



YAŞAR UNIVERSITY
GRADUATE SCHOOL

MASTER IN ART THESIS

**HEDONIC MOTIVES UNDERLYING IMPULSE
BUYING BEHAVIOR DURING COVID-19 PANDEMIC:
A QUALITATIVE RESEARCH ON YOUNG ADULT
CONSUMERS**

YAĞMUR GÜLTEKİN

THESIS ADVISOR: PROF. DR OSMAN GÖK

MASTER OF BUSINESS ADMINISTRATION

PRESENTATION DATE: 19.07.2022

BORNOVA / İZMİR
JULY 2022

We certify that, as the jury, we have read this thesis and that in our opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Science /Master of Arts/ the Doctor of Philosophy/Proficiency in Art.

Jury Members:

Signature:

Assist./Assoc./Prof.(PhD) Xxx YYY

... University

.....

Assist./Assoc./Prof.(PhD) Xxx YYY

... University

.....

Assist./Assoc./Prof.(PhD) Xxx YYY

... University

.....

Assist./Assoc./Prof.(PhD) Xxx YYY

... University

.....

Assist./Assoc./Prof.(PhD) Xxx YYY

... University

.....

Assist./Assoc./Prof.(PhD) Xxx YYY

... University

.....

Prof. Dr. Yücel Öztürkoğlu
Lisansüstü Eğitim Enstitüsü Müdürü

ABSTRACT

HEDONIC MOTIVES UNDERLYING IMPULSE BUYING BEHAVIOR DURING COVID-19 PANDEMIC: A QUALITATIVE RESEARCH ON YOUNG ADULT CONSUMERS

Gültekin, Yağmur

Master in Art, Business Administration

Advisor: Prof. Dr. Osman Gök

July 2022

Impulse buying is a buying behavior characterized with a sudden urge to make a purchase, which is mostly hedonically triggered. Hedonic motivation is, in consumer behavior literature, refers to the willingness of the consumers to engage in the act of buying with an aim to gain an intrinsic, and emotional satisfaction. With the outbreak of Covid-19 pandemic, consumers have been coerced into changing their lifestyles, consequently buying behaviors, in a quite short period of time. On the grounds of the fact that impulse buying comprises very large part of total purchase of a consumer, and pandemic has been an unprecedented time affecting the emotional state of the consumers, to explore the underlying hedonic motivations of impulse buying during this pandemic is the main aim of this research. Besides, the research also aims to find answers to the question of how pandemic has affected impulse buying behavior and the prominent emotions that triggered the impulse buying behavior of Turkish young adult consumers aged between 18-30. In this research, qualitative method has been adopted due to its exploratory nature. Data was collected through semi-structured interview. Purposive sampling method has been used to select interviewees. The result of the study showed that impulse buying behavior of Turkish young adult consumers has been increased during especially the long curfew periods particularly because of *boredom*. Findings indicated that especially impulse spendings in online shopping has been increased substantially. According to the research results, *gratification* and *value* motives have been the most influential ones driving young adult consumers to make impulse purchases during the pandemic among all six hedonic motives.

Keywords: consumer behavior, buying behavior, impulse buying, hedonic motivations, covid-19, young adult consumer.



ÖZ

COVID-19 PANDEMİSİ DÖNEMİNDE DÜRTÜSEL/ANLIK SATIN ALMA DAVRANIŞININ ALTINDA YATAN HEDONİK GÜDÜLER: GENÇ YETİŞKİN TÜKETİCİLER ÜZERİNE KALİTATİF BİR ÇALIŞMA

Gültekin, Yağmur

Yüksek Lisans Tezi, İşletme Programı

Danışman: Prof. Dr. Osman Gök

Temmuz 2022

Dürtüsel/anlık satın alma, ani bir satın alma dürtüsü ile nitelenen ve çoğunlukla hedonik temelli bir satın alma davranışdır. Hedonik motivasyon ise, tüketici davranışı literatüründe, tüketicilerin duygusal bir tatmin elde etmek amacıyla satın alma davranışı gerçekleştirme istekleri olarak adlandırılır. Covid-19 pandemisinin patlak vermesiyle birlikte tüketiciler oldukça kısa bir süre içerisinde yaşam tarzlarını dolayısıyla da satın alma davranışlarını değiştirmek zorunda kalmışlardır.

Dürtüsel/anlık satın almanın, bir tüketicinin yaptığı harcamaların büyük bir kısmını oluşturması ve pandeminin tüketicilerin duygu durumunu ciddi anlamda etkileyen bir dönem olması göz önünde bulundurularak, bu tezin amacı pandemi döneminde dürtüsel/anlık satın almanın altında yatan hedonik motivasyonları incelemektir. Bunun yanında çalışma Covid-19 pandemisinin 18-30 yaş arası Türk genç yetişkin bireylerin dürtüsel/anlık satın alma davranışlarını nasıl etkilediği ve bu davranışı tetikleyen duygulardan öne çıkanların hangileri olduğu sorularına cevap bulmayı hedeflemektedir. Bu araştırmada, nitel araştırma yöntemi benimsenmiştir. Veriler yarı yapılandırılmış görüşme yoluyla toplanmıştır. Görüşme yapılacak kişilerin seçiminde amaçlı örnekleme yöntemi kullanılmıştır. Çalışmanın sonucunda, Türk genç yetişkin tüketicilerin dürtüsel/anlık satın alma davranışlarının özellikle uzun sokağa çıkma yasaklarının olduğu dönemlerde yoğun olarak can sıkıntısı nedeniyle arttığı görülmüştür. Bulgular, özellikle çevrimiçi alışverişte dürtüsel/anlık harcamaların önemli ölçüde arttığını göstermiştir. Araştırma sonuçlarına göre, altı hedonik motivasyon arasında, pandemi süresince genç yetişkin tüketicileri dürtüsel/anlık satın

almaya yönlendiren en etkili güdüler, rahatlamak için alışveriş ve fırsatları yakalamak için alışveriştir.

Anahtar Kelimeler: tüketici davranışı, satın alma davranışı, dürtüsel satın alma, anlık satın alma, hedonik motivasyon, covid-19, genç yetişkin tüketiciler



ACKNOWLEDGEMENTS

Bu tez boyunca beni destekleyen danışmanım Prof. Dr. Osman Gök'e teşekkür ederim. Sadece bu tez boyunca değil, beni hayat boyunca hep destekleyen bazı kişilere de teşekkür etmek isterim. Şu hayatta sahip olduğum ilk ve en yakın okul arkadaşım babama, beni kendi gibi özgür bir ruh olarak yetiştiren ve her hayalime ortak olan rol modelim anneme, çocukluğumun süper kahramını ve en yakın arkadaşım abime, akademinin bana kattığı en değerli şey olan, her düştüğümde tutup kaldıran, aslında bfiü değil de bffl olan Çağla'ya çok teşekkür ederim. Bugüne kadar basardığım ve bugünden sonra başaracağım her şeyde benim için çok değerli ve anlamlı desteğinizin yeri büyük. İyi ki varsınız, hayattaki en büyük şanslısınız. Ve son olarak ne olursa olsun pes etmeyi bir seçenek olarak görmeyen kendime teşekkür ederim.

Yağmur Gültekin

İzmir, 2022

TEXT OF OATH

I declare and honestly confirm that my study, titled “Hedonic Motives Underlying Impulse Buying Behavior During Covid-19 Pandemic: A Qualitative Research on Young Adult Consumers” and presented as a Master’s Thesis, has been written without applying to any assistance inconsistent with scientific ethics and traditions. I declare, to the best of my knowledge and belief, that all content and ideas drawn directly or indirectly from external sources are indicated in the text and listed in the list of references.

Yağmur Gültekin

June, 2022

TABLE OF CONTENTS

ABSTRACT	v
ÖZ	ix
ACKNOWLEDGEMENTS	xiii
TEXT OF OATH	xv
TABLE OF CONTENTS	xvii
LIST OF TABLES	xxi
CHAPTER 1 INTRODUCTION	1
CHAPTER 2 CONCEPTUAL BACKGROUND	5
2.1. Impulse Buying Behavior	5
2.2. Types of Impulse Buying	7
2.3. Factors Influencing Impulsive Buying	8
2.3.1. Internal Factors Influencing Impulsive Buying	8
2.3.1.1. Demographics	9
2.3.1.2. Mood and Emotions	9
2.3.1.3. Personal Traits	11
2.3.2. External Factors Influencing Impulsive Buying	12
2.3.2.1. Store Enviroment	13
2.3.2.2. Culture	15
2.4. Shopping Motivations	17
2.4.1. Utilitarian Shopping Motivations	18
2.4.2. Hedonic Shopping Motivations	19
2.4.2.1. Adventure Shopping Motivation	20
2.4.2.2. Social Shopping Motivation	21
2.4.2.3. Gratification Shopping Motivation	22
2.4.2.4. Idea Shopping Motivation	23
2.4.2.5. Role Shopping Motivation.....	24
2.4.2.6. Value Shopping Motivation.....	25

CHAPTER 3 METHODOLOGY	27
3.1. Aim and the Scope of the Research	27
3.2. Importance of the Research	27
3.3. Research Design	28
3.4. Sampling and In-depth Interviews	29
3.4.1. Demographic Data of the Respondents.....	30
CHAPTER 4 RESULTS	33
4.1. Emotions during the Pandemic	33
4.1.1. Emotions during the Beginning of the Pandemic	34
4.1.2. Emotions during the Rise of the Pandemic	35
4.1.3. Emotions during the Decline of the Pandemic	37
4.2. Main Emotions Triggered Impulse Buying during the Pandemic	38
4.3. The Effect of Pandemic on Impulse Buying	42
4.3.1. Impulse Buying Behavior in Offline Shopping	46
4.3.2. Online Shopping and Impulse Buying Behavior in Online Shopping	47
4.3.3. Impulse Buying Behavior in Different Product Categories	49
4.4. Hedonic Motivations Underlying Impulse Buying during Covid-19	50
4.4.1. Adventure Shopping Motivation	52
4.4.2. Social Shopping Motivation	53
4.4.3. Gratification Shopping Motivation	55
4.4.4. Idea Shopping Motivation	57
4.4.5. Role Shopping Motivation	59
4.4.6. Value Shopping Motivation	61
CHAPTER 5 CONCLUSION AND DISCUSSION	63
5.1. Limitations and Future Research Directions	71
REFERENCES	73
APPENDIX 1 – Semi-structured Questionnaire	85

LIST OF TABLES

Table 3.1. Demographics of the Respondents	30
Table 4.1. Emotions Triggered Impulse Buying	39
Table 4.2. Hedonic Motivations Underlying Impulse Buying during the Pandemic	51



CHAPTER 1

INTRODUCTION

The whole World has been going through unprecedented times since the outbreak of coronavirus “in the late December 2019” in Wuhan, China (Wu et al., 2020). After the rampant climb of the cases all over the world in a quite short period of time, it was declared by the World Health Organization that this fast spreading and deadly virus was characterized as pandemic on 11 March 2020 (WHO, 2020). Indeed, the Covid-19 pandemic is not the first time the World is experiencing a health crisis and it will not be the last. It has been an accepted fact that pandemics caused by different viruses have been affecting the world repeatedly throughout the history of humanity (Koch et al., 2020). Human behavior during extraordinary global circumstances such as pandemic has been an interest for different branches of, especially, social science to give a thought to, as human behavior and psychology are severely affected and are prone to show different patterns than usual resulting from the unfamiliar experiences that people undergo. “Most prominently, the outbreaks have had an impact on two categories of human behavior: consumer behavior and health risk mitigation behavior” (Laato et al., 2020). Not only the health crises have prominent effect on consumer behavior but any type of extraordinary situation which brings drastic change into the daily life of consumers, such as economic crisis (Filip & Voinea, 2011) and natural disasters (Dulam et al., 2021), bear upon the consumer behavior, therefore, the reactions of consumers in extraordinary times are a valuable asset for scholars. Given the fact that crisis-generated change in consumer behavior has always been an intriguing subject not only for scholars but also for marketing professionals, how Covid-19 pandemic has been affecting it and the unusual patterns in consumer behavior have become even more absorbing topics to study due to the sharp change observed over the last two years. It is commonly agreed that extraordinary situations such as pandemic can easily generate negative emotions that are resulted from the quite stressful atmosphere of current situation (Cannito et al.,

2020 as cited in Di Crosta et al., 2021). Besides, impact of emotions on consumer behavior has been of value, as they are powerful determinants (Curator, 2014). They are particularly important to impulse buying behavior which is evaluated as a “reaction to a stimulus based largely on an emotional appraisal of the situation” (Boutsouki, 2019).

Considering the fact that “COVID-19 is truly associated with psychology distress worldwide, such as anxiety and stress (Xiong et al., 2020 as cited in Xiao et al., 2020), and impulse buying behavior is directly associated with emotions, it is a highly probable consequence that Covid-19 has effect on impulse buying behavior of consumers and the emotions aroused during these extraordinary times have triggered their impulsiveness.

Even though there are number of studies aiming to understand how consumer buying behavior has been challenged to change imperatively in a short period of time, we still have limited understanding how this extraordinary crisis has impacted the impulse buying behavior of consumers. There are few studies that merely focus on exploring impulse buying-related topics during Covid-19 such as Zebastian and Quinton's study (2020) which focuses on the perception of the consumers on the effect of Covid-19 on their impulse buying behavior and the factors that have affected their impulsiveness in the buying decision the most. Besides, Xiao et al. (2020) inquired about the reasons why impulse buying occurs during crisis and emergencies such as Covid-19 and revealed that “daily perceived uncertainty on COVID-19 stimulated individual daily impulsive buying via the chain-mediating mechanism of daily information overload and daily information anxiety”.

Küçükkambak and Süler (2022) studied the effect of impulse buying in mediating the relationship between compulsive buying and fear caused by Covid-19. The products that were stocked up in the beginning of the outbreak such as face masks, hand sanitizers and toilet papers are also studied along with the “variables relate to consumers’ product involvement, which affect the hedonic value and, in turn, predicts impulsive behavior” (Wang & Chapa, 2021). Speaking of stocking and panic buying, Harahap et al. (2021) examined the effect of Covid-19 on online impulse buying “in a panic buying concept” and found a causal relationship between panic and impulse buying. In addition, the changes in impulsive spending habit of

consumers after Covid-19 outbreak have been studied to whether pandemic impacted the “monthly expenditure on impulses” or not (Cheriyān & Tamilarasi, 2020). As, during the pandemic, people also suffer financially because of total lockdowns and companies’ going downsizing, “price concern” during impulse buying has been an interesting variable to look into while investigating the phenomenon of online impulse buying by bringing insight into the impact of advertisements on impulse buying (Thakur et al., 2020). In terms of contributing to the retail-focused literature, Naeem (2021) aims to understand the social patterns in impulse buying during Covid-19 such as perceived unavailability, fearing emotions and disinformation, “to present the implications of impulse buying for retailers and suggestions to manage impulse buying”; while Bashar et al. (2021) discuss technology adoption by retailers during Covid-19 inducing impulse buying to give practical insights to retailers to create strategies to adopt technology in a way that it can stimulate impulse buying in post-pandemic retail world. Considering the undeniable impact and effect of technology on consumers’ daily lives, it is also known that social media has scientifically meaningful effect on impulse buying during this pandemic (Korkmaz & Seyhan, 2021).

Obviously, impulse buying during Covid-19 is not an unfooted road in existing marketing literature. However, there is no study conducted to find out the hedonic motivations behind the impulse buying during Covid-19 pandemic, even though “researchers appear to agree that impulse buying involves a hedonic or affective component” (Hausman, 2000). It is important to understand not only the motives underlying the impulse buying of consumers during crises, but also the relation between these motives, leading them to attach their impulse during a time of uncertainty, and the emotions stimulated by the uphill battle against the fastmoving hazard.

