



The Influence of Personality Types on the Consumptive Behavior of E-commerce Users (Shopee, TikTok Shop, and Tokopedia)

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Abstract: This study aims to analyze the influence of the Big Five Personality traits on the compulsive buying behavior of e-commerce users, with a particular focus on popular platforms such as TikTok Shop, Tokopedia, and Shopee. Compulsive buying behavior, often characterized by excessive and uncontrolled purchasing, has become increasingly prevalent in the digital marketplace, raising concerns regarding consumer well-being and financial management. To investigate this issue, a quantitative approach was employed through a survey distributed to active e-commerce users. The collected data were analyzed using multiple linear regression to examine the extent to which personality traits contribute to compulsive buying tendencies. The findings reveal that the Big Five Personality traits collectively explain 42.6% of the variance in compulsive buying behavior, highlighting their substantial role in shaping consumer decision-making. Among the traits, Neuroticism emerges as the most influential predictor, indicating that individuals with higher emotional instability are more likely to engage in compulsive purchasing as a coping mechanism for stress or negative emotions. Extraversion also shows a significant positive relationship, suggesting that socially outgoing individuals may be driven by the appeal of online interactions, trends, and peer recommendations. Similarly, Agreeableness exerts a notable influence, as more agreeable individuals tend to place higher trust in sellers, advertisements, and social endorsements, thereby increasing their vulnerability to compulsive purchases. In contrast, Openness to Experience and Conscientiousness do not exhibit significant effects, implying that creativity, curiosity, or self-discipline are less relevant in predicting compulsive buying within the e-commerce context. These findings carry important implications for both scholars and practitioners. For marketers, understanding the psychological underpinnings of consumer behavior can inform the development of more ethical marketing strategies, while also providing insights into targeted campaigns. At the same time, consumer education programs aimed at enhancing self-control and financial literacy are essential to mitigate the negative consequences of compulsive buying in the digital era.

Keywords: Big Five Personality, Compulsive Buying Behavior, E-commerce, Consumer Psychology, Marketing Strategy.

1. INTRODUCTION

The advancement of information technology, supported by rapid digitalization, has made the internet and social media essential needs for society. The internet serves as a network that connects various devices, enabling users to stay connected without spatial and temporal limitations. The increasing number of internet users has indirectly created a cyberspace, where individuals can communicate virtually and access various types of information with ease (Paramitha, Al Farauqi, & Tyas, 2023).

According to the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia are estimated to reach 221,563,479 people in 2024, out of a total population of 278,696,200 in 2023. Based on the 2024 Indonesian Internet Penetration Survey released by APJII, the internet penetration rate has increased to 79.5%, up 1.4% from the previous period. Technological advancements and easier internet access have also spurred the rise of various online shopping platforms, now widely known as e-commerce.

Harmayani et al. (2020) define e-commerce as the activity of buying, selling, marketing, and distributing goods and services through electronic media such as computer networks, television, websites, and the internet. E-commerce also encompasses digital financial transactions, automated inventory management systems, electronic data exchange, and integrated data collection mechanisms.

E-commerce platforms or online stores existed in Indonesia even before the COVID-19 pandemic. However, their development accelerated during the pandemic and in the new normal era. Major digital platforms in Indonesia such as Shopee, Lazada, Tokopedia, and Bukalapak have continuously competed in implementing various marketing strategies, including video campaigns and attractive promotions to influence consumer purchasing decisions. Offers such as large discounts, cashback, free shipping, and flash sales with extremely low prices (as low as IDR 1,000) have become major attractions to draw in buyers (Uva.A, 2024).

According to Katadata (2024), 72% of TikTok users in Indonesia are under the age of 34. The majority fall within the 18–24 age group at 34%, followed by 25–34 years at 28%. Meanwhile, users aged 35–44 years account for 10.1%, those aged 45–54 years for 6.3%, and those aged 55 and older make up around 3.4%.

Statistical data show that most Shopee users are aged 25–34 years (36.215%), followed by those aged 18–24 years (27.43%). In contrast, Tokopedia is mostly accessed by male users, accounting for 59.61%, with the remaining users being female. In terms of age, the largest user group on Tokopedia is also 25–34 years (36.12%), followed by users aged 18–24 years (29.80%).

A recent study by IPSOS Indonesia found that Shopee is perceived by users as the most satisfying e-commerce platform in terms of overall online shopping experience. Shopee is also the most recommended platform by users to their close relatives (62%), followed by Tokopedia (46%), TikTok Shop (42%), and Lazada (36%). Furthermore, Shopee is also considered the most satisfying platform for cash-on-delivery (COD) payments (66%), compared to Tokopedia and Lazada (12%) and TikTok Shop (10%).

