

# Relationship Between Narcissistic Personality and Impulsive Buying Behavior of Private University X Students, Bandar Lampung

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## Abstract

**Purpose:** This study aims to examine the relationship between narcissistic personality and impulsive buying behavior among students who shop online at a Private University or locally *Perguruan Tinggi Swasta* (PTS) in Bandar Lampung City.

**Methodology:** The research was conducted among Islamic Education students at a private university in Bandar Lampung City. A non probability sampling method with a systematic sampling technique was employed. Data were collected using two psychological scales, the Narcissistic Personality Scale and the Impulsive Buying Scale. A simple correlation analysis technique was used to determine the relationship between the two variables.

**Results:** The results indicated a significant positive relationship between narcissistic personality and impulsive buying behavior, with a correlation of determination ( $R^2$ ) showed that narcissistic personality accounted for 34% of the variance in impulsive buying behavior, while the remaining 66% was influenced by other factors.

**Conclusions:** The findings suggest that narcissistic personality traits are an important predictor of impulsive buying behavior among online-shopping students, highlighting the need to consider personality dimensions in strategies to manage impulsive purchasing.

**Limitations:** This study was limited to one private university and used a simple quantitative analysis approach; therefore the findings may not be generalisable to a wider population or other educational settings.

**Contributions:** This study contributes to psychology and consumer behaviour by examining the influence of narcissistic traits on students' impulsive buying. The findings provide a reference for future research and practical strategies to address impulsive buying among young consumers.

**Keywords:** *Impulsive Buying Behavior, Narcissistic Personality, Student*

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## 1. Introduction

Essentially, human beings possess various wants and needs in their daily lives, one of which is the need to shop. Shopping activities are often perceived as enjoyable by most people, making them difficult to separate from everyday life. Along with the advancement of time, patterns of consumer

behaviour have undergone significant changes. Shopping has shifted toward a more practical and modern system through the utilisation of digital technology, namely online shopping. Online shopping has become an alternative choice for many individuals to obtain goods and services according to their needs more quickly and efficiently.

The rapid development of information and communication technology has transformed the landscape of both global and national commerce. In Indonesia, the growth of e-commerce has increased significantly, particularly since the COVID-19 pandemic, which compelled people to shift to online transactions as their primary shopping option. This shift was consistent with global patterns in which impulsive buying activity increased markedly during the COVID-19 pandemic, and it later encouraged Indonesian digital platforms to intensify advertising stimuli and hedonic appeals designed to trigger impulse purchases ([Juanim, Alghifari, & Setia, 2024](#)). According to data from [Direktorat \(2021\)](#), the number of internet users in Indonesia has reached 202.6 million people, with the majority using the internet for online shopping activities. Platforms such as Shopee, Tokopedia, Lazada, and Bukalapak have become the primary destinations for consumers in fulfilling both daily necessities and lifestyle-related needs. Studies conducted on these Indonesian platforms have shown that hedonic shopping motivation and shopping lifestyle are strong predictors of impulse buying ([Pramesti, & Dwiridotjahjono, 2022](#); [Qammaidha, & Purwanto, 2022](#); [Sen, 2022](#)).

Shopping through online stores is considered to offer numerous advantages, including time efficiency, relatively affordable prices, ease of product comparison, and unrestricted accessibility regardless of time and location. During the transaction process, buyers and sellers interact through price negotiations and shipping cost arrangements. This convenience has made online transactions increasingly popular among consumers from various backgrounds, including university students. However, the ease of access and numerous attractive promotional offers may also encourage individuals to make purchases without careful planning, namely purchasing products spontaneously without considering their actual function or necessity. Such behavioural patterns are known as impulsive buying.

