

**IMPACT OF PERSONALITY TRAITS ON IMPULSIVE BUYING
BEHAVIOR WITH SPECIAL REFERENCE TO LOTTERY
TICKETS CONSUMERS IN AMPARA DISTRICT**



By:

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ABSTRACT

Increasing global competition has made many marketers want to find more innovative ways of promoting their goods and services. Personality traits are instrumental for consumers and marketing, because it can create a procedure to differentiate among various personalities and is a key determinant for Impulsive Buying Behavior. The personality traits becomes a key concept at this point to establish closer and more loyal relationships with the consumers or to be differentiated in the consumer's mind.

This research was conducted to examine the impact of Personality traits on Impulsive Buying Behavior of lottery tickets consumers in Ampara district. Therefore Big Five Personality test used to measure the customer's personality and reveal the relationship between Personality and Impulsive Buying Behavior. According to Sri Lankan context, there are limited researches on personality traits towards impulsive buying behavior of lotteries. Therefore this research focus on the impact of personality traits on impulsive buying behavior of lottery tickets consumers.

A survey design was used to collect the data and 215 lottery tickets respondents were selected for the study. According to the study, primary data of the research was collected through well-structured questionnaires. Secondary data was collected through websites, books, articles and journals. The questionnaire consisted with five point likert scaling questions. Convenience sampling method used to obtain data from respondents. This study employed a quantitative research approach. The data were analyzed using descriptive statistics, correlation, and regression analysis.

The findings indicate that there is a high level of personality traits and Impulsive Buying Behavior of the lottery ticket consumers in Ampara district. And also the results showed that there is a positive relationship between personality traits and Impulsive Buying Behavior. There is the major findings indicates that there is; a positive impact of Extraversion, Agreeableness, Conscientiousness, Openness and Neuroticism on Impulsive Buying Behavior in lottery tickets consumers in Ampara district.

Keywords: *Impulsive Buying Behavior, Personality traits, Extraversion, Agreeableness, Conscientiousness, Openness, Neuroticism*

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