

Research Paper

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

Mahi Tak^{1*}, Prof. Dr. Rita Kumar²

ABSTRACT

The purpose of this study is to examine the influence of personality traits and emotions as antecedents of consumer decision making among adults. Quantitative methodology was used through the collection of data via standardized questionnaires that measured personality traits, emotional intelligence, and consumer decision-making styles. From the findings, there is a strong correlation between personality traits and emotional intelligence and consumer decision-making style, although emotional intelligence contributed slightly more significantly to consumer choices. Pearson correlation analysis revealed that emotional intelligence and personality traits are related to each other and together influence consumer decision making style. In addition, a regression analysis revealed that personality traits and emotional intelligence have unique effects on the variance in consumer decision making styles. This research serves to expand knowledge about psychological factors, especially personality and mood, that motivate consumer decisions and offers practical implications for marketing management. The limitations of the research are its cross-sectional nature, dependence on self-reported measures, and restricted demographic sample. Longitudinal research, more varied demographics, and other psychological measures could build upon these results.

Keywords: *Personality Traits, Emotional Intelligence, Consumer Behavior, Consumer Decisions, Psychological Predictors, Consumer Psychology*

Consumer decision making and behavior are highly psychological processes which are driven by internal characteristics as much as external stimuli. The Big Five Model of Personality (openness, conscientiousness, extraversion, agreeableness and neuroticism) has an influence on consumer preferences, shopping behavior and brand loyalty. People high on openness might be attracted to innovative products.

Emotional intelligence refers to the capacity to perceive, understand and manage emotions. It extends its influence on how consumers decode marketing messages and make purchasing decisions. The current study investigates the dynamic interaction between personality tendencies and emotional intelligence in explaining consumer decision making, which would be powerful knowledge for marketers seeking to create more effective, emotion-evoking campaigns.

¹Postgraduate, Amity University India

²Professor, Amity University India

*Corresponding Author

Received: July 09, 2025; Revision Received: September 03, 2025; Accepted: September 07, 2025

REVIEW OF LITERATURE

Sharma et al. (2024) research investigates the intricate relationship between adolescent pro-environmental behavior, emotional intelligence, and personality factors. The research aims to rigorously review the body of literature to understand how differences among individuals influence young individuals' activities promoting environmental stewardship. The authors reveal significant emotional intelligence elements and personality traits that highly relate to pro-environmental activities through aggregating findings from several studies. To further elucidate these connections, the research also points out gaps in the current literature and provides suggestions for future research directions.

Silalahi et al. (2024) the research assesses the moderating roles of emotions and time pressure and examines the influence of the Big Five personality traits on impulsive buying in online environments. 342 Indonesian customers with prior e-commerce experience supplied data through online surveys, and the hypotheses were tested by applying structural equation modeling. The results indicate that conscientiousness, extraversion, agreeableness, and openness all contribute significantly to impulsive buying behavior. Further, it was also found that the interaction of emotions with neuroticism and time pressure with agreeableness worsened impulsive buying tendencies. These findings have practical implications for e-commerce sites as well as significant theoretical implications for consumer psychology.

Shemshaki et al. (2024) aimed to examine how personality traits and behavioral variables influence consumer behavior, focusing on loyalty and satisfaction. The aim of the study was to empirically analyze how individual differences influence consumption-related choices and outcomes based on positivist research philosophy. A group of 500 customers residing in English cities and selected to ensure statistical power and generalizability were administered standardized questionnaires as part of the researchers' correlational study design. These individuals had just recently purchased products or services from a variety of industries, including technology, healthcare, and retail. The findings indicated that customer behavior is significantly impacted by behavioral and psychological characteristics. Loyalty was the personality trait that was most influential in terms of loyalty and satisfaction outcomes. Decision-making styles were the behavioral traits which were found to have the greatest influence on customer satisfaction.

