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Understanding impulse purchased in facebook commerce-does big five matter?

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UNDERSTANDING IMPULSE PURCHASE IN FACEBOOK COMMERCE: DOES BIG FIVE MATTER?

A Research Report Submitted

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Abstract

The purpose of this research is to examine the effect of Big Five Model (BFM), the urge to purchase (UP) and urgency (UR) on impulse purchase (IP) in Facebook commerce (F-commerce), with the F-commerce purchase as control variable. So, the research purpose is explanatory as there is an existing model. Probability sampling technique was used in our research and data collection was done through Questionnaires. The sample size was 500 university students of Karachi. So, questionnaires are filled by the students of the different Universities of Karachi. The determination of the study was to classify the relationship of an impulse purchase in Face book commerce and the big five personality traits. In this research we are using correlation research design. Exploration of data was done through PLS (SEM) by performing reliability test, factor analysis and regression analysis test. The study presented that BFM, UP, UR and F-commerce purchase are important predictors of the F-commerce IP. UP is subjective by BFM and UR. BFM has a significant positive relationship with UR. The study confirms that consumer's personality has great impact towards online buying the really most important factor in order to grab the consumer's positive attitude towards online buying. In future researchers we can add moderating variables like age, gender and income in the same framework.

Keywords: Urgency, Big Five Model, Facebook commerce (F-commerce), Impulsive Urge to purchase.

CHAPTER # 1

INTRODUCTION

1. Introduction

1.1. Background of the Study

Facebook is an essential communication and interpersonal platform. Facebook commerce is popularly known in the world and now it is getting popularity in Pakistan (Raza et al., 2020). Face book is most famous social networking site and now it is giving people benefit through Face book commerce. Dania Shuaib Farad, Masher Ali (2018) Effects of Personality on Impulsive Buying Behavior: Evidence from a Developing Country. Face book is an online social media site it creates friendly atmosphere in many aspects of daily life through face book commerce you can spread your business, marketing and networking. Clement Bell and NoxoloNjoli (2016). Facebook commerce supports businesses from small ventures to giant businesses. Face book commerce has made life easy for the shopkeepers and for the consumers as well. The research examines the effect of Big Five Model (BFM), the urge to purchase(UP) and Urgency (UR) on impulse purchase(IP) and Face book commerce (f-commerce) and also investigate the influence of the (BFM) and (UR) on (UP) and the effect seeing the product displayed and (UR) the situations push us to act fast **and** scarcity triggers anxiety which also forces us to act promptly, these tools can help eCommerce and online businesses boost their conversions and increase sales. This study is related to the big five models (BFM) when factor analysis (a statistical technique) is applied to personality survey data, some words used to describe aspects of personality are often applied to the same person. As Openness to experience is inventive/curious, Conscientiousness is efficient/organized, Extraversion is outgoing/energetic, Agreeableness is friendly/compassionate and Neuroticism are sensitive/nervous. This is a question that is very familiar and frequently makes among marketers.

(Ariff Md. Ab. Malika, HanitahaizaHairuddina and NurfaznimShuiba (2018). Businesses around the globe have changed in the internet era and are still being reshaped as

more novel kinds of online trade models are developed to range ever more digitalized customer get into and become near for businesses an online store may come up with better sales and marketing opportunities, by offering appropriate products and services. Albert Fei Liu (2017) Contemporary business to consumer (B2C) e-commerce sites strive to match their brick-andmortar counterparts in terms of conversion rates (Becerra and Korgaonkar, 2011). (Badgaiyan and Verma (2014) conducted the Intrinsic factors affecting impulsive buying behavior— Evidence from India. Personality, culture, materialism, shopping enjoyment tendency, impulsive buying tendency. Due the anonymity of online transactions coupled with the spatial and temporal displacement intrinsic toe-commerce sites (Xiao and Benbasat(2011), it is not uncommon for consumers to be concerned about the risks involved in transacting with unknown e-retailers (Gefen, 2002a; Gefen*e.*, 2003a; Kim*.*, 2008) and the uncertainty associated with product quality (Jiang and Benbasat 2004).

1.2 Problem statement

Past researchers have conducted many studies related to the determination of factors that affects face book commerce and big five personality traits and relationship between urgency and urge to purchase towards face book commerce. There are optimal chances of growth in e-commerce within Pakistan. QyanThykson, Managing Director of a German-based company "Rocket Internet", stated that at present there are almost 30million internet users within the country whereas the number of smart phone users approached a total of 15 million.

Retailers have started online marketing services in the country so as to benefit from a total of 25 million dollars' volume retail market. Economic analysts have a view that 70% of the total online sales are being produced from 5 major cities of the country whereas the remaining 30% of these sales come from the rest of the country. In recent years several approaches have been used by researchers to examine the phenomenon of word of mouth (Husain et al., J Account Mark 2016) as other researchers analyze to other factors on f-commerce and also big five traits

Social Commerce, Information System Success Factors Customer Satisfaction, Openness to Experience Face book Brand Page (Ariff Md. Ab. Malika,2018). Dania Shakaib, (2018) factors analyze that the researcher talks about those variables Impulsive Buying, Personality, Big Five, Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. In Pakistan, many researchers talk on the big five and impulsive buying on f-commerce. Most of the time people are purchased urge to purchased(UP) buying behave on f-commerce and also urgency(UR) extrovert person wants to buy fast but introvert person not buying urge to purchased (Chee-Wee Tan,2016) Facebook, has created a novel class of e-commerce called Face book commerce (F-commerce). This revolutionary advancement has broadened the consumer markets by tapping into the huge population of the social media users. Statistic (2016) reported that of all the SNSs, Face book has 1.415 billion users, followed by LinkedIn (347 million), (300 million) and Twitter (288 million). In the USA almost 74 percent of business organizations have engaged SNSs (Awareness.com, 2015) and nearly 88 percent of them have the willingness to spend more on social media integrations Mattila, A. S., &Wirtz, J. (2008). McKinsey further reported that 70 percent of business organizations use SNSs to boost their business and 90 percent of them are able to attain benefits (Chen et al., 2014).

We explored the situational effect contact on associations between big five expressions and behavioral effectiveness judgments within jobs. Emotional stable and conscientious actions were more effective in task situation and open and agreeable actions were more effective interpersonal situations (Harrison, 2010) the role of environmentally induced stimulation in influencing impulse buying. In addition, the authors seek to investigate the effect of two social factors. In this factor which is consider buying behavior, consumer behavior, shopping (Anna S. Mattila, 2008) although Meta-analyses show that the big five personality traits predict business intentions. The factor which focus on big five, entrepreneurship, buying (Leutner, Ahmetoglu and Akhtar,2013) this research is doing from

India as examine the effect of five personality trends that's factors which consumer behavior, impulsive buying (Anshul Verma,2014) attributed to social interaction which leads to word-ofmouth marketing, social capital building and advocacy of product brand (Jin, 2013). Face book commerce, popularly known as F-commerce, can be categorized into two groups, namely firms that connect to Face book with fan pages and applications which bring prospective consumers to their e-stores (e.g. Gap, Trip Advisor, Levis, Mazda, Amazon, etc.) and firms that link to Face book via fan pages and apps and enable potential consumers to purchase straight from their Face book stores (e.g. Watson Malaysia, Group on USA, Pantene North America, Hallmark, etc.). For these firms, the main goal is to use Face book for consumer engagement, special offer promotions and fostering more social interactions among consumers and their friends.