[Rook and Fisher \(1995\)](#) explained that impulsive buying refers to an individual's tendency to purchase products spontaneously and immediately, driven by emotional responses toward attractive products and the desire to obtain instant gratification. This behaviour may result in negative consequences, including financial problems, feelings of regret, guilt, and social disapproval due to purchases that are not accepted by the surrounding environment. Within the context of Islamic teachings, extravagant and excessive consumer behaviour is clearly prohibited. As stated in the Holy Qur'an, Surah Al-Furqan verse 67, Allah SWT reminds His servants to maintain balance in spending their wealth, avoiding both extravagance and miserliness. Furthermore, The impulsive buying consists of four primary characteristics namely spontaneity, in which purchases are made without prior planning and are triggered by immediate stimuli; urge intensity, referring to a strong motivation to act immediately without considering other factors; emotional excitement, characterised by pleasurable feelings experienced during the purchasing process; and disregard for consequences, referring to a lack of concern regarding the potential outcomes of the purchasing behaviour ([Arisandy, 2017](#)).

The phenomenon of impulsive buying can be observed across various age groups, including adolescents and university students. [Yudha \(2018\)](#) stated that individuals aged 18–29 years are particularly vulnerable to impulsive buying due to social pressures to gain acceptance within their peer groups. Consistent with this view, [Andi \(2019\)](#) explained that physical appearance plays an important role for adolescents as a means of attracting attention, obtaining social support, and achieving popularity. Consequently, many adolescents are willing to spend money on products they do not actually need simply to maintain their self-image or social status in the eyes of their peers.

In addition to age and social pressure, personality factors also play an important role in shaping the tendency toward impulsive buying. One personality characteristic that contributes to this behaviour is narcissistic personality. In addition to age and social pressure, personality factors also play an important role in shaping the tendency toward impulsive buying. One personality characteristic that

contributes to this behaviour is narcissistic personality ([American, 2013](#)). [Barry, Grafeman, Adler, and Pickard \(2007\)](#) further suggested that individuals with narcissistic personality traits tend to seek attention and recognition from those around them. Their desire to consistently stand out encourages them to purchase various products excessively, often without considering their actual needs, a behavioural pattern that reflects impulsive buying ([Andi, 2019](#)).

Previous studies have demonstrated the relationship between narcissistic personality and consumer behaviour. [Ambarwati and Safitri \(2011\)](#) found a positive relationship between narcissistic personality and consumptive behaviour among adolescents in Yogyakarta. [Rose \(2007\)](#) also reported that individuals with higher levels of narcissism tend to possess stronger shopping motivation as a means of projecting a positive self-image. [Wiedmann, Hennigs, and Siebels \(2007\)](#) found that the consumption of luxury and branded products is frequently associated with the pursuit of social status, which is closely related to narcissistic traits. The influence of social media as a platform for self-presentation further intensifies this tendency, as platforms such as Instagram and TikTok have become arenas for image competition that encourage excessive consumption ([Twenge & Foster, 2010](#)).

Based on a preliminary survey involving 40 students at one Private University (*Perguruan Tinggi Swasta* or PTS) in Bandar Lampung City, 26 students reported enjoying online shopping, while 13 expressed less interest. Those who enjoyed online shopping indicated that purchasing newly released and trending products widely used by their peers provided feelings of satisfaction, happiness, and relaxation. At the same time, individuals with narcissistic tendencies often strive to appear superior, keep up with current fashion trends, and avoid being perceived as outdated. The combination of these tendencies may increase the likelihood of impulsive buying behaviour, particularly in the context of online shopping, which offers easy accessibility and strong visual stimuli. Based on this phenomenon, this study aims to examine the relationship between narcissistic personality and impulsive buying behaviour among students who engage in online shopping at Private University (PTS) X in Bandar Lampung City. The findings are expected to contribute to the development of consumer psychology literature in Indonesia and provide practical implications for educational institutions in designing financial literacy and personal development programmes for university students.