Aeron & Rahman (2023) carried out a research study to investigate the impact of eight distinct emotions on consumer judgments and behaviors. The study highlighted the significance of context factors in the moderation of such effects and offers a framework to comprehend emotion-induced consumer reactions.

Joshi et al. (2023) investigated the role of various dimensions of EI as predictors in shaping consumer decision-making with cognition as a mediator. The authors employed a multistage cluster sampling method and administered a survey to 4,000 Indian students. Partial least squares path modeling (PLSPM) in R studio was used by the authors to test their hypotheses. The findings show that all the dimensions of EI have a positive effect on decision-making, and cognition mediates this effect. One sub-dimension of EI showed a negative effect. The study is applicable to future research in the use of EI in understanding consumer decision-making and behavior.

Kankam & Charnor (2023) studied how emotional intelligence affects consumer decision-making styles, with brand trust and loyalty as mediating variables. The research indicated

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

that greater emotional intelligence boosts brand trust and loyalty, resulting in more intentional buying behaviors.

Marchetti et al. (2021) analyzed the psychological determinants that influenced consumer behavior in Italy during the COVID-19 epidemic. Exploring the impact of personality and emotional determinants on expenditure on needs (utilitarian purchases) versus non-needs (hedonic shopping) was the study objective. The aim was to employ a complete examination that distinguished between various types of purchases to investigate changes in customer behavior. In the initial pandemic peak, 3,833 individuals between 18 and 64 years old took part in a large online survey. What they found was that while sadness led to non-necessary buying, anxiety and fear related to COVID-19 led to necessity. Personality traits, justifications for buying, and perceived economic security also had effects on consumer choices.

Khatoon et al. (2021) highlights the hitherto lesser-known but significant role of negative emotions in consumer-brand relationship (CBR). The current research brings attention to the fact that negative emotions, such as anger, irritation, and disappointment, can lead to counterproductive customer behaviors such as brand avoidance, retaliation, and negative word-of-mouth, albeit the CBR field's long-standing focus on positive emotional ties. The authors follow the evolution of the concept since Fournier's groundbreaking research in 1998 through an examination of 55 scholarly articles. To uncover less-explored negative emotional reactions, the review identifies gaps in the literature and proposes a methodology that incorporates hierarchical emotion theory.

Paetz (2021) tested the study by applying a mixed logit model to examine the effect of personality traits on consumers' preferences for socially responsible products. Extraversion, agreeableness, and openness all play significant roles in shaping the preference for fair-trade products.

Escadas et al. (2020) carried out a study to examine how pre-decision and post-decision emotions affect ethical consumer choices. The research established a "virtuous ethical cycle," whereby positive feelings result in ethical choices, which in turn promote additional positive feelings and ethical conduct.

METHODOLOGY

Hypotheses

- **H1:** There will be a significant association between personality traits and consumer decision making in young adults.
- **H2:** There will be a significant association between emotion intelligence and consumer decision making in young adults.
- **H3:** There will be a significant association between personality traits and emotional intelligence in young adults.
- **H4:** Personality traits and emotional intelligence will be significant predictors of consumer decision making in young adults.

Objectives

1. To study the correlation between personality traits and consumer decision making in young adults.

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

2. To study the correlation between emotional intelligence and consumer decision making in young adults.
3. To study the correlation between personality traits and emotional intelligence in young adults.
4. To understand whether personality traits and emotional intelligence significantly predict consumer decision making in young adults.

Sample

Convenient sampling and snowball sampling technique was utilized from people who are 20 to 30 years of age, both male and female population were included. The sample of 301 participants of India was obtained. Snowball sampling also necessitates the present participants referring their new members of the network to become part of the study, convenient sampling is a function of voluntary participation of individuals available.

Research design

Quantitative research, correlational and cause and effect design was used in the current research.

Statistical analysis

The data obtained was tabulated and analyzed using SPSS 25 (IBM) to assess the finding of the study.

