to the condition [37]. According to Robbins, et al. [38], analyzed that personality for overall components of how people respond to one another and interact with one another. In short, personality can be defined as a person's personality, appearance, and variables. Personality also is known as a unique, inimitable, and dynamic gathering with an assortment of psychological features and physical of people that directly influence their attitudes, behaviors, and responses to the social and natural environment Schiffman and Kanuk [39]. Larsen, et al. [40] define personal personality as a set of psychological and emotional characteristics and mechanisms in a systematic and relatively long-term manner.

The impulse is considered a personality trait that allows people to move quickly without having to think carefully or better consider other options [41]. These personality traits vary from person to person [42]. Impulse buying also responded to a lack of self-control, which ultimately related to personality. The inclination to participate in impulse buying expected to impulse purchases [43]. To realize the job of personality in impulse buying, here study will use an FFM model, which is also known as the OCEAN personality model that combines traits of personality in all humans [41, 42]. The model is an inventive and earth-shattering idea that recognizes the unique, abnormal, and unique characteristics of individuals [44]. The FFM models perform individuals in extensive generalizations and abstract actions ([45]. It assists individuals with contemplating the fundamental and essential behavioral characteristics [40, 46].

2.4. Openness in the Five-Factor Model

McCrae and Costa [32] characterize openness as the degree of creative mind and idea of mentality. However, Mondak (2010) characterizes openness as a trademark in which people will, in general, have adaptable practices and are not limited in connection to themselves or others. Hogan, et al. [47] relate openness with individual innovativeness. On the other hand, openness can be characterized as opposed to conservative and close-mindedness [48]. Close-minded
individuals adapt new things rapidly, appreciate new adventurous experiences, and their interests are various [45]. In general, openness is also known as "intelligence," which characterized by originality, imagination, and broad interest [49], describing how people think about themselves or the expectations of others are not rigid.

2.5. Conscientiousness in the Five-Factor Model

Conscientiousness is a character quality that characterizes the socially endorsed impulse control that empowers the errand and objective situated conduct of a person. For example, the person who is with goal-oriented and task-oriented behavior. It is a character attribute that reflects how one individual contrasts from another as far as their restraint, obligations, dependability, and hard work [49, 50]. According to Barrick, et al. [51], this character attribute includes people who enthusiastically and powerfully plan out everything, sort out and focus on their goals, which help them to do their tasks, works or assignments effectively. Individuals with low scores on this characteristic, once in while care, could not care less much about their lives and objectives, and they effectively occupied. The people are scoring high in this specific focus more on their future arranging and costs, which inevitably constrains them to go for impulse buying [27, 52, 53].

2.6. Extraversion in the Five-Factor Model

According to Mooradian and Swan [54], extraversion traits mostly manage sociable tendencies, certainty, firmness, hope, and enjoyment. Extravert individuals are extrovert. They are very talkative and active in approach others, especially communicating and interacting with others [45]. People who get low scored on this characteristic are a low friendly type. They are usually individualistic and do not want to depend on others. Individuals who have a high score on this characteristic are always positive disapproved, firm, productive [55], energetic, eager, and dynamically who love to approach with others [48]. Their human capacity does not just incorporate their communicating loved ones, yet also deals with their staff and retailers. Individuals who have high scores here need to investigate new things in life since they have low restraint over them, so they will be inspired to purchase with new goods impulsively [52, 56, 57].

2.7. Agreeableness in the Five-Factor Model

This character attribute is associated with the motivation that motivates individuals to maintain and endorse their positive relationships with others [49]. People falling high in this characteristic are honorable, self-sacrificing, generous, concerned, understanding, and merciful. According to Verplanken and Herabadi [27], they are always helpful and look forward to helping you wholeheartedly. People who score high on this feature are often thoughtful and think carefully before they make a decision. Verplanken and Herabadi [27] analyzed that they are more averse to make impulse buying.

