

The Influence of Personality Traits and Sharing Economy Participation on Impulsive Buying Behavior among University Students

*Impulsive Buying
among University
Students*

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ABSTRACT

Impulsive buying behavior has become increasingly prevalent among university students in the digital era, as spontaneous purchasing is shaped by the interaction of psychological factors such as personality traits and socio-digital engagement through sharing economy platforms. This study aims to examine the influence of personality traits and sharing economy participation on impulsive buying behavior among students. Employing a quantitative approach with a causal-associative design, the study involved the university students with samples selected through purposive sampling. Data were collected using a five-point Likert scale questionnaire and analyzed through multiple linear regression using SPSS. The results reveal that both personality traits and sharing economy participation have positive and significant partial effects on impulsive buying behavior. However, when tested simultaneously, these variables account for only 6.9% of the variance in impulsive behavior, while the remaining 93.1% is influenced by other factors. These findings confirm that students' impulsive behavior is a multidimensional phenomenon, shaped not only by personality and digital engagement but also by complex emotional and social dynamics.

Keywords: Consumer Behavior, Impulsive Buying Behavior, Personality Traits, Sharing Economy Participation

INTRODUCTION

Impulsive buying behavior has become increasingly prominent in the digital era, particularly among young consumers and university students. It refers to spontaneous purchasing decisions driven by emotional impulses and external stimuli such as promotions and digital platform design. In online environments, high interactivity and social presence intensify emotional engagement, thereby increasing unplanned purchases (Zhang & Shi, 2022). This behavior is common among students involved in e-commerce and social media shopping, where consumption is influenced by trends, peer pressure, and self-expression. Rinonce and Jannah (2024) found a significant positive relationship between Fear of Missing Out (FOMO) and impulsive buying among students. Similarly, Kumar et al. (2024) emphasized that recent studies focus on digitalization, social interaction, and the psychological dynamics of younger generations.

Impulsive buying behavior is influenced by both internal and external determinants. Internal factors include psychological attributes such as personality traits, emotions, and individual motivations, while external factors involve social influence, technological accessibility, and marketing stimuli. Ngo et al. (2024) further showed that positive emotions, particularly pleasure and arousal, strongly encourage impulsive purchases in e-

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commerce settings. In live shopping contexts, broadcaster attractiveness and interactive quality can evoke FOMO, which in turn increases impulsive buying among students (Feng, 2024). Escobar-Farfán et al. (2025) also found that economic well-being and credit card usage are positively associated with impulsive tendencies, whereas time-related factors are insignificant. Additionally, personality differences matter, as individuals high in extraversion and openness are more prone to impulsive buying than those with stronger self-control (Qureshi et al., 2025).

Ngo (2024) shows that personality dimensions such as extraversion, openness, and neuroticism significantly shape impulsive buying tendencies, while Nyrhinen et al. (2024) with self-control acting as an important mediating mechanism between personality and impulsive behavior. At the same time, participation in digitally interactive environments such as live-stream shopping and collaborative platforms has been found to foster impulsive consumption through interactivity, parasocial interaction, and perceived social engagement (Moghaddam et al., 2024; Xue et al., 2024). However, most studies still examine these determinants separately, as shown by Astutik et al. (2020), who emphasized the role of the Big Five traits, and Kafadar and Yilmaz (2022), who highlighted cognitive reward mechanisms alongside personality. Similarly, Ashoer (2022) demonstrated that perceived ease of use, service quality, and promotional discounts drive students' engagement with sharing economy platforms, underscoring the need for integrative research linking both psychological and socio-digital factors.

In the context of Universitas Terbuka (UT), this issue is particularly relevant because impulsive consumption may affect students' financial management and study retention in a distance-learning environment that demands independence and discipline. Although around 60% of UT Kendari students are employed, many still experience financial constraints that hinder semester re-registration, reflecting the broader challenge of high dropout rates in open and distance education programs, which range between 30% and 50% (Moore & Kearsley, 1996). At the same time, rapid digitalization has increased students' exposure to online promotions, cashback offers, and convenient transactions, making impulsive buying more common even among lower-middle-income groups. Moreover, UT students frequently engage in sharing economy practices such as carpooling, collective shopping, and exchanging learning materials, which may further stimulate spontaneous consumption through socially embedded and efficiency-driven digital interactions.