The aim of this study is to find out how Covid-19 pandemic has affected impulse buying behavior; which emotions that aroused during pandemic triggered the impulsiveness of consumers, and the hedonic buying motivations underlying impulse buying during pandemic which comprise adventure shopping, gratification shopping, role shopping, value shopping, social shopping, and idea shopping, leading to impulse buying behavior.

It is important to gain insight into the unusual buying pattern as a consumer response to crisis, since “insights drawn from scientific research of different disciplines conducted during these events are needed to be prepared for future pandemics and other global crises” (Koch et al., 2020). In this sense, findings of this study aim to shed a light on the motives underlying impulse buying of consumers in crisis situations where they experience a drastic and tough change, to be able to predict the underlying motives of impulse buying in any possible crisis in future.



CHAPTER 2

CONCEPTUAL BACKGROUND

2.1. Impulse Buying Behavior

Buying is an action of satisfying a need which is ensued after the noticing a problem in the life of a consumer. “In fact, every consumer decision is a response to a problem” (Solomon, 2019). To solve this problem and to meet the need, generally, consumers are believed to be in search of finding and buying the most convenient product/service for their current needs, which requires decision making. “Decision making is the process of choosing between two or more alternatives, it is the selection of an alternative out of the few/many choices that are available” (Prasad & Jha, 2014).

Consumer decision making used to be considered as a rational and consistent process that consists of several steps, number of which might change in different sources; nevertheless, there are five main steps that are agreed upon by the majority of the scholars; which respectively are problem recognition, information gathering, evaluation of alternatives, purchase decision and post-purchase evaluation. With the existence of these steps, decision-making process in consumer buying behavior is presumed to be made after a careful consideration of choices by taking into consideration the aspects and benefits of the product or service, the intensity of interest in and need of the product/etc., which is named as rational decision making.

According to the standard economic theory, buying decision is governed by the cold cognitive deliberations, which means that consumers “maximize utility in a rational and cognitively driven manner” (Ratneshwar & Mick, 2005). However, buying behavior is not always as planned as it is assumed in some studies. “Individual decisions are often systematically biased and do not confirm the forecasts of the standard theory” (Thaler, 2016 as cited in Dowling et al., 2020). That is why disappearance or overshadowing of the decision-making process can be seen in some

consumers' behaviors that are driven by their impulses. Those consumers are named as impulsive/impulse buyers while the act is called as impulsive buying or impulse purchase. "Impulse buying usually perceived as hedonic and caused by overwhelming emotional behavior in which sentiments dominate the cognitive processes" (Zafar et al., 2021). Baumeister (2002) describes impulse buying as "a sudden urge to buy something, without advance intention or plan, and then acting on that impulse without carefully or thoroughly considering whether the purchase is consistent with one's long-range goals, ideals, resolves, and plans". To put it briefly, in impulsive buying, the buying decision process shortens and becomes *see, want, and buy*.

Indeed, there are plenty of definitions to describe impulse buying; however, defining what it is, is difficult. There has been a misconception that impulse buying is exactly the same with and synonym of unplanned buying. Indeed, according to Thaler (2016) impulse buying is not necessarily unplanned; there are some unplanned purchases which are not impulsive but habitual, or/and a quick solution for a problem, or/and a small purchase on which a consumer does not need to contemplate. What differs impulse buying from unplanned purchase is the sudden urge that is somehow irresistible as "impulse actions have certain strength and urgency" (Frijda et al., 2014).

As to the question of who can be called as an impulse buyer, not only the ones who purchase without any prior plan or intention but also those purchasers who have intention to buy some other items in addition to the ones they have in their shopping list can be classified as impulse buyers. Majority of the people would think that they do not make impulse purchases at all if they were asked; however, it is acknowledged that majority of the people make impulse purchases time to time (Kopetz et al., 2012).

Product categories in impulse buying have also been widely studied in literature (Jones et al., 2003; Parsad et al., 2019; Sarah et al., 2021). There is a common belief that the product is an important determiner of impulse buying. Even though it is agreed that people are more prone to buy low involvement products without any prior plan such as chocolate, candy, newspaper etc., which are called as impulse products/goods, it is also revealed that consumers may develop impulsive buying

behavior for even high involvement products. So, it can be said that impulse buying can play a role while buying both low and high involvement products; however, product-specific impulse buying tendency varies across product categories.

2.2. Types of Impulse Buying

The studies on impulse buying started end of the 1940s (Ünsalan, 2016) with the “periodic survey by the Film division of the DuPont Company of supermarket purchases” (Stern, 1962). By the early 1960s, impulse buying had been considered and described as unplanned buying; however, Stern (1962) made a great contribution in understanding of impulse buying by suggesting more descriptive definition of it by classifying impulse purchase into four categories; pure, reminder, suggestion and planned impulse buying.

Pure impulsive buying is “the most easily distinguished impulse buying” among all four as it is “truly impulsive” and, it is a “novelty and escape purchase which breaks a normal buying pattern” (Stern, 1962). When a purchase is made without any prior plan or/and thought, it is called as *pure impulse buying*. “It can be described as escape buying and results from a sudden urge to buy something, not necessarily something new or fashionable” (Han et al., 1991). Buying a new piece of cloth on sale, which consumer, actually, has not felt a need for earlier and has not planned to buy priorly, can be a good example of pure impulse buying since it is a plain *see, like, buy* type of purchase. Besides, the products that are bought at point-of-purchase such as a box of chocolate and a pack of gum can set a good example for pure impulse buying.

On the other hand, reminder impulsive buying is kind of *see, remember, buy* type of purchase. It “occurs when a shopper sees an item and remembers that the stock at home is exhausted or low, or recalls an advertisement or other information about the item and a previous decision to buy” (Stern, 1962). Comparing to the pure impulse buying, reminder buying, as befits the name, stems from the prior experience or previous decision that are recalled upon seeing a product, which eventually triggers impulses to make “an on-the-spot impulse purchase” (Han et al., 1991). The main aspect of this kind of buying is “remembered prior experience with the product or knowledge of it”, which drives the shopper to indulge in impulse shopping (Stern, 1962).

Suggestion impulse buying occurs through visualization of the need for a product by the consumer just then and right there at the point of sale “without any knowledge or experience about the product” (Ünsalan, 2016). Regarding the difference between pure and suggestion impulse buying, suggestion impulse buying may not show any emotional appeal and the goods purchased could be “entirely rational or functional” while pure impulse buying is solely related to emotional appeals (Stern, 1962). Besides, it differs from reminder impulse buying in the sense that in this type, consumer has no prior experience or knowledge guiding her/him towards reminder impulse purchase.

The name might seem and sound in contradiction with the concept of impulse buying itself, nevertheless, planned impulse buying is in its fullest sense. To put a finer point to it, planned impulse buying comes about when a consumer goes to a store or/and visit an online store “with the expectation and intention” to buy some products depending on the current special offers, along with the specific ones that s/he already has in mind to buy (Stern, 1962). As competition is high in almost all industries, the number of promotions and offers is high as well, of which modern consumers are aware. That is why, this kind of behavior might spring from the idea of taking an opportunity with the promotions and brands that are not known until visiting the online or brick store.

2.3. Factors Influencing Impulsive Buying

Like many other consumer behaviors, impulse buying is also opened to be triggered and stimulated by some factors which are called stimulus. These factors could be categorized as external factors which are “related to situational – store and product – characteristics” and internal factors which are “related to personal characteristics” (Aragoncillo & Orús, 2018).

2.3.1. Internal Factors Influencing Impulsive Buying

Consumer behavior is not only shaped but also influenced greatly by the internal factors. These are the factors that are directly related to consumer her/himself. These internal factors include demographics, and also more personally identifiable traits such as worldview, personal lifestyle, emotional state, personal traits, etc. Except for the demographical factors, the internal stimuli are mostly innate and hard to be changed in a short period of time. That is why these are the factors affecting impulse

buying that scholars and marketers cannot change, but they must focus on these factors to understand how customers with different characteristics behave or are prone to react in certain situations.

2.3.1.1. Demographics

As it is expected, impulse buying tendency and impulse buying itself vary across the different demographic groups. Age, gender, and especially income level are relatively more influential factors. It is known that people with relatively high income and have money to spend on the goods/services beyond the basic needs are more likely to make impulse buying (Bashar et al., 2012). Besides, studies focusing on the relation between age and impulse buying indicate that different generations show divergent impulse buying patterns as their experiences and values in life differ from each other; for example, it has been revealed that Generation Y is “significantly more impulsive in their purchasing” comparing to the other generations (Pentecost & Andrews, 2010). In terms of gender, there are some studies stating that female consumers buy impulsively more than male consumers do. It is mostly associated with the fact that female consumers are more prone to be triggered by the emotional cues. Gender-wise speaking, Akbar et al. (2020) indicate that males are less impulsive purchasers and they spend less time on store shopping comparing to female shoppers. Nevertheless, recent studies show that male consumers make quicker decisions. Some studies, focusing on the differences between the impulse buying patterns of male and female consumers, concluded that during the same time that female consumers spend buying one product they want/need, male consumers can buy two products they want/need; and male consumers show lower involvement in their purchases. (Utama et al., 2021). Taken in its entirety, even though they are less likely to be triggered by the emotional cues, males are also prone to buy impulsively as they want to make their purchases faster.

2.3.1.2 Mood and Emotions

It is impossible to omit the impact of the mood and emotions in decision making; it is scientifically proven that without stimulation of limbic system in brain, which is responsible for supporting the emotional functions, decision-making is an impossible action for a human being. Along with the rational process in decision-making, as mentioned beforehand, affective process is considered as the other main component

of the cognitive process in decision making, which is commonly accepted by scholars. That is why, emotions and moods are accepted as intrinsic factors affecting consumer behavior, eventually impulse buying behavior to a great extent. Mood is “a purely emotional concept” and not only emotions create the mood but also “mood acts on the emotional regulation”, which overall plays a vital role in purchase decision (Bessouh & Belhir, 2018). It is well-accepted that emotions which arouse at the selling point and the emotions which arouse before entering the selling point, which could be both online and offline selling point, exert an influence on impulse buying.

Even though it might be thought that people in bad mood and feeling negative emotions are more likely to be driven by their impulses, the good mood and feeling positive emotions also induces people to buckle under their impetus. The feelings such as happiness, compassion, pride and joy etc., which are all individually or together, create a positive mood, might be igniter of an impulse purchase in some situations. Researches have presented that negative emotional state might drive people to make impulse purchase in order to “alleviate their mood”; on the other hand, people who seek novelty in their lives are prone to shop impulsively for the sake of trying new thing to sooth the desire for novelty (Liu et al., 2013 as cited in Kimiagari & Asadi Malafe, 2021).

Impulse buying is being used by the consumers to either as a weapon fighting against their negative feelings and mood or as a mean to buy themselves more time into their positive feelings and good mood and as a reward. Bessouh and Belhir (2018) suggest that impulse purchase can be used as a tool to prolong the current positive emotional state and treat themselves by the consumers in good mood. On the other hand, impulse buying can be also used by people in bad mood, sunk into negative feelings, as an instrument to break themselves free from those deleterious feelings. Sneath et al. (2009) indicate that “individuals who are most deeply distressed are most likely to seek transient relief through impulsive purchasing”. So, this kind of purchase behavior might be a way to deal with some negative emotions such as anxiety, depression, blues, melancholy etc. Thus, the emotion creating bad mood also involves consumers into impulsive purchase but this time as a way of escape. In this circumstance, consumers make unplanned purchases as an escapist activity which they hope to let them out.

2.3.1.3. Personal Traits

Each consumer has distinctive intrinsic characteristics as an individual that create their personalities. Personality can be defined as “unique and dynamic organization of characteristics of a particular person – physical and psychological – which influences behavior and responses to the social and physical environment” (Badgaiyan & Verma, 2014). Under the light of the stated description, it is an earthly assumption that personal traits are another affective factor on the development of impulsive buying behavior. Even though there are numerous personal traits that can be listed, Goldberg (1992) developed *Big Five Model* which has been well-accepted model used in behavioral science. This model indicates that personality can be boiled down into five traits which are the core to personality in principle; these are *extraversion, agreeability, conscientiousness, neuroticism, and openness to experience* (Goldberg, 1992).

Plentiful research on five model traits' relation to impulsive buying bestows findings on the topic. According to those findings, when conscientiousness is an evident trait for a consumer, the chance of consume impulsively diminishes, which is because conscientious people are “focused, goals oriented and always work according to the plan in order to achieve their target” (Shakaib Farid & Ali, 2018). That is why an unplanned purchase is not desirable act for those who fall under this category.

On the other hand, people who are extravert prefer laid-back lifestyle and are very excited about new experiences, which concludes that extravert people are more likely to develop impulsive buying behavior. It is also known that people, who have dominant extraversion trait, have positive outlook on life and in themselves, which is why they stand open to new things; and eventually this desire to try out new things submerge their self-control and prompts them to shop impulsively (Shakaib Farid & Ali, 2018).

The effect of agreeableness is equivocal. Individuals with agreeableness trait highly value their social relationships; that is why, they are more likely to be able to capable of restrain their impulses since “they are perfectly willing to compromise or deny their own needs in order to get along with others” (Olsen et al., 2016). For example, Farid and Ali (2018) imply that there is almost no effect of agreeableness on

impulsive buying. Having said that, the findings of Otero-López and Villardefrancos Pol (2013) also support the findings of Farid and Ali's study (2018) and show that relation of impulsive buying to agreeableness is negative.

Concerning openness, actually it refers openness to experience, “which describes imaginative, curious, exploratory tendencies” (McCrae & Costa, 2008). So, for the individuals bearing the traces of openness trait, the likelihood of being driven by their impulses and being induced in buying impulsively is high, since experiencing new thing is something that they willingly and highly include in their daily lives. That is why, it is not surprising that their buying behavior as a consumer is easily casted by their impulses.

The last but not the least among those five traits, neuroticism, of which high level refers emotional instability, is found highly related and affective factor in impulse buying. Indeed, Whiteside and Lynam (2001) indicate that neuroticism is the most directly related trait to impulse buying among all five traits. The characteristic of a neurotic person includes “negative affect, reactivity to stress, lack of the ability to control urges, and inability to delay gratification”; therefore, impulse buying can be seen as a “manifestation of lack of control, stress reaction, and immediate gratification” in the consumers who score high on neuroticism personality trait (Olsen et al., 2016). It must be also stated that neurotic people are more likely to experience negative emotional states. Sofi and Nika (2016) found out that it is more likely to be indulged in impulse buying behavior for those who are undergoing some negative emotions such as sadness, anxiety, emotional instability, irritability and moodiness.

2.3.2. External Factors Influencing Impulsive Buying

Even though each person has a unique characteristic and personality that have an effect on his/her behavior as a consumer, human-beings cannot be disassociated from their environment. Social context in people dwell and the physical environment where they are in the role of a consumer have impact upon their impulsive buying tendency. That is why external factors are as influential as the internal factors. External factors are, in general, deliberately designed, positioned, and offered; and they are easily adapted and changed based on the marketing strategy and goals, which is a great power for the marketers as these factors are widely used by the

marketing professionals to increase the amount that is spent impulsively by the consumers. The store environment including smell, music, and arrangement of the shelves etc. can be classified as external factors. Besides, certain promotions such as sales and some advertisement efforts are included in the external factors. Likewise, it is known that culture has a significant impact on consumer behavior, which is why there is a vast number of cross-cultural studies focusing on how consumer behavior and reaction towards the same stimuli differ across different cultures.