## 2. Literature Review

### 2.1 Impulsive Buying

Impulsive buying refers to an individual's tendency to purchase products suddenly without prior planning. This behaviour usually arises from emotional impulses toward a product and the desire to obtain immediate gratification. ([Loudon & Della, 1993](#)) (as cited in [Yolanda and Rembulan \(2017\)](#)) explained that impulsive buying is a purchasing decision that emerges spontaneously at the point of sale without any prior intention on the part of the consumer. Similarly, [Ni \(2018\)](#) defined it as purchasing behaviour carried out without prior planning and driven by a sudden desire that arises when encountering a product.

[Verplanken and Herabadi \(2001\)](#) argued that impulsive buying generally occurs when individuals exhibit weak cognitive control and high emotional dominance, causing purchasing decisions to be influenced more by feelings than by rational considerations. Under these circumstances, individuals frequently disregard the price, function, and utility of the purchased product because of the urge to possess it immediately and the satisfaction experienced after the purchase has been completed. This condition is further exacerbated by the interface design of modern online shopping platforms, which is intentionally developed to trigger consumers' emotional responses through notifications, countdown timers, flash sale displays, and personalised product recommendations.

([Rook, 1987](#)) defined impulsive buying as an individual's tendency to make spontaneous and immediate purchases due to a strong emotional attraction toward a particular product. Individuals with high levels of impulsiveness are generally more susceptible to visual stimuli or promotional offers in shopping environments and tend to make rapid purchasing decisions with little consideration. ([Beatty & Elizabeth, 1998](#)) further explained that impulsive buying refers to sudden and immediate purchases made without prior purchase intentions, whether for a product category or a specific brand. Such

purchases occur after consumers experience a buying urge and are typically spontaneous and exciting. Based on these perspectives, it can be concluded that impulsive buying is purchasing behaviour carried out suddenly and emotionally without rational consideration, in which purchases are made not because of genuine needs but because of temporary desires.

Within the context of online shopping, impulsive buying has become increasingly complex. [Jiang, Chan, Tan, and Chua \(2010\)](#) suggested that online shopping environments enriched with visual features, product reviews, and algorithm-based recommendation systems possess substantial potential to stimulate impulsive buying behaviour, even more than physical retail stores. This is consistent with recent evidence from social commerce contexts, where cognitive-affective mechanisms have been shown to drive both impulsive and compulsive buying by [Dang, Nguyen, and Duc \(2025\)](#), and with findings that early maladaptive schemas can heighten both impulsive and compulsive buying tendencies ([Rocha, Fernández, Castro, Ferreira, Teixeira, Campos, & Rocha, 2023](#)). This is attributable to unrestricted accessibility across time and place, as well as the minimal "friction" during the transaction process that, in physical stores, often provides consumers with an opportunity to reconsider their purchasing decisions ([Baumeister, 2002](#)). [Xu \(2018\)](#) also emphasised that personalised online shopping experiences driven by artificial intelligence algorithms can significantly increase the intensity of impulsive buying urges.

## **2.2 Factors Influencing Impulsive Buying**

Numerous studies have examined the factors influencing impulsive buying from various perspectives. The factors affecting impulsive buying can be categorised into two groups: internal factors and external factors. Internal factors include emotions, motivation, perception, attitudes, and personality. External factors encompass the shopping environment, pricing, promotional activities, and social group influences. Recent studies confirm that hedonic motivation and sales promotion remain strong external predictors of impulse buying by [Pratminingsih, Hayati, Sukandi, Rahmayanti, Sujai, and Akbar \(2021\)](#), and that hedonistic shopping experiences are closely tied to compulsive buying tendencies ([Tarka, Harnish, & Babaev, 2023](#)). Within the context of online shopping, the most influential external factors include platform interface design, notification systems, and digital marketing strategies such as flash sales and voucher promotions.

Self-control is one of the moderating variables consistently identified in research on impulsive buying. Recent research further shows that self-control can still fail to prevent compulsive buying when ill-being perception is present, positioning the latter as an important mediating mechanism ([Jain, Srivastava, & Shukla, 2023](#)). The individuals with low self-control tend to fail in resisting purchasing urges because of their inability to manage conflicts between short-term desires and long-term goals. [Hoch and Loewenstein \(1991\)](#) likewise demonstrated that the tension between immediate desires and self-control constitutes the core dynamic underlying impulsive buying. Furthermore, materialism, self-esteem, and the need for social acceptance have also been shown to be associated with impulsive buying tendencies ([Sen, 2023](#); [Dittmar, Bond, Hurst, & Kasser, 2014](#)).