To provide a comprehensive theoretical foundation, this study adopts a multi-level framework integrating the Theory of Planned Behavior by Ajzen (1991) as the grand theory, the Elaboration Likelihood Model (ELM) by Petty Cacioppo (1986) as the middle theory, and the Stimulus–Organism–Response (S–O–R) model Mehrabian and Russell, (1974) as the applied theory. TPB explains that behavior is shaped by intentions, subjective norms, and perceived behavioral control, while ELM highlights how individuals process persuasive digital stimuli through central or peripheral routes. Meanwhile, the S–O–R framework emphasizes how external stimuli, such as sharing economy platforms, influence internal psychological states (personality and emotion), which then generate behavioral responses such as impulsive buying. Therefore, this study addresses this gap by extending TPB with trait-based dispositions, applying ELM to capture persuasion pathways in sharing economy platforms, and utilizing the S–O–R model to explain the stimulus–organism–response mechanism. The purpose of this study is to investigate how personality traits and sharing economy participation jointly shape impulsive buying behavior among university students.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Influence of Personality Traits on Impulsive Buying

One of the most widely recognized frameworks for understanding individual differences in behavior is the Five-Factor Model (FFM) of personality traits, commonly referred to as the “Big Five.” Personality traits represent a multidimensional construct that reflects individuals' emotional tendencies, cognitive processes, and consistent

behavioral patterns (McCrae & Costa, 2003; Feher & Vernon, 2021). The FFM consists of five core dimensions: agreeableness, conscientiousness, extraversion, neuroticism, and openness (McCrae & Costa, 1987). These traits are closely linked to consumer decision-making, as extraversion and openness are often associated with greater responsiveness to novelty and external stimulation, while neuroticism reflects emotional instability and weaker impulse control. Over the past decades, the Big Five model has become the dominant representation of major non-pathological aspects of personality, with variations in these traits also contributing to maladaptive behavioral tendencies such as compulsive or impulsive consumption (Krueger et al., 2012; Shahjehan et al., 2012).

Empirical studies consistently demonstrate that personality traits significantly influence impulsive buying behavior. Shahjehan et al. (2012) reported a positive relationship between impulsive and compulsive buying, with openness explaining the largest proportion of variance in impulse buying, suggesting that imaginative, curious, and broad-minded individuals are more prone to spontaneous purchasing. Similarly, Farid and Ali (2018) found that openness, conscientiousness, extraversion, and neuroticism positively affect impulsive buying, whereas agreeableness shows no significant impact. Extending this evidence, Miao et al. (2019) revealed that neuroticism and openness, alongside cultural orientations such as individualism and collectivism, as well as sales promotion, significantly shape impulsive buying tendencies. Personality traits serve as important psychological determinants of impulsive consumer behavior, particularly when interacting with situational and marketing-related stimuli (Turkyilmaz et al., 2015; Gangai & Agrawal, 2016).

H1: Personality traits have a significant effect on impulsive buying.

The Influence of Sharing Economy Participation on Impulsive Buying

Sharing economy participation refers to individuals' active involvement in platform-based digital ecosystems that enable access to services, resources, and collaborative consumption through technology-mediated interactions. Among university students, this participation is reflected in the frequent use of applications such as online transportation, food delivery, accommodation services, and collective shopping platforms, as well as everyday sharing practices including carpooling, borrowing, and exchanging goods or learning materials. Conceptually, sharing economy participation represents a socio-digital factor that increases exposure to convenience-driven transactions, promotional incentives, and interactive social engagement within digital environments (Ashoer, 2022; Masitoh et al., 2023).