Various features offered by these platforms, such as free shipping, flash sales, live streaming, and other attractive functions, have encouraged users to shop impulsively—focusing more on low prices than on whether the product is genuinely needed. This behavior reinforces consumerism.

According to Sumartono (2002), consumerist behavior refers to shopping behavior that is no longer based on rational considerations but rather on desires that have reached an irrational level (Fitriyani et al., 2013). Meanwhile, the Indonesian Consumers Foundation (YLKI) defines consumerist behavior as the tendency to consume without limits, prioritizing wants over needs.

Sumartono (2002) identifies eight aspects of consumerist behavior:

1. Purchasing products due to promotional gifts,
2. Buying because of attractive packaging,
3. Shopping to maintain appearance or status,
4. Buying based on price rather than usefulness,
5. Acquiring items for status symbol,
6. Following product trends as promoted by celebrities/influencers,
7. Believing that expensive products boost self-confidence,
8. Desire to try multiple similar products (Mujahidah, A. N., 2022).

Kotler and Armstrong (2012) classify the factors influencing consumerist behavior into four categories: cultural, social, personal, and psychological. The psychological factor includes aspects such as perception, personality, self-control, emotions, motivation, and learning (Arum, D., 2021).

One psychological factor influencing consumerist behavior is personality type. The Big Five Personality model by McCrae and Costa is one of the most widely used personality frameworks. It describes personality in five dimensions formed through factor analysis: Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. Everyone possesses these five traits to varying degrees.

A study by Maemunah & Rahadi (2020) titled "Consumer Behavior Analysis Based on Personality Type in Online Business During the Pandemic" found:

- 1) Individuals high in Agreeableness tend to follow trends endorsed by influencers they trust.
- 2) Those high in Conscientiousness usually budget before shopping and avoid impulsive purchases. Conversely, individuals with low Conscientiousness are more likely to spend impulsively and manage finances poorly.
- 3) Extraverts show increased enthusiasm for online shopping, especially when exposed to fashion and beauty product promotions.
- 4) Individuals high in Neuroticism are emotionally vulnerable and prone to impulsive purchases, especially during anxiety-inducing periods like the pandemic.

- 5) Those high in Openness to Experience are curious to try new products without necessarily evaluating their usefulness.

Previous studies often investigated the relationship between personality and consumerist behavior in general or in limited populations (e.g., students), without distinguishing between e-commerce platforms. However, each platform has different features and marketing strategies that may interact differently with each personality type.

Thus, this study aims to analyze the influence of Big Five Personality traits on the consumerist behavior of e-commerce users and to identify which personality dimension most significantly affects consumerist behavior on Shopee, Tokopedia, and TikTok Shop.

2. METHOD

This research employed a quantitative approach to examine the effect of Big Five Personality traits on the consumerist behavior of e-commerce users. The study aims to determine whether and to what extent the Big Five Personality traits influence consumerist behavior among users of Shopee, TikTok Shop, and Tokopedia.

The population of this study consists of Indonesian e-commerce users aged 18–34 years. The sampling technique used was purposive sampling, resulting in a total of 348 respondents. Data collection instruments included two scales: the Big Five Personality Scale and the Consumerist Behavior Scale, both developed based on theoretical indicators and validated for reliability and accuracy.

Data analysis was conducted using simple linear regression and multiple linear regression to measure the effect of the independent variables on the dependent variable. Normality and linearity tests were performed prior to the regression analysis, and the results confirmed that the data were normally distributed and linearly related. This research model evaluates the influence of each personality dimension (Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism) on consumerist behavior among e-commerce users.

3. RESULT AND DISCUSSION

A. Descriptive Results

The study was conducted from May 1 to May 12, 2025, via an online survey using Google Forms. The respondents consisted of 348 active e-commerce users aged 18–34 years across

Indonesia. The platforms used included Shopee, TikTok Shop, and Tokopedia. The scale distributed to the sample provided a descriptive overview of platform usage among respondents.

Table 1. Types of E-commerce Platforms Used

1	Shopee	177	50.9%
2	TikTok Shop	56	16.1%
3	Shopee, TikTok Shop & Tokopedia	44	12.6%
4	Tokopedia	38	10.9%
5	Shopee & TikTok Shop	15	4.35%
6	TikTok Shop & Tokopedia	15	4.3%
7	Shopee & Tokopedia	3	0.9%
	Total	348	100%

Based on the type of E-commerce frequently used by respondents, it can be seen that the Shopee platform is the main choice for online shopping, used by 51% of respondents with a total of 177 people.

B. Normality Test

The normality test was conducted to determine whether the research variable data had a normal distribution or not, in other words, it could be determined the level of reasonableness of the deviation that occurred in the measurement of the sample. This normality test was conducted using the one-sample Kolmogorov Smirnov test using SPSS 20 for Windows. The categories used in this normality test are if $p > 0.05$ then the data can be said to be normal and vice versa if $p < 0.05$ then the distribution is said to be abnormal. The results of the normality test on the Big Five Personality and Consumptive Behavior variables were obtained at 0.508. Therefore, the distribution in the study of both variables (Big Five Personality and Consumptive Behavior) is said to be normally distributed.

