

An Empirical Study for Impulsive Buying and Its Effect on Compulsive Buying

Ika Ristiyani^{1*}, Prasetyo Hadi², Rusdi Musha Ishak³

^{1,2,3}Master of Management Study Program, Faculty of Economics and Business,
University of Pembangunan Nasional Veteran, Jakarta, Indonesia

Abstract:- Along with the development of digital product offerings in the last decade, it will increasingly attract buyers, especially the millennial generation who are very familiar with the technology. Problems arise when these attractive product offerings make millennials make repeat purchases for the sake of pleasure, even compulsive repeat purchases are out of control. The purpose of this empirical study is to examine impulsive buying and its effect on compulsive buying. The next objective of this study is to examine internal factors, such as extraversion personality and subjective well-being, which influence the occurrence of impulsive buying in the millennial generation, at PT KAO Indonesia as a case study. This research is an empirical study using a quantitative approach. The sampling technique used the purposive sampling method and the data analysis and processing by the smartPLS application software. The main results of this empirical study reveal that the increasing impulsive buying factor has a positive and significant influence on the increase in compulsive buying. The real contribution of this empirical study provides deep insight into the importance of paying attention to the factors of impulsive buying, influenced by extraversion personality and subjective well-being, which affect the occurrence of impulse buying in millennials.

Keywords:- Compulsive Buying, Extraversion Personality, Impulsive Buying, Subjective Wellbeing.

I. INTRODUCTION

Today, internet users in the world are growing significantly. We Are Social Hootsuite data[1] have recorded that the population on earth connected to the internet in 2018 reached 4 billion people. The average growth in internet usage every year is an average of 11%. Social media users in 2018 reached 3.196 billion accounts, an increase of 13% from 2017. Indonesia is the country with the 6th largest internet user in the world[2]. The survey results conducted by the Association of Indonesian Internet Service Providers (APJII, abbreviated in Indonesia) found that internet users in Indonesia in 2017 had reached 143.26 million people. Indonesia is the country with the 6th largest internet user in the world[3]. The composition of internet users in Indonesia, when based on age, is 49.52% aged 19-34 years. From the company's point of view, the increasing number of organizations and companies, it can be seen that there are efforts to create a business opportunity on the Internet[4]. On the other hand, public spending through the internet is increasing every day.

Shopping often happens to be part of a lifestyle. A survey conducted by the Snapcart research institute in January 2018 revealed that Generation Y or Millennial Generation is the most spenders in the e-commerce sector, at 50% (25-34 years). In total, 15-34 years of age dominate 80% of the overall use of e-commerce," said Snapcart Asia Pacific Business Development Director Felix Sugianto at the Snapcart Office, South Jakarta. With the growing relevance of online shopping, a deeper understanding of impulse buying on the Internet is becoming more and more necessary[5]. This behavior deserves attention because it had based on observations made by User Interface Engineering that impulsive purchases represent almost 40% of the money spent on e-commerce sites[6]. The positive impacts for consumers include getting the latest products and getting discount prices.

The problem in this study uses a case study at PT. KAO Indonesia, a company whose forerunner had founded in 1985, has 81% of Millennial employees from approximately 1600 employees. This Impulsive Buying behavior also has risks or impacts for millennial's generation consumers, one of which is financial problems and feelings of guilt for buying products that are not very useful. A phenomenon occurs in this case, the millennial employees involved in credit card debt, cooperatives, and even online debt, because their lifestyle, spending exceeds financial capacity. Based on this phenomenon, this study seeks to examine the shopping habits of employees of PT. KAO Indonesia, a Japanese company based in Indonesia.

There have been several previous studies related to this impulsive buying. Previous research by Ceyda Aysuna et al.[7] concluded that site quality has a significant role in influencing online impulse buying. On the other hand, the Personality who shop online, such as extraversion, openness, and agreeableness traits of consumers have a positive effect on online impulse buying. Ali and Sudan [8], in their research results, shows that cognitive processes have a positive effect on impulse buying. Moreover, Affective influences positively on impulse buying. Seinauskiene et al.[9] concluded that subjective well-being indirectly affects materialism that mediated impulse buying tendencies. Lower levels of well-being affect the increase in materialism and then increase the tendency of impulse buying. A study from Data and Sharma [10] mentions Generation Y is very vulnerable to impulse buying, and marketers need to develop strategies that suit them.