## **2.3 Characteristics Of Impulsive Buying**

[Arisandy \(2017\)](#) explained that impulsive buying behaviour possesses several distinctive characteristics that differentiate it from planned purchasing. The first characteristic is spontaneity, in which purchases are made without prior planning and are triggered by environmental stimuli such as attractive product displays, discounted prices, or recommendations from friends. Building on this, recent research shows that confidence can moderate the strength of impulsive buying behaviour once such urges arise ([Tran, 2022](#)). The second characteristic is urge intensity, referring to a very strong motivation to purchase immediately without considering other factors such as budget availability or the actual need for the product.

The third characteristic is the presence of emotional excitement or pleasurable feelings experienced during the purchasing process, often described as temporary excitement or euphoria. The fourth and final characteristic is disregard for consequences, in which individuals tend to ignore the potential negative consequences of unplanned purchases, such as financial depletion, unused products, or

post-purchase regret. [Park \(2020\)](#) added another dimension, namely the cognitive aspect, which reflects the lack of rational consideration in the impulsive purchasing decision-making process. This cognitive dimension aligns with recent findings that impulsive buying tendency is jointly predicted by cognitive factors, personality traits, and affect ([Kafadar & Yılmaz, 2022](#)).

#### **2.4 Narcissistic Personality**

Narcissistic personality is one of the concepts in psychology describing individuals who possess excessive self-love, a strong desire to be admired, and a lack of empathy toward others. The term narcissism was first introduced by Havelock Ellis in 1898 and was later developed by Sigmund Freud through his psychoanalytic theory in his essay entitled *On Narcissism* in 1914. The concept originates from Greek mythology, specifically the story of Narcissus, a handsome young man who fell in love with his own reflection in the water. In the development of modern psychology, narcissism is understood as a personality pattern characterised by high egocentrism and a constant need for social recognition ([Davidson, 2006](#)).

Clinically, narcissistic disorder is known as Narcissistic Personality Disorder (NPD), as described in the Diagnostic and Statistical Manual of Mental Disorders ([American, 2013](#)). This disorder is characterised by excessive feelings of superiority, an excessive need for admiration, and an inability to empathise with others. [Brummelman, Thomaes, Nelemans, Overbeek, and Bushman \(2015\)](#) argued that narcissistic tendencies may emerge as a result of excessive evaluations and praise given by parents to their children. Children who grow up in environments with unrealistic expectations are likely to develop exaggerated self-perceptions and behave as though they are superior to others. [Fausiah, Basri, and Agustine \(2007\)](#) further stated that narcissistic individuals possess irrational beliefs that they are special, important, and deserving of special treatment from those around them.

[American \(2013\)](#) stated that individuals with narcissistic tendencies frequently display rigid attitudes, lack sensitivity toward the feelings of others, and have difficulty demonstrating genuine empathy. [Boeree \(2017\)](#) emphasised that individuals with Narcissistic Personality Disorder tend to be self-centred, lack social sensitivity, and possess little compassion for the suffering of others. [Twenge and Foster \(2010\)](#) in their study of American college students, found that collective levels of narcissism have consistently increased over several decades, attributing this trend to increasingly individualistic cultural values and the influence of social media. A recent large-scale cross-temporal meta-analysis further confirms that narcissism levels have continued to shift across recent cohorts, reinforcing the relevance of generational and cultural context in understanding narcissistic tendencies ([Oberleiter, Stickel, & Pietschnig, 2024](#)).