2.8. Neuroticism in the Five-Factor Model

Individuals high frequency on neuroticism are emotionally unstable and have relatively negative emotions. People with this characteristic are in a bad mood, depressed, and efficiently to get nervous about stressing themselves out [45]. Individual attributes are related to ordinary characters, which encourage consumers’ tendencies to face the destructive and detrimental effects of anxiety, problems, unhappiness, torture, shame, opposition, and self-punishment. It may have a deep-seated feeling of aversion. People who scored high in this attribute may be confronting some mental issues, as this attribute drives a person to concoct nonsensical, outlandish, and absurd thoughts, which may wind up with negative results. As indicated by Hough, et al. [58], a low score in this characteristic demonstrates the strength of enthusiasm. For instance, people face their difficulties and issues vigorously and do not want to let themselves breakdown easily. Dunn, et al. [59] discovered that stability of the emotional is in opposition to this characteristic attribute. However, McCrae and Costa [49] argue that people who score high on this characteristic will, in general, be very frustrated, self-aware, very impulsive, and helpless. Therefore, there is a significant relationship between impulsive buying behavior on Boba Tea and neuroticism, as people make impulsive purchases due to anxiety or emotional distress, and subsequently feel relaxed and enjoy [60, 61].

III. METHODOLOGY

The perspective of positivist emphasizes quantitative research methods to accomplish research objectives. The instrument is a common term used by researchers to measure equipment such as tests, measurements, and questionnaires. The questionnaire method effectively collect data from a large number of respondents of generation Y throughout Malaysia. Questionnaires are often used to obtain standardized feedback rather than the specific responses when compiling statistics for other types [62]. In this study, the structural questionnaire applied. The
structural questionnaire was obtained from a quantitative study. It is also known as a closed questionnaire, and it consists of a small number of researchers and a large number of respondents.

A considerable measure of data from a sizeable population can acquire by utilizing the questionnaires [63]. Furthermore, a significant example size makes the speculation of results conceivable [64]. Adopted structural questionnaires were the primary survey instruments for data collection in this study.

The study population included Generation Y from young people in Malaysia. The questionnaires surveys are distributed through google forms and spread to the Generation Y of Malaysian by using a simple random sampling method. The respondents state their level of agreement using a five-point Likert scale, ranging from 1 = strongly agree to 5 = strongly disagree. The target sample in this research is 400 young people in Malaysia who had known and purchased BOBA Tea. The cross-sectional design is applied in this study because the data collection is completed at one time.

This research applies partial least square structural equation modeling (PLS-SEM) techniques with SmartPLS software because it includes moderation variables in the research model, namely gender. Structural Equation Modeling (SEM) is a second-generation multivariate data analysis method that is often used in marketing research because it can test theoretically supported linear and additive causal models [65, 66].

IV. THEORETICAL FRAMEWORK

The theoretical framework developed on the study objective basis used to frame and analyze the study of the relationship between the Five-Factor Model (FFM) with the impulsive buying behavior on Boba Tea shows in shown in Figure 1. This study had differentiated into five independent variables, which are Openness, Conscientiousness, Neuroticism, Agreeableness, and Extraversion. The dependent variable will be the impulsive buying behavior on Boba Tea. Gender will be the moderator between both of the independent variables and the dependent variable.

![Figure 1: Relationship between Five-Factor Models (FFM) and Impulsive Buying Behaviour on Boba Tea](image)

V. DISCUSSION

The hypotheses for this study will be developed based on a theoretical framework, as described in the later section. While it had been found that openness, neuroticism, and conscientiousness were indicators of impulsive buying Gohary and Hanzaee [67]. Therefore, there is a relationship between the five-character attributes and impulse buying behavior. The results show that there are significant differences between female and male consumers in openness, neuroticism, and conscience awareness of impulsive purchases and hedonic spending prices. Moreover, they additionally inspected sex a moderator between these five personality traits and factors of shopping, yet did not discover enough proof to demonstrate it, utilizing various hierarchical regression analyses. Consumer's characteristics and demographics influence impulse purchasing, argued Kollat and Willett [68], while Hoch and Loewenstein [69], framed buyer self-control as a battle between two psychological desire forces and self-discipline, which relate to the stability of emotional.