The purpose of this study is to investigate the effect of Extraversion Personality and Subjective Well Being on compulsive buying through Impulsive buying. This study uses a quantitative research approach with a sampling method, and for analysis, the Structural Equation Model had used. The focus to be achieved in this research:

- (1) to examine whether the Extraversion Personality has affected Impulsive Buying
- (2) to examine whether the Extraversion Personality has affected Compulsive Buying.
- (3) to examine whether the Subjective Well Being has affected Impulsive Buying
- (4) to examine whether the Subjective Well Being has affected Compulsive Buying.
- (5) to examine whether the Impulsive Buying has affected Compulsive Buying,

As a result, the contribution of this empirical study provides deep insight into the importance of paying attention to the factors of impulsive buying, influenced by extraversion personality and subjective well-being, which affect the occurrence of impulse buying in millennials This research model of impulsive buying and its effect on compulsive buying is the novelty of this study.

II. LITERATURE REVIEW

Since the last two decades, consumers, especially Generation Y, have become the interest of global marketers, due to their purchasing power and great tendency to impulsive buying behaviour[11]. However, very few studies have investigated impulsive buying behavior in Millennial Generation and previous studies have not looked at the factors that cause impulse buying tendencies as an integrative approach. Therefore, this study chose to focus on Generation Y or Millennial Generation.

A. Compulsive Buying

Compulsive buying behavior, otherwise known as shopping addiction, pathological buying, or compulsive buying disorder, is a mental health condition characterized by persistent, excessive, impulsive, and uncontrollable product purchases regardless of the psychological, social, occupational, and financial consequences. critical[12]. Compulsive buying is an individual who cannot overcome his inner desire to buy something. Some in doing extreme shopping. This research stated that Compulsive buying behavior is a shopping habit that is carried out continuously and repeatedly uncontrollably in response to an event or feeling uncomfortable goal is to seek more pleasure in the buying process, not the product.

B. Impulsive Buying

Impulse buying behavior is understood and treated very differently by marketers and psychologists. Impulsivity is a personality trait that had defined as actions without sufficient thought, quick decisions, and failure to understand external circumstances outside of oneself and do it right away[13] .

Thus, this study defined impulsive buying behavior as making an unplanned and sudden purchase, which is direct and

accompanied by impulse with feelings of pleasure and excitement for future consequences.

C. Extraversion Personality

Personality is the intrinsic organization of the individual's mental world that is stable and consistent with the situation [14]. According to Ajzen[15], a trait is a temporally stable, cross-situational individual difference. These are personal characteristics that should use to distinguish between two individuals. Extraversion personality has indications of outgoing tendencies, very social, assertive, active, joy-seeking, and prefers interpersonal relationships[16].

Extraversion personality in this study is a personality that is outgoing, attractive, enjoys social attention, and maintains good relationships. Extraversion is also an active person and can be happy.

D. Subjective Wellbeing

Subjective well-being is a rating of his life that includes a cognitive evaluation of his happiness and an emotional assessment of his feelings[17]. Subjective well-being depends on hedonic pleasure or happiness[18].

In this study, subjective well-being is a cognitive assessment of the current state with the expected ideal state. Satisfied individuals are those who have life goals and successfully achieve them. Subjective well-being is made up of three components that work together: life satisfaction, high positive affect, and low negative affect.

E. Research Model

The proposed research model is shown in Figure 1.