Based on these perspectives, it can be concluded that narcissistic personality is a behavioural pattern characterised by feelings of superiority, a strong need for recognition from others, and a lack of empathy toward the surrounding environment. Individuals with this personality pattern tend to seek external validation to maintain their self-image and sense of self-worth, which may ultimately encourage various forms of consumptive behaviour, including impulsive buying, as an expression of personal identity within the social environment ([Japarianto, 2009](#)). This is consistent with recent findings that social media addiction is closely linked to low self-esteem and can reinforce narcissistic self-presentation ([Oleas & López-Barranco, 2024](#)).

#### **2.5 Dimensions of Narcissistic Personality**

According to the DSM-5, an individual may be considered to have narcissistic personality characteristics if he or she exhibits at least five of the following nine principal symptoms namely an exaggerated sense of self-importance, involving overestimation of one's abilities and achievements, accompanied by expectations of being recognised as a superior individual despite lacking comparable accomplishments; a preoccupation with fantasies of unlimited success, power, beauty, or ideal love; a belief that one is special and can only be understood by, or should associate with, high-status individuals or institutions; An excessive need for continuous admiration and praise from others; and a sense of entitlement, characterised by unrealistic expectations of receiving particularly favourable treatment or automatic compliance with one's expectations ([American, 2022](#)).



In addition, narcissistic individuals frequently, exploit others for personal gain without experiencing guilt, display low levels of empathy by being unwilling or unable to recognise and appreciate the feelings and needs of others, feel envious of others or believe that others are envious of them, and demonstrate arrogant or haughty attitudes in everyday social interactions ([Linangimah, 2018](#)). These dimensions formed the basis for developing the Narcissistic Personality Scale used in the present study ([Campbell & Foster, 2006](#)).

### ***2.6 The Relationship Between Narcissistic Personality and Impulsive Buying***

Adolescence is a transitional developmental period between childhood and adulthood, involving significant changes in biological, cognitive, and socio-emotional aspects ([Santrock, 2008](#)). During this phase, adolescents begin to develop a strong interest in their physical appearance as an effort to obtain recognition, social support, and popularity within their social environment. This desire to appear as attractive as possible leads adolescents to spend money on products based on wants rather than needs, solely to gain acceptance and recognition from their peer groups. Shopping activities motivated by desire rather than necessity are known as Impulsive Buying, which [Rook \(1987\)](#) (as cited in [Ni, 2018](#)) defined as the tendency to purchase spontaneously and immediately, driven primarily by emotional attraction and the desire to experience satisfaction from the purchased product. Individuals with a high tendency toward impulsive buying generally respond more quickly to unexpected purchasing stimuli. Although the need for social acceptance and admiration represents a normal aspect of adolescent development, these characteristics become pathological when they reach an extreme level and interfere with self-regulatory capacity, which, in psychological terminology, is categorised as narcissism ([Andi, 2019](#)).

Narcissistic personality, generally characterised by grandiosity, a need for admiration, and a lack of empathy, is based on exaggerated and unrealistic self-evaluations ([Ambarwati & Safitri, 2011](#)). The narcissistic individuals possess a strong desire to impress others and become the centre of attention, thereby encouraging excessive purchasing of products that are not actually needed, a behaviour that clearly represents a manifestation of impulsive buying. This pattern is corroborated by recent research showing that narcissism, mediated by the fear of missing out, predicts compulsive buying following social exclusion ([Mert & Tengilimoğlu, 2023](#)). Based on the literature reviewed above, it can be understood that Narcissistic Personality (characterised by the need for admiration and grandiosity) is logically associated with an increase in Impulsive Buying behaviour (characterised by spontaneous, emotionally driven purchasing without considering its consequences).

## **3. Research Methodology**

This study employed a quantitative research approach to examine the relationship between narcissistic personality and impulsive buying behaviour among university students. A quantitative approach was selected because this research aims to measure psychological variables objectively using structured instruments and statistical analysis. This approach enables researchers to identify the strength and direction of relationships between variables based on empirical data collected from research participants ([Sugiyono, 2018](#)). The research design applied in this study was a correlational research design, which was intended to determine whether narcissistic personality is associated with impulsive buying behaviour among students who engage in online shopping activities.