This form of engagement is increasingly linked to impulsive buying behavior, as digital platforms often embed external stimuli such as promotional cues, cashback offers, interactivity, and social presence that trigger unplanned purchases (Zhang & Shi, 2022). Consistent with the S-O-R framework, sharing economy participation functions as an external stimulus influencing internal psychological states, such as emotions and personality dispositions, which subsequently shape behavioral responses, including impulsive buying tendencies. Moreover, participation in social commerce environments, including collaborative platforms and live-stream shopping, has been shown to amplify impulsive behavior through parasocial interaction, perceived social engagement, and heightened interactivity (Moghaddam et al., 2024; Feng et al., 2024; Xue et al., 2024). These experiences may also evoke Fear of Missing Out (FOMO), which significantly increases impulsive buying tendencies among students (Rinonce & Jannah, 2024). Therefore, sharing economy participation can be understood as a multidimensional form of digital engagement where technological accessibility, social influence, and consumer-oriented stimuli intersect to shape impulsive consumption behavior in the platform-based economic era (Ngo et al., 2024).

H2: Sharing economy participation has a significant effect on impulsive buying.

Simultaneous Effect on Impulsive Buying

Personality traits and sharing economy participation represent two complementary determinants of impulsive buying behavior, combining internal psychological dispositions with external socio-digital engagement. The FFM explains personality as a multidimensional construct reflecting stable emotional, cognitive, and behavioral tendencies (McCrae & Costa, 2003), consisting of agreeableness, conscientiousness, extraversion, neuroticism, and openness (McCrae & Costa, 1987). These traits influence consumer responsiveness to stimulation, where openness and extraversion increase susceptibility to novelty, while neuroticism reflects weaker impulse control. Empirical evidence confirms that openness explains substantial variance in impulsive buying, indicating that imaginative and curious individuals are more prone to spontaneous consumption (Shahjehan et al., 2012). Similarly, Farid and Ali (2018) and Miao et al. (2019) found that multiple personality dimensions significantly shape impulsive buying tendencies, particularly when combined with promotional cues.

At the same time, sharing economy participation functions as a socio-digital factor that exposes individuals to convenience-driven transactions, interactive engagement, and frequent promotional incentives (Ashoer, 2022; Masitoh et al., 2023). Digital platforms embed stimuli such as cashback offers, social presence, and interactivity, which trigger unplanned purchases (Zhang & Shi, 2022). Consistent with the Stimulus–Organism–Response (SOR) framework, these external stimuli interact with internal states such as personality and emotions, producing impulsive buying responses (Mehrabian & Russell, 1974). Recent studies show that social commerce participation amplifies impulsive behavior through parasocial interaction and perceived social engagement (Ariyani et al., 2023; Moghaddam et al., 2024; Xue et al., 2024). Thus, impulsive buying emerges from the simultaneous influence of personality-based vulnerability and platform-driven digital stimulation (Ngo et al., 2024).

H3: Personality traits and sharing economy participation have a significant effect on impulsive buying.

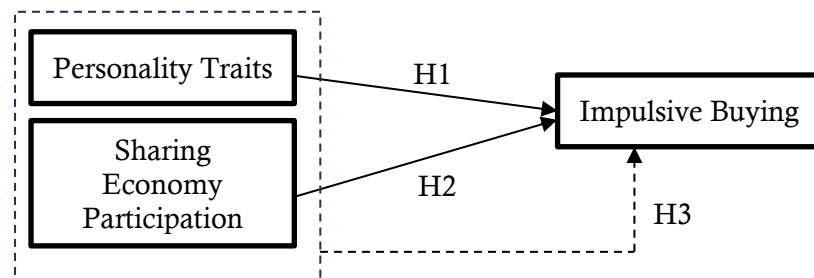


Figure 1. Research Framework

Figure 1 explains impulsive buying behavior as being influenced by both internal and external factors. Personality traits are proposed as a psychological determinant that shapes individuals' emotional tendencies and impulse control, thereby affecting impulsive buying (H1). Sharing economy participation is positioned as a socio-digital factor that increases exposure to platform-based convenience, promotions, and interactive stimuli, which can trigger unplanned purchases (H2). Additionally, the framework emphasizes their simultaneous effect, suggesting that impulsive buying among university students is driven by the combined influence of personality dispositions and engagement in sharing economy platforms (H3).