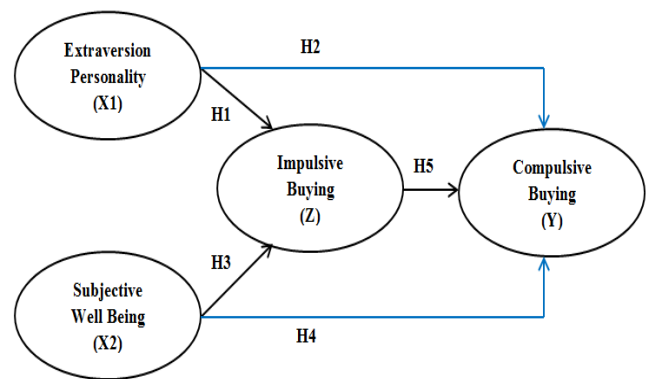


Fig 1: -Research Model

This model has been developed to answer research questions. The research questions based on this research model were:

- 1) Does the Extraversion Personality affect Impulsive Buying?
- 2) Does the Extraversion Personality Affect Compulsive Buying?
- 3) Does the Subjective Wellbeing affect Impulsive Buying?
- 4) Does the Subjective Wellbeing Affect Compulsive Buying?
- 5) Does the Impulsive Buying Affect Compulsive Buying?

The research model developed has three variables, namely Personal Extraversion (X1, independent variable), Subjective Wellbeing (X2), independent variable), Compulsive Buying (Y, dependent variable), and Impulsive Buying (Z, as a mediating variable). In addition, Impulsive Buying as a mediating variable which is a special variable and as a novelty in this research related Impulsive Buying and Its Effect on Compulsive Buying.

F. Hypothesis Development

Furthermore, hypotheses based on this research model can develop, as follows:

According to the results of research in Turkey by Ceyda Aysuna et al., in 2014 stated that extraversion has a positive effect; on impulse buying decisions online[7]. Based on this, the hypothesis is developed:

H1: Extraversion Personality has a positive effect on Impulsive Buying

According to research in Lithuania by Seinauskiene et al. [9], Subjective Well-Being hurts impulse buying. The risk of impulse buying can lead to customer regret because lack of planning concerning purchasing decisions is negatively related to subjective well-being[19]. Based on this, the hypothesis is developed:

H2: Subjective Wellbeing has a positive effect on Impulsive Buying.

Research in Pakistan that extraversion personality hurts compulsive buying when the extroverted personality trait tends to increase, then compulsive buying will decrease[20]. The mediating role of impulse buying between personality traits and compulsive buying is significant when impulsive buying behavior increases by one unit compulsive buying will increase.[21]. Based on this, the hypothesis developed:

H3: Extraversion Personality has a positive effect on Compulsive Buying.

Low subjective well-being increases materialism because individuals seek to replace happiness and life satisfaction through objects that ultimately lead to compulsive buying[22]. The results of research from Manolis and Robert [23], confirm that compulsive buying has a direct negative effect on subjective well-being. Based on this, the hypothesis developed:

H4: Subjective Wellbeing has a positive effect on Compulsive Buying.

According to the results of the correlation analysis between impulsive buying behavior and compulsive buying behavior, which had conducted by Shehzad Kiran [20],found a positive correlation between impulse buying and buying significantly compulsion.Based on this, the hypothesis developed:

H5: Impulsive Buying has a positive effect on Compulsive Buying.

III. RESEARCH METHODOLOGY

This empirical study is related to the effect of Extraversion Personality and Subjective Well Being on compulsive buying through Impulsive buying.in a case study at PT KAO Indonesia, a Japanese company based in Indonesia.

A. Samples and Data Collection

For this research, quantitative methods, data collection through questionnaire survey techniques collected by using online surveys. In this study, the population used was millennial employees at PT KAO Indonesia. Then 150 respondents were collected through Purposive Random Sampling techniques. Then finally, valid samples are 100 samples.

B. Data Analysis

The Likert scale used to measure the variables of this study (scale of 5). Data were analyzed using variance-based approach SEM version 3.0.or better known as Partial Least Squares (PLS), with smartPLS and XIstat software. The main empirical tests are the model test and hypothesis test. The inner and outer models test conducted for the proposed research model. For this study, by evaluating the validity and reliability of the variables and indicators, where Cronbach's Alpha value (> 0.5) and also Composite Reliability value > 0.6 [24]. Akter et al. [24]., stated that the evaluation of the Inner Model related the value of Goodness of Fit (GoF) and R-square (R²). The hypothesis tested using a P-Value < 5% , and a T-Statistic value > 1.960 [25].