The study involved two main variables: narcissistic personality as the independent variable and impulsive buying behaviour as the dependent variable. Impulsive buying refers to an individual's tendency to make spontaneous purchasing decisions without prior planning or careful consideration. In this study, impulsive buying behaviour was examined among students at Private University (PTS) X in Bandar Lampung City who frequently engage in online shopping activities. The measurement of impulsive buying behaviour was conducted using an Impulsive Buying Scale developed based on the dimensions proposed by [Rook and Fisher \(1995\)](#), consisting of four dimensions: spontaneity, urge intensity, emotional excitement and stimulation, and disregard for consequences. These dimensions represent the psychological processes underlying unplanned purchasing decisions driven by immediate emotional responses.

The second variable examined was narcissistic personality, which refers to a personality tendency characterised by excessive self-focus, a strong need for admiration, feelings of superiority, and limited empathy toward others. The measurement of narcissistic personality was conducted using the Narcissistic Personality Scale developed based on the criteria described in the Diagnostic and Statistical Manual of Mental Disorders, Fifth Edition ([American Psychiatric Association, 2013](#)). The scale consists of nine dimensions, including an exaggerated sense of self-importance, fantasies of success and beauty, beliefs of being special, excessive need for admiration, sense of entitlement, exploitative tendencies, lack of empathy, feelings of envy, and arrogant or haughty attitudes. These dimensions were used to identify the extent to which narcissistic characteristics are associated with students' purchasing tendencies.

The population of this study consisted of active students enrolled in the Management, Accounting, and Information Systems study programmes who participated in the Islamic Religion course at Private University X in Bandar Lampung City. The total population consisted of 150 students. This population was selected because preliminary observations indicated the presence of online shopping activities and tendencies toward impulsive purchasing behaviour among students. The research sample was determined using a non-probability sampling technique, in which not all members of the population had an equal opportunity to be selected as participants. Specifically, this study applied a systematic sampling technique, where participants were selected based on a predetermined interval from an organised population list. Based on the sampling calculation, a total of 60 students were selected as research respondents.

Data collection was conducted using psychological measurement scales consisting of the Narcissistic Personality Scale and the Impulsive Buying Scale. Respondents provided responses based on their personal experiences and behavioural tendencies related to personality characteristics and online purchasing behaviour. The collected data were processed using Statistical Product and Service Solution (SPSS) version 23.0 for Windows ([Romie, 2017](#)). Prior to hypothesis testing, the data were analysed through descriptive statistical analysis to identify the distribution and categorisation levels of each variable. Subsequently, a simple correlation analysis was performed to examine the relationship between narcissistic personality and impulsive buying behaviour. The analysis results were used to determine the correlation coefficient, significance level, and contribution of narcissistic personality in explaining variations in students' impulsive buying behaviour.

## 4. Results and Discussions

### 4.1 Result

Descriptive statistical analysis was conducted to identify the distribution and categorisation levels of narcissistic personality and impulsive buying behaviour among students at Private University X in Bandar Lampung City. The categorisation process was performed by comparing the obtained scores with the predetermined score intervals, which classified respondents into three categories: low, moderate, and high. According to [Azwar \(2016\)](#), categorisation based on empirical scores can be used to describe the psychological characteristics of research participants by grouping respondents into specific levels. The results of the categorisation analysis for each research variable are presented in Table 1 and Table 2.

Table 1. Categorization of research samples for narcissistic personality scale

| Score Interval     | Category | N  | %    |
|--------------------|----------|----|------|
| $X < 174$          | Low      | 4  | 6.7  |
| $174 \leq X < 261$ | Moderate | 56 | 93.3 |
| $X \leq 261$       | High     | 0  | 0    |
| Amount             | Amount   | 60 | 100  |

Based on Table 1, the results indicate that the majority of students at Private University X in Bandar Lampung City demonstrated a moderate level of narcissistic personality characteristics. A total of 56 respondents (93.3%) were classified in the moderate category, while only 4 respondents (6.7%) were

included in the low category. Meanwhile, no respondents were classified as having a high level of narcissistic personality characteristics. These findings indicate that although students may demonstrate certain narcissistic tendencies, such as the desire for recognition and positive self-image, these characteristics remain within a moderate range rather than reaching an excessive level.