RESEARCH METHODS

This study adopted a quantitative research approach with a causal–associative design to examine the causal relationships between personality traits, participation in the sharing economy, and impulsive buying behavior among students of Universitas Terbuka (UT)

Kendari. The quantitative approach was selected because it enables objective measurement of variables and statistical hypothesis testing based on numerical data. The causal–associative design was employed to identify the extent to which the independent variables influence impulsive buying behavior, both individually and simultaneously.

The population of this study consisted of all active students of Universitas Terbuka Kendari enrolled in the current academic year. Given the focus on digital consumption behavior, purposive sampling was used. The inclusion criteria were students who were actively enrolled at UT Kendari and had prior experience using sharing economy platforms such as Gojek, Grab, ShopeeFood, or Airbnb. The sample size was determined according to Hair et al. (2019), yielding a total of 640 respondents, which was considered adequate for multiple linear regression analysis.

Data was collected through an online questionnaire distributed to selected respondents. The research instrument comprised closed-ended statements measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Each construct was operationalized through a set of measurement items adapted from previously validated instruments to ensure content validity and conceptual alignment with the theoretical framework. Prior to the main data analysis, the research instrument was subjected to validity and reliability testing to confirm measurement accuracy and internal consistency.

The collected data were analyzed using multiple linear regression with the Statistical Package for the Social Sciences (SPSS). The data analysis procedures included multicollinearity tests to examine correlations among independent variables, t-tests to assess the partial effects of each independent variable on impulsive buying behavior, and F-tests to evaluate the simultaneous effects of the independent variables. In addition, the coefficient of determination (R^2) was employed to determine the proportion of variance in impulsive buying behavior explained by the independent variables. All statistical analyses were conducted in accordance with the guidelines proposed by Sekaran and Bougie (2020).

RESULTS

Before proceeding to hypothesis testing and regression analysis, this study first assessed the quality of the measurement instrument through validity and reliability tests. This step was necessary to ensure that all questionnaire items used to measure personality traits (X_1), sharing economy participation (X_2), and impulsive buying behavior (Y) were both accurate and consistent. The results of these preliminary tests are presented in Tables 1 and 2, providing evidence that the research instrument met the required standards for further statistical analysis.

Table 1. Validity Test Results

Variables	Number of items	Range of r count
Personality Traits	10	0.514–0.812
Sharing Economy	10	0.497–0.784
Impulsive Buying	10	0.522–0.801

Based on the results in Table 1, the validity test indicated that all statement items for the variables personality traits (X_1), sharing economy participation (X_2), and impulsive buying behavior (Y) had corrected item–total correlation values greater than 0.30, with significance levels of $p < 0.05$. This finding demonstrates that each item has a strong correlation with the total score of its respective construct. Specifically, the personality trait indicators, such as extraversion and openness, showed correlation values ranging from 0.514 to 0.812; for the sharing economy participation variable, the range was 0.497 to 0.784; and for impulsive buying behavior, correlations ranged from 0.522 to 0.801. According to Ghazali (2021), correlation coefficients exceeding 0.30 indicate acceptable item validity. Therefore, all questionnaire items were deemed valid and appropriate for inclusion in subsequent regression model testing.

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Criteria
Personality Traits	0.687	Strong
Sharing Economy	0.761	Very strong
Impulsive Buying	0.777	Very Strong

Table 2 presents the results of the reliability analysis, indicating that all variables achieved Cronbach's alpha values greater than 0.60, specifically, personality traits (0.687), sharing economy participation (0.761), and impulsive buying behavior (0.777). These findings confirm that all research variables exhibit acceptable levels of internal consistency. According to reliability standards, Cronbach's alpha values exceeding 0.60 indicate that the measurement instrument produces consistent and dependable data. This suggests that respondents provided stable and coherent responses to items measuring the same underlying construct. Consequently, the three variables can be considered reliable and suitable for further statistical analysis.