2.3.2.1. Store Environment

In the effort and hope of increasing the sales, the effect of store design and atmosphere on consumer behavior have been researched and studied extensively. It can be said that its effect on especially impulsive buying may be one of the most interesting topics since studies show that “up to 75% of purchases are done spontaneously or impulsively”, which indicates the importance of strategic design of the environment (Nair & Das, 2015). Indeed, studies have found out that the impact of store environment on impulse buying is greater by comparison with the impact of personality (Mohan et al., 2013).

In traditional description, the word, store, equals to brick stores in today’s retail industry. However, with the fact that internet came into our lives, became an inseparable part of it and overthrew substantial number of traditional ways of doing things, the word store has expanded its meaning and has got two premodifiers; offline and online. In another word, in today’s retail industry there are basically two types of stores which are called brick (offline) and click (online) stores. In the light of this explanation, it is more practical to discuss store environment in regard to both online and offline store environment.

Baker et al. (2002) proposed a framework for in-store environment, for brick stores, which consists of three dimensions, “*social factors* (store employees etc.), *design factors* (store layout etc.) and *ambient factors* (music, scent etc.)”. In addition to these factors, *offer factors* must be included into the in-store environment framework in impulse buying studies as special offers are of great power to trigger impulse buying. Offline store environment has various elements, such as music, attitude of employees, coupons or unexpected sales promotion, and store display and layout, which might affect directly or indirectly the number of impulsive purchases done by

the visitors. They can be arranged depending on the purpose; for example, for a retail store, the more advantageous it is, the more time a customer spends in the store since the chance of selling more products increases. That is why, music can be a helpful tool to create a positive atmosphere in store. However, it must be used appropriately, just like all the other elements since misapplication might lead negative consequences. For example, loud music is a major irritant for shoppers, especially for the older ones, which prompts customer to leave the shop earlier (D'Astous, 2000). Making an impulsive buying in store is also due in no small part to encouraging attitude of a helpful and knowledgeable salesperson. In addition to their contribution into creating a positive atmosphere in the store with "a smile or being easily available for consumers", their persuasive attitude may influence the customer to buy an unplanned product or a service (Mohan et al., 2013).

Besides marketing cues are important variables prompting individuals to purchase impulsively; the unexpected discount, sales promotions and instant coupons in the store have a driving power leading to unplanned and impulse purchases. It is widely acknowledged that if a consumer comes across with an unexpected sales, her/his eagerness to buy "unrelated discretionary items" increases (Arkes et al., 1994). Yet, in order to decide to buy those *unrelated discretionary items*, customer has to encounter the products first, in which the store display plays a huge role. In addition, limited time and quantity are important factors as they create a sense of scarcity that eventually makes consumers feel compelled to make quicker decisions in their buying behavior, which altogether drive individuals become impulse buyers.

Displaying the most popular products purchased by the clients in the back of the store is a strategy for the above-mentioned purpose. This kind of displaying demands customer to walk through shelves and encounter as many different items as possible before s/he finds the item s/he looks for (Tendai & Crispen, 2009). By supporting display, the layout design is used as an effective tool to keep the potential customers in the store as long as possible, related to which *Gruen effect* or *Gruen transfer* is a widely used technique. The technique is named after an architect who paved the way for the modern mall or big retail store design. The *Gruen Effect*, also known as *Gruen Transfer*, is emerged from *scripted disorientation* which is created with cleverly and intentionally designed and placed in-store environmental cues (Walsh, 2002). The main idea behind it is to let customers lose the track of time and their

original intention so that they spend longer time than scheduled and engage in the great number products not on the list or in their mind, which eventually leads them to purchase some goods impulsively and even to be motivated the purchase many more of those newly encountered goods in future. Swedish brand IKEA owes a lot to the use of Gruen effect with a special fixed path layout through a maze of product displays for its success. The path nudges the customers to follow a certain way where they will be exposed to as many products as possible and they even can find a delicious Swedish meatball plate in the retail, which keeps them inside more. In short, all the in-store factors are the easiest ones to manipulate among the other stated factors since all the design can be deliberately intended for this specific purpose, inducing impulsive buying.

It is obvious that online store differs from brick store significantly in terms of environment; hence, purchase experience provided through online stores and provided through brick and mortar stores show some significantly different attributes (Jeffrey & Hodge, 2007). Firstly, store layouts are quite different from each other. In online shopping, the sense of touch and smell are off the table; that is why, the environmental cues are mainly circled around visuals and audios such as “media format, colors, and graphics” and videos (Chan et al., 2017). Besides, ease of use is very important factor in online shopping to increase impulse buying; if a consumer has to scroll down for minutes to find the product s/he looks for, just as s/he does in brick store, walking for minutes to find the product s/he looks for; s/he will leave the website or the application right away. That is why, strategical use of cues is quite different from offline stores. In addition, social factor in offline store is the salesperson; however, in online store environment, there is no salesperson who can provide insight into the product; but user comments and ratings may be considered as the elements substitute a salesperson. Nevertheless, offer factor which includes discounts, promotions, coupon code etc. can be considered the most parallel stimuli that sparks impulse buying both in online and offline store.

2.3.2.2 Culture

It is not possible to have a deep understanding of consumption and of consumption-related behaviors without considering the cultural context in which those choices are made, since “culture is the ‘lens’ through which people view products” (Solomon,

2019). That *lens* is shaped by the social patterns that have an impact upon impulsiveness in buying behavior “through their effect on a person's self-identity, responsiveness to normative influences, and the need (or lack of need) to suppress internal beliefs in order to act appropriately” (Kacen & Lee, 2002). At the cultural level, all those factors fall into different dimensions of culture, which are all very impactful on impulsive buying. Power distance and collectivism are two dimensions that are believed to be quite effective on shaping the impulsive buying behavior of individuals.

Power distance can be described as “a value that differentiates individuals, groups, organizations, and nations based on the degree to which inequalities are accepted either as unavoidable or as functional” (Daniels & Greguras, 2014). With the consideration of the given description, Zhan et al. (2010) proved that in high power distance belief cultures, tendency to impulsive buying is low. It can be explained by the connection between power distance belief and self-control; power distance belief is associated with self-control ability of the people, and people living in “high-power-distance-belief cultures” are more likely to restrain their impulses and have stronger self-control, which is why they are less likely to indulge in impulse buying comparing to the ones living in low-power-distance-belief cultures (Zhang et al., 2010).

Regarding individualism versus collectivism, consumers living in collectivist cultures are less likely to follow their impulses in their buying behavior than the ones living in individualist cultures, which is because “in individualist cultures, people are motivated by their own well-being and success, and regard themselves as independent” while “individuals from collectivist cultures are likely to hide their emotions” (Ünsalan, 2016). In another word, as people in collectivist cultures tend to be opt in favor of common good of the group than their personal interests, they internalize the act of suppressing their feelings and impulses; thereby, people in collectivistic cultures can hold back the emotional aspect of impulse buying experience more than the ones in individualist cultures (Kacen & Lee, 2002).

Just like for the personal traits, it is a hopeless effort to manipulate the culture for marketing purposes to increase impulsive buying. Instead, marketing strategies must be adapted to the cultural characteristics of the country where the target group

dwells. To illustrate, as the collectivist cultures are not easily engaged in impulsive buying because of their communitarian instincts, using social responsibility campaigns in the public relation activities of the brand can be accepted as an inducing strategy to stir their public-spirited feeling.

2.4. Shopping Motivations

There is always a need that consumer wants to meet or satisfy with a purchase. “Some needs are biogenic; they arise from physiological states of tension such as hunger, thirst, or discomfort. Other needs are psychogenic; they arise from psychological states of tension such as the need for recognition, esteem, or belonging” (Kotler & Keller, 2012). Regardless of whether that need is biogenic or psychogenic, each and every purchase to satisfy a need has its own underlying motives that prompt consumer to act in a certain way.

Kotler and Keller (2012) describe *motive* as a need with “sufficient level of intensity to drive” a consumer to act. A motive turns into being a buying motive “when the individual seeks satisfaction through the purchase of something” (Ramya & Ali, 2016). Motivations are significant determinants of human behavior (Kumar & Kashyap, 2018). Consumers are triggered by a set of motives in each and every purchase decision they make, and these motivations immensely vary (Porral & Stanton, 2017). People recognize a value for a certain product/service, and they are motivated by that recognized value to complete the purchase. It is known that personal values of people in life act as important motivations in consumer behavior to chase after a certain value and benefit through the purchase and shopping experience itself (Koo et al., 2008). Shopping motivations are identified and examined under two main dimensions in literature: utilitarian and hedonic motivation.

Researches investigating the shopping motivations, both utilitarian and hedonic, try to bring an explanation to the questions of why people shop, what motives them to buy a certain product/service at a certain place and at a certain time (O’Brien, 2010). Babin et al. (1994) imply that a shopping behavior can provide both utilitarian value, which is derived from an intentional act through an intended result, and hedonic value, which is more impromptu and emotional, at the same time with the same

purchase; nevertheless, it is also possible to receive solely utilitarian value or solely hedonic value through a purchase.

2.4.1. Utilitarian Shopping Motivations

Scarpi (2012) describes utilitarianism as “ergic, task-related and rational”; and he suggests that purchase is made not only rationally but also efficiently when a shopper is dominantly motivated with utilitarian motives. As utilitarianism is directly related with efficiency, utilitarianism in buying behavior brings about the search for attaining the highest effectiveness in order to solve a specific problem, need in this context, with the purchase. Purchases made with utilitarian motivations are evaluated as planned, well-thought and subservient to a pre-specified need. That is why they are associated with certain benefits in literature such as “functional, economic, rational, practical, or extrinsic benefits” (Martínez-López et al., 2014).

Concordantly, utilitarian motivation is also described as goal-oriented motivation since the consumers, who are steered by utilitarian motives, seek after achieving a purchase that provides functionality, practicality, and usefulness, and they attach importance to the anticipated utility and potential benefits of the product or service they buy. Therefore, two of the most important dimensions of utilitarian shopping motivations are efficiency and achievement. “Efficiency refers to consumer needs to save time and resources while achievement refers to a goal related shopping orientation where success in finding specific products that were planned for at the outset of the trip is important” (H. Kim, 2006). Babin et al. (1994) also indicate that utilitarian shopping motivations induce people in shopping with a concern for efficiency and achieving a specific end with the purchase done; moreover, they suggest that “expressions of accomplishment and/or disappointment over the ability (inability) to complete the shopping task” are involved in the utilitarian value.

Utilitarian motivation has been the very first motivation studied in shopping motivation literature, and it has been extensively studied in offline store related studies; however, its reflections on click stores have become of great interest with the rise of online stores. Motivations while shopping from a click store might slightly show different attributes from utilitarian motivations in brick store because the setting, time spent in the store, ease of accessing different offers and products etc. vary extensively between click and brick stores. For the click stores, Martínez-López

et al. (2014) suggest eleven categories of utilitarian shopping motives that e-consumers are appealed to the most, which are “desire for control, autonomy, shopping convenience/accessibility/ efficiency, broad selection and availability/merchandise assortment motive, good value for money/economic utility, availability of information, customized product or service/co-production, ease of payment, home environment, lack of sociability, anonymity”.

2.4.2. Hedonic Shopping Motivations

In regard to the primitive needs of human beings, the functionality of a product is the supreme motivation to make a purchase. Nevertheless, the more people satisfy their basic needs, the wider variety of desiderata they would love to satisfy with a purchase. At this point, shopping becomes a tool to achieve higher goals rather than just fulfilling a basic need. Thus, it has been an accepted fact that all of the consumer behaviors are not merely rooted in the effort of meeting a basic need such as physical, functional and economic (Babin et al., 1994). Cardoso and Pinto (2010) suggest that shopping is not a simple activity that individuals engage in only when they recognize a need for a product/service; people might go shopping since “they need diversion, self-gratification or want to meet people with similar interests”.

Hedonic motivations direct people to acquire a good/service in need of achieving or fighting against a certain emotion as “a brand or product may make a consumer feel proud, excited, or confident” (Kotler & Keller, 2012). Sherry (1990) indicates that festive function of shopping is hedonic and experiential in nature. “Hedonic motivations are defined as consumers' enjoyment of the shopping experience itself” and highlights how that experience feels like, rather than bought product/service (Anderson et al., 2014). It “refers to the search of emotions such as happiness, enjoyment and fantasy, experienced during the shopping procedure”; that is why hedonically motivated consumers favor enjoying the shopping process itself rather than paying attention to the utility of item/service bought (Mikalef et al., 2012). That is why, hedonic shopping motivations have been studied in relation with “the shopping phenomena of consumers' excitement, arousal, and enjoyment in shopping” (M. Y. Lee et al., 2013). Based on the fact that the consumers who are prone to be driven by their hedonic motivations value the shopping experience itself, Anderson et al. (2014) claim that purchased good/service is the offspring of the

shopping experience itself, on account of the fact that hedonically motivated consumers actually do not need to make a purchase but need the enjoyment to go to shopping. Correspondingly, To et al. (2007) suggest that “the benefit of hedonic motivation is experiential and emotional”.

Purchases made with underlying and driving hedonic motivations are expected to be a means of a hedonic value achieved through that purchase. “Expressions of pure enjoyment, excitement, captivation, escapism, and spontaneity are fundamental aspects of hedonic shopping value” (Babin et al., 1994). How consumers perceive hedonic and utilitarian value differ greatly as perceived hedonic value is quite personal and subjective comparing to utilitarian value; and hedonic value is achieved with the merrymaking and high time aspect of shopping, not with the idea of fulfilling a duty (Kazakevičiūtė & Banytė, 2013).

Plenty of shopping motivations can be regarded as a hedonic shopping motivation such as diverting consumer’s attention away from an unpleasant thought, getting yourself a small gift after a tiring day, and prolonging pleasure at a specific moment with a purchase etc. Arnold and Reynolds (2003) made a major contribution to the hedonic shopping motivation literature with their research on the hedonic reasons by using both qualitative and quantitative research techniques; eventually they have developed the six-factor scale for hedonic motivations, which have been used widely since then. This scale consists of six broad categories which are adventure shopping, social shopping, gratification shopping, idea shopping, role shopping and value shopping. In literature, hedonic shopping motivations are mainly studied with reference to these categories.

2.4.2.1. Adventure Shopping Motivation

Adventure shopping is defined as “shopping for stimulation, adventure, and the feeling of being in another world” (Arnold & Reynolds, 2003). Being motivated to shop can stem from the fact that people sometimes grope for something that can be a diversion from their routines. “Diversion highlights shopping’s ability to present opportunities to the shopper to escape from the routines of daily life and therefore represents a type of recreation and escapism” (Jamal et al., 2006). As such, adventure shopping might result from boredom or tedium. Shopping has an aspect of providing a possibility to come across with novelty and interesting information and

products/services for consumers that is why, they can get motivated to shop in order to embark on such an adventure to get a flight from reality.

Given the fact that “adventure shopping addresses an individual’s need to be stimulated, need to be exploratory in search for varied experiences, need to escape boredom, and need for pleasure and arousal” (H. S. Kim & Hong, 2011) , consumers might “go shopping for the sheer excitement and adventure of the shopping trip” (Arnold & Reynolds, 2003).

Regarding the consumer type who are triggered and driven by the adventure motive, Huang & Yang (2010) found out that people who score higher on the openness scale of the personality traits are more prone to be motivated by adventure motives in their buying behavior.

2.4.2.2. Social Shopping Motivation

“Social shopping refers to the enjoyment of shopping with friends and family, socializing while shopping, and bonding with others while shopping” (Arnold & Reynolds, 2003). Concept of social shopping is based on the affiliation theories of human motivation, “which collectively focus on people being altruistic, cohesive, and seeking acceptance and affection in interpersonal relationships” (Arnold & Reynolds, 2003). That is why, people can see shopping not only as an activity where they can strengthen their relationship with their beloved ones, and as a means of spending good time with them, but also as a tool to get to know new people including the other shoppers or/and salespersons at the stores they visit etc.