Table 2. Categorization of research samples for impulsive buying scale

| Score Interval     | Category | N  | %    |
|--------------------|----------|----|------|
| $X < 256$          | Low      | 5  | 8.3  |
| $256 \leq X < 384$ | Moderate | 55 | 91.7 |
| $X \leq 384$       | High     | 0  | 0    |
| Amount             | Amount   | 60 | 100  |

Based on Table 2, the findings show that impulsive buying behaviour among students at Private University X in Bandar Lampung City was predominantly classified at a moderate level. A total of 55 respondents (91.7%) were included in the moderate category, while 5 respondents (8.3%) were classified in the low category. No respondents were found in the high category of impulsive buying behaviour. These results suggest that students demonstrate a tendency to engage in spontaneous purchasing activities, particularly in online shopping contexts, but the behaviour remains within a controlled level and does not indicate excessive impulsive purchasing tendencies.

## 4.2 Discussion

The results of this study indicate a significant positive relationship between narcissistic personality and impulsive buying behaviour among university students. These findings reinforce the view that individuals with higher levels of narcissism tend to purchase products spontaneously as a form of self-expression and as an effort to obtain social recognition. Narcissistic personality encourages individuals to project an ideal self-image in the eyes of others; consequently, purchasing decisions are often driven by emotional impulses and the desire to appear superior to those around them. [Carey, Brucks, Küfner, Holtzman, Donnellan, Pennebaker, Mehl, and Al \(2015\)](#) supported this finding by demonstrating that narcissism is closely associated with consumptive behaviour and impulsive purchasing decisions because of the need for social validation and positive self-presentation.

This tendency can be explained through self-regulation theory, whereby individuals with low self-control are more likely to succumb to immediate impulses without considering long-term consequences. [Dittmar, Bond, Hurst, and Kasser \(2014\)](#) found that impulsive buying generally arises from weak cognitive control and the dominance of emotional aspects in the decision-making process, making consumptive behaviour a form of compensation for unmet psychological needs. This is consistent with recent findings that self-esteem mediates the relationship between broader personality traits and compulsive buying by [Otero-López, Santiago, and Castro \(2023\)](#), and that materialism arising from self-discrepancy can drive impulsive buying through reduced subjective well-being ([Pupelis & Šeinauskienė, 2023](#)). Within the context of university students, the desire to appear attractive and gain acceptance from social groups often strengthens this tendency, particularly when individuals experience social pressure to remain “up to date” with current trends. Recent research similarly shows that personality traits play a comprehensive role in shaping impulsive, compulsive, and panic buying behaviours ([Aquino & Lins, 2023](#)).

In addition to personality factors and self-control, the digital environment also strengthens the relationship between narcissism and impulsive behaviour. Contemporary online shopping platforms are designed with various features that trigger emotional responses, such as discount notifications, instant purchasing systems, and visually appealing displays. [Ruggeri \(2019\)](#) explained that individuals with narcissistic orientations are more easily influenced by status symbols and the social image associated with particular products, leading them to use shopping activities to reinforce their identity and social status. This tendency is reinforced by recent findings linking fear of missing out and social media addiction to weakened self-control among young users ([Kovan, Yıldırım, & Gülbahçe, 2024](#)).



In this context, online shopping functions not only as a means of fulfilling needs but also as a medium for self-presentation within the digital social environment.