In addition, other countries including Pakistan many researchers examined the relationship between face book commerce and urge to purchase. As per the knowledge there is limited research is conducted on urgency, urge to purchase and big five personality traits in the context of Pakistan. We suggested that for future researchers to be conducted in other regions of Pakistan for better results. For further advancement in the study with the inclusion of other psychological theories, we recommended that such as elaboration likelihood model, attribution theory, cognitive dissonance theory or the halo effect to get a holistic understanding of the online impulse purchase in F-commerce.

1.3 Research Objective

The objective of the study is to investigate the effect of Big Five Model (BFM), the urge to purchase (UP) and urgency (UR) on impulse purchase (IP) in Face book commerce (F-commerce).

1.4 Research Question

RQ: What impact does Big Five Model (BFM) have on impulse purchase (IP) in Face book commerce (F-commerce)?

1.5 Significance of the Study

The findings of this study will redound to the benefit of society considering that nowadays advertising on Face book commerce has grown into a highly popular marketing channel, which results that how f-commerce can capture user's attention for purchasing also includes the influence of Big Five Model. The whole study is supported by the University of Malaya with the project entitled "Understanding the antecedents of purchase behavior among Face book commerce (F-commerce) users." The researchers express their genuine appreciation to all the expert panel members, practitioners and judges for their kind support and also give valuable comments for developing the survey instrument. The present research is conducted in limited regions of the Karachi Sindh context so it is beneficial for Pakistani respondents. Also, it is useful for others if studies to be conducted in other geographical regions of Pakistan. A cross-sectional study is conducted in this research and it is beneficial to get results but if the longitudinal study will apply it is more useful for researchers. Overall, the findings of this study may provide useful perception to practitioners and scholars while enhancing the current IP literature.

1.6 Limitations and Delimitations

There are some limitations to this research. The first limitation is the use of a convenience sampling strategy. By surveying university students, we gathered data from 500 respondents but if there was more time, so more variables should be measured and data will be collected from other universities as well for more accurate results. The current study is

conducted in Karachi, Pakistan. Future studies can test the study in other geographic regions with a large sample size.

The research is limited to see the impact of the urgency on impulsivity off-commerce. It also objects to explore the impact of big five personality traits on the urge to purchase. The same research can be taken with the other independent variables to find out its influence on impulse purchase in f-commerce. Future studies may include organic variables into the model for a more complete understanding of online impulse purchases in f-commerce.

1.7 Organization of the Study

The study is organized as follows. In section 2 literature review is provided to identify the issues and gaps in the current literature that have driven this study. Section 3 continues with the research methodology; Section 4 explains the result and its implementations. Finally, in section 5 conclusion, theoretical and managerial implications for the study are present along with future recommendations.

CHAPTER # 2
LITERATURE REVIEW

2. Literature Review

2.1 Theoretical Background

The theoretical framework is actually a structure of your research study. The theoretical framework describes the phenomena being researched by the researcher and explains, predicts and aims to extend the existing body of knowledge. The researcher contributing to the topic of our research is based on understanding impulsive purchasing in Face book commerce by examining that does big five matter? McCrae and Costa's (1990) big five models are considered to be the benchmark for personality trait theory. A person may have all the personality traits but may score either high on one or on all traits and lower on other traits. There are five dimensions of big five model namely agreeableness, neuroticism, extraversion, openness to experience and conscientiousness. The extraverted nature persons are very social, talkative, active, energetic and a very positive nature person. Extraverted persons are likely to have many groups (Ross et al., 2009) or friends on Facebook (Raza et al., 2017; Amichai-Hamburger and Vinitzky, 2010). Agreeableness nature persons possess kindness and affection and they are very cooperative. The neuroticism nature persons are very emotional; moodiness they are characterized by sadness Neurotic individuals are poor in the socialistic approach. At some time, they are very nervous. The openness nature persons are very adventurous, creative actually the persons of this type are struggler and the best thing is that this type of personality persons like to learn new experience and new things. Now the last personality is conscientiousness actually this type of person has goal-directed behaviors and good impulsive control and they are very good at completing an important task.

Turk Yilmaz et al. (2015) researched the context of an online shopping website in Turkey. The result showed that extraversion, openness, neuroticism, agreeableness and conscientiousness significantly influence IP. The concept and the definition of impulsive buying are "unplanned" purchases so anything you buy unplanned is impulsive buying and you

purchase it immediately. Chan and lee (2008) examined the impact of personality traits in online shopping Established on 20 cosmetics and 20 hotel websites respondents; the results showed the high level of responses of consumer and the high-level big traits of conscientiousness, agreeableness is focused on the website content and extraversion, openness and emotional stability that creates the more value to online shopping actually the people are given to the hedonic value so in this era, people are focusing on the online shopping because it's very easy to purchase anything. Impulse buying is a sudden and hedonically simple purchase behavior.

2.2 Empirical studies

Imran Qureshi (2016) determined the Impact of Electronic Word-of-Mouth on Online Impulse Buying Behavior: The Moderating role of Big 5 Personality Traits been used as the dependent variables and Electronic word-of-mouth are used as independent Variables. The data was collected from the self-administered questionnaire from a sample of 266 Chinese and Pakistani students who were online users and studying at various institutes located in the capital city Islamabad, Pakistan. Using IBM SPSS Statistics 22 to find out correlation and regression analysis between study variables, reliability of research instrument, the strength of the relationship between independent and dependent variables, moderating impact of Big 5 personality traits in the relationship between impulse buying and electronic word-of-mouth was too substantiated. Future researches may replicate our model with a larger sample size in order to enhance generalizability. It will be moreover fruitful to extend this research to various other online shopping environments.

Bell and Njoli (2016) determined the role of big five factors in predicting job crafting propensities amongst administrative employees in a South African tertiary institution. a significant role in predicting job crafting propensities has been used as the dependent variables

and big five factors of Conscientiousness, Extraversion, Agreeableness, Openness to experience and Neuroticism been used as the independent variables. The data was collected from a biographical questionnaire, a Big Five Inventory and a job crafting questionnaire from the University of Fort Hare, South Africa a quantitative, cross-sectional research design with a sample size of 246 administrative employees in Alice, South Africa. To analyses data, the Statistical Package for the Social Sciences (SPSS), version 21 and the Statistical Analysis Software were employed. Big five has a statistically and practically no significant relationship. The present study recommends that longitudinal studies should be conducted to elicit better information about the predictive role of big five factors on job crafting over time.

Liu (2017) examined the Art of Appeal in electronic Commerce: Understanding the Impact of product and website quality on Online purchases has been as the dependent variables are Service content quality, service delivery quality, Enjoyment, Diagnosticity, Justifiability and independent variable is Purchase Intention. The data was collected from online survey questionnaire to elicit consumers' belief and attitude in an e-commerce context.technique has been used to analyze this relationship. The result shows Website appeal partially mediates the positive effect of product appeal on consumers' purchase intention. Believe in e-commerce sites not only increases purchase intention directly, but it also reinforces the positive relationship between purchase intention and website appeal while attenuating the positive relationship between purchase intention and product appeal. Service content quality, search delivery quality, and enjoyment are confirmed as positive antecedents of website appeal whereas diagnosticity and justifiability are established as positive antecedents of product appeal. It has been suggested While our research model explained 49.4% of the variance in consumers' purchase intention, we still urge future studies to explore online consumption through other theoretical lenses in order to proffer a more comprehensive and holistic appreciation of this phenomenon.