According to the survey of Arnold and Reynolds (2003), “shopping is a way to spend time with friends and/or family members” and in this survey consumers explicitly mentioned that socializing with others while shopping give them a pleasure and a chance to establishing a bond with other shoppers (Arnold & Reynolds, 2003). As it is stated, shopping can be a family-time or/and friend-time activity; in the meantime, shopping opens a new door for consumers into meeting people who have something in common with them. Jamal et al. (2006) also support that the social aspect of shopping generates communication motive which creates a space for all the shoppers to socialize with each other and get in touch with people who share allied interests.

In respect to the difference attributes of brick and click stores, social motive of shopping might differ in terms of how and with whom shoppers socialize. It has been acknowledged that “the retail environment serves as a convenient place to spend time together with friends and families” for a long while (H. Kim, 2006). Yet buying a product/service is just a click away now, and more isolated, with digitalization of shopping experience through online stores and applications, by which means people have freedom to shop anytime and anywhere they want. In this sense, the current online shopping experience might seem estranged from socializing aspect, and eventually social motivation; however, it is not totally true since social communities can replace and compensate the social benefits obtained from shopping experience with kith and kin and meeting new people in brick stores. Eunji Lee et al. (2015) revealed that social media is seen as an instrument by its users in order to acquire social relationships with whom they share resembling hobbies, view of life etc. in common, and they value the connection they acquire through their online relationship. The finding of Lee shows that social interaction with other people is possible through online activities, which indicates the fact that socializing factor is still valid on online stores even though salesperson interaction is limited on online stores comparing to the offline stores. Indeed, it is possible for the e-consumers to exchange their ideas, product/service knowledge and reveal and hold up their experiences as an example thanks to social communities; by this means, online shopping experience “could become the subject of conversations to give an internet shopper pleasure” (To et al., 2007). Furthermore, social aspect of online buying has been increased and improved with the emergence of social commerce which combines “online social networking with shopping”; indeed, “distinctive feature of social commerce is its focus on supporting the social aspect of an online shopping experience” (Shen, 2012).

2.4.2.3. Gratification Shopping Motivation

It is acknowledged in literature that the emotions have an impact on the buying behavior of consumers in different ways. When consumers in a bad mood, they might use shopping as a way to suppress and surpass the unpleasant feelings to get rid of the discomfort stemmed from these negative feelings, which is defined as gratification shopping by Arnold and Reynolds (2003).

Gratification shopping “involves shopping for stress relief, shopping to alleviate a negative mood, and shopping as a special treat to oneself” (Arnold & Reynolds, 2003). Jamal et al. (2006) also indicate that shopping provides a room for mitigating gloomy emotional state such as depression; and they mention that self-gratification is an indicator of soothing aspect of shopping, which is a testament to the self-gratification motivation in shopping since people can buy something nice for themselves to cheer themselves up. That is why, in literature, consumption and shopping have been regarded as an emotion-focused and emotion-regulating strategy for individuals to cope with stressful life events, and to get their mind off a problem (Euehun Lee et al., 2001).

Behavior of the consumers cannot be examined apart from the social patterns they live in. It is assumed in literature that people bearing the traces of individualism are more likely to get motivated by their personal necessities and wishes; attach higher importance to their personal objectives; and make more rational evaluation of her/his relationship with others (Kacen & Lee, 2002). That is why, people living in individualistic cultures are inclined to have stronger self-gratification motivation comparing to the ones living in collectivistic cultures since “gratification shopping serves personal goals which are more pronounced in individualistic cultures” (Evanschitzky et al., 2014).

2.4.2.4. Idea Shopping Motivation

“Idea shopping refers to shopping to keep up with trends and new fashions, and to see new products and innovations” (Arnold & Reynolds, 2003). People, who enjoy following the latest trends and who are willing to be knowledgeable about the changes, advancements, and trends in product categories that they are keen on, can enjoy the shopping experience itself and can be motivated to purchase a good/service by the information gathering aspect of this experience. In literature it is proved that shopping can be seen as a way to gather information (Punj, 2011). According to the research of Arnold and Reynold (2003) some consumers admit that their main motivation to go shopping is to keep up with the changes in trends and fashions and to keep themselves informed about latest innovations and products. Since the essence of idea shopping motivation is to hold tack with and learn about the latest trends in the market, this motivation requires considerable effort in

searching for information, evaluating, and comparing the collected information etc. For the shoppers who hold to offline shopping, idea shopping requires more time and physical exertion as they need to get about different stores; but still, they enjoy idea shopping. On the other hand, e-consumers have relatively easier access to the information about the brands and products they are interested in, so that they can keep up with the trends with less physical exertion comparing to the offline shoppers and enjoy the process during which they collect brand/product/service information (To et al., 2007).

2.4.2.5. Role Shopping Motivation

This type of shopping motivation “reflects the enjoyment that shoppers derive from shopping for others, the influence that this activity has on the shoppers’ feelings and moods, and the excitement and intrinsic joy felt by shoppers when finding the perfect gift for others”, which shows that people may use shopping as one of the ways to fulfill their prescribed roles in society such as mother, father, best friend, girlfriend, flat mate, co-worker etc. (Arnold & Reynold, 2003).

Shopping for the beloved ones, so that, making them happy and intensifying the relation, can be a huge motivation for anyone. However, there are studies suggesting that “shopping-as-love” is a motivation mostly for females rather than males, which mainly means that female consumers are more prone to be motivated to buy a product/service not only to show their affectionate feelings and but also to support and enhance the delightful atmosphere of domestic life and to sustain the balance in it (Otnes & McGrath, 2001).

Regarding the cultural domain where consumers dwell in, in collectivistic cultures people can be induced by role motivation in their buying behavior as they are more prone to “feel obliged to more strongly aim at maintaining groups' resources, relationships, and mutual obligations such as inherent in role shopping” (Evanschitzky et al., 2014). Thus, it can be said that role shopping is others-oriented motivation as shoppers enjoy the shopping experience with the thought that the purchase will make their beloved ones happy and joyful. That is why consumers are prone to make purchases for their families and friends as a way to show affection and to strengthen their relationships.

2.4.2.6. Value Shopping Motivation

“Value shopping refers to shopping for sales, looking for discounts, and hunting for bargains” (Arnold & Reynolds, 2003).

Discounted price through sales promotions, coupon codes and/or bargains can “provide intrinsic stimulation, fun, and self-esteem” to consumers; that is why, their desire to gain monetary value through shopping, and the enjoyment resulted from gained value from buying a product/service at a discounted price or bargained down price motivate people to buy (Chandon et al., 2000). People, whose hedonic motivation to purchase a good is a value such as taking advantage of a sales, discount etc., can act during their shopping experience “as if shopping is a challenge to be *conquered* or a game to be *won*.” (Arnold & Reynolds, 2003). To et al. (2007) suggested that finding and taking advantage of a discount and arguing the price down can lead satisfaction because it can be evaluated as a personal achievement by the shopper. Besides, it is also know that “bargains can provide increased sensory involvement and excitement among consumers” (Babin et al., 1994). Having a won-closed bargain from the shopper’s point of view is a pleasure in many respects. Chandon et al. (2000) point out that sales promotions can be “simply fun to see or use” for consumers; beside this, they also mention that “sales promotions can enhance consumers’ self-perception of being smart or good shoppers and provide an opportunity to reaffirm their personal value”. It is obvious that taking a price-wise opportunity provides not only financial value but also personal achievement value for consumers since finding and taking that opportunity is thought to be an indicator of the personal traits that consumer gladly has such as being *smart*.

CHAPTER 3

METHODOLOGY

3.1. Aim and Scope of the Research

The main aim of this study is to understand how Covid-19 pandemic has affected impulse buying behavior of consumers and to examine the emotions and hedonic motives underlying impulse buying behavior during these unprecedented times. In accordance with the main research objective, research questions emerged as follows:

RQ1: How has Covid-19 pandemic affected the impulse buying of consumers?

RQ2: What are the prominent emotions that have triggered the impulse buying during the Covid-19 pandemic?

RQ3: What are the hedonic motivations underlying the impulse buying during Covid-19?

3.2. Importance of the Research

Covid-19 pandemic is a hot topic and one of the most investigated phenomena in the last two years. Its effect on consumer psychology and behavior is extremely intriguing subject not only for marketing professionals but also for scholars. There are numerous studies how consumer buying behavior has been challenged to change imperatively in a short period of time such as the ones focusing on how anxiety has affected impulse buying (Xiao et al., 2020), the way social media has affected impulse buying during the pandemic (Korkmaz & Seyhan, 2021), the impact of online marketing stimulus on impulse buying and which product categories are the most consumed impulsively (Wang & Chapa, 2021), and the social patterns in impulse buying strategies during Covid-19 (Naeem, 2021) etc.

However, we still have limited understanding how this extraordinary crisis has impacted the impulse buying of consumers, and there is no study conducted to find out the hedonic motivations behind the impulse buying behavior during Covid-19

pandemic. This research aims to contribute to the existing literature by providing a foundation for the understanding main hedonic motivations underlying the impulse buying during this unprecedented health crisis. Besides, there is no research focusing mainly on how impulse buying patterns of Turkish young adult consumers been affected by the pandemic except for the study aiming “to reveal the mediating effect of impulsive buying behavior in the relationship between fear of COVID-19 and compulsive buying behavior” with a sample group of Turkish consumers (Küçükkambak & Süler, 2022).

3.3. Research Design

In this study, qualitative research technique has been adopted due to the exploratory nature of the research. Qualitative research is widely used by social scientists and private researchers who would love to dig into the social phenomena and questions of why in these phenomena as it is itself exploratory in nature. Broadly, qualitative research enables researchers to light upon “the genesis of a phenomenon, explore possible reasons for its occurrence, codify what the experience of the phenomenon meant to those involved, and determine if the experience created a theoretical frame or conceptual understanding associated with the phenomenon” (Williams & Moser, 2019). “Essentially, the data in qualitative research are non-numeric and less structured data than those generated through quantitatively oriented inquiry, because the data collection process itself is less structured, more flexible and inductive” (Guest et al., 2014).

There are mainly three data collection method used in qualitative studies, which respectively are (1) in-depth interview, which is also known as open-ended interview, (2) direct observations and (3) document analysis (Patton, 2005). Since this research is aiming to unveil the underlying reasons of a specific human behavior during a phenomenon having worldwide effect, in-depth interview method is used accordingly. Semi-structured technique is employed with open-ended questions to collect meaningful data, to encourage the respondents and give them room to share their experiences and feelings openly and freely, in addition to give the researcher the chance to pursue the ideas and topics that arise during the interview and related to the research questions. According to Anne Galetta and William E. Cross, semi-structured interview is “sufficiently structured to address specific dimensions of a

research question while leaving space for study participants to offer new meanings to the topic of study” (2013).

Thematic analysis method has been used in order to analyze the transcribed data as the aim of the study is to understand their experiences as consumers during Covid-19 pandemic and how their experiences affect their impulse buying behavior and what the underlying hedonic motivations triggered by their experiences to make impulse purchases are. “Thematic analysis focuses on identifying and describing both implicit and explicit ideas within the data” (Guest et al., 2014).

3.4. Sampling and In-depth Interviews

Purposive sampling method is used for selection of the respondents since it is an opportune technique in qualitative research to identify and select the individuals who have meaningful experiences in the interested phenomenon, show higher involvement in the behavior of interest, so that, who can provide relevant and meaningful data for the purpose of the research (Rai & Thapa, 2015). In total, 20 young adults (aged between 18 and 30) at different gender and occupation have been interviewed. The target group in this research is young adults aged between 18 - 30 to be able to increase the credibility and validity of the research by focusing on a specific group who are more or less in the similar life stage. The reason why young adult consumers have been chosen as a sample group is that they “make up a generation in constant change, adaptation and reconfiguration” (Moreno et al., 2017). Besides, “direct communication with the outside world has become an important indicator for this generation and thus changed their consumer behavior” (Szwajlik, 2020). In the light of the above-mentioned information, as an adaptive and socially driven consumer group, how young adult consumers have adapted their impulse buying behavior in such a crisis, which has reflected a sudden change in their social life, is seen as a subject of interest in this research.

Open-ended questions have been prepared in accordance with the research questions and submitted for the ethics committee approval. Interviews have been conducted both online and face-to-face. For online meetings different platforms such as Zoom and WhatsApp Video Call have been used, offline meetings are conducted in the house or office of the interviewees. Only five of them have been interviewed face-to-face. Interviewees have been contacted via phone call for getting an appointment in

advance. In the interview day, each respondent has been informed about the aim and content of the study by the researcher. Each respondent has read and signed the consent form confirming their participations on a voluntary basis. Interviews lasted between 45 minutes to 90 minutes. Interviews are recorded via smart phone. Once all the interviews are done, each interview is transcribed from the recordings.

Each interviewee has been asked to answer 14 questions in total that are supported with probing questions that are unique to each interview since the interview is open-ended. The interview questions can be found in *appendix 1*.

3.4.1. Demographic Data of the Respondents

Interviewees names and identities are kept confidential since the identity and names are of no use for the aim of the research and in answering the research questions. In order to preserve privacy, each interviewee is coded as “I”, that is why, respondents will be mentioned as I₁, I₂, I₃ etc.

Table 3.1. Demographics of the Respondents

Interviewee 1 (I₁)	Gender: Female Age: 26 Education: Postgraduate Occupation: Teacher
Interviewee 2 (I₂)	Gender: Female Age: 27 Education: Postgraduate Occupation: Human Resources Specialist
Interviewee 3 (I₃)	Gender: Male Age: 24 Education: Undergraduate Occupation: Computer Engineer
Interviewee 4 (I₄)	Gender: Female Age: 25 Education: Undergraduate Occupation: Dentist
Interviewee 5 (I₅)	Gender: Male Age: 28 Education: Undergraduate Occupation: Electrical Electronics Engineer

Interviewee 6 (I₆)	Gender: Female Age: 29 Education: Undergraduate Occupation: Civil Servant
Interviewee 7 (I₇)	Gender: Female Age: 20 Education: High School Occupation: College Student
Interviewee 8 (I₈)	Gender: Male Age: 27 Education: Postgraduate Occupation: Human Resources Specialist
Interviewee 9 (I₉)	Gender: Female Age: 23 Education: Undergraduate Occupation: Chemical Engineer
Interviewee 10 (I₁₀)	Gender: Male Age: 27 Education: Undergraduate Occupation: Dentist
Interviewee 11 (I₁₁)	Gender: Male Age: 27 Education: Undergraduate Occupation: Lawyer
Interviewee 12 (I₁₂)	Gender: Female Age: 28 Education: PhD Candidate Occupation: Biotech Engineer
Interviewee 13 (I₁₃)	Gender: Female Age: 25 Education: Undergraduate Occupation: Academic
Interviewee 14 (I₁₄)	Gender: Female Age: 26 Education: Undergraduate Occupation: Lawyer
Interviewee 15 (I₁₅)	Gender: Female Age: 22 Education: High School Occupation: College Student

Interviewee 16 (I₁₆)	Gender: Male Age: 24 Education: Undergraduate Occupation: Marketing Specialist
Interviewee 17 (I₁₇)	Gender: Female Age: 28 Education: Undergraduate Occupation: Civil Servant
Interviewee 18 (I₁₈)	Gender: Male Age: 23 Education: High School Occupation: College Student
Interviewee 19 (I₁₉)	Gender: Male Age: 26 Education: High School Occupation: College Student
Interviewee 20 (I₂₀)	Gender: Male Age: 29 Education: Undergraduate Occupation: Pilot

CHAPTER 4

RESULTS

The findings have been grouped under four main themes based on the data analysis as “Emotions during the Pandemic”, “Main Emotions Triggered Impulse Buying during the Pandemic”, “The Effect of Pandemic on Impulse Buying”, and “Hedonic Motivations Underlying Impulse Buying during Covid-19”. Some themes are presented with subthemes to be able to provide the findings in a more comprehensible way.