Table 3. Collinearity Statistics

Variable	Tolerance	VIF
Personality Traits	0.925	1.081
Sharing Economy	0.925	1.081

Table 3 shows that the Tolerance value is 0.925 and the Variance Inflation Factor (VIF) is 1.081 for both independent variables. Since the tolerance value exceeds 0.10 and the VIF value is below 10, it can be concluded that no multicollinearity symptoms exist among the independent variables. This indicates that the predictors are statistically independent and do not exhibit strong intercorrelations, thereby fulfilling one of the classical assumptions of multiple regression analysis.

Table 4. Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t-statistic	Sig.
	B	Std. Error	Beta		
(Constant)	6.814	4.398		1.549	0.122
Personality Traits (X1)	0.399	0.110	0.144	3.625	0.000
Sharing Economy Participation (X2)	0.194	0.042	0.183	4.607	0.000

Based on the coefficient output presented in Table 4, the following regression equation was derived to explain the influence of personality traits (X_1) and sharing economy participation (X_2) on impulsive buying behavior (Y):

$$Y = a + b_1X_1 + b_2X_2 = 6.814 + 0.399X_1 + 0.194X_2$$

The regression results indicate that the constant value ($a = 6.814$) represents the baseline level of impulsive buying behavior (Y) when both personality traits (X_1) and sharing economy participation (X_2) are held constant at zero. The regression coefficient for Personality Traits ($b_1 = 0.399$) implies that each one-unit increase in Personality Traits is associated with a 0.399-unit increase in Impulsive Buying Behavior, assuming other variables remain unchanged. Similarly, the regression coefficient for sharing economy participation ($b_2 = 0.194$) shows that a one-unit increase in sharing economy participation leads to an increase of 0.194 units in impulsive buying behavior, *ceteris paribus*. Furthermore, both independent variables recorded significance values (Sig.) below 0.05, confirming that personality traits and sharing economy participation each have a positive and statistically significant effect on impulsive buying behavior among Universitas Terbuka Kendari students.

Table 5. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3694.539	2	1847.269	23.495	0.000 ^b
Residual	50082.955	637	78.623		
Total	53777.494	639			

Table 5 shows the results of the analysis, which show a calculated F-value of 23.493 with a significance level (Sig.) of $0.000 < 0.05$. These findings indicate that, simultaneously, the independent variables have a significant effect on the dependent variable, impulsive buying behavior (Y). In other words, the model demonstrates a statistically significant ability to explain variations in impulsive buying behavior among Universitas Terbuka Kendari students.

Table 6. Coefficient Determination

Test	Value
R	0.262
R Square	0.069
Adjusted R-Square	0.066
Standard Error of the Estimate	8.86697

As shown in Table 6, the coefficient of determination (R^2) is 0.069, indicating that 6.9% of the variation in impulsive buying behavior is explained by the two independent variables: personality traits and sharing-economy participation. Meanwhile, the remaining 93.1% of the variation is attributable to factors not included in this study, such as situational variables, emotional states, or external marketing stimuli.

DISCUSSION

The findings of this study reveal that personality traits have a significant positive effect on impulsive buying behavior. Individuals characterized by high levels of extroversion and openness to experience tend to be more receptive to novel experiences and more easily influenced by external stimuli, making them more susceptible to impulsive purchasing tendencies. This result is consistent with the research of Kafadar and Yilmaz (2022), who demonstrated that personality traits significantly influence impulsive behavior among adolescents.

Furthermore, the results support the findings of Alif and Syarifah (2021), who identified neuroticism and extroversion as significant predictors of impulsive behavior among university students engaged in e-commerce transactions. These findings underscore that personality functions as a crucial psychological factor influencing purchasing intentions. Drawing upon the theory of planned behavior, personality contributes to the formation of perceived behavioral control and subjective norms (Ajzen, 1991). Students exhibiting lower self-control are more likely to be affected by digital marketing promotions and external cues. Thus, the present study reinforces the assumption that personality serves as a key determinant of impulsive consumer behavior, particularly among university students.