IV. RESULTS AND DISCUSSION

A. Model Testing Results

First of all, carry out the analysis phase of the results of testing the outer models. Analysis of the results of the measurement of the validity and reliability of research variables by looking at the value of Cronbach's Alpha and CR and data processing results and executed with Smart-PLS version 3.2. The results of data processing with smartPLS related to Output of Outer Loading in Path Analysis in the measurement model shown in Fig. 2.

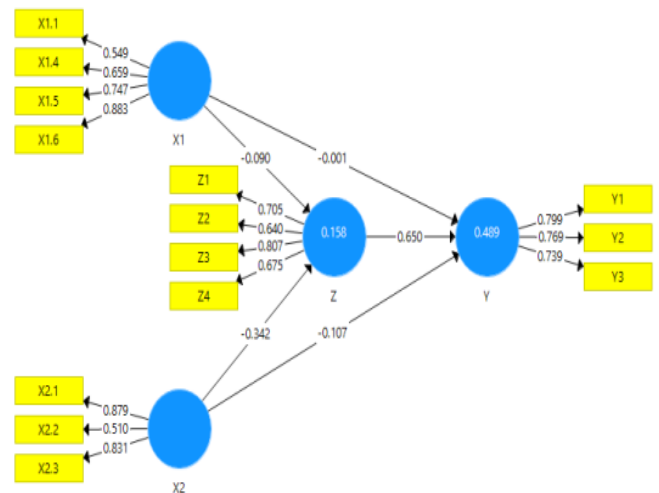


Fig 2: - Output Outer Loading

As seen in Table 3, it states that all Cronbach's Alpha (more than 0.5) and Composite Reliability values for each variable are more than 0.6. These results indicate that all variables used in the study are valid and reliable.

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X1 Extraversion	0.697	0.807	0.518
X2 Subjective Wellbeing	0.709	0.794	0.574
Z Impulsive Buying	0.655	0.801	0.504
Y Compulsive Buying	0.592	0.813	0.592

Table 3: - Validity and Reliability Test Results

The results of the study using Structural Equation Modeling (SEM) analysis, the following equations are obtained:

$$Z = \gamma_{11} X1 + \gamma_{12} X2 + \xi_1 \tag{1}$$

Impulsive Buying

$$= -0.090 * Extraversion - 0.342 * Subjective well being + \xi_1$$

$$Y = \gamma_{21} X1 + \gamma_{22} X2 + \beta_{21} Y + \xi_2 \tag{2}$$

Compulsive Buying

$$= -0.059 * Extraversion - 0.330 * Subjective well being + 0.650 * Impulsive Wellbeing + \xi_2$$

where :

β = coefficient value beta dan, ξ = measurement error

Goodness of Fit (GoF)

In testing the structural model (Inner Model), the overall suitability index measured using Goodness of Fit (GoF) criteria, Q-square values, and R-square values. The Goodness of Fit (GoF) values are determined using the following formula:

GoF

$$= \sqrt{\text{Average Communalities} \times \text{Average R-Square}} \tag{3}$$

$$= \sqrt{0.547 \times 0.324} = \sqrt{0.176955}$$

$$= \mathbf{0.421}$$

From the results of testing the model by looking at the magnitude of the GoF value[24], it shows that the model has a very high overall suitability index (GoF value > 0.36).

Q - Square value

The Q-square value is used to show that the research model has a predictive relevance level. The Q-square value is determined by the formula, as follows:

Q - Square

$$= 1 - [(1 - R_1^2) \times (1 - R_2^2)] \tag{4}$$

$$= 1 - [(1 - (0.158)^2) \times (1 - (0.489)^2)]$$

$$= \mathbf{0.258}$$

Furthermore, the model has a very low degree of predictive relevance, if Q-square value < 0.636, high degree of predictive relevance[24].

