

## **Exploring the Impact of Psychological Traits over Consumer Intention to Buy Animal-Fur Products**

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### **Abstract**

This study delves into the psychological factors influencing consumer decision-making regarding the purchase of animal fur items, historically symbols of wealth, status, and luxury. It addresses the shift towards ethical consumerism and animal rights, aiming to understand consumer motivations behind buying fur items. Focusing on UK residents aged 18 and above, the study gathered 534 responses, employing survey methodology through snow ball sampling method and structural equation modelling to examine the role of materialism, everyday sadistic tendencies, and the five major personality traits (extraversion, agreeableness, openness, conscientiousness, and neuroticism) in the consumers intention to purchase animal fur.

The findings reveal that openness positively correlates with this intention, attributing to the individual's curiosity and openness to new experiences. Contrarily, conscientiousness lacks significant impact, suggesting organizational and responsible traits do not influence fur purchase intentions. Extraversion supports an inclination towards these purchases, while agreeableness shows no significant effect. High neuroticism levels correlate with a greater intention to buy fur, and materialism significantly enhances this intention, underscoring the value placed on material possessions. Individuals with sadistic tendencies are also more likely to intend to purchase fur products.

The contributions of this research are manifold, offering valuable insights for managerial, practical, and theoretical applications. Managerially, it guides marketers in tailoring strategies to consumer personality traits and values, enhancing targeting efforts. Practically, it informs legislators and advocates on the psychological makeup of fur product consumers, aiding in the development of informed policies and campaigns. Theoretically, it enriches the understanding of consumer behavior, linking personality traits and ethical considerations to purchasing decisions. This comprehensive analysis helps stakeholders across various sectors navigate the



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complexities of consumer motivations towards animal fur products, fostering a more ethically aware market landscape.

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