Malika, Hairuddina and Shuiba (2018) Openness to Experience. A Moderator between Customer Satisfaction Relationship and Social Commerce Success Factors: Face book Brand Page Platform. Customer satisfaction has been used as the independent variable and information quality and system quality are used as dependent Variables. The data was collected from an online questionnaire that was formed using a free service website (Google Form) since the study involved users of Facebook pages a University Technology MARA, Malaysia. The population is 131,894 users and 384 users were chosen as samples by using the stratified sampling technique. Factor Analysis examined the factorial validity of the three-factor model of information success, openness to experience and customer satisfaction. The outcome of the analysis indicates that the interaction terms are significant with the F value 244.814, 42.306 and 3.061 respectively and the p-value is less than .05. The Durbin Watson's value is 1.682 which shows that the relationship between the moderator and the independent variables are correlated. It has been suggested we use sample saw 345 the next researcher use to high sample size.

Farad, Ali (2018) Effects of Personality on Impulsive Buying Behavior: Evidence from a Developing Country. Personality, Big Five, Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism has been used as the dependent variables and Impulsive Buying are used as independent Variable. The data was collected from the survey was gathered, with the help of non-probability from Shaheed Zulfikar Ali Bhutto Institute of Science & Technology Karachi, Pakistan. Non-probability sampling using mall intercept technique, from people ranging from 20 years to 40 years having a place to SEC A, B, and C. This study was basically quantitative. Its design was explanatorily aiming to find a causal relationship between independent and dependent variables. The sample size for this research study was 400. The sample size has been taken from Parker's sampling table (Rea & Parker, 2014) keeping the 95% confidence interval level and margin of error ± 5. It has been suggested that we have to

talk about these factors we have to advise the next researcher to talk about other factors. We use a small sample size the next researcher uses a large sample size.

Ainin et al. (2015) examined that the Factors influencing the use of social media by SMEs and their performance outcomes. Compatibility, Cost Effectiveness, Trust, Interactivity, Non-Financial Performance Financial Performance has been used as the dependent variable and Face book Use as used independent Variable. The data was collected from 937 respondents through the questionnaire. The sample covered one community of SME in Malaysia and used a cross-sectional sample to collect data. This study uses the Partial Least Square (PLS) technique to analyze the data by using Smart PLS 2.0 software for validating measurements and testing the hypothesis. The result shows of the study suggested that interactivity, compatibility and cost-effectiveness are significantly related to Face book usage. Trust was found not to be significantly related to Face book usage. The results also showed that Face book usage had a positive impact on Malaysian SMEs in terms OF financial performance and non-financial performances such as cost reduction, enhancement in customer relations and information accessibility. It has been suggested that future researchers can include respondents from different communities and can also increase the sample size of research to enhance the findings on the impact of Face book usage and to improve the chances of generalization. This researcher used a cross-sectional example to gather information. Future scientists can use a longitudinal technique to examine the connection between the different selections of factors also, utilization. The connection between Face book use and effect on execution on various occasions can be explored to look at whether there are any changes in results between timeframes.

Badgaiyan and Verma (2014) conducted the Intrinsic factors affecting impulsive buying behavior—Evidence from India. Personality, culture, materialism, shopping enjoyment

tendency, impulsive buying tendency has been used as the dependent variables and impulsive buying behavior used as independent Variable. Using structural equation modeling, responses from 508 consumers in the different parts of India's National Capital Region and convenience sampling was used. The data analysis incorporated a two-step process first is examining the measurement model and then using the structural paths associated with the hypotheses of this study. It has been suggested that research only conducted in metropolitan, for future researcher, a validation in medium class cities could improve validity of the relationship because research was conducted only in metropolitan set-up of National Capital Region also the short scales were used for measurement of personality so future researcher should try to validate the model using other relatively more established and more comprehensive measurements instruments. Another future scope for related efforts could be the study of intrinsic factors impacts on impulsive buying behavior in the online context.

Silvera et al. (2008) determined that Impulse buying: the role of affect, social influence, and subjective wellbeing. Subjective wellbeing, cognition, social influence and self-esteem has been used as the dependent variables and buying behavior used as an independent variable. The data were collected from 277 students through a questionnaire at a major English-speaking Canadian university and using five and seven-point scales as required. The result show SWLS is negatively related to the cognitive component of impulse buying tendencies. SWLS is unrelated to the affective component of impulse buying tendencies. Negative affect is positively related to the cognitive component of impulse buying. Negative affect is positively related to the affective component of impulse buying. Positive influence is not related to either component of impulse buying. It has been suggested that future research, preferably longitudinal, should investigate this concern. Future research should also examine additional psychological correlates of impulse buying tendencies, both to gain a more complete

understanding of this phenomenon and to determine ways to keep impulse buying from taking on its compulsive darker aspect.

Andreassen et al. (2013) examined the relationships between behavioral addictions and the five-factor model of personality. Five-factor model of personality, Neuroticism, Extroversion, Conscientiousness has been used as the dependent variables and behavioral addictions used as an independent variable. The sample comprised 218 psychology undergraduate students at the University of Bergen and they completed questionnaires assessing seven different behavioral addictions (i.e., Facebook addiction, video game addiction, Internet addiction, mobile phone addiction, exercise addiction, compulsive buying, and study addiction) as well as an instrument assessing the main dimensions of the five-factor model of personality. The results also showed that (i) Neuroticism was positively associated with Internet addiction, compulsive buying, exercise addiction and study addiction, (ii) Extroversion was positively associated with Face book addiction, mobile phone addiction, exercise addiction and compulsive buying, (iii) Openness to experience was negatively associated with mobile phone addiction and Face book addiction, (iv) Agreeableness was negatively associated with Internet addiction, exercise addiction, mobile phone addiction, and compulsive buying, and (v) Conscientiousness was negatively associated with Face book addiction, Internet addiction, video game addiction and compulsive buying and positively associated with exercise addiction and study addiction. Some limitations should be noted so it is suggested that the sample mainly comprised young female university students, therefore the findings cannot be generalized to other populations without some reservation. Future ponders in this field ought to along these lines utilize longitudinal plans so as to more readily survey the directionality between the ideas. Moreover, future investigations should utilize bigger and that's only the tip of the iceberg agent tests as far as sexual orientation and age.

Ling, Chai and Piew (2010) conducted the Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention. An impulse purchase, Quality orientation, Brand orientation, Online trust, Prior online purchase experience has been used as the dependent variables and customer online purchase intention used as an independent variable. The targeted sample size was 250 and the convenience sampling technique was used to select potential respondents in this survey and 242 undergraduate information technology students from a private university in Malaysia participated in this research. The result shows that Impulse purchase, Quality orientation, Brand orientation, online trust and Prior online purchase experience all are positively related to customer online purchase intention. It is recommended that in the future to evaluate the relationship between shopping orientations and customer online purchase intention based on gender differences as well as the role of gender in mediating the relationship between customer online purchase intentions and shopping orientations. Lastly, it is suggested to utilize a probability sampling technique to evaluate customer online purchase intention in future research.