4.1. Emotions during the Pandemic

While answering Q1 and Q2, the interviewees exposed their feelings and emotions throughout the pandemic. Indeed, in the first question, they were not directly asked about their feelings; however, all of them mentioned their emotions in their answers.

In the first question, the interviewees were asked to talk about their pandemic experience to help them recall their pandemic-related memories, feelings, thoughts etc. which can lead them to give more accurate and detailed data in the upcoming questions. When participants were asked about their overall pandemic experience, 80% of them defined it as quite a tough time in general. *“Could you tell me about your overall pandemic experience? What kind of a process has it been for you?”* (Q1)

In the second question, interviewees were asked about their emotional states and dominant feelings throughout different time periods of the pandemic which are categorized as *beginning of the pandemic, rise of the pandemic and decline of the pandemic*. They all pointed out both negative and positive feelings and emotions depending on the time period of pandemic. *“Could you tell me about your emotional state throughout the pandemic? What have been the prominent emotions and sensations you felt throughout the pandemic? i. In the beginning of the pandemic ii. During the rise of the pandemic iii. During the decline of the pandemic”*

Following quotations from the transcripts are represented with subthemes based on the time period.

4.1.1. Emotions during the Beginning of the Pandemic

When interviewees were asked about the beginning of the pandemic and their feelings during this phase, one of the very first things 18 out of 20 mentioned is that they did not guess at first that Corona virus would spread across Turkey, and they did not believe or even thought that Corona virus would make its way for a pandemic at all when they heard the news about the virus and the outbreak in the other countries. Therefore, at the very beginning of the pandemic, they were feeling “relaxed”, as they expressed.

I₈: *“At first it felt like a joke to me.”*

I₄: *“When I heard that the pandemic had started to appear in the other countries, to be honest, I thought it would not affect Turkey. That is why I was quite relaxed at first, I just thought it would continue as an epidemic, I never thought it would become a pandemic.”*

I₁: *“I heard about the pandemic in January 2020 for the first time. There were no cases in Turkey yet and I did not think that it would spread that much in Turkey. For this reason, I was relaxed back then.”*

Regarding the emotional states of interviewees during beginning of the pandemic, interviewees provided the heterogeneous answers. Some remarked that they were in good mood and feeling positive; however, the other interviewees attached negative feelings to this time period. The most common emotions that interviewees used while describing how they were feeling in the beginning of the pandemic are *fear, anxiety; and joyousness, and happiness.*

I₇: *“Actually, I couldn't quite get what was going on at the beginning of the pandemic. Sure, I felt a little worried when the first cases came out, but it wasn't that much. I did not think that it would worsen that much.”*

I₂: *“When the cases started to increase in Turkey, for sure, the most intense emotion was fear for me. I was worried for myself and my loved ones. Because we didn't know what would happen, which has caused apprehension and anxiety.”*

I₉: *“In the very early stage, schools were closed, and jobs were suspended for a while, which gave me a feeling of vacation. So, I was not complaining too much back then ... I was kind of joyous.”*

I₁₄: *“I can say that the first few months were really enjoyable for me since I was working from home, and I was underestimating the virus at the beginning. But then, it was not much good.”*

I₁₅: *“I was incredibly happy when the government declared a two-week holiday for schools and universities, but when I learned on the news that it had been prolonged, I was shocked. Because I never thought that the virus would take this long, and the restrictions would increase so much.”*

I₁₉: *“When the pandemic first broke out, that is, when the first cases were seen in Turkey, I thought it would last a short time. For me, it was a normal epidemic like a flu epidemic, so I didn't take it too seriously. I can say that my approach to Covid-19 is kind of cynical in the first period. At that time, my school was closed down as well. But, I thought I would go back to school in 2-3 weeks. But then, things started to get serious and I began to feel really scared.”*

4.1.2. Emotions During the Rise of the Pandemic

In the sub-question of Q2, the interviewees were asked about the rise of the pandemic and their feelings during this phase. Almost all of the participants indicated that they have been through negative emotions, experienced negative feelings and have been dominated with those feelings during the rise of the pandemic which refers to the times with long home-quarantines and social restrictions. On the other hand, minority of the interviewees reported that the pandemic has been a great opportunity and a “chance” to experience a new way of life and to build new skills, that is why they attached positive feelings to that time. Besides, some participants, who suggested that they were mostly experienced negative feelings, also indicated that sometimes they tried to find the favorable outcomes and to be in a positive state of mind.

Most of the interviewees portrayed this period particularly with the following negative feelings; *depression, boredom, fear, stuckness, desperation, loneliness, unhappiness, and hopelessness*. Majority of the respondents mentioned that

uncertainty about the duration of these lockdowns and social restrictions pushed them into quite negative emotions and their *fear*, *anxiety* and *depression* derived from the fact that they could not guess what would happen and how long they would experience this uncertain situation since they have never experienced a pandemic before. In addition, some interviewees mentioned that *fear* of losing their beloved ones has been very dominant feeling, it was even bigger than the fear for their own health.

Related answers as follows:

I₁₁: *“During the pandemic, we had some opportunities that we had not experienced in our lives before like working from home, so I considered it as an opportunity to listen to myself and I tried to do and learn things that I want to do but could not do due to lack of time.”*

I₉: *“When I realized that this situation would continue for a while, I started looking for new things that I could do and improve myself at home. I tried to tip the scales in my favor, and I took up different hobbies. However, when the pandemic lasted longer than I expected, which had started to limit many opportunities in our lives, I started to feel hopeless.”*

I₁₂ defined the situation during the rise of the pandemic as *“a bottomless pit”* since she could not foresee the future and when life would be back to normal and added that *“It was the pandemic when I had sleeping problems for the first time in my life.”* On the other hand, she also stated that *“During the pandemic, time to time, I realized that I was able to spare the time for myself that I used to lose every day in the İstanbul traffic, or I used to waste on stressing over the city life. I noticed that I could do something for myself and rest during those times that I used to lose, which sometimes made me joyous”*

I₁₃: *“The pandemic was something that we had never known or experienced, and we could not foresee how long it would last and we did not feel safe during that period. On the other hand our busy and hectic lives slackened off for a while. So, it was sometimes like a resting time for me. But then, I felt really trapped, helpless, bored, overwhelmed and unhappy when we could not go out due to lock-downs. I felt so lost at the times when I could not see my beloved ones or anyone that I wanted to see.”*

I₁₀: “When the outbreak got really serious, we started to fear since it was something that we were not used to back then. We started to experience that thing which was written in history books and affecting people years ago. Thus, when we realized the gravity of the situation, we felt dread at first.”

I₅: “The lockdowns made me feel as if I was imprisoned. It felt like our freedom had been taken away from us. Of course, since we, as young people, used to always be in social activities outside, so it really felt like a prison life. At that time, I had such a feeling that someone had cut off my hands and feet so I could not move anywhere. Obviously, that made me unhappy and depressed.”

I₁: “During the pandemic – especially when there were lockdowns – I was generally stressful, nervous, and anxious caused by the feeling of uncertainty, as I had to fulfill my responsibilities at home. Therefore, I had emotions that I would describe as negative and unfavorable.”

I₇: “I broke down mentally when the lockdowns were prolonged over and over. In general, I was very unhappy, I felt helpless, because there was nothing I could do... When a lot of cases start to appear in Turkey, I was so worried and scared by the idea that I might get sick, or even worse, I might infect my family when I went out.”

I₈: “I generally worry about my beloved ones more than myself. So, during the pandemic, I did not visit even my mother since I was too worried and afraid that I might put her and my family in danger.”

I₆: “From time to time, the fear, anxiety and stress that I got through got so worsened that I experienced some health problems such as shortness of breath and chest tightness.”

4.1.3. Emotions during the Decline of the Pandemic

In the last part of the Q2, interviewees were asked about their feelings during the decline of the pandemic. All of the interviewees attach positive emotions and feelings having positive connotations for the decline of the pandemic period when the social restrictions have been started to be loosened and home quarantines have started to come to an end. The most mentioned positive emotions are *excitement*, *hopefulness*, *joyousness* and *happiness*.

I₁: “During the period when the pandemic was on the decline, I started to feel more relaxed and freer again, I can say that the anxiety was replaced by the feeling of joy.”

I₁₇: “Towards the end of the pandemic, when the restrictions were loosened, I started to go out. So, I started to feel happy and joyous, as well.”

I₂: “During the decline of the pandemic, to be honest, I can say that a little excitement and hope aroused. Because the normalization process has started.”

I₃: “I was very excited when we got the news that the pandemic started to decline and the restrictions and safety measurements would be loosened. We had been locked at home for too long and I couldn't wait to get back to social life.”

I₁₉: “I was feeling up in the clouds when I finally could go out and meet my friends again.”

I₁₈: “When the nighttime curfew was lifted, mentally, I started to feel more relaxed.”

4.2. Main Emotions Triggered Impulse Buying during the Pandemic

When interviewees were asked about the prominent emotions and feeling that triggered them to make impulse purchases throughout the pandemic, fifteen of them named more than one emotion that was powerful and influential on their impulse buying behavior. Besides, eighteen of all interviewees (90%) named only negative feelings whereas only two respondents, (I₂ and I₆) named a positive emotion which is *hope* along with some negative emotions. The most mentioned negative emotion by the interviewees is *boredom*. 85% of the interviewees stated that boredom inclined them into impulse purchase. *Depression* and *loneliness* follow *boredom* in the list. 30% of the interviewees mentioned the reason why they bought impulsively was that they felt depressed whereas 25% of them named loneliness as a driving emotion as well. The emotions named by the interviewees the most are represented in a table (see Table 4.1.)

Table 4.1. Emotions Triggered Impulse Buying

	Boredom	Depression	Loneliness	Fear	Anxiety	Unhappiness
I₁	✓	✓			✓	
I₂	✓	✓	✓			✓
I₃	✓					
I₄	✓	✓	✓			
I₅	✓					
I₆	✓			✓	✓	✓
I₇	✓					✓
I₈	✓					
I₉		✓				
I₁₀	✓					
I₁₁		✓		✓		
I₁₂	✓		✓			
I₁₃		✓	✓			✓
I₁₄	✓					
I₁₅	✓					
I₁₆	✓					
I₁₇	✓		✓			
I₁₈	✓					
I₁₉	✓			✓		
I₂₀	✓			✓		

Answers provided by the interviewees to the “*How have the emotions you mentioned before affected your impulsive buying behavior during Covid-19 pandemic? Which emotions, sensations etc. have led you be more impulsive in your buying behavior?*” question (Q6) are as follows:

I₁₇ : “*The very first thing which led me to shopping during the pandemic was boredom. I was away from my family, my communication and interaction with people*

has decreased. So, in a way, shopping gave me that feeling of satisfaction that I needed at that time. But, in the earlier stages, feeling bored just made me think of shopping”

I₂ : “First of all, the feeling pushed me buy something unplanned was boredom and monotonous state in my life. I recall that I was shopping to break the repetitive cycle of doing the same thing all the time, especially at the beginning and middle of the pandemic. Because, I was in search of something new and I wanted to juice my life up.”

I₄: “Actually, I did most of my shopping during the pandemic while checking out my phone due to the boredom. It was like “that’s nice let’s buy it” or “this one is not perfect but why not”. Because I believed that it would distort everydayness of that moment. Also, I was feeling so lonely that even the rung bell by the delivery person bringing the packages brought a kind of novelty in my life and brought me back to life for a short while. So, the loneliness pushed me for some unplanned shopping, as well.”

I₅: “As a result of the loneliness and nocializing I experienced during the pandemic, I was sinking into buying unnecessary things while I was just looking for something that make me feel good. The shopping I did during the pandemic was usually out of boredom. So, while shopping, the important thing is not meeting my needs, but killing my time or making me feel good. My motivation in these purchases was completely to alleviate boredom that I felt.”

I₁: “The feeling of uncertainty resulted from the pandemic let me question when I could spend my money again as I could not spend it at that time, which indulged me into impulse buying.”

I₈: “I was too bored back then. It felt like there was nothing that I could do at home, which made me browse the internet on my smart phone more than I used to. During the pandemic, I started to browse on some shopping application unintentionally, as well. It was just to see something different or to see something would catch my eyes. It was a kind of way to ease my boredom.”

I₉: “Boredom and depressed mood I guess. When I was bored, I was browsing online shopping sites on the phone. At that time, I was looking at something and I started to

feel something to buy it unconsciously. Sometimes, I wanted to get rid of feeling depressed and began to do shopping. Shopping was like buying gifts for myself. I was hoping my new purchases would get me excited and distracted from the feeling of boredom.”

I₃: “For instance, I was so bored that I bought a cheaper and better quality keyboard than mine, which I saw while surfing the internet, although I had already one.”

I₁₀: “The feeling of emptiness during the pandemic period and the lack of many things to spend time on definitely increased and affected my unplanned purchase. Under normal conditions, I would go out and do something outdoor rather than staying at home to relieve my boredom. But since I couldn't go out due to the lockdowns, it felt that I was in need of buying something.” He also stated that “As I said, I was feeling pessimistic and needed to find something to wash my pessimism out. So, I was in search of something to feel better, and I had shopping for the moment. Shopping in completely unplanned way made me feel a little bit better. I felt that I was living my old life, I mean pre-pandemic life.”

I₁₂: “In fact, shopping for me, at that time, was something which enabled me to get away from the feeling of emptiness, to spend time, and something to hold on to. Since shopping is, after all, a social activity, the constant decline in our sociability, boredom brought about by it and the constant increase in the need for sociability affected my impulse buying because it, sort of, satisfied this need of mine.”

I₁₃: “Most of my pandemic-life-shoppings were resulted from the loneliness and isolation that I was fed up with. By doing shopping, I was trying to escape the depressive mood out of the loneliness that I suffered.”. She also added that “When I look back, I think I wanted to feel “normal”, I mean feeling in the same way I used to do before pandemic, by doing shopping. I was desperately in need of something new, something beautiful in my life. Shopping was kind of an answer to that question. Waiting for the delivery person was like a source of not only novelty but also excitement in my life. So, I can say that shopping turned into a must or an essential source of amusement for me in this period, which made me a shopping enthusiast.”

I₁₅: “The unplanned shoppings I did on the internet was mostly to spend my free time and relieve my boredom. The reason why I fell so much for shopping was actually boredom. There was no other activity that I could do. It felt like that shopping was

giving me a room where I could be free and express myself. So, I preferred to be spontaneous, I mean, unplanned while shopping as it enabled me to be myself.”

I₆: *“After a while, feeling hopeless started to make me feel tired, so just to cherish my hope for future Covid-free days, I got back into my pre-pandemic unplanned buying habit.”*

I₇: *“I think the unhappiness affected me the most. I felt better when I bought something new for myself... For example, when I shopped online, I was occupying my mind with the delivery process. Thinking about the arrival of my packages or the idea of having something new, like clothes, in a few days made me feel better, even if just a little.”*

I₁₁: *“I was sometimes feeling depressed during the pandemic. Sometimes, I had such a feeling that I had to be happy at that moment. So, I was shopping randomly. I guess I was trying to increase serotonin in my body, I mean my happiness hormones, with the unplanned purchases.”*

4.3. The Effect of Pandemic on Impulse Buying

First, interviewees were asked to answer, *“could you tell your shopping experience throughout pandemic?”* question (Q3) to warm them up for the upcoming questions where they are required to give more specific answers. All of the interviewees stated that pandemic somehow affected their shopping experience and buying behavior. Some exemplary answers to this question are as follows:

I₁₃ suggested that *“Pandemic has completely changed my purchase quantity and my approach towards shopping”* and she continued by sharing her idea about the reason behind this change as follows *“Actually with the pandemic, a void has emerged in our lives, and everyone struggled to fill it with something. I filled it by shopping which I considered as a source of happiness for me.”*

I₁: *“Throughout the pandemic, I bought the things, which I found expensive or unnecessary before the pandemic, even I didn’t really need them, thinking ‘I am already home all the time and I cannot spend money outside.’”*

I₁₉: *“Pandemic reminded me a lot about the impermanence of life, that is why I felt that to have the things I like, I did not have much time to think about as before, and I*

thought there was actually no need to think about as well. Therefore, I wanted to have anything I saw and like.”