The results of this study indicate that sharing economy participation has a significant positive effect on impulsive buying behavior. Students who frequently utilize sharing economy-based applications such as Gojek, Grab, ShopeeFood, and Airbnb are more likely to encounter promotional content, cashback offers, and instant deal notifications, all of which serve as external stimuli that trigger impulsive purchasing tendencies. This finding aligns with Ashoer (2022), who revealed that perceived convenience, service quality, and promotional discounts on sharing economy platforms positively influence students' consumption intentions.

Additionally, Masitoh et al. (2023) demonstrated that digital interactivity and peer influence within sharing economy platforms amplify impulsive buying tendencies among younger consumers. These findings are consistent with the S-O-R model proposed by Mehrabian and Russell (1974), which explains that external stimuli, such as the

convenience of digital transactions and the prevalence of online promotions, affect the internal state of the organism (including emotions and personality), leading to a behavioral response in the form of impulsive buying. Therefore, student engagement in sharing economy platforms increases their exposure to consumer-oriented stimuli that reinforce impulsive tendencies, particularly when coupled with extroverted and open personality characteristics. This phenomenon underscores the evolving complexity of digital consumption behavior in the platform-based economic era, where psychological factors and technological engagement intersect to shape purchasing behavior (Zhao et al., 2022; Bilgic et al., 2025; Salsabila et al., 2025).

The findings indicate that although personality traits and sharing economy participation simultaneously influence impulsive buying behavior, their combined explanatory power remains relatively small, accounting for only 6.9% of the variance, while 93.1% is determined by other factors outside the model. This suggests that personality dispositions and engagement in sharing economy platforms, despite being statistically significant, are not the dominant drivers of impulsive buying when considered together. This outcome can be interpreted through the S–O–R framework, where external digital stimuli and internal personality characteristics represent only part of the broader psychological processes shaping impulsive behavior (Mehrabian & Russell, 1974). Prior research highlights that variables such as self-control, emotional regulation, hedonic motivation, and FOMO often exert stronger influences on spontaneous consumption, particularly among digitally immersed youth (Harahap et al., 2023; Hamizar et al., 2024).

From the Theory of Planned Behavior (TPB) perspective, impulsive buying is shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen & Schmidt, 2020). In this context, personality traits may contribute more to attitude formation, while sharing economy participation relates to social cues, yet unexamined factors such as behavioral control and norms may explain greater variance. This aligns with Sultan et al. (2012) and Roberts and Manolis (2012), who found that self-control reduces impulsive buying, whereas hedonic motivation and instant gratification act as strong positive predictors. Similarly, Nyrhinen et al. (2024) showed that low self-control intensifies the effect of digital stimuli, and Ngo et al. (2024) confirmed that impulsive behavior is shaped by complex interactions of internal and external factors.

CONCLUSION

Based on the research findings, it can be concluded that personality traits have a significant positive effect on impulsive buying behavior, indicating that students with stronger characteristics, such as extraversion and openness, are more likely to engage in spontaneous purchasing decisions. In addition, sharing economy participation also shows a significant positive influence, suggesting that frequent use of digital platforms exposes students to convenience, promotional incentives, and instant offers that can trigger unplanned consumption. However, the combined contribution of these two variables is relatively limited, implying that impulsive buying among university students is a complex phenomenon shaped by broader psychological, emotional, and situational factors beyond personality and digital participation alone. These results highlight the need to encourage better financial self-control and responsible consumption habits as students increasingly interact with sharing economy services in the digital era.

The findings of this study reaffirm that impulsive buying is a multidimensional behavior resulting from the complex interaction between internal (trait-based) and external (environmental and situational) factors. This highlights the importance of considering both psychological dispositions and contextual influences when analyzing consumer behavior in digital environments. Future research is therefore encouraged to incorporate mediating or moderating variables such as self-control, digital literacy, or emotional intelligence to develop a more comprehensive understanding of how personality and digital participation jointly shape impulsive buying behavior among college students within the sharing economy era.

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