Wong et al (2016) of Social media effects on fostering online civic engagement and building Citizen Trust and trust in institutions. Technology Readiness has been used as the independent variables and Optimism, Innovativeness, Discomfort, Insecurity is used as dependent Variables. The data was collected from 244 respondents belonging to the television Industry. Smart pls 2.0 has been used to analyze this relationship and approaches of the partial least square equation have been used. The result shows the negative relation of the independent variables with the dependent variable, justification. It has been suggested this empirical research has several limitations. First of all, the sample use disobeys from the Malaysian perspective. For future studies, comparative research is suggested to include neighboring countries by replicating the proposed framework. The results from the comparative study which would consist of different categories of respondents could provide additional insights into the exploration of the adoption of m-TV. Secondly, while the framework has supported the impact of PE, EE, TR and TST on BI, the R2 for Bison lay the moderate level at 0.5858. Future research could perhaps consider integrating new constructs such as perceived enjoyment, perceived value tecta improve the explanatory ability. Besides, demographic factors such as age, gender, education and income which may have an alias on the results have been excluded in this study. Researchers may include the demographic factors as moderating and control variables for the future.

Chung and Khor (2015) of Development of Interactive Mobile-Learning Application in Distance Education via Learning Objects Approach. Mobile learning, distance education and interactive learning are used as dependent and indent variables. The data was collected from 100 respondents at a Mobile research group. The result shows the relation of the independent variables with the dependent variable, justification. It has been suggested for future study, comparative research is suggested this study provides the prospects and strategies employed in mobile-learning strategies. Considering mobile-learning as a supplementary option to enhance

learners' learning experience and encourage interactivity in distance learning environment, this paper presents the use of WOU Education Learning App as the alternative delivery platform in WOU to boost the learners' motivation for lifelong learning and cater as an additional learning mode in ODL environment. The WOU Mobile-Learning initiative also promotes mobilelearning related development and collaborative research works with various ODL practitioners.

Warren et al., (2014) of Social media effects on fostering online civic engagement and building citizen trust and trust in institutions. Group incentives have been used as the independent variables and Coordination of civic activities and Civic publications are used as dependent Variables. The data was collected from 502 respondents belonging to citizens. Criteria sampling technique has been used to analyze this relationship. The result shows that there is a positive reciprocal relationship between the independent variables with the dependent variable, justification. It has been suggested This paper presented answers to the hypotheses developed and met its objective in delivering four new insights concerning how social media is shaping the landscape of civic engagement and its impact on citizens' trust. Social media has mobilized new patterns for online civic engagement, i.e. citizens are posting links on social issues to be shared news, photos, videos and images of social issues are posted on Face book in the hope of spreading the message around and creating awareness of these issues; citizens also plan civic events, such as charities and protests and make e-invitations to these events on Face book.

Beatrice Rammstedt a, Oliver P. John (2007) of measuring personality in one minute or less: A 10-item short version of the Big Five Inventory in English and German. Big Five personality dimensions; Five-Factor Model; Short measures; Reliability; Validity; Test construction is used as dependent and indent variables. The data was collected from

respondents through the questionnaire. Reliability techniques have been used to analyze this relationship. The result shows the co-relation of the independent variables with the dependent variable, justification. It has been suggested results from multiple samples and for two languages, namely English and German, suggest that, given its brevity, the BFI-10 possesses acceptable psychometric properties. However, there were considerable misfortunes in comparison to the full-scale BFI. Thus, if testing time is not extremely restricted, full-length Big Five measures have clear psychometric advantages. That is, we agree with Gosling et al. (2003b) that ultra-short measures should not and cannot be utilized as substitutes for regular personality assessments. Only for research settings in which participant time is truly limited and when personality assessment would otherwise be impossible, such as in telephone surveys, the BFI-10 over an adequate assessment of personality

Whiteside and Lynam (2001) of The Five-Factor Model and impulsivity: using a structural model of personality to understand impulsivity. Impulsive like behavior has been used as the independent variables and urgency, premeditation, perseverance and sensation seeking are used as dependent Variables. The data was collected from 400 respondents belonging to young adults. Reliability has been used to analyze this relationship. The result shows that there are a conversion and diversion relationship between the independent variables with the dependent variable, justification. It has been suggested we conducted the factor analyses including all of the NEO-PI-R facets, not just the ones hypothesized to relate to impulsivity. An ever-factor solution was suggested that accounted for 63% of the variance; results are provided in Table 3. Although there were some differences between this factor structure and the one discussed above, in general, the factors remained the same. The major difference was the emergence of a sensation-seeking factor separate from NEO-PI-R extraversion. The first factor continued to reject (lack of) premeditation. The only change from the first solution was the primary loading of the BIS attention scale which before had only a

secondary loading on this factor. The second element was comprised of NEO-PI-R Neuroticism and the other Urgency scales. The fact that the BIS attention scale no longer loaded most strongly on factor two does not affect the interpretation of this factor in that the attention scale had a relatively small loading previously. In addition, the attention scale did not appear to ®t conceptually with the other scales. The BIS attention scale is replaced on the second factor by Dickman's functional impulsivity scale, which originally loaded on the sensation-seeking factor. The negative loading of functional impulsivity on the Urgency factor probably rejects this factor's emphasis on dysfunctional behaviors inspired by negative affect.

Turkyilmaz et al. (2015) determined effects of personality traits and website quality on online impulse buying. Online buying impulsiveness has been used as a dependent variable and Neuroticism, Agreeableness, Openness to Change, Conscientiousness, and Extraversion are used as independent variables. The data was collected from 2500 respondents among the 612 respondents 61% are female while 39% are male. The ages of the respondents ranged from 18 to 55. But the majority of the respondents (42%) are between the ages of 21-35. The majority of the respondents (33%) have an income level between 1000-2000 TL. 30% of them has an income level between 500-999 TL, 15% of them has an income level between 0-499 TL, 13% of them has an income level between 2001-2999 TL, 4% of them has an income level between 3000-3999TL, 3% has an income level between 4000-4999 TL and 2% of them has an income more than 5000 TL. Among 612 respondents 47% of them are university graduates while 35% of them are high school graduates. The rest of them has a master's degree. The questionnaire designed consisted of questions from three different scales and demographic questions. Traits of personality were measured with a total of fifty questions adopted from McCrae & Costa's (1990) Big Five Personality Traits Hierarchy. Website quality was measured with thirty-six questions adapted from Loiacono et al. (2002)'s Webqual Scale and finally buying impulsiveness was measured with nine items adapted from Rook & Fisher (1995). The result

shows a positive relation of the extraversion, openness to change and agreeableness on impulse buying behavior and conscientiousness and neuroticism have a negative relation with impulse buying behavior. It has been suggested that while designing web sites online retailers can consider personality traits and use this cue in their segmentation and targeting strategies. For instance, depending on the results people who are more open to changes are more prone to buy impulsively. In order to encourage these people websites may be innovative and up to date.

Leonga et al. (2017) determined the effects of Face book browsing and usage intensity on impulse purchases in f-commerce. F-commerce impulse purchase has been used as the dependent variable and f-commerce browsing and f-commerce usage intensity are used as independent variables. The date was collected from 1000 administered questionnaires from a sample of 808 customers who were shopping mall visitors. All variables were operational zed by adopting 7-point Likert scales which start from 1 (denoting strongly disagree) until 7 (indicating strongly agree). Based on the evaluations by the six experts, the Item-level Content Validity Index (i.e. I-CVI) and Scale-level Average CVI (i.e. S-CVI/Ave) are above the recommended thresholds of 0.83 and 0.90 respectively indicating sufficient level of content validity (Hew and Kadir, 2016a). To assess construct validity, 2 rounds of Q-sort classification procedures have been used by engaging 2 pairs of working professionals in each round. The inter-rater reliability or Kappa coefficients are 66.1% and 69.1% for round one and two respectively, which are higher than the recommended threshold of 65%. The hit ratios for round one and two are 78% and 79% correspondingly. The present research has managed to corroborate the effects off-commerce browsing and usage intensity in predicting urge to purchase and impulse purchase behavior among consumers' addition, the study was conducted in the Malaysian geographical context and therefore generalization of the findings cannot be applicable to other geographic areas. Thus, imminent studies can be carried out in other

geographic areas. Besides, a cross-nation study can also be conducted to study whether cultural differences have any influence in predicting the impulse purchase behavior among consumers.