R - Square value

The R-Square value aims to measure the predictive strength of the structural model. It is a representation of the number of construct variables explained by the research model. The R-Square value is determined based on the results of data processing with smartPLS software, not from the formulation. This results shown in Table 4.

	R-Square
Z Impulsive Buying	0.158
Y Compulsive Buying	0.489

Table 4 – R-Square Testing Results

Impulsive Buying variable has a value of 0.158 for R-square and 0.489 for Compulsive Buying variable. It means that Compulsive Buying variable has a very strong influence category because the R-square value is > 0.30. And Impulsive Buying variable has a weak influence category[25]. Regarding the R-Square Value, another thing has interpreted is that Impulsive Buying is 15.8 % influenced by Extraversion and Subjective well being, then 84.2% Impulsive Buying is influenced by other factors that not discussed in this study. Likewise, Compulsive Buying 48.9% influenced by Impulsive Buying. Extraversion and Subjective well being. Then, 51.1% by other factors not discussed in this study.

B. Hypothesis Testing Results

Hypothesis testing aims to determine the direct effect of one variable on another. The influence of the two variables indicated by the magnitude of the T-Statistic value is > 1.96. Positive effect if the Original Sample value as the Beta Coefficient is also positive. While the significance of the influence indicated by the value of Probability (P-Values) <5%.

Table 5 shows the results of the indirect effect hypothesis test.

	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Value
H1: X1 → Z	-0.090	-0.122	0.119	0.760	0.447
H2: X1 → Y	-0.059	-0.096	0.158	0.376	0.707
H3: X2 → Z	-0.342	-0.353	0.108	3.159	0.002
H4: X2 → Y	-0.330	-0.327	0.132	2.494	0.013
H5 Z → Y	0.650	0.656	0.072	9.035	0.000

Table 5: - Hypothesis Testing Results (direct effect)

Furthermore, Table 6 shows the results of the indirect effect hypothesis test.

	Original Sample	Sample Mean	Standard Deviation	T-Statistic	P-Value
X1 →Z→Y	-0.058	0.030	0.016	0.289	0.198
X2 →Z →Y	-0.222	0.854	0.114	0.049	0.407

Table 6: - Hypothesis Testing Results (Indirect Effect)

Analysis of the results of the hypothesis test for direct effect states that:

- H1:** Extraversion Personality not significantly and negative influence towards Impulsive Buying. Beta coefficient value is -0.090, T-statistik value = 0.706 (<1.96), and *P-Value* = 0.447 (>0.05). H1 rejected..
- H2:** Extraversion Personality not significantly and negative influence toward Compulsive Buying. The Beta coefficient value is -0,059, dan nilai T-statistik = 0.376 (<1.96), and *P-Value* nya 0.707 (<0.05). H2 rejected.
- H3:** Subjective Well Being significantly and negative influence towards Impulsive Buying. Measurement of the Beta coefficient value is -0.342, and the T-statistic value = 3.159 (> 1.96), and the P-value is 0.002 (<0.05). H3 accepted.
- H4:** Subjective Well Being significantly and negative influence towards Compulsive Buying. The measurement shows the value of the Beta coefficient is -0.330, and the T-statistic value = 2.494 (> 1.96), and the P-value is 0.013 (<0.05). H4 accepted.
- H5:** Impulsive Buying. significantly and negative influence towards Compulsive Buying H5 accepted. The measurement shows the value of the Beta coefficient is 0.650, and the T-statistic value = 9.035 (> 1.96), and the P-value is 0.000 (<0.05). H5 accepted.

The hypothesis test for direct effect analysis stated that the direct influence of Extraversion Personality on Compulsive Buying is greater than the indirect effect through the Impulsive Buying variable. It was seen from The value of the Beta coefficient (-0.090 < -0.058). These results indicate that Impulsive Buying cannot significantly mediate the effect of Extraversion Personality on Compulsive Buying. Likewise, other results also show that Impulsive Buying cannot significantly mediate the effect of Subjective Well Being on Compulsive Buying. Seen from the value of the Beta coefficient (-0.342 < -0.222). Another evidence that Impulsive Buying can not mediate from the R-Square Impulsive Buying value is smaller than the R-Square Compulsive Buying value.