I₁₁: “At the beginning of the pandemic, there was a serious change in my shopping habits. It was natural because of the change in our lives. However, it did not last long. In a couple of weeks, after getting used to the pandemic, I was back to how I was.”

In the fourth question of the interview, respondents were asked whether they have planned their purchases or not during the pandemic. *“How carefully have you planned your purchases during pandemic? Have you planned your shopping, or have you played your shopping by ear during pandemic?”* (Q4) Except for one interviewee (I₁₄) who defined herself as a pure impulse consumer, all of them mentioned that they have done both planned and impulse purchases. Nevertheless, even planned purchases have been accompanied by impulse purchases. Mainly basic needs have been fulfilled through planned purchases whereas products such as clothes and accessories have constituted the impulse purchases. Some exemplary answers as follows:

I₂ : “Especially during the beginning of the pandemic, most of my purchases were planned as I was not going to the supermarkets so frequently. So I was planning my basic needs and doing my shopping with a shopping list. However, as I wanted to spend the least possible time in those supermarkets, I was adding lots of products which attracted my attention into cart fast and without thinking a lot whether I needed it.”

I₈: “In the beginning of the pandemic, I did not have a lot of money to spend. Therefore, I was making a list for my basic needs. Later on, I got better income and online shopping was so convenient for me, so I tended toward impulse purchase quite a lot.”

I₉: “Actually, I did both. As my daily life has changed a lot due to pandemic, some new needs emerged so I bought those need with a clear intention and need. Yet, all in all, I can easily say that most of my purchases were spontaneous as the time I spend on phone has increased a lot.”

I₁₅: *“I would divide this into two categories since my shopping was need-focused in the beginning of the pandemic. So, I knew what to buy. On the other hand, online shopping was totally the opposite for me since with that I was just trying to sooth my depression, to distract myself from my boredom and just to spend time basically.”*

I₂₀: *“For sure, in the beginning of the pandemic I was planning my shopping, especially for food, drinks etc. But later on when I was buying some clothes or accessories, they were all like ‘oh that looks nice, let’s buy it’ type of shopping for me.”*

I₁₉: *“I have planned the grocery shopping; however, shopping process was not that planned. I have both tons of things out of my shopping list. For the online shopping, I have never planned that at all.”*

After refreshing their memories, interviewees were directly asked about the effect of pandemic on their impulse buying. *“How has pandemic affected your impulse buying behavior? What kind of differences are there when you compare your pre-pandemic impulse buying behavior with impulse buying behavior during pandemic?”* (Q5)

When interviewees were asked about the difference between their pre-pandemic and during-pandemic impulse buying behavior, except for one interviewee, the rest thinks that pandemic has increased their impulse buying.

I₁₅: *“Due to the lack of social activities, I had extra money back then. So, I started to buy something that I would not buy before the pandemic while just surfing on the internet. I can say that I used my extra money and shopping as a means of happiness. The need I felt to become happy was so powerful that one day I saw a pair of trousers on the internet, I said to myself that I would not buy it, but I woke up from sleep just to buy it. I just wanted to buy it. I did not think about it for even a second. I thought that if I didn’t buy those pants, I wouldn’t be able to sleep. I was relieved and got a proper sleep just after I got them. As it is seen, the pandemic changed me and my buying behaviors so much.”*

I₇: *“The impulsive purchases I made have increased a bit, but not excessively. Since I am a student, I have a very limited budget to buy new things. However, if my budget had permitted it, I am quite sure that I could have done more unplanned shopping due to the psychology of that period.”*

I₁₆: *“It is possible to say that during the pandemic, impulsiveness in my buying behavior has increased to some extent. Indeed, my financial income has decreased because of the pandemic. That is why I could no longer buy the things that I was able to buy much more easily before. Thus, I could not do much shopping no matter how much I liked something and want to have it at that moment. I wished to buy baskets full of groceries, unfortunately I had to do the shopping by checking my bank account.”*

I₂₀: *“The industries I worked for were severely affected by the pandemic. I couldn't work for a while... So, naturally it had an unfavorable influence on my finances. Because of this, I generally had financial concerns while shopping. If I had not had some financial insecurities back then, I could have done more unplanned shopping because there were many products that I saw, liked, and then put in my order list. Then, unfortunately I had to limit myself, I mean my shopping, and take them out of the list most of the time.”*

I₁₂: *“I did not have a lot money during pandemic, if I had, I would definitely buy way more stuff than I did, for sure”*

I₈: *“As I did not spend the money on socializing, I was mostly shopping. I suppose I was doing it just because I had money. I recall that I did not mind it at all since I had a lot of money.”*

Even though interviewees were directly asked neither to distinguish their impulse buying in online and offline shopping nor different product categories on which they were more impulsive, most of the interviewees pointed to online shopping and referred a distinction between their impulse buying in online and offline shops and stated that their online impulse buying increased more comparing to offline impulse buying. In addition, it was indicated that they were more impulsive on different product categories during different stages of the pandemic. That is why these topics were descended to particulars individually with probing questions during the interview to gain meaningful data for better understanding of underlying reasons of impulse buying. These will be presented as subthemes below.

4.3.1. Impulse Buying Behavior in Offline Shopping

When interviewees were approached with probing questions about their impulsive buying behavior in physical stores, some interviewees highlighted the fact that their impulsiveness in brick store shopping have increased extensively especially in the beginning of the pandemic whereas other mentioned they have also experienced increase in their offline impulse purchases during the rise of the pandemic.

I₆: *“When I had to go and get groceries, I was seized with the fear of being infected with Covid, which led me to spend less time there. So, I was throwing most of the things that I saw and liked into the basket without thinking or planning in order to keep my shopping short.”*

I₇: *“In fact, going to the market was a risk. That is why when I did, wearing two face masks, quickly putting into the cart the ones on my mind and the ones I saw on the shelves which I thought I would need, and paying for them, I got out of there.”*

I₂: *“Since I did not want to spend too much time indoors, I was inclined to buy something without even thinking too much about it. Most of the onsite shopping I did went like this.”*

I₉: *“During the full lockdowns, we were only allowed to go to the supermarkets or groceries. Sometimes, when I wanted to go out, shopping was there for me as a ‘just excuse’ to leave the house. That is why sometimes, I was going to the market to buy something I did not need or want back then; and sometimes I was looking around all the shelves to spend much more time outside, which led me do more shopping.”*

I₁₃: *“I treated shopping as a great time activity, a really fun one, during the pandemic unlike before. I think I made shopping very entertaining and enjoyable by doing it with my friends because it was the only thing that we could do and unfortunately, we had quite limited time to spend on shopping.”*

I₅: *“When I got bored at home, I was going to groceries just to stroll through and blow off steam. This being the case, I was buying some stuff that I did not actually need.”*

4.3.2. Online Shopping and Impulse Buying Behavior in Online Shopping

When interviewees were approached with probing questions about their online buying behavior and their impulsivity in online shops during the pandemic, all of the respondents explicitly assert that their use of online shopping has increased substantially throughout the pandemic in general.

I₁₉: *“I mostly did online shopping during the pandemic because shopping malls were not safe anymore.”*

I₄: *“How do we go and check the refrigerator when we can't find anything to do and we are not even hungry. Online shopping was suchlike for me at that time. I was buying something that caught my eye just because I was bored. I was entering into an online shopping application, not out of necessity. But I kept on adding new things I liked to my shopping list though I did not need them at all.”*

I₈ defined pandemic as a *“period during which I have shopped online most of the time.”* He also added that *“since online shopping is easily accessible, I can say that the amount of impulsive purchases I did has increased. Online stores are just one click away. Insomuch that, when one of my friends told me about a product or even in my ten minutes break-outs, I was able to look for new things on Trendyol. Actually, I have fallen into the habit of online shopping since I still spend most of my time at home.”*

I₁₁: *“Of course, I have become inclined to online shopping, as well. Indeed, I have learnt how to shop online in the pandemic times.”*

I₂: *“Actually, I used to overthink when I shopped online since I could not be sure about quality of the product that I would have, which was making me worried. However, during the pandemic, buying some stuff without seeing felt like an excitement, of which I was desperately in need, rather than a risk.”*

I₅: *“At that time, online applications such as Trendyol and Hepsiburada were like a social media for me. I was constantly entering into them and looking for products, adding new stuff to my want-to-buy list, etc. Mostly, I was spending the money that I spared through lack of outdoor social activities while I was surfing on e-commerce applications.”*

I₁₀: *“Now we all want to shop from home. It is a kind of comfort zone that we have reached out in this period. It has no boundaries like place or time. Someone can order anything that they want anytime, which was the biggest factor that pushed me to make more unplanned purchases. For instance, I was frequently ordering something or just looking for new things when I got bored even at 3 a.m. Shopping was always there when I wanted to relieve my boredom, I did not have to think too much about it.”*

I₇: *“Even though I did not buy anything, I was checking on Trendyol as often as I was checking or surfing on Instagram every day.”*

I₁₄: *“Entering into the applications and checking on new products has become a big part of my life.”*

I₁₆: *“Back then, only the groceries were opened because of the measures so that we could only meet our daily needs. So, most of us felt stuck. In order to overcome that feeling of stuckness, the only option that we had was online shopping. In fact, it was like walking outside, or like going to a shopping mall. So, I was visiting the online stores as if I had been in a shopping mall.. And, I did it a lot.”*

Most of them suggested that the shift from offline to online stores will be most probably permanent for them.

I₁₈ stated that *“I definitely used online shopping more than ever during the pandemic”* he stated that he currently does online shopping instead of offline shopping most of the time and does not think of going back to the *“old habit of going to market physically as it requires more effort and time”*.

When interviewees were asked about the reason of increase in their impulsivity in online shopping, the most repeated answer was increased screen time and increased exposure to ads.

I₁₄: *“The screen time has increased so fabulously for all of us including me, that regardless of how much conscious you are, how much you resist, at the end of the day you would swipe up the link, go check and buy that product. Because that ‘you have to buy something’ feeling that they make us sunk into is so powerful and somehow trigger you.”*

I₁₂: *“The more you browse, the more you think you need some stuff. I was scrolling down on social media channels such as Instagram more so that is why I started to feel that I was in need of some stuff that I have never had and needed in my life before.”*

I₁₀: *“During pandemic I had lots of free time all the time because there was no activity at all, my responsibilities became less and socializations almost does not exist in my life. So I was browsing on internet all the time, so while browsing I was seeing the ads. When I saw a product in an ads, I was like ‘okay let’s go and check this one, then that one, also this’ as I had nothing else to do. So I was kind of dragged into shopping”*

I₁₈: *“As I started to see more ads than I did in my pre-pandemic life, those ads have affected my buying impulse a lot. For example, I was coming across with an ad for a shirt, and I was checking the website even tough I did not need that. Then all of a sudden, I was making the purchase.”*

I₅: *“I think that ads have been super influential during pandemic. Because we were more addicted to social media and television etc. So, there were a lot of inputs we were getting from ads in a day, which triggered our buying impulse. For example, there have been tons of products that I bought by thinking that ‘I have seen that in and ads, I should buy and try. So I made a lot of purchases out of curiosity.”*

4.3.3. Impulse Buying Behavior in Different Product Categories

Interviewees have touched on the subject of different product categories they have bought impulsively during different time frame of the pandemic, even though they were not directly asked about it. All of the interviewees mentioned that their impulsiveness in food category such as grocery products, beverages etc., cleaning products, and face masks has increased to a large extent in the beginning of pandemic. On the other hand, during the long home-quarantines, they declared themselves to be more impulsive consumers towards products such as clothing, home decoration, video games and books.

I₁₁: *“Initially, 90% of my spendings were on food and most of them were unplanned.”*

I₁₇: *“I have done a lot of shopping for kitchen, and in the beginning of the pandemic those shoppings were quite unplanned. I was buying whatever I found and saw in the supermarkets. I mean I was buying deep-frozen food and vegetables that actually do not eat in my daily life etc. However, later on, what I have bought impulsively a lot was mostly tech clothes and tech products.”*

I₆: *“During the early stages of the pandemic, I have bought a lot of face masks, sanitizer, and cleaning products without planning and even pricing out... After a while, my shoppings started to be full of slippers, bikinis, dresses etc. as I was hoping to go to beach in the summer and I wanted to make myself feel a little better with that hope and products”*

I₁: *“At first stage, I was buying health and cleaning supplies. But, afterwards, I diverged to buy clothes, books etc. as not only I was spending more time on social media, but also I was influenced by the ads on video sharing sites such as YouTube.”*

I₁₃: *“I found myself visiting a lot of different online stores and buying books, meditation products, clothes and many more things during these long home quarantines. I mean, I have been through quite an unrestrained, unplanned and impulsive shopping process.”*

4.4. Hedonic Motivations Underlying Impulse Buying during Covid-19

Interviewees were asked about their hedonic motivations to buy impulsively throughout the pandemic. Primarily, they were asked to share examples of shopping that they have done impulsively and what motivated them to make that purchase to recollect their motivations that they are asked to share more specifically in the next questions. *“Could you give me some example purchases you have made during pandemic which you can describe as “I saw it, liked it, bought it”? What has motivated you to buy these goods/services? How were you feeling before the purchase and after the purchase? Which problem you solved, or which need you satisfied with these purchases?”* (Q7)

In the next six questions interviewees were enquired about specific hedonic motivations. Based on all the answers given to these seven questions, a table is created to display the hedonic motivations of each interviewee clearly. Please see *Table 3* below. *Gratification, value, role and adventure* motivations are the most

featured motivations by the interviewees. 100% of the interviewees mentioned that they have done impulse purchases with both *gratification* and *value* motivation whereas 90% have done impulse purchases with role motivation. 80% of them mentioned to have involved in adventure motivation. On the other hand, social motivation has been realized only for 60% of the interviewees whereas idea is the least influential motivation with a percentage of 50.

Table 4.2. Hedonic Motivations Underlying Impulse Buying during the Pandemic

	Adventure	Social	Gratification	Idea	Role	Value
I1	+	-	+	-	+	+
I2	+	+	+	-	+	+
I3	+	+	+	+	+	+
I4	+	+	+	-	+	+
I5	+	-	+	+	+	+
I6	+	-	+	+	+	+
I7	+	-	+	+	-	+
I8	-	-	+	-	+	+
I9	+	-	+	+	+	+
I10	+	+	+	+	+	+
I11	-	+	+	+	+	+
I12	+	-	+	-	+	+
I13	+	+	+	+	+	+
I14	+	+	+	-	+	+
I15	-	+	+	-	-	+
I16	+	-	+	-	+	+
I17	+	+	+	-	+	+
I18	+	+	+	+	+	+
I19	-	+	+	-	+	+
I20	+	+	+	+	+	+

4.4.1. Adventure Motivation

In question eight interviewees were asked whether they were involved in impulse purchase with adventure motivation. Most of the interviewees involved in adventure motivation have mentioned that they wanted to escape from the reality and escape from the depressive mood and boredom that they were stuck on. Some of the exemplary answers from the transcripts are represented below.