Variables

- **Independent Variables**
 1. Personality Traits
 2. Emotional Intelligence
- **Dependent Variables**
 1. Consumer Decision Making

Instruments

Three measures were used in this study,

1. Ten Item Personality Inventory- It was created by Samuel D. Gosling, Peter J. Rentfrow and William B. Swann in 2003. The short and self-reporting TIPI measures the personality traits out of five dimensions - emotional stability, extroversion, openness, agreeableness, and conscientiousness—are determined by two items per scale in the TIPI. Agreeableness, conscientiousness, emotional stability, and openness to experiences are assessed. It is a 7-point likert scale.
2. The Assessing Emotions Scale - It is a 33-item Assessing Emotions Scale (AES), also known as the Schutte Self-Report Emotional Intelligence Test (SSEIT). Schutte et al.'s (1998) AES was founded on Salovey and Mayer's (1990) theory of emotional intelligence. It scores four dimensions – perception of emotion, management of own emotions, management of others' emotions and use of emotions. It is a 5-point likert scale.
3. Consumer Styles Inventory – Consumer Styles Inventory (CSI) was developed in 1986 by George B. Sproles and Elizabeth L. Kendall. The eight dimensions are: impulsiveness, over choice confusion, brand consciousness, fashion consciousness, price-value consciousness, recreational shopping consciousness, habitual brand loyalty and perfectionism. It is a 5- point likert scale.

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

Procedure

The three surveys, along with an explanation of the study's goals and an invitation to participate freely, were sent to participants in a thorough survey packet. Important data including the researcher's contact information, promises of anonymity and secrecy, ethical considerations, and instructions for completion were also included in the packet. The entire time spent administering the instruments was around 10 minutes, during which the purpose and format of each questionnaire were explained in detail.

Data Collection

Participants were recruited online through google forms and filled offline by university students.

RESULTS

Table 1: Descriptive statistics of all variables

	Personality Traits	Emotional Intelligence	Consumer Decision Making Styles
Mean	43.76412	123.5116	53.0897
Standard Deviation	4.987402	13.42475	9.204451
N	301	301	301

Table 1 displays the descriptive statistics for the three primary variables—Personality Traits, Emotional Intelligence, and Consumer Decision Making Styles—that were investigated in this study. A random sample of 301 people provided the data. Participants' personality traits were moderately variable, with a mean score of 43.76 and a standard deviation of 4.99. The significantly higher mean score of 123.51 and standard deviation of 13.42 for emotional intelligence indicate that respondents experienced a broader range of emotional experiences. There was a substantial amount of variety in consumer decision-making processes, as seen by the 53.09 mean and 9.20 standard deviation of customer selections.

Table 2: Pearson Correlation Analysis of Personality Traits and Consumer Decision-Making.

	Perfectio nistic Consum er	Brand Consci ous Consum er	Fashio n Consci ous Consum er	Recreati onal Shoppin g Consci ous Consum er	Price- Value Consci ous Consum er	Impuls ive Consum er	Confus ed by Over choice Consum er	Habitual- Brand Loyal Consum er
Extraversio n	0.1831	0.0424	0.0671	0.0374	0.0043	-0.0045	-0.0048	-0.0082
Agreeablene ss	0.3192	0.1726	0.2237	0.1916	0.0454	0.1022	0.0167	0.1640
Conscientio usness	0.3108	-0.0039	0.1286	0.2097	0.1254	0.0664	0.0336	0.1025
Emotional Stability	0.3416	-0.0117	0.0957	0.1645	-0.0213	0.0373	0.0641	0.1152
Openness to Experiences	0.4234	0.6351	0.6781	0.6549	0.4296	0.6791	0.5679	0.5922

H1: There will be a significant association between Personality Traits and Consumer Decision Making in young adults.