Olsen et al., (2015) analyzed Differences and Similarities between Impulse Buying and Variety Seeking: A Personality-based Perspective. Impulse buying tendency and variety seeking tendency have been used as dependent variables extraversion, Agreeableness. Conscientiousness, Neuroticism and openness have been used as independent variables. The data was collected from an anonymous questionnaire and the participants received a shopping voucher in exchange for their participation. The sample included 1644 respondents who were selected randomly from a pool of PR recruited respondents by a professional research agency. A summary analysis of the main characteristics of the sample shows that 50.5% of the participants were male, 68.5% were living as a couple, 31% had a lower university education (1–3 years), and 26% had a higher university education (4 years or more). The average age was 43 and approximately 55% of the respondents had an income level between 400,000 and 900,000 NOK/year (middle class). This study used well-established multi item scales to measure personality traits and IBT and VST constructs. All items were measured with a 7-point Likert scale anchored at 1 (strongly disagree) and 7 (strongly agree). The results show that extraversion is positively and significantly related to IBT. The relationships between agreeableness and IBT are not statistically significant. The relationship between conscientiousness and VST are negative. Neuroticism is positively associated with IBT. Openness to experience has a negative but statistically insignificant effect on IBT. It has been suggested that Marketers may benefit from associating their products or services with advertisements that use positive emotional appeals such as humorous advertisements, which can easily affect impulse buyers' moods and behavior. Marketing strategies encouraging people to see the bright side of life could benefit marketers, consumers, and businesses during the period of recession facing our global economy.

Flight et al., (2014) determined Feeling the Urge: Affect in Impulsive and Compulsive Buying. Urge to buy has been used as a dependent variable and impulsive buying tendency and compulsive buying tendency have been used as independent variables. The data collection includes two complementary online methods that helped to facilitate the timely collection of information. The first is an online survey and the second is an online diary filled out by the respondents after a buying episode (defined as any time a purchase was made). The survey gathered data on trait elements, including IBT and CBT, as well as demographic variables. The shopping diaries provided data on the situational elements of the model affect levels and urge to buy. Respondent data from each method were subsequently combined to provide an understanding of characteristic, situation, and behavior in purchasing contexts. A total of 621 students received the survey, with 469 completing the instrument a response rate of 75.5 percent. All 469 respondents then received a link to the online shopping diary where they submitted an entry for each shopping experience over the following two-week period. The result shows that IBT is positively associated with positive affect while also associated with the urge to buy in addition, positive affect and urge to buy are positively associated hypothesized relationships between CBT, negative affect, and urge to buy are supported. CBT is positively associated with negative affect, while negative affect is positively associated with the urge to buy, but only marginally. It has been suggested that Future research should replicate this research in other consumer groups. Besides nonstudents, it would be useful to focus on a variety of age groups to see if the findings hold for various demographic groups such as baby boomers versus generations X and Y, Caucasians versus African Americans, or even males versus females. This research extends both compulsive and impulsive buying literature, illustrating their distinctiveness and their relationships with other important constructs. Future research should continue to identify outcomes beyond the urge to buy that could distinguish the two behavioral traits.

Liu et al. (2013) determined Website attributes in urging online impulse purchase: An empirical investigation on consumer perceptions. Urge to buy impulsively has been used as the dependent variable and Impulsiveness, normative evaluation, Instant gratification are used as independent variables. The data was collected from the questionnaire which was initially developed in English and subsequently translated into Chinese by one of the manuscript's authors while another author conducted a back translation to ensure the accuracy of the translation. Convenient samples of university students were utilized. Our questionnaires were distributed in September 2011, at the campus (i.e. library) of Zhejiang Normal University which took about two days. As the whole questionnaire is rather long with over 100 questions, candies were provided to please respondents in order to seduce their patience with the survey, which cost about 3 RMB (approximately 0.5 USD) each. Of the 389 distributed questionnaires, 369 were 832 Y. Liu et al. / Decision Support Systems 55 (2013) 829—837 returned (94.9%) and 318 were acceptable (86.2%). The questionnaires that were poorly filled in, such as those giving more than 10% missing value, were discarded. Samples (N = 5) announcing no prior knowledge on online group shopping are avoided alike. The validated samples consist of 129 males (40.6%) and 189 females (59.4%). Respondents are requested to report their earlier encounter of browsing online group shopping sites and those without browsing experience should not be included for assessing impulse purchase. The result shows that Impulsiveness positively relates to the urge to buy impulsively. Normative evaluation relates positively to the urge to buy impulsively. Instant gratification positively relates to the urge to buy impulsively. It has been suggested that the study tested the interrelationships between variables. Note that organic variables, like impulsiveness, normative evaluation, and instant gratification, are developed and tested independent of each other in prior studies. The study is the first to test their interrelationships in an integrated model. Consistent with our desires, significant

interactive relationships are found among natural variables. Explicitly, impulsiveness is a determinant of normative evaluation, which further affects instant gratification.

Mattila and Wirtz (2008) determined the role of store environmental stimulation and social factors on impulse purchasing. Impulse buying used as a dependent variable and perceived stimulation (under/overstimulation), perceived crowding are used us independent variable The data was collected from 135 respondents belonging to domain is small cosmetics shops customers A wide variety of retail outlets in Singapore were selected as the context for our field study, ranging from small cosmetic shops (e.g. Body Shop) to mega furniture outlets A total of 138 consumers participated in our field study. The sample was slightly dominated by female customers (53 percent). In terms of age distribution, about 90 percent of the respondents were between 21 and 35 years old, and overall, they were recognizable with the store (51 percent had shopped in the store 1-2 times during the past month, 38 percent 3-5 times). In this study convenience sample techniques are used to analyze the relationship the result shows positive relation on impulse buying or have a negative relation with perceived stimulation (under/overstimulation), perceived crowding.it has been suggested that This study has several limitations that need to highlighted. The sample size was relatively small (n ¼ 138) and data collection took place in Singapore. To rule out the argument that store type is a driving force behind environment-induced affect, we ran a one-way ANOVA on the pleasure and excitement scales. The results for both scales were insignificant. Thus, future research with a greater sample, and tested in other cultures. Future work focusing on a single store sort might. Extra understanding into the role of store-induced. Stimulation and social factors in influencing impulse buying the study focused on highly pleasant. Environments, and future work may need to disaggregate positive and negative stimulants and their effect on in-store behavior.