I₁: *“Due to the pandemic, you could feel the air of depression everywhere including social media. Uncertainty and the question of “what is going to happen?” was accompanying that depressive mood. I have bought especially alcohol and video games to escape from the present reality of the World. I have done tons of shopping with this very motivation because I was feeling depressed and I was trying to minimize that depressed feeling by escaping from reality via shopping.”*

I₂: *“The duration when I was shopping was pulling me through the World of pandemic, the dryness, and the boring and catastrophic atmosphere, at least, it was alienating me from those for a little while. It had a relaxing and soothing effect on me during that period... Indeed, most of the shopping I have done during the whole pandemic was just to shake off the routine.”*

I₄: *“To be honest, I put browsing through online shops as a gateway. I was constantly visiting online shops to just kill time, to forget the pandemic, to forget what’s going around and not to think about the number of cases. Sometimes I was just scrolling down on a shopping app for 2-3 hours.”*

I₆: *“Indeed, what prompted me to shop throughout the pandemic was the wish and need of feeling in a world without pandemic. So shopping to me was like wiping the reality of covid clean. When I was shopping, I was feeling like what was happening was not real and I was just living my old happy life. What I mean by shopping here is fashion shopping, of course.”*

I₇: *“While I was buying that pair of shorts, I actually wanted to somehow move away from the new life pandemic has brought and get the feeling of living a normal life where I would wear that short outside.”*

I₁₀: *“I didn’t want to do anything, I just wanted to escape from some things, indeed. I didn’t want to think about the current situation the World faced or the reason why I*

was stuck at home at that moment because it was something I couldn't control and change so it made me feel tired. Visiting supermarkets was not helping me escape from those since there you are liable to restrictions and people around wearing masks and being nervous, which is why supermarket was a place bringing me up against the covid reality. However, online shopping is another world, it is more isolated and personal. It is just between you and your phone, so you can control that world. So checking shopping apps, seeing products that I would use in my normal life was the thing that helped me get out of that depressed world. Thus, checking products related to my normal life and buying some of them was like a therapy for me."

I₁₂: *"Shopping was drawing me away from the reality"*

I₁₃: *"Even buying that dress took my mind off. In fact, buying that dress by imagining the day I would wear it at a concert, made me feel as if I had been in the world where I could go to that concert right away. That felt so good even though it was not real."*

I₁₇: *"Buying those things made me feel joyous. It was like breaking down the walls that pandemic put up in our lives, so I was feeling free just as I used to be."*

I₂₀: *"When some of the shops were opened again, it was a great chance for me to break the routine and go out. So with my partner, we used to go to those shops and buy some irrelevant stuff that we didn't need at all. Yet, still it felt good"*

4.4.2. Social Motivation

In question nine interviewees were asked whether they were driven by the social motivation to make impulse purchases. Some of the interviewees stated that their buying impulse has been triggered by the idea of spending good time with family and friends and of having a different topic to talk about instead of pandemic. When interviewees were asked about social motivation to make impulse purchases:

I₃: *"I was taking my younger sister shopping to spend some alone time with her. As the house was too crowded, it was hard to establish a private bond between us, and shopping enabled us to do it. I recall that we were ordering lots of clothes with my brother too. Since our sizes were almost the same, I was ordering clothes that I liked that were on sale and sharing them with my brother. Likewise, he was sending me*

what he liked. It was as if we had found an activity to do together though we were not even in the same city.”

I₄: “For instance, my mother was looking for new bed linens to buy. Normally, I do not interfere with her shopping or share my opinions, I just buy what she wants. But, at that time, I was joining her, and even commenting on the shades of the colors because I just wanted to have a chat with my mom which is not about pandemic or something negative, and to spend some time with her.”

I₇: “I trust a lot my sisters’ taste in fashion. So normally, when I go to shopping with her, I come home with bunch of stuff in hand that I wouldn’t buy if I was alone. During the pandemic the same thing happened. We were not going out but, we were scrolling through the online shops, and she was convincing me to buy some clothes. It has always been our thing to do together.”

I₁₀: “Back then, we were always at home and we were doing the same things day in, day out without fail. At this point, shopping has helped us since we were able to think and talk about something different while looking for new things. I mean, it diversified our daily conversations and made it better and healthier in this way. So, we, the whole family, were going online and looking for new products and buying some on which we agreed.”

I₁₁: “I was living with my girlfriend during this time and actually, the only social activity we could do together was shopping. Of course, we did not go shopping to buy shirts etc. However, even going to shopping to meet our basic needs turned into a social activity for us back then since we could not go out for another reason due to the restrictions. Even though we were always together at home, spending some time outside was important to our relation.”

I₁₃: “With my friend, our biggest activity, more precisely biggest hobby was to going to supermarket shopping together. Indeed, we were rejoicing like kids while planning our supermarket trip for the next day. It was something making us feel happy, energetic, like a new person, to do shopping together. It was something that strengthen our friendship. We had already been close friends; however, consuming together, buying some things together, showing ourselves what we have bought have been something not only we enjoyed a lot but also made us become tight knit.”

I₁₄: *“Shopping was one of the biggest communication tools for me and my flat mate. It was the biggest part of our communication; indeed, it became the most irreplaceable and gleesome part of our relationship. To be honest, a lot of time, I used shopping as a tool to communicate with my family members and friends”*

I₁₅: *“With one of my closest friends, the reason why we are so intimate is shopping, firing each other up to buy some stuff and doing some unplanned purchases together. It was like a social activity for us to buy some stuff online. I mean, it was like sense of fulfillment, feeling pleasure when we bought some random stuff like clothes. It was relaxing for both of us, so we were sharing this experience. When she bought something, I also started to feel happy too and vice versa. That is why, when we saw something that the other would like, sending the link right away and thinking that ‘she may buy it’ was making us happy.”*

I₁₇: *“As I have a flat mate, she was the person I saw the most during this time. Therefore, we were shopping together. I mean, for example, when she was shopping, I was joining her and doing some unplanned purchases, which I had not even thought about it, to make that activity a joint thing and more enjoyable. This became a routine activity for us as there was nothing else to do.”*

I₁₈: *“Me and my sister, we were following some vintage shops on Instagram and sending links of the products to each other. It was sort of communication channel for us. Indeed, the time when we were speaking to each other the most was those times when we were sending links and reviewing those products. As there was nothing else to talk about after a while, shopping together was a source of new topics to talk about. And for sure, I have bought more than couple pieces as my sister liked them a lot, even more than me.”*

4.4.3. Gratification Motivation

In question 10, interviewees were asked whether they were involved in impulse purchase with gratification motivation. Interviewees mentioned that buying a gift for themselves and alleviating the negative feelings that they were in was one of the most powerful driving forces for them to make impulse purchases especially during the rise of pandemic with long home-quarantines. The most mentioned emotions were *boredom* and *depression*. Some answers provided by the interviewees are as follows:

I₂: “During home quarantine times, especially if I had a tough day, I was shopping to give myself a lift. Or if it was a fulfilled day for me, I mean if I ticked almost all of the to-dos, I was buying a gift for myself. I had that ‘I deserve this’ motivation while shopping.”

I₃: “When I had something to do, a task, or while working out, I was putting a gift on that task. Once I finished that, I was buying a little gift for myself. It was a way to keep myself motivated to keep working.”

I₄: “I was writing my thesis during the pandemic. I thought I had to reward myself once I finished a chapter to keep going. So, once I finished a part, I was browsing and finding a gift for myself. It was like giving a big applause for myself.”

I₅: “As I was so lonely at that time, I wanted to cheer myself up. For example, one day I was browsing and run into a watch. It was a sad and lonely moment for me so I bought that watch for myself as a gift to make myself happy.”

I₆: “I have done tons of impulse buying just to make myself feel better while coping with my negative mood and loneliness and just because thought I deserved feeling good indeed”.

I₇: “While shopping, I was moving away from those negative feelings. It was an exciting thing for me even if just a bit. Especially online shopping was like a prolonged happiness source for me. Normally, when I shop in offline stores, it takes a short, I see it buy it and directly have it in my hand. However, in online stores, you buy it and wait for the cargo, wondering how it is will look on me etc. Actually, that process is more exciting than the shopping itself for me. So especially online shopping was distracting me from negative feeling of pandemic. Besides, buying something that I need does not make me that happy but buying something that I was not planning is just like a surprising yourself. With planned purchases, you know that you would buy it one day as you need it, so it is not that exciting.”

I₁₁: “I think shopping is as a solid source of serotonin. Thus, if my mood was down, I felt depressed, I was buying a little thing for myself, which could make me feel satisfied even though I was not doing it all the time.”

I₉: “During the periods when I was in a negative mood, the only thing I did was lying in my bed, scrolling down on my phone and shopping. This negative mood was

derived from boredom or depression or loneliness. In my pre-pandemic life, I would go out to let it all hang out. But during pandemic, the only thing I could was shopping. As it was just to blow off my steam, it was all unplanned and to feel a little better.”

I₁₀: “I was starting to feel happy even in the moment when I was on a website with an idea to get something for myself to make myself feel happy.”

I₁₃: “During the pandemic, I wanted to treat myself more than ever and I rewarded myself with some purchases. When I was stressed, unhappy, lonely, I thought that I deserved to feel good and happy. The only way to do that was shopping. Shopping was a way to strengthen my self-love.”

I₁₄: “It was my main motivation to shop during the pandemic, reward myself. Because there was almost nothing else left to find pleasure in but shopping. So it was all about taking pleasure and making myself happy by treating myself.”

I₁₅: “It (shopping) was a way to dissolve my boredom, loneliness away. It was a good escapeway to alleviate my bad mood. I was thinking like ‘I am studying a lot, fulfilling my responsibilities but there is nothing I can enjoy.’ So, when I was on Trendyol, I was saying to myself that ‘buying this is something I deserve now’ and adding that to cart.”

I₁₇: “I was definitely doing that when I was bored. After buying something I was feeling relieved. That is why, next time when I was feeling bored or depressed, I was seeking the relief in shopping. So I was dragged into the loop of ‘buy, feel good, once that happiness fades away, buy again and feel happy again’.”

I₁₉: “There was not a lot of alternatives to cope with the stress and boredom I was in. I would go out normally, but it was not possible. So, my only connection with the external world was shopping. And to feel that connection perceptibly, I had to buy some stuff because when I received them, I was feeling in some way ‘normal’.”

4.4.4. Idea Motivation

Only half of the respondents have mentioned to have done impulse purchase with idea motivation. Besides, comparing to the other motivations, impulse purchase with

idea motivation has not been done as frequently as the other motivations. Some of the exemplary answers from the transcripts are represented below:

I₅: *“On one of these pandemic days, I went to a supermarket like Migros, Carrefour. I wandered into the magazine section. The technological ones grabbed my attention because of my profession, as I am an engineer. I bought two magazines out of the blue. So, I can say that I’m keeping a careful eye on what’s going on.”*

I₆: *“I was afraid that the clothes I bought before the pandemic would no longer be trend after it. So, I wanted to follow the latest fashion, clothes, accessories, and so on. This was among my purposes when I went shopping.”*

I₉: *“I enjoy baking as a pastime, and naked cakes were highly popular on social media at that time. I saw these on Instagram and bought the necessary equipment online since I spend a lot of time at home. I also wanted to try different methods of cake making. In this way, I did not feel behind since I tried new methods, and found my way by trial and error. Plus, I felt more productive because I managed my time efficiently and learned new things.”*

I₁₀: *“Knowing that those days would pass, I bought several online seminars related to my profession, out of desire and for self-improvement. I wanted to improve and better myself in the long run so that I would not lag behind the industry.”*

I₁₁: *“In our legal system, the pandemic is a completely novel thing. People were unable to find a legal foundation for a long time. Of course, I was following the articles about this. I purchased a few case law follow-up packages that I came across during this period not to fall behind my peers. My other goal was to expand my supremacy in my profession.”*

I₁₃: *“I have known the topic and the author, yet I wanted to represent myself in such a manner that I had more thorough information and I could prove that I had read it. In other words, I bought things to keep up with the developments and the individuals who know about and buy them.”*

I₁₈: *“We were bored to death since we were always at home. There was a game called Fall Guys, a multiplayer game. Everyone was playing it and they were having fun. I thought I should have played, too. When I bumped into it one day, I went right to it. We could not play much, but I have no regrets about getting it, otherwise, I*

would be upset if I had not played a game that everyone knew and played. To be honest, this was my primary motivation.”

4.4.5. Role Motivation

Interviewees mentioned that their buying impulse was triggered to fulfill their social roles. Making impulse purchases for their family member has been the most repetitive answer. Some related quotes from transcripts are provided below:

I₂: *“I have often shopped for my nieces. I just wanted to make them happy. As I could not be there for them, whenever I spotted something that I thought they would enjoy, I got it right away. Getting out of that unpleasant and dull life as well as getting someone out was a great idea.”*

I₃: *“I got an expensive earphone for my brother. I thought he would like it. I could not spend money anywhere. Even going out for coffee with my friends was out of the question. At least this way, I could make him happy. Making him smile made me feel good as well.”*

I₄: *“My brother was an engineer and I bought him a calculator. This had already been in my mind for a while, but when I got to the website, I came across a superior model, a pricier one. It was not on my mind, yet I purchased it. I got it because I thought he would be happier, or the price made him feel more precious. I mean, as her elder sister, I wanted him to feel that I cared about you and wanted you to succeed in your career.”*

I₅: *“I was, once again, scrolling through a shopping app. I thought a person I love may be pleased with a gift. Believing that I would ease the pain of her loneliness, make her happy, make her smile, I purchased her a gift and shipped it to her house.”*

I₆: *“As I live far away from my sister and my family, I experienced a sudden urge to buy something to make them happy, to make them feel that I am with them. While I was buying clothes for myself, I bought lots of things for my sister since I believed she would like them.”*

I₇: *“During our Zoom classes, everyone started to use wireless earbuds. There was a sense that wired ones went out of style. I wanted to keep up with the trend, so when I spotted a pair of earbuds at a fair price, I got it in a second.”*

I₁₀: *“As my mother’s son or my brother’s brother, I have always wanted to make them happy and get them something. This urge has, of course, aggravated much more than usual during the pandemic, when people are bored and suffocating.”*

I₁₁: *“It was wonderful for me to make other people happy as it made me happy. I am that kind of person who is happy with other people’s happiness. I most likely did this to satisfy my need for happiness by making others happy.”*

I₁₂: *“I made these types of purchases to make my loved ones feel as if I am with them, even if I cannot be for them. I bought and shipped things because I wanted them to feel as if I am close.”*

I₁₃: *“I got things for my brother while I was shopping for myself because I thought it would be good for him. The reason I shopped for him was because I could not take care of him enough at that time, and he was at a period when he needed attention. I could not be there for him as a sister. I felt insufficient. I was not physically there for him, yet I did not morally support him as well. I made a few purchases to make him happy, to feel good and feel less guilty, to feel like I have become a better sister.”*

I₁₄: *“Shopping was a method for me to express my love... Giving someone a gift makes me feel happy because choosing a gift itself is an enjoyable activity. The feedback also makes me feel satisfied. Another thing is that this is a sort of power thing. Giving something to someone else makes you feel strong. So, perhaps, having the monetary power to do this during the pandemic conditions not only fulfills their wants, but also satisfies me in terms of belonging to a group that can spend money for pleasure.”*

I₁₆: *“I made these kinds of purchases. These made me feel better because these presents, in a way, showed that I still valued them.”*

I₁₇: *“I felt happy when I purchased gifts for my family because I could not visit them frequently. So, giving gifts made me pleased as well. For me, gifting when you are away from the people you care about helps develop bonds. So, it felt nice to buy gifts for them when I came across things they would like.”*

I₁₉: *“My biggest motivation was to be able to make another person happy, and seeing that person happy would make me happy, too.”*

4.4.6. Value Motivation

Value motivation has been the most influential driving force to make impulse purchases along with gratification. Besides, sometimes gratification and value motivations are observed together in one impulse purchase according to the data the interviewees shared. Some direct quotes from the transcripts are given below.