C. Discussion

The First Hypothesis Test (H1) shows that the effect of the Extraversion Personality variable on the Impulse Buying variable is not significant. So, that people with outgoing extraversion personalities with high warmth traits have not had enough influence on increasing spontaneous buying. This is different from previous research[7] which states that Extraversion personality affects Impulse Buying. There is a study in India that also shows that environmental factors in the study population significantly affect the Impulsive Buying[8].

The Second Hypothesis Test (H2) shows that Subjective well-being has a significant negative effect on Impulse Buying. This statement means that the lower the Subjective Well-being, the higher the Impulsive Buying. Hal ini sejalan dengan penelitian sebelumnya yang menyatakan bahwa variabel Subjective Wellbeing berpengaruh negatif terhadap Impulsive Buying[26]. This finding is also consistent with research that says there is a positive relationship between neuroticism and impulse buying behavior because anxiety or emotional stress makes people make impulse, purchases after which they feel a little relieved and relaxed[27].

The third Hypothesis Test (H3) shows that extraversion personality has no significant negative effect on Compulsive Buying. The results of this study are also different from previous studies, which stated that Extraversion Personality positively affects Compulsive Buying or shopping addiction [28]. The findings also answer the condition of the results of this study which stated that Extraversion personality did not significantly affect Compulsive Buying. PT. KAO Indonesia. Employees at PT KAO Indonesia work daily in a factory environment that wears uniforms so that exposure to the latest fashion trends when in daily work.

The fourth hypothesis test (H4) showed that Subjective Well-being has a significant negative effect on Compulsive Buying. This is in line with research from Manolis and Robert [23], stated that Compulsive Buying has a relationship with low Subjective Well-being. Low subjective well-being increases materialism because individuals seek to replace happiness and life satisfaction through objects that ultimately lead to compulsive buying[22].

The fifth hypothesis test (H5) shows that Impulsive Buying has a significant positive effect on Compulsive Buying. The meaning is if habits for spontaneous shopping without planning or compulsive buying increases will affect addiction shopping or compulsive buying. This finding is in line with the research of Shehzad Kiran[20], which found a positive correlation between impulse buying and buying significantly compulsion.

The result of concern in this study states that impulse buying has no role in mediating the effect of extraversion personality and subjective well being on compulsive buying. The findings of the second test of the indirect effect hypothesis are the novelty in this study. This new finding is a significant input and real contribution for PT KAO Indonesia.

D. Implications and Limitation of the Research

There are several implications of this research that are relevant for managers and scientific research to increase compulsive buying. First, the results of this study have practical implications in improving communication and promotion to consumers through social media accessed by millennial consumers. Second, this research has academic implications in enriching the repertoire for marketing management science and can further inspire other academics to reveal more phenomena in marketing by marketing management practitioners to implement the right strategy for their consumers.

However, this study still has several limitations: (1) The number of respondents in the results of this study can have different if applied to other places and populations., (2) No disclosed online shopping habits regarding shopping time can be as a result of research.

V. CONCLUSION

In summary, the purpose of this empirical study is to examine impulsive buying and its effect on compulsive buying at PT KAO Indonesia as a case study.

The study results revealed that the extraversion personality factor did not have contributed to the increasing impulse buying and compulsive buying either directly or through impulse buying. The lower subjective well-being factor is proven to contribute to an increase in impulse buying and compulsive buying either directly or through impulse buying. The increasing impulsive buying factor is proven to contribute to an increase in compulsive buying.

The result of concern in this study states that impulse buying has no role in mediating the effect of extraversion personality and subjective well being on compulsive buying.

For further research, expect to arrange a study reveal internal and external factors that can affect Impulsive and Compulsive Buying Online in the Millennial generation and the next generation for the productive age, Generation Z.

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