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

Table 2 reveals significant correlations between personality traits and consumer decision making in young adults. Agreeableness is positively linked to Perfectionistic Consumer (0.3192) and Fashion-Conscious Consumer (0.2237), suggesting that agreeable individuals are more likely to exhibit perfectionism and fashion-conscious behaviors. Conscientiousness correlates with Perfectionistic Consumer (0.3108) and Recreational Shopping Conscious Consumer (0.2097), indicating conscientious individuals are more likely to focus on perfection and recreational shopping. Emotional Stability shows a moderate correlation with Perfectionistic Consumer (0.3416). Openness to Experiences has strong correlations with Brand Conscious Consumer (0.6351) and Fashion-Conscious Consumer (0.6781), suggesting open individuals are more likely to be brand and fashion-conscious.

Table 3: Pearson Correlation Analysis of Emotional Intelligence and Consumer Decision Making.

	Perfectionistic Consumer	Brand Conscious Consumer	Fashion Conscious Consumer	Recreational Shopping Conscious Consumer	Price-Value Conscious Consumer	Impulsive Consumer	Confused by Over choice Consumer	Habitual-Brand Loyal Consumer
Perception of Emotion	0.2968	0.0672	0.1163	0.1523	-0.0746	0.1022	-0.0229	0.1487
Managing Own Emotions	0.3192	0.1726	0.2237	0.1916	0.0454	0.1022	0.0167	0.1640
Managing Others' Emotions	0.3108	-0.0039	0.1286	0.2097	0.1254	0.0664	0.0336	0.1025
Utilization of Emotion	0.3416	-0.0117	0.0957	0.1645	-0.0213	0.0373	0.0641	0.1152

H2: There will be a significant association between Emotional Intelligence and Consumer Decision Making in young adults.

The relationships between distinct consumer decision-making styles and different degrees of emotional intelligence are shown in Table 7. People who are good at reading people's emotions are also likely to be perfectionists, according to a modest correlation between Perception of Emotion and Perfectionistic Consumer (0.2968). Both the Perfectionistic Consumer ($r=0.3192$) and the Fashion-Conscious Consumer ($r=0.2237$) demonstrate moderately good associations with Managing Own Emotions. There is a strong relationship between Recreational Shopping Conscious Consumer (0.2097 correlation) and Perfectionistic Consumer (0.3108) when it comes to managing others' emotions. The fact that there is a correlation between Perfectionistic Consumer and Utilisation of Emotion (0.3416) suggests that people who are good at using their emotions also likely to be perfectionists.

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

Table 4: Pearson Correlation Analysis of Personality Traits and Emotional Intelligence.

	Perception of Emotion	Managing Own Emotional Intelligence	Managing Others' Emotional Intelligence	Utilization of Emotion
Extraversion	0.2610	0.2866	0.1924	0.2371
Agreeableness	0.2322	0.0543	0.1725	0.2318
Conscientiousness	-0.0140	-0.0757	-0.0392	-0.0822
Emotional Stability	0.0928	0.0801	0.0928	0.1277
Openness to Experiences	0.0739	0.0252	0.0585	-0.0421

***Sig at 0.01 level*

H3: There will be a significant association between Personality Traits and Emotional Intelligence in young adults.

According to the data in the table, extraverted people tend to be more expressive and good at controlling their own emotions, as extraversion has moderately favourable relationships with these traits. The positive associations between agreeableness and emotions (0.2108) and perception of emotion (0.2322) suggests that those who are agreeable also tend to be emotionally attuned. A lack of emotional involvement is shown by the poor or negative correlations of conscientiousness with emotions (-0.0631) and the utilisation of emotion (-0.0822). Both Emotions (0.1277) and Perception of Emotion (0.0928) show weak positive relationships with Emotional Stability. There are very minor associations between Openness to Experiences and any of the emotional dimensions; the strongest of these is with Perception of Emotion (0.0739).

Table 5: Pearson Correlation Analysis of Personality Traits, Emotional Intelligence and Consumer Decision Making.