I₂: *“My shopping habits have changed, I got used to shopping because of the boosted sales during the pandemic. In the post-pandemic period, I realized that I have become addicted to sales of every kind.”*

I₃: *“I came across a great deal of online advertisements, and the sales made me feel like I would not be able to buy that product later. As though that was the only time to purchase it.”*

I₄: *“One morning, as soon as I opened my eyes, I checked the notifications. Penti sent me a message about sales. I just purchased a bunch of clothes; I did not think for even a second. I did not need them: Underwear and socks. I bought them just to feel better by just think that they are on sale anyway.”*

I₅: *“That’s how I felt: I made a good buy. I would need it in two or three days anyhow, so I clicked the pay button. Why not while it’s on sale? To be honest, I thought I had done something brilliant.”*

I₆: *“When I was visiting shopping websites during the pandemic, I bought a lot of dresses and shoes since they were on sale, which I did not need. I was especially interested in the sales of my favorite brands, and frequently purchased them. I got the ones I liked right away when I saw the deal. I thought I would never find them at this price again. And having them would make me happy”*

I₇: *“Buying the products for less than their value makes me happy since I can buy something else with the rest. I can do something else that will make me happy. In other words, as I have more money left, I feel more satisfied.”*

I₉: *“Definitely! When I saw a discount coupon, gift card, or any kind of discount, I thought of this as a chance and made purchases that I had not considered until that moment, and I still do... I bought it since having that chance or coupon would make me feel better.”*

I₁₁: “Because of it was great for me to know that I purchased things at lower costs. When I catch these sorts of ads, I think I am a prudent consumer with great money management skills.”

I₁₃: “For example, seeing the campaigns like ‘coupons on orders of X and more liras or 50% off on all clothes for two days’ made me purchase lots of things. I found myself sitting in front of the computer with a credit card though I had no plan of shopping. I felt lucky, happy and joyful when I completed the ordering process... It was the sensation of reaching a goal and accomplishing something needed to be done. I felt more successful since I bought it for a more affordable price. I felt satisfied as well.”

I₁₇: “As a young adult, I mostly shopped from apps because I do most of my shopping online and on my phone. So, as soon as the shopping apps sent the sales offer, I opened the app and purchased a bunch of things straight. Whenever I get a product on sale, I feel accomplished, which makes me feel glad. So, if I see a discount offer again, I will surely take advantage of it.”

I₁₉: “I bought this microphone because of the deal. Because the discount rate was so great, I believed it was a fantastic deal and purchased it. I am overjoyed as I have never owned a professional microphone before. I felt great since I received such an equipped microphone at such a low price.”

I₂₀: “Since the product was at discount, the shopping I did was like a huge success for me. Because it had a positive impact upon me since I paid less than, let’s say, 2X which would be its price under normal conditions.”

CHAPTER 5

CONCLUSION AND DISCUSSION

The World has been through unprecedented times because of the Covid-19 outbreak. Since the consumers of the 21st century have faced a phenomenon that has affected them deeply, they were forced to adapt their lifestyles and behaviors accordingly. In broad terms, this study aims to explore this abrupt and drastic change in consumer behavior within the scope of impulse buying behavior. The main purpose of the study is to discover the effect of the pandemic on impulse buying, the prominent emotions provoked impulse buying during this time and the main hedonic motivations that induced consumers to make impulse purchases. For these purposes, qualitative research has been conducted with a sample of 20 young adult Turkish consumers. Results of this study can be extended to such health crisis, social crisis and unexpected situations, therefore findings of the study are valuable in terms of understanding the underlying motives of impulse buying of consumers during crisis atmosphere.

Impulse buying generates up to 80% of the sales in some product categories and 62% of supermarket sales; therefore, it is important to understand the change in impulse buying in a crisis such as Covid-19 pandemic, being that even some small changes in impulse buying pattern of consumers can have a power to exert a great influence on sales and consumption (Cheng et al., 2013).

According to the analysis results, Turkish consumers not only have spent at a higher rate in general because of newly aroused needs but also their spending on impulse purchases has increased substantially when pandemic is considered as a whole. However, consumers show different level of impulsivity motivated with hedonic aspects in different stages of pandemic in connection with their dominant feelings, thuswise, driving emotions and feelings vary from one stage of the pandemic to another one. However, in literature, there are examples of decreased impulse spending during the pandemic as people become more cautious about spending

money in an uncertain situation. To illustrate, the study of Cheriyan & Tamilarasi (2020) shows that consumers Kerala, India, have decreased their impulse purchases during Covid-19. Since welfare and culture are important determinants of impulse buying, the data obtained from different focus groups in different culture and country can possibly reveal divergent results.

Consumers experienced both negative and positive emotions and feelings throughout the pandemic. However, the data explicitly indicates that negative feelings are quite dominant comparing to the positive ones when pandemic is handled as a whole.

It is figured out that pandemic has not affected impulse buying at its very early stage since, at first, consumers did not guess that Corona virus would spread across Turkey, and they did not believe or even thought that it would make its way for a pandemic. Therefore, they were feeling “relaxed” at that time, which is why they have not changed their buying patterns at all. However, when the home-quarantines first started and number of cases increased drastically, *fear* and *anxiety* compelled consumers to change their buying behavior and become more impulsive. In existing literature, *fear* is closely associated with panic buying, thus, panic buying has been studied extensively in the scope of Covid-19 and it is showed that panic buying took place to a large extent especially in the couple of weeks following the declaration of pandemic by WHO (Laato et al., 2020; Lins et al., 2021).

However, our study revealed that impulse buying accompanied panic buying and showed an increasing trend due to *fear* as consumers have not only stocked the products for vital-needs such as toilet paper and face mask but also, they have bought some products, especially grocery products, impulsively since they were not able to foresee the future and their future needs. That is why consumers increased their pure and suggestion impulse buying during this stage of pandemic by being driven by *fear* and *anxiety*. Analysis indicates that especially impulsiveness in offline shopping has increased substantially since brick stores were packed with the other visitors which are seen as “potential danger” by the consumers. That is why, consumers were taken by *fear* of both getting infected and transmitting that infection to their beloved ones, which induces consumers spend less time in the brick store and puts them under time pressure. Time pressure has been proved to be one of the important situational variable in impulse buying (Li et al., 2021; Lin & Chen, 2013). As the time pressure

increased due to the effort of spending less time indoor, the buying process had to speed up and first three steps of buying process, which respectively are problem recognition, information gathering, and evaluation among alternatives, have become a single step. In another word consumers had to make quicker decisions in brick stores, which eventually brings about impulse buying. On the other hand, some respondents mentioned that they have not experienced any increase in impulse buying during the first home-quarantines as they have seen it as an “opportunity to take a short rest”; that is why, they were relatively in positive feelings such as *joyousness* and *happiness*.

Consumers have been through negative emotions, experienced negative feelings and have been dominated with those feelings during the rise of the pandemic which refers to the times with long home-quarantines and social restrictions. Only minority of the consumers attach positive feelings to long-home quarantine times as they think that they took an opportunity to improve themselves and experience a life with more free and self-care time. The rise of the pandemic is the period when Turkish young adult consumers were involved in impulse buying the most as this period is the one associated with the negative feelings the most. The prominent emotions amplified impulse buying during this time are *boredom*, *depression* and *loneliness*. We found out that *boredom* is the most prominent and influential feeling among all, which is in parallel with impulse buying literature (Sundström et al., 2019). Because of quite limited social activities and physical activities during the pandemic, consumers started to feel bored more often than they used to do in pre-pandemic world.

The empirical results of this research show that those three feelings *boredom*, *loneliness* and *depression* resulted in both online and offline impulse buying behavior. However, online impulse buying behavior was more common not only because of the fact that the brick stores were limited in number, but also online shopping was more convenient in terms of time range that consumers could easily access to the shops; and they have seen online shopping as a leisure time activity at home. The findings indicate that *boredom* is the underlying reason of the impulse purchases in brick store shopping during the rise of the pandemic. Turkish consumers perceived offline shopping as a tool to step out of home and extricate themselves from their current mood and break the routine and fight against the *boredom*;

therefore, time to time they visited brick stores not with a list of needed products but with an intention of buying a few random things.

Research reveals that online impulse buying behavior of Turkish young adult consumers has escalated during especially the rise of the pandemic as shopping started to substitute the restricted social life of consumers and as consumer used it as an almost everyday activity to spend time. Empirical findings show that the time spent on phone and social media has increased excessively due to *boredom* and *loneliness* and consequently *depression* since internet and social media have been almost like a friend to the people; that is why exposure to the digital advertisements increased evenly for consumers (Thakur et al., 2020). Increased screen time and exposition to the ads inclined higher impulse spendings in online shopping. Besides, the way consumers interpret and value the shopping itself has changed. During pandemic, young adult consumers regardless of their previous consumer identities started to see shopping more like a social activity and as a way to satisfy their psychological needs rather than meeting physical needs. Respondents mentioned that checking online shopping websites and/or applications became an everyday activity for them, and they could spend hours on those applications. Korkmaz & Seyhan (2021) also suggested that use of social media has increased extensively during Covid-19 and social media has a positive effect on impulse buying.

Analysis shows that increase in screen time and seeing shopping as a leisure time activity positively affected buying impulse since impulses of consumers are being triggered continuously and come to a point where they cannot control them and buy impulsively; nevertheless, it does not necessarily mean that consumers have done impulse purchase every single time when they spent time on social media. In addition, consistent with the existing literature, findings reveal that convenience factors of online shopping have a positive effect on impulse buying.

Regarding the situational factors, it is well accepted in literature that the financial situation of a consumer is a powerful determinant of the degree of impulsivity s/he can practice in her/his buying behavior. The findings show that spending power of Turkish consumers has been affected by the pandemic particularly during the long lock downs. This effect has been positive for some consumers whereas it was very negative for some of them. Most of the consumers have spared money because they

totally cut spending on their social life whereas some consumers had less money to spend as their earnings were interrupted due to the pandemic. In respect to this, the findings do not reveal any distinction across different occupations in terms of worsened or improved financial situation. However, empirical findings explicitly indicate that impulse buying behavior of those, who have had economic liberty and who had not faced any cut or decrease in their earnings during the pandemic, has increased fairly more comparing to the impulse buying of those whose spending power got worsened and is dependent. There are also some studies showing that people with higher income increased their impulsivity more compared to the people with lower-income (Thakur et al., 2020).

Consumers whose spending power has increased mentioned that it was due to the fact that they had to stop spending money on their social life in outside world. That is why, they wanted to spend that spared money impulsively on something that can provide them the pleasure and enjoyment that they used to take from their social life. They mentioned that there was uncertainty about when they would be able to go back to their normal lives and would be able to spend their money on their social lives; thus, they wanted to spend it at that very moment. Therefore, their impulsive buying done with hedonic motivations has increased substantially. In literature, the findings regarding impulse buying behavior in uncertainty times contradict each other. Some studies suggest that in uncertainty periods “consumer trend tends to reduce all non-vital products and services in ambiguous situations” that is why impulse buying decreases whereas some others imply that uncertainty can facilitate impulse buying (Çınar, 2020; Naeem, 2021). Our findings indicate that uncertainty leads to impulse buying among young adult consumers as being in an uncertain situation for a long-time evokes negative emotions.

On the other hand, consumers who had no economic liberty and who faced cut or decrease in their earnings during pandemic mentioned that they have done limited amount of impulse purchases on low-priced products, indeed they wanted to buy more goods impulsively than they did since pandemic has incited them to do so. However, they had to restrain their impulses at some point because of the financial difficulties. If they had been in a better position financially, they would be involved in buying impulsively more frequently and with bigger amounts. On the grounds that spending power is an important determiner of impulsive buying itself, we claim that

the groups whose financial situation is negatively affected by the current crisis are less likely to make impulse purchases with hedonic motivations and they are able to control over their impulses better. As Turkish culture is more on the collectivist, and high power distance side on the continuum, Turkish young adult consumers with limited financial resources manage to restrain their impulses in a crisis situation.

The findings of our research regarding the hedonic motivations underlying impulse buying behavior during the pandemic compromise a basis for better understanding of hedonic motivations triggering impulse buying in crisis situations. There have been no studies conducted to reveal the outstanding hedonic motivations that led consumers to buy impulsively during Covid-19 pandemic. The study reveals that the most influential hedonic motivations have been respectively *gratification*, *value*, *role* and *adventure* motivations during the pandemic. Especially during the rise of the pandemic with long and successive home-quarantines, Turkish consumers indulged in impulse buying with *gratification* motives as they saw it as a way to relieve and treat themselves in order to alleviate and surpass their *boredom* and *depression* due to the pandemic. All of the respondents stated that they have followed their gratification motivation and made purchases impulsively. Consumers have made impulse purchase with gratification motivation not only to reward themselves but also because they thought that they deserved better life conditions, and they deserved to feel better as well. Nevertheless, the most powerful motive in impulse purchase for gratification was to overcome the negative feelings for Turkish consumers.

Value motivation has been as important as gratification motivation to buy impulsively for young adult consumers during Covid-19. All of the respondents mentioned that discounts, sales and promotions have led them make unplanned purchases. During the pandemic, bargain was not an influential factor in value motivation due to the closure of places where consumers buy products on which they can bargain. However, discounts, promotions and sales have been quite influential. Purchasing a product at a lower price than its perceived value by the consumer has made the buyer feel her/himself smarter, more successful, and a better consumer than others. Consumers mentioned that they thought they would not be able to find those products at those prices in pandemic-free world for some product categories such as clothing, technology etc. For the products that are essential needs such as grocery, food and drink etc., consumers involved in impulse buying with the idea that they

would need it anyways in near future; therefore, buying them at lower price is more wisely way. Besides, respondents have also mentioned that when they could catch a discount, they felt happy and enjoyed that shopping. Regarding this, our findings coincide with literature which indicates that value gained from a discount or bargain can provide fun, self-esteem and enjoyment (Chandon et al., 2000). Besides, our findings reveal that there can be more than one hedonic motivation underlying impulse buying. In such a case, consumer enjoys the positive feelings generated from both motivations so that it is more likely for her/him to follow her/his impulses. During the pandemic, consumers have especially been driven by value and gratification motivations together.

As a result of being a collectivistic culture, for Turkish young adults, shopping has been used a tool to fulfill their social roles as especially a family member and friend during the pandemic. Majority of the respondents of our qualitative research, 90%, mentioned that they have done impulse buying with role motivation during Covid-19 because they were not able to show their love and affection to their beloved ones by visiting or/and spending time with them during the lockdowns. Besides, they have been aware of the fact that their beloved ones have been also through tough times psychologically because of the pandemic. That is why, they involved in impulse buying to make especially their family members, close circle of friends and boy/girlfriend happy with some gifts. Most of the respondents stated that making others happy was also a way to make themselves happy so that they enjoy the shopping more and become more impulsive. Our finding in terms of gender-based role motivation is contrary to previous studies which have suggested that male consumers are less likely to be driven with role motivation comparing to the female consumers (Otnes & McGrath, 2001). We found out that male consumers have done impulse purchases with role motivation as much as female consumers have done. However, our findings suggest that Turkish consumers without economic liberty are less likely to make impulse purchases with role motivation since their financial resources are limited and dependent.

80% of the respondents stated that adventure motivation was a driving force for their impulse purchases throughout the pandemic. Escaping from the pandemic reality and everything related to the pandemic