Landers & Lounsbury (2004) determined an investigation of Big Five and narrow personality traits in relation to Internet usage internet usage has been used as a dependent variable and Agreeableness, Conscientiousness, Emotional stability, Extraversion, Openness, Optimism, Tough-mindedness, Work drive are used as independent variable. The data was collected is 117 respondents belonging to the domain is undergraduate students at a single university and Also, the sample size was modest and did not permit disaggregated analyses by other demographic/personal variables such as sex, year in school, and mental capacity. Third, we did not measure the actual amount of time spent in different areas of Internet usage, which could reveal different patterns of relationship to personality traits than percent of total time spent on the Internet. For example, 10% of time spent on the Internet for academic Purposes. In this study the convenience sample techniques have been used to analyze the relationship. The result shows positive relation of the Agreeableness, Conscientiousness, Extraversion, Optimism, Tough-mindedness, Work drive was positively correlated with Internet usage. Internet usage have negatively relation. It has been suggested the present results showed that three of the Big Five personality traits Agreeableness, Conscientiousness, and Extraversion were inversely related to Internet usage. The negative relationship between Internet usage and Agreeableness may reflect students who do not get along well with other students choosing to spend more time on the Internet rather than in interpersonal settings, or they may be less frequently sought out for group activities by other students. Future research in this area may identify other narrow personality characteristics related to Internet usage, though we would recommend that such efforts include an examination of incremental validity beyond the Big Five. Finally, it will be interesting to see if the effects of other constructs and factors on Internet usage can be assessed after taking into account effects attributable to personality variables.

Kelletal (2010) determined Situational Content Moderates the Association between the Big Five Personality Traits and Behavioral Effectiveness. Behavioral Effectiveness has been

used as a dependent variable and Extraversion, Conscientiousness, Adjustment, Openness, Agreeableness are used as independent variable. The data was collected from 100 respondents belonging to domain is Big Five expressions and behavioral effectiveness judgments withinjobs in this study convenience sample techniques is having been used to analyze the relationship We were successfully able to classify critical incidents according to their situational content, suggesting that employees experience distinct types of situations within their jobs. Our hypothesis was also supported; as situational content was found to moderate the association between behavioral. Expressions of the Big Five traits and judgments of behavioral effectiveness within-jobs. For both human factors and volunteer jobs, Conscientiousness and Emotional Stability were more strongly related to ratings of behavioral effectiveness in task oriented situations, whereas Agreeableness and Openness were more strongly related to effectiveness in interpersonally oriented situations.

Leutner et al., (2014) determined the relationship between the entrepreneurial personality and the Big Five personality traits has been used as a dependent variable entrepreneurial personality and Extraversion, Agreeableness, Conscientiousness, Emotional Stability, Openness are used as independent variables. Belonging to domain is entrepreneur and convenience sample techniques have been used to analyze the relationship. As expected, META correlated significantly with all entrepreneurial success outcomes as well as with each of the Big Five. The correlation between META and Total Entrepreneurial Activity (a combination of entrepreneurial success outcomes) The results of the present study have theoretical and practical implications for the long-standing quest to discover the entrepreneurial personality (Gartner, 1985) This is unsurprising given the social aspect of such activities. Interestingly, Extraversion was negatively correlated to Invention Entrepreneurship (Chamorro-Premuzic & Furnham, 2005). Future research should therefore include non-self-

report measures of entrepreneurial achievements to assess the predictive validity of independent variables.

Turiano et al., (2012) determined Big five personality traits and interleukin-6: Evidence for ''healthy Neuroticism'' in a US population sample healthy Neuroticism has been used as a dependent variable and Neuroticism, Conscientiousness, Extraversion, Agreeableness, Openness Extraversion are used as independent variables. The data was collected from 1054 respondents in this study convenience sample techniques have been used to analyze the relationship. The result show displays the regression models for IL-6. In the baseline model, Conscientiousness, Neuroticism, and Openness were each negatively associated with IL-6 and there was a positive association with Agreeableness. There was no evidence that age or gender interacted with any of the personality traits Overall, our findings suggest eventual clinical implications, since it is desirable to identify and address upstream or origin factors. That may lead to elevated inflammation. As IL-6 may presage health deterioration and has been recently proposed as a clinical target (Nishimoto, 2010).

2.3 Conceptual model
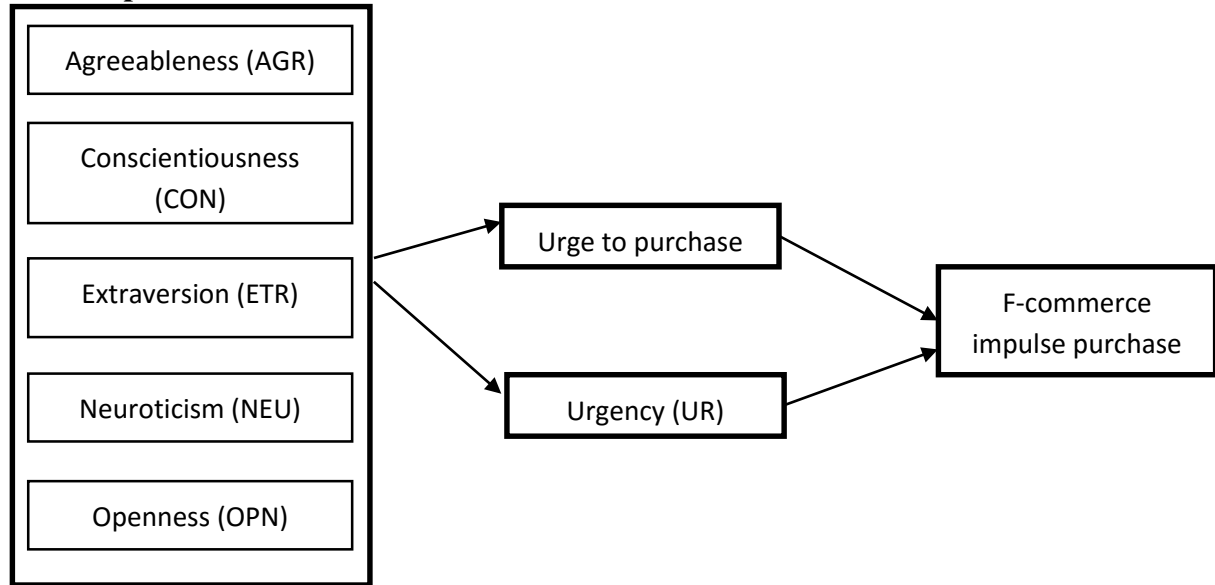
2.4 Hypothesis model

H1: There is a significant relationship between Big five model (BFM) and Urge to purchase (UP).

H2: There is a significant relationship between Big five model (BFM) and Urgency (UR).

H3: There is a significant relationship between Urge to purchase (UP) and F-commerce impulse purchase (IP)

H4: There is a significant relationship between Urgency (UR) and F-commerce impulse purchase (IP).

CHAPTER # 3

METHODOLOGY

3. Research Methodology

3.1 Research Purpose

The research purpose is explanatory as there is an existing model and we further research it. It is conducted for a problem that was not well researched before, demands priorities, generates operational definitions and provides a better-researched model. Explanatory purpose determines the cause and effect of variables (Sharif & Raza, 2017; Raza et al., 2020).

3.2 Research Approach

In this research, approach is quantitative as the data is taken in numeric form and according to data we interpret. It emphasizes objective measurements and the statistical, numerical or mathematical analysis of data collected through questionnaires (Raza et al., 2019).

3.3 Research design

The purpose of the study was to identify the relationship of an impulse purchase in Face book commerce and the big five personality traits. In this study, we have used correlation research design to determine the nature of the relationship between dependent and independent variables (Raza et al., 2020).