C. Linearity Test

A simple linearity test was conducted to determine whether there is a linear relationship between the independent variables (Big Five Personality) and the dependent variable (consumer behavior). A linear relationship is important to ensure that the regression model used is appropriate to the characteristics of the data. A simple linearity test was conducted to determine whether there is a linear relationship between the independent variables (Big Five Personality) and the dependent variable (consumer behavior). A linear relationship is important to ensure that the regression model used is appropriate to the characteristics of the data.

D. Multiple Linearity Test

A multiple linear regression test was used to determine the influence of each dimension of the Big Five Personality traits on consumer behavior. In other words, this test was used to determine which dimension most significantly influences consumer behavior when all dimensions were entered simultaneously into a multiple regression model.

Neuroticism has the greatest influence on consumer behavior with a Beta coefficient value of 0.405 and a significance level of 0.000. This means that the higher a person's Neuroticism score, the higher the tendency to behave in a consumer manner. In addition, the dimensions of Extraversion ($\beta = 0.249$, $p = 0.000$) and Agreeableness ($\beta = 0.157$, $p = 0.004$) also showed a significant influence on consumer behavior, while the dimensions of Openness ($p = 0.148$) and Conscientiousness ($p = 0.288$) did not show a significant influence on consumer behavior.

4. DISCUSSION

This study involved 348 respondents, 167 men and 181 women, who were users of e-commerce platforms like Shopee, TikTok Shop, and Tokopedia in Indonesia.

Based on the results of the Multiple Linear Regression Test, it is known that there is a significant influence between the Big Five personality dimensions on the consumer behavior of e-commerce users. A significance value of 0.000 (<0.05) indicates that the alternative hypothesis (H1) is accepted, which means there is a significant influence between personality type and consumer behavior in the context of using e-commerce platforms such as Shopee, TikTok Shop, and Tokopedia.

Before testing the hypothesis, normality and linearity tests were performed as prerequisites for the regression test. The Kolmogorov-Smirnov test yielded a significance value of 0.508 ($p > 0.05$), indicating that the data were normally distributed. The linearity test yielded $R = 0.653$ and $R^2 = 0.426$ ($p < 0.05$), indicating a significant linear relationship between the Big Five Personalities and consumer behavior.

Multiple linear regression analysis of the five personality dimensions showed that Neuroticism had the strongest influence ($\beta = 0.405$; $p = 0.000$), followed by Extraversion ($\beta = 0.249$; $p = 0.000$) and Agreeableness ($\beta = 0.157$; $p = 0.004$). Meanwhile, Openness to Experience ($p = 0.148$) and Conscientiousness ($p = 0.288$) did not have a significant influence on consumer behavior.

The Neuroticism dimension is the personality factor that most influences consumer behavior, with a β value of 0.405. This indicates that individuals who are emotional, anxious,

and less affectively stable tend to make impulsive purchases as a form of emotional outlet. This is reinforced by McCrae & Costa (2010), who explained that individuals with high scores on Neuroticism are more reactive to stress and tend to seek escape through activities that provide momentary pleasure, including purchasing goods on e-commerce.

Furthermore, the Extraversion dimension also significantly influences consumer behavior. McCrae & Costa explain that individuals with high Extraversion tend to be more socially active, easily influenced by trends, and have a need for environmental stimulation.

The Agreeableness dimension showed a significant influence, although smaller than the previous two dimensions. This can be explained by the tendency of individuals with high levels of Agreeableness to trust and follow positive recommendations from others, including influencers or social media figures.

Meanwhile, the Openness to Experience and Conscientiousness dimensions did not show a significant influence. Although individuals with high Openness enjoy trying new things, in this context, not all e-commerce users with high Openness engage in excessive consumption. Similarly, individuals with high Openness, while theoretically tending to be frugal and planned, are still able to control their consumptive behavior even when exposed to aggressive promotions on e-commerce platforms.

Theoretically, these results are consistent with Sumartono's (2002) framework, which states that consumer behavior is no longer based on rational considerations, but rather on desires that have reached an irrational point. Most respondents admitted that they were attracted to shopping due to the lure of promotions, live shopping, and attractive packaging. This demonstrates that the consumerist aspects, as Sumartono (2002) stated, are truly reflected in the behavior of today's e-commerce users.