These findings have important practical implications. Interventions aimed at reducing impulsive buying behaviour should focus not only on financial literacy but also on enhancing self-awareness and emotional regulation. For university students, educational programmes encouraging critical self-reflection regarding the influence of social media and self-image pressures may also contribute to reducing excessive consumptive behaviour. These practical implications are reinforced by recent findings that stronger financial behaviour improves financial well-being and that financial management can moderate the negative consequences of compulsive buying ([Owusu, Arthur, & Koomson, 2023](#)). Recent studies also show that compulsive buying is closely tied to emotional distress and depression by [Mishra, Singh, Kar, and Ganesan \(2023\)](#), that anxiety can heighten both compulsive and impulsive buying while intensifying emotional dysregulation, and that emotion regulation can meaningfully reduce impulsive buying in fashion purchasing contexts ([Putri, Marniati, & Purnomo, 2025](#); [Sabri, Wahab, Mahdzan, Magli, Rahim, Suhaimi, & Nazuri, 2023](#)).

Nevertheless, this study has several limitations that should be acknowledged. The correlational design employed does not permit causal conclusions regarding the relationship between narcissistic personality and impulsive behaviour. Furthermore, the use of a sample limited to students from a single university restricts the generalisability of the findings. Therefore, future studies are recommended to employ longitudinal designs involving participants from more diverse demographic backgrounds, while incorporating additional variables such as self-control, materialism, and social media use as mediating or moderating variables to provide a broader understanding of the factors influencing impulsive buying behaviour among young people ([Cachón-Rodríguez, Blanco-González, Prado-Román, & Fernández-Portillo, 2025](#)).

## **5. Conclusions**

### **5.1 Conclusion**

Based on the results of the analysis and discussion presented above, it can be concluded that there is a significant relationship between narcissistic personality and impulsive buying behaviour among students at Private University (PTS) X in Bandar Lampung City, as indicated by an  $R$  value of 0.583 with a significance value of 0.000 ( $p < 0.05$ ). The correlation coefficient of 0.583 indicates a moderate relationship between the two variables, although several aspects of the research variables were not significantly related to one another, amounting to 19 aspects. The hypothesis testing results confirmed that there is a relationship between narcissistic personality and impulsive buying behaviour among students at Private University (PTS) X in Bandar Lampung City, with an effective contribution of 34%.

### **5.2 Research Limitations**

This study has several limitations that should be considered when interpreting the findings. First, the research employed a correlational design, which limits the ability to establish causal relationships between narcissistic personality and impulsive buying behaviour. Therefore, the findings only explain the association between the variables and cannot confirm whether narcissistic personality directly causes changes in impulsive buying behaviour. Second, the sample was limited to students from one private university in Bandar Lampung City, which may reduce the generalisability of the findings to students from different universities, regions, or demographic backgrounds. Third, this study relied on self-report instruments, which may be influenced by respondents' subjective perceptions and social desirability bias. Additionally, impulsive buying behaviour may be influenced by other psychological and situational factors that were not examined in this study, such as self-control, materialism, financial literacy, social media exposure, and peer influence.

### **5.3 Suggestions and Directions for Future Study**

Future studies are encouraged to address these limitations by applying longitudinal or experimental research designs to obtain stronger evidence regarding the causal relationship between narcissistic personality and impulsive buying behaviour. Researchers may also expand the sample by involving

students from various universities, regions, and demographic characteristics to improve the external validity of the findings. Furthermore, future research can incorporate additional variables, such as self-control, materialism, self-esteem, social media usage, and financial literacy, either as mediating or moderating variables to provide a more comprehensive explanation of impulsive buying behaviour. The use of mixed-method approaches combining quantitative and qualitative data is also recommended to explore deeper psychological processes underlying impulsive purchasing decisions among young consumers in the digital shopping environment.

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### Author Contributions

YZ conceptualized the study, designed the research methodology, collected and analyzed the data, and prepared the original manuscript draft. SS contributed to the research design, reviewed and edited the manuscript, and provided critical feedback to improve the quality of the study. MI supervised the research process, validated the findings, reviewed the manuscript, and provided overall guidance throughout the study. All authors have read and approved the final version of the manuscript.

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