5.1. Openness and Impulsive buying on Boba Tea

Openness is one of the characteristics of personality, and it is defined as opposed characterized rather than moderate and close-mindedness [48], while individuals with the traits of open-mindedness are snappy at adapting new things, are brave. They have diversified interests [45]. People who get a low score in this attribute are viewed as a very
preservationist, having constrained mental level and behaviorally regular. They are opposite to extrovert, which is contemplative and does not share their feelings. According to the analysis of McCrae and Costa [49], sometimes, they are considered as practical and traditional.

Though, individual who scoring high in this character attribute will discover new thoughts and effectively and rapidly adjust to new items contrast with the less open-minded individuals. Hirsh [70] also stated that openness individuals enjoy entertaining ones, and they are always prepared to attempt new experiences and try new things in adoration. Typically, open-minded individuals will, in general, receive or experience new items. In this manner, impulsive buying behavior is concluded to have a positive relationship with the character attributes of openness.

5.2. Neuroticism and Impulsive buying on Boba Tea

The person who has a high frequency of neuroticism means that they are in the conditions of emotionally unstable. The person with the feature is in a bad mood and depressed most of the time [45]. The feature is related to a typical character and helps people feel the effects of danger and anxiety, pain, sadness, dissatisfaction, humiliation, shame, opposition, graphical user interface, and rejection. People with high scores on this function may have mental illness as they can lead people in negative impacts such as nonsensical, unreasonable, and silly thoughts. As stated by Hough, et al. [58], the person who was less gaining neuroticism provided stability of emotion. The person who are having the trait and hard problem, they will hard to give themselves go through it. Researchers discovered that the stability of emotion is something contrary to the characteristic of neuroticism [59]. According to McCrae and Costa [49], argued those who appreciate this trait tend to be very frustrated, aware, and imprudent and powerless. The positive relationship between neuroticism and impulsive buying behavior makes people impulsive purchases because of anxiety or emotional stress, after purchase, they will feel relieve stress and relax [60, 61].

5.3. Agreeableness and Impulsive buying on Boba Tea.

Characteristics associated with agreeableness personality characterized by features of individual behavior that are considered loving, comprehensive, available, and sincere. When motivation is associated with personal attribute means that positive relationship had created by giving motivate with others [49]. Peoples who high frequency in this characteristic are the personal sacrifice, charity, care, understanding, and compassion in this section. They are always helpful and depend on others to help wholeheartedly. Those peoples have high agreeableness features always think wisely before acting. It is infrequently to make impulse purchases [27]. Consequently, these two variables have a negative relationship with each other.

5.4. Extraversion and Impulsive buying on Boba Tea

People with this characteristic are energetic, enthusiastic, and passionate about socializing and meeting new people [5]. They are excited, and life is easy. Therefore, people with high scores are prone to impulse. People who are having a high frequency of intrinsic motivation provided high demand to everything, and this trait influences them to buy Boba Tea impulsively Judge, et al. [57]. It is because they were eager to investigate new things; they inevitably diminished their restraint and bought on the impulse. Therefore, it can be concluded that extraversion and impulsive buying on Boba Tea is having a positive relationship with each other.

5.5. Conscientiousness and Impulsive buying on Boba Tea

This effect is positive, but the hypothesis refers to conscientiousness, and impulse buying is in a negative relationship [5]. This feature involves a people-oriented, goal-oriented, and ongoing effort to their plan to achieve its goals. The previous research has shown that people with lower scores on this feature are more likely to be impulsive than those with higher scores. Therefore, it can be concluded that conscientiousness and impulsive buying on Boba Tea is a negative correlation between each other.

VI. CONCLUSION

The findings of this study will contribute to the body of knowledge by studying five personality traits that have an impact on impulsive buying on consumers in Malaysia. Furthermore, this study highlights five personality traits of the FFM model, namely openness, conformity, extraversion, neuroticism, and conscientiousness on influencing the impulse buying of Boba Tea on consumers in Malaysia. Overall, this study opened up ideas for further exploration of impulse purchase among Malaysian consumers to another context, which different personality traits of theory.
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