	Personality Traits	Emotional Intelligence	Consumer Decision Making Styles
Personality Traits	1		
Emotional Intelligence	0.237789**	1	
Consumer Decision Making Styles	0.20225**	0.238067**	1

***Sig at 0.01 level*

H4: Personality Traits and Emotional Intelligence will be significant predictors of Consumer Decision Making in young adults.

The relationships between young adults' consumer decisions, personality traits, and emotional intelligence are examined in Table 9, which displays the Pearson correlation coefficients. All three variables show positive associations that are statistically significant at the 0.01 level. Specifically, personality traits are positively correlated with emotional intelligence ($r = 0.237^{**}$), and both personality traits ($r = 0.202^{**}$) and emotional intelligence ($r = 0.238^{**}$) are positively correlated with consumer decision making. These results suggest that specific consumption activities are more common among those who display personality traits and emotional reactions. The fourth hypothesis (H4) states that individuals' consumer decision making styles are significantly impacted by their personality traits and Emotional Intelligence. This is supported by the fact that all correlation values are significant at the 0.01 level.

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

Table 6: Regression analysis of impact of Personality Traits on Consumer Decision Making.

<i>Regression Statistics</i>	
Multiple R	0.20225
R Square	0.040905
Adjusted R Square	0.037698
Standard Error	9.029292
Observations	301

<i>ANOVA</i>					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	1039.67	1039.67	12.75229	0.000414
Residual	299	24376.91	81.52812		
Total	300	25416.58			

The results of a regression analysis that looked at how different personality traits affected young adult consumers' decisions are shown in Table 10. A significant R Squared value of 0.0409 was found, suggesting that personality traits account for around 4.1% of the variation in customer behaviour. With an F-value of 12.75 and a Significance F (p-value) of 0.000414, which is significantly lower than the conventional alpha level of 0.05, the model is classified as statistically significant, despite the moderate effect size. This provides statistical evidence that individual differences in personality do influence purchasing decisions. Thus, the hypothesis (H1) indicating that individuals' consumer decisions and behaviours are significantly influenced by their personality traits is accepted based on the significance level.

Table 7: Regression analysis of impact of Emotional Intelligence on Consumer Decision Making.

<i>Regression Statistics</i>	
Multiple R	0.238067
R Square	0.056676
Adjusted R Square	0.053521
Standard Error	8.95475
Observations	301

<i>ANOVA</i>					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	1440.502	1440.502	17.96416	0.00003
Residual	299	23976.08	80.18755		
Total	300	25416.58			

The regression study that was carried out to determine the effect of emotional intelligence on adult consumers' decision making is shown in Table 11. An R-squared value of 0.0567 suggests that emotional variables account for around 5.7% of the variation in consumer decision making. Despite the small amount of variance explained, the model is statistically significant with an F- value of 17.96 and a p-value (Significance F) of 0.00003, which is significantly lower than the usually accepted 0.05 threshold. This proves that consumers' emotional intelligence significantly impacts their decision-making and actions. As a result,

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

we accept the hypothesis (H2) that states adults' emotional states significantly influence their purchasing decisions.

DISCUSSION

Overview of Descriptive Statistics

The analysis of descriptive statistics revealed that among the Big Five personality traits, Emotional Stability had the highest mean score ($M = 9.11$, $SD = 1.87$), suggesting that participants generally exhibited calmness and resilience. Extraversion and Agreeableness also scored relatively high, indicating sociability and cooperativeness among respondents. Conscientiousness and Openness to Experiences had slightly lower mean scores, reflecting moderate levels of organization and openness to new experiences.

In terms of EI dimensions, Perception of Emotion had the highest mean ($M = 35.95$, $SD = 4.64$), followed by Managing Own Emotional Intelligence ($M = 33.40$, $SD = 4.47$), Managing Others' Emotional Intelligence ($M = 30.50$, $SD = 4.13$), and Utilization of Emotion ($M = 23.67$, $SD = 3.44$). These results suggest that participants were more adept at perceiving and managing their own emotions than utilizing emotions in decision-making. Regarding consumer decision-making styles, the Perfectionistic Consumer style had the highest mean score ($M = 53.09$, $SD = 9.20$), indicating a strong preference for high-quality products.