3.4 Sample Techniques

In this study, we have used a convenience sampling technique which is a no probabilistic sampling technique. In the convenience sampling technique, we target people who are easily available and reachable. Convenience sampling is a non-probability sampling technique that allows the researcher to get basic data and information for their study and

provides convenient accessibility and proximity to the researcher (Qazi et al., 2020; Raza et al., 2020).

3.4 Target Population

In this study, the target population consists of university students. This refers to the entire group to which we are interested in generalizing in order to identify the relationship between dependent and independent variables.

3.5 Sample Size

The sample size selected for the data was based on the guidelines presented by Raza and Hanif (2013), Raza et al. (2019) that the sample of 50 is considered as poor, 300 as good, 500 as very good and 1000 was considered as an excellent sample with respect to factor analysis. So, the sample size of the study consisted of 500 students of Iqra University, Karachi.

3.6 Statistical technique

This study uses the Statistical Package for the Social Sciences (**SPSS**) and Partial Least Square (**PLS-SEM**) software. The test applied to the data includes reliability analysis, factor analysis, and regression analysis.

3.6.1. Reliability analysis

Reliability analysis conducted to identify the consistency and reliability of data.

3.6.2. Factor analysis

Factor Analysis is a technique used to identify the groups of relevant variables. It is also used for data reduction by making one variable for all the relevant variables.

3.6.3. Regression analysis

Regression is defined as the degree of dependency of one variable onto the other. Regression analysis is applied to major the strength of the relationship between independent and dependent variables.

3.7 Measurement Instrument

The questionnaire is adopted from past studies. The data has been collected by means of a questionnaire that was based on a 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The 5 items of Big Five Model (BFM), 5 items of Urgency (UR), 4 items of Urgeto purchase (UP), 5 items of Impulse purchase (IP) were taken from Noor and Sulaiman(2017)research paper.

3.8 Ethical Consideration

Ethical consideration is to maintain the statistics of the respondent's personal details and to make them sure that their facts and information will not be utilized for the unsuitable purpose. In this study, we made it positive to respondents that their provided data and facts will no longer be leaked out, could be kept exclusive. Among the respondents, the questionnaire we distributed for collecting data for this study was not forced, real authorization was taken then the procedure came into work.

CHAPTER # 4

DATA ANALYSIS

4. Data Analysis

For analyzing the research model PLS-SEM partial least squares method to structural equation modeling was chosen. Data was examined by using the smart PLS 3.1.6 (Ringle et al., 2015; Qazi et al., 2020).

4.1 Descriptive statistics

The overall profile of respondents in terms of their age, gender, education, use of social media site, and number of friends is represented through table 1. The demographics profile was obtained through SPSS software by performing descriptive statistics method.

Table1: Respondent's profile (N=500)

Demographic items	*Frequency*	*Percentage*
Age		
20-24	331	65.3
25-29	39	7.7
30-34	109	21.5
35-39	20	3.9
40-44	8	1.6
Education		
Public sector	311	61.3
Private sector	132	26.0
Semi-private sector	64	12.6
Student of a University		
Under graduate	319	62.9
Graduate	158	31.2
Post graduate	30	5.9
Field of Study		
Business	296	58.4
Computer	91	17.9
Engineering	76	15.0
Medical	44	8.7

According to table 1, With respect to age most of the respondents were in the category of 20-24 years that are 65.3%, while among the respondents 7.7%belongs to the age bracket of

25-29 years and there were 21.5% belongs to 30-34 years and there were 3.9% belongs to 3539 years and only 1.6% are belongs to the 40-44.

According to education classification 61.3% of the respondents belongs to public sector, 26.0% of the respondents belongs to private sector, 12.6% of the respondents belongs to semi-private sector According to university students were purchasing from f-commerce. 62.9% of respondents belongs to under graduate, 31.2% of respondents belong to graduate, only 5.9% of respondents belongs to post graduate.

According to field of study 58.4% respondents belongs to business background the highest,17.9% respondents belongs to computer background its average,15.0% respondents belongs to engineering background, and the less 8.7% respondents belongs to medical background

4.2 Reliability analysis

Reliability refers to the extent to which a scale produces consistent results, if the measurements are repeated a number of times. Reliability analysis was done in order to determine the ability of the instrument to measure the phenomenon for which it is designed.

Reliability of an instrument is measured in terms of Cronbach's alpha which is the coefficient of reliability.

Table 2: Reliability Statistics		
Constructs	Cronbach's α	Items
BFM	0.827	5
IP	0.663	5
UP	0.642	4
UR	0.720	5

Notes: BFM=Big Five Model, IP=Impulse Purchase, UP=Urge to Purchase, UR=Urgency

Interpretation

Table 2 shows reliability analysis of all variables. According to Uma Sekaran (2003), the closer the reliability coefficient Cronbach's Alpha gets to 1.0, the better is the reliability. According to Tabachnick and Fiddell, (2007) the Cronbach's Alpha should be more than 0.55. The overall reliability of loaded items ensures the reliability of the data.

The first variable "Big five model" value has 5 items and the value of alpha of these items is 0.827. In the second variable "impulse purchased" have 5 items and the value of alpha is 0.663. In third variable "urge purchased" have 4 items and the value of alpha is 0.642. In fourth variable "urgency" have 5 items and the value of alpha is 0.720. Thus all meet the criteria of 0.55 given by Tabachnick and Fiddell, (2007) and ensures the reliability of the data.

4.3 Factor analysis

Factor analysis is a technique of data reduction which is designed to represent a wide range of attributes on a smaller number of dimensions on the basis of their similarities.

Table 3: Factor Analysis

BFM	IP	UP	UR
BFM1	0.749		
BFM2	0.719		
BFM3	0.873		
BFM4	0.775		
BFM5	0.841		
IP1		0.926	
IP2		0.712	
IP3		0.881	
IP4		0.713	
IP5		0.726	
UP1			0.785
UP2			0.820

UP3	**0.766**	
UP4	**0.740**	
UR1		**0.719**
UR2		**0.713**
UR3		**0.803**
UR4		**0.705**
UR5		**0.811**

Notes: BFM=Big Five Model, IP=Impulse Purchase, UP=Urge to purchase, UR=Urgency

Interpretation

Factor analysis table result shows that each variable falls under their respective category which indicates that results are significantly appropriate. Correlation matrix show how each of the items are associated with each other. If the value lies in between 0.01 to 0.3it means the relationship between variable is weak. Moreover, if it's within 0.31 till 0.7 therefore, it tells average commitment within terms and above 0.7 tells a powerful relationship between variables. Factor analysis basically shows the loading of constructs in their respective construct having high or low relationship. Table 3 shows factor analysis. It is shown that all four variables have a high correlation with their respective variable as the values greater than or equal to 0.7. Table 3 shows factor analysis the total items were 20 factor 1 comprised of five items with factors loading ranging from 0.719 to 0.873, factor 2 comprised of five items with factor loading ranging from 0.712 to 0.926 factor 3 comprised of four items with factor loading ranging from 0.820 factor loading ranging from 0.705 to 0.811.

4.4 Regression analysis

The degree to which one variable is dependent on other is regression. Regression analysis is performed to determine the relationships between the variables.