According to Ripki's (2017) research findings, personality significantly influences consumer behavior. Introverts tend to make purchases based on personal impulses, while extroverts are more easily influenced by their social environment. These findings are relevant to the study subjects, who frequently purchased appearance-related items such as clothing (49%) and skincare (19%), and who shopped at the beginning of the month or during major discounts, suggesting emotional impulses and situational factors influence consumer behavior.

Furthermore, this study corroborates Muzakki's (2023) findings, which state that consumer behavior is influenced by individual personality traits, particularly in the context of personal financial management. However, this study provides a more specific contribution by examining

personality tendencies across e-commerce platforms, namely Shopee, Tokopedia, and TikTok Shop, which have not previously been widely explored in similar studies.

Furthermore, the influence of influencers in advertising products also drives respondents' consumer behavior, with 41% of respondents categorized as high. The next indicator, related to the tendency to purchase expensive products to boost self-confidence, also showed a high tendency among respondents. Finally, regarding the aspect of trying more than two similar products from different brands, many respondents categorized as medium to high, indicating consumer behavior in the form of exploring various product brands.

From the descriptive analysis, the majority of respondents had a high score on neuroticism (50%) and their consumer behavior was in the medium to high category (30% high; 69% medium). The average consumer behavior score of 90.35 was also higher than the theoretical value of 80. This finding confirms that consumption motives are more symbolic and emotional, which strengthens that in general there is a fairly high consumer tendency in this study's respondent group. Furthermore, respondents showed shopping patterns that tend to be triggered by emotional and external moments, such as the beginning of the month (31.6%) or during big promotions (30.2%), and the most frequently purchased products were clothing (49.1%) and skincare (19%). This finding confirms that consumption motives are more symbolic and emotional, such as to support appearance or follow social trends.

Demographically, the majority of respondents were aged 18–24, a stage of early adulthood characterized by identity discovery and social exploration. At this age, individuals tend to be more sensitive to external influences such as social media, social pressure, and peer trends. Interestingly, 24% of respondents reported having monthly expenses exceeding Rp1,000,000, even though 41% of them had incomes below Rp500,000. This disparity strongly indicates that consumer behavior is not always based on rational financial capacity, but rather driven by emotional and social consumption patterns.

Judging from the platform type, TikTok shop users tend to have the highest Big Five Personality scores in Openness, Extraversion, and Neuroticism, indicating that the psychological characteristics of TikTok shop users tend to be more impulsive and open to new experiences.

This research expands the consumer psychology literature on the influence of the Big Five personality traits on consumer behavior in the digital era, particularly among e-commerce platform users in Indonesia. These findings emphasize the importance of considering

personality traits in understanding modern consumer behavior, which is influenced by easy access and aggressive online promotions.

5. CONCLUSION

Based on the results of data analysis and previous discussions, it can be concluded that there is a significant influence between the big five personalities on the consumer behavior of e-commerce users, several conclusions were obtained as follows:

1. There is a significant influence between the big five personalities on consumer behavior, with a contribution of 42.6% to the variation in consumer behavior.
2. The Neuroticism dimension has the most dominant influence on consumer behavior. Individuals with high levels of neuroticism tend to make impulsive purchases as a form of emotional outlet.
3. The dimensions of Extraversion and Agreeableness also have a significant influence. Individuals high in Extraversion are easily influenced by social promotions, while individuals high in Agreeableness tend to trust others' reviews.
4. Although the Openness to Experience and Conscientiousness dimensions do not statistically significantly influence consumer behavior, descriptive results based on Table 4.21 show that the highest Openness scores are found in TikTok Shop users (10.07), Extraversion (17.30), and Neuroticism (14.78). This indicates that they are more open to new experiences, socially active, and tend to be emotional in making consumption decisions.
5. Respondents with low incomes (<Rp. 500,000) and funding sources from parents showed a tendency towards quite high consumer behavior, indicating that economic conditions do not always hinder consumption, especially when influenced by emotional and social factors.
6. The most frequently purchased products are clothing, accessories, and cosmetics, reflecting a consumption focus on appearance, in accordance with the characteristics of consumer behavior according to Sumartono (2002). The most common shopping moments are at the beginning of the month and when there are big promotions/discounts, indicating the strong influence of situational factors on consumer behavior.

6. SUGGESTION

Based on the research results, the author suggests the following:

1. For E-commerce Users: Based on research findings showing that the majority of respondents have moderate to high consumer behavior, as well as a tendency to significantly overspend on online shopping activities, it is recommended that e-commerce users increase their awareness and personal financial management. This can be achieved through simple practices such as regularly recording every shopping transaction or by setting a monthly budget specifically for e-commerce. These steps aim to help users monitor and control spending to align with their financial capabilities.
2. For future researchers, it is recommended to add other variables such as lifestyle, economic status, and social pressure to make the prediction model more comprehensive. Furthermore, sampling with a more diverse sample size in terms of age and occupational background could also strengthen the generalizability of the research results.

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