Other styles such as Brand Conscious, Fashion Conscious, and Recreational Shopping Conscious had lower mean scores, suggesting varied consumer preferences and behaviors.

Overview of Correlational Analysis

H1: There will be a significant association between Personality Traits and Consumer Decision-Making in young adults.

The correlation analysis revealed significant relationships between personality traits and specific consumer decision-making styles. Openness to experience was strongly correlated with brand consciousness ($r = 0.6351$) and fashion consciousness ($r = 0.6781$), suggesting that individuals high in openness are more inclined toward novel and aesthetically appealing products. Agreeableness showed positive correlations with perfectionistic consumer behavior ($r = 0.3192$) and fashion consciousness ($r = 0.2237$), indicating a preference for quality and social harmony in purchasing decisions. These findings are consistent with prior studies.

H2: There will be a significant association between Emotional Intelligence and Consumer Decision-Making in young adults.

The study found significant correlations between emotional intelligence dimensions and consumer decision-making styles. Managing one's own emotions was positively correlated with perfectionistic consumer behavior ($r = 0.3192$) and fashion consciousness ($r = 0.2237$). Managing others' emotions showed a positive correlation with recreational shopping consciousness ($r = 0.2097$). Utilization of emotion was positively correlated with perfectionistic consumer behavior ($r = 0.3416$). These results suggest that individuals with higher emotional intelligence are more likely to engage in thoughtful and socially aware purchasing behaviors.

H3: There will be a significant association between Personality Traits and Emotional Intelligence in young adults.

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

The study's findings indicate that certain personality traits are significantly related to dimensions of emotional intelligence. Extraversion showed moderate positive correlations with managing one's own emotions ($r = 0.2866$) and perception of emotion ($r = 0.2610$). Agreeableness was positively correlated with perception of emotion ($r = 0.2322$) and utilization of emotion ($r = 0.2318$).

H4: Personality Traits and Emotional Intelligence will be significant predictors of Consumer Decision Making in young adults.

Pearson correlation analyses demonstrated significant positive relationships between personality traits and emotional intelligence ($r = 0.238$, $p < .01$), personality traits and consumer decision-making styles ($r = 0.202$, $p < .01$), and emotional intelligence and consumer decision-making styles ($r = 0.238$, $p < .01$). These findings suggest an interconnected framework where personality traits influence emotional intelligence, which in turn affects consumer behavior. This interconnectedness is supported by previous studies.

Overview of Regression Analysis

Impact of personality traits on consumer decision-making in young adults.

The regression analysis revealed that personality traits significantly predict consumer decision-making styles, accounting for approximately 4.1% of the variance ($R^2 = 0.0409$, $F(1, 299) = 12.75$, $p < .001$). This aligns with previous research indicating that personality traits influence consumer behavior. For instance, a study by Aparna and Bhanu (2024) found that extroversion and introversion significantly affect consumer decision-making styles among college students, particularly in dimensions like "confused by overchoice" and "recreational shopping consciousness".

Impact of emotional intelligence on consumer decision-making in young adults.

The study found that emotional intelligence significantly predicts consumer decision-making styles, explaining about 5.7% of the variance ($R^2 = 0.0567$, $F(1, 299) = 17.96$, $p < .001$). This finding is consistent with the Somatic Marker Hypothesis, which posits that those emotional processes guide behavior and decision-making, particularly under uncertainty (Damasio, 1994). Additionally, research indicates that higher emotional intelligence is associated with better consumer decision-making.

CONCLUSION

This research looked at how a population's decision-making styles were affected by their personality characteristics and emotional intelligence (EI). The results provide insight into the intricate relationship between consumers' psychological traits and their actions because of thorough research employing descriptive statistics, correlation, and regression methods.