Table-4 Regression Analysis					
Hypothesis	Regression Path	Effect type	B-Coefficients	P Values	Remarks
H1	**BFM -> UP**	Direct effect	0.310	0.000	Supported
H2	**BFM -> UR**	Direct effect	0.613	0.000	Supported
H3	**UP -> IP**	Direct effect	0.479	0.000	Supported
H4	**UR -> IP**	Direct effect	0.156	0.000	Supported

Notes: BFM= Big Five Model, IP=Impulse Purchase, UP=Urge to Purchase, UR=Urgency

The result of regression analysis is reported in table 4. The result of the first hypothesis shows that there is a positive and significant relationship between Big Five Matter and Urge to purchase as (B=0.310, p<0.000). The result of second hypothesis shows that there is a positive and significant relationship between Big Five Matter and Urgency as (B=0.613, p<0.000). The result of third hypothesis shows that there is a positive and significant relationship between Urge to purchase and Impulsive purchase as (B=0.479, p<0.000). The result of fourth hypothesis shows that there is positive and significant relationship between Urgency and Impulsive Purchase as (B=0.156, p<0.000). The studies which supported that relationship includes Shih (2007), Lee (2006) and contrast with the study of Lee et al. (2011).

4.5 Discussion

The first hypothesis is accepted as it shows positive and significant relationship between Big Five Personality traits and Urge to purchase (B=0.310, p<0.01). The results are consistent

with the studies that previously Farid and Ali (2018) have been conducted the research and the result shows positive and significant relationship between Big Five Personality traits and Impulse buying. Shahjehan etal. (2012) have been conducted the research and the result shows positive and significant relationship between Big Five Personality traits and Impulse and compulsive buying. However, in our study we collectively analyze the positive effect of Big Five Personality traits on Urge to purchase because in Pakistan individuals that have 5 different personalities extraversion, agreeableness, openness, conscientiousness and neuroticism are more likely to display their urgency to purchase.

The second hypothesis is accepted as it shows positive and significant relationship between Big Five Personality traits and Urgency (B=0.613, p<0.01). The results are consistent with the studies that previously Ahmad and Jalil (2013) have been conducted the research and the result shows positive relationship of extraversion, agreeableness, openness, conscientiousness to experiences with sense of urgency. The relation of neuroticism is negative and no significant to sense of urgency. Anestis et al. (2007) have been conducted the research and the result shows cross sectional relationship between urgency and certain maladaptive behaviors. However, in our study we collectively analyze the positive effect of Big Five Personality traits on Urgency because five dimensions of personality extraversion, agreeableness, openness, conscientiousness and neuroticism are willing to display their urgency in F-commerce. Urgency is simply an experience of unease caused by perceived scarcity so during F-commerce this unease motivates these five personalities to acquire products by making a purchase.

The third hypothesis is accepted as it shows positive and significant relationship between Urge to purchase and Impulse buying (B=0.479, p<0.01). The results are consistent with the studies that (MattilaandWirtz,2008) have been conducted the research and the result

shows positive relation on impulse buying or have a negative relation with perceived stimulation, perceived crowding. Mohan et al. (2013) have been conducted the research and the result shows positive relation of Impulse buying and urge. However, in our study we collectively analyze the positive effect of Urge to purchase and impulse buying because the impulse buyer likes the product and experiences pleasure at the thought of being able to purchase it immediately. The impulse buyer can't resist the urge of purchase to buy the product and does so, without considering whether it's too expensive or frivolous.

The fourth hypothesis is accepted as it shows positive and significant relationship between Urgency and Impulse buying (B=0.156, p<0.01). The results are consistent with the studies that previously Lagman et al. (2017) have been conducted the research and the result shows positive relationship between Urgency and Impulse buying behavior. However, in our study we collectively analyze the positive effect of Urge to purchase and impulse buying due to its significant relationship during shopping impulse buying behavior of a customer which is unplanned force him to feel a powerful urge to buy an item from F-commerce.

CHAPTER # 5

CONCLUSION AND FUTURE RECOMMENDATION

5.1 Conclusion

The main objective behind this research was to determine the understanding of impulse purchase in Face book commerce and what are the effects of personality traits on urgency and urge to buy. The research was conducted in Karachi having 500 sample size the data has been collected from a questionnaire that is converted into numeric form through SPLS. This software of Smart Partial Least Square helps us to gain the desired and accurate results, we used structural equation model (PLS-SEM) was used to evaluate the relations. Moreover, there is a positive and significant relationship between Big Five Matter, urge to purchase and Urgency, there is a positive and significant relationship between Impulsive Purchase, urge to Purchase and Urgency. The result of Hypothesis shows that the all dependent variables have direct and significant effects on independent variable. Results show that the relationship between Independent Variables and Dependent variable is positive and significant.

5.2. Managerial implications

The study confirms that consumer personality has great impact towards online buying, the research expresses positive consequences for study and exercise as consumer personality. We would suggest the managers to work on the security of website as trustworthiness of website gives satisfaction to consumer personality and this will also gain loyal consumers. Managers should work well on to secure the consumer information as to be trusted by consumer is our first priority. Managers should be responsible to deliver the product on time and quality of the product should be proper checked. Managers should have a proper check and balance that the right product is to be delivered or not. Advertising on Facebook should focus on publicity. Different offers should be announced like buy one get one free to gain attention and policy of return and other policies should be made clear to consumers.

5.3. Future Recommendations

Future researchers can find out the urge to purchase and urgency on impulsive purchase in Face book commerce with this framework. In addition, they can add more relevant variables in order to examine the effects of several variables on consumer's personality and also future researchers can add moderating variables like consumer behavior or consumer attitude in the same framework.

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APPENDIX

QUESTIONNAIRE

Dear Respondent,

This survey is conducted for writing a thesis as part of BBA - Honors. The purpose of this survey is to investigate the effects of college students' smartphone use on their perceived academic performance. We will appreciate if you could complete the following table. Any

	Big Five Model (BFM)					
1	I see myself as someone who is reserved in F-commerce (EXT)					
2	I see myself as someone who is generally trusting in F-commerce (AGR)					
3	I see myself as someone who tends to be lazy in F-commerce (CON)					
4	I see myself as someone who is relaxed, handles stress well in F-commerce (NEU)					
5	I see myself as someone who has few artistic interests in F-commerce (OPN)					
6	I see myself as someone who is outgoing, sociable in F-commerce (EXT)					
7	I see myself as someone who tends to find fault with others in F-commerce (AGR)					

S. No	Questions Urgency (UR)	1	2	3	4	5
1	I have trouble controlling my impulses when participating in F-commerce					
2	I have trouble resisting my cravings to buy in F-commerce					
3	I often get involved in things I later wish I could get out of in F-commerce					

4	When I feel bad, I will often participate in F-commerce in which I later regret in order to make myself feel better now					
5	Sometimes when I feel bad, I can't seem to stop participating in F-commerce even though it is making me feel worse					
6	When I am upset I often participate in Fcommerce without thinking					
7	When I feel rejected, I will often participate in F-commerce that I later will regret					
8	It is hard for me to resist F-commerce based on my feelings					

S.NO	Questions Urge to Purchase (UP)	1	2	3	4	5
1	I experienced a number of sudden urges to buy things					
2	On this shopping session, I saw a number of things I wanted to buy even though they were no on my shopping list					
3	I experienced no strong urges to make unplanned purchases on this shopping session					
4	On this shopping session, I felt a sudden urge to by something					

S.NO	Questions Impulse Purchase (IP)	1	2	3	4	5
1	My purchase was spontaneous					

2	My purchase was unplanned					
3	I did not intend to do this purchase before this shopping session					
4	Before visiting the site, I did not have the intention to do this purchase					
5	I could not resist to do this purchase at the site					