Descriptive statistics first showed that agreeableness, emotional stability, and extroversion were the most common personality qualities, with perception of emotion being the most significant aspect of emotional intelligence. A substantial percentage of consumers exhibited the Perfectionistic Consumer style, which indicates a predisposition towards buying purchases with an eye towards quality. The study's purpose was to examine the connections between EI, consumer decision-making, and personality factors by methodically testing its assumptions. Consumer decision-making styles were shown to be strongly predicted by both personality factors and EI. Additionally, these psychological aspects were associated with consumer decision-making patterns, and there were also significant relationships between personality characteristics and different EI components.

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

Brand Conscious consumers were more likely to exhibit characteristics like openness to new experiences, whereas Habitual-Brand Loyal consumers were more likely to exhibit features like emotional stability. In a similar vein, the Perfectionistic and Fashion-Conscious styles were strongly correlated with EI aspects such as Managing Own Emotions and Utilisation of Emotions. These results demonstrate how distinct emotional and personality traits impact the way consumers think and act when making a purchase. In essence, the results show that studies on consumer behaviour might benefit from include psychological concepts like emotional intelligence and personality. With this knowledge in hand, retail strategists, consumer psychologists, and marketers can create ads that speak to customers on a deeper, more personal level. This information may also be used to better engage and satisfy customers by dividing them into different groups depending on their psychological profiles.

REFERENCES

- Aeron, S., & Rahman, Z. (2023). Discrete emotions effect on consumer evaluation and behaviour: A contextual perspective and directions for future research. *Journal of Consumer Behaviour*, 22(6), 1543-1573.
- Di Crosta, A., Ceccato, I., Marchetti, D., La Malva, P., Maiella, R., Cannito, L., ... & Di Domenico, A. (2021). Psychological factors and consumer behavior during the COVID- 19 pandemic. *PloS one*, 16(8), e0256095.
- Escadas, M., Jalali, M. S., & Farhangmehr, M. (2020). What goes around comes around: The integrated role of emotions on consumer ethical decision-making. *Journal of Consumer Behaviour*, 19(5), 409-422.
- Huang, S. C., Silalahi, A. D. K., Eunike, I. J., & Riantama, D. (2024). Understanding impulse buying in E-commerce: The Big Five traits perspective and moderating effect of time pressure and emotions. *Telematics and Informatics Reports*, 15, 100157.
- Joshi, M., & Brahmi, M. S. (2023). A mediation-based analysis of emotional intelligence effect on cognition and consumer decision-making. *International Journal of Public Sector Performance Management*, 12(1-2), 223-251.
- Kankam, G., & Charnor, I. T. (2023). Emotional intelligence and consumer decision-making styles: the mediating role of brand trust and brand loyalty. *Future Business Journal*, 9(1), 57.
- Khatoon, S., & Rehman, V. (2021). Negative emotions in consumer–brand relationship: A review and future research agenda. *Journal of Product & Brand Management*.
- Paetz, F. (2021). Personality traits as drivers of social preferences: a mixed logit model application. *Journal of Business Economics*, 91, 303-332.
- Sharma, R., Gupta, S., & Singh, A. (2024). Pro-environmental behavior, personality and emotional intelligence in adolescents: a systematic review. *Frontiers in Psychology*, 15.
- Shemshaki, M., Ghasemi, Y., Homayouni, S., Salvati, Z., Dinarvand, M., & Kaviani, S. (2024). *Examining factors affecting consumer behavior by considering the role of personality and behavioral characteristics*. *Power System Technology*, 48(2), 1714–1722.

The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style

Acknowledgment

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

Conflict of Interest

The author(s) declared no conflict of interest.

How to cite this article: Tak, M. & Kumar, R. (2025). The Role of Personality Traits and Emotional Intelligence as a predictor of Consumer Decision-Making Style. *International Journal of Indian Psychology*, 13(3), 3194-3205. DIP:18.01.289.20251303, DOI:10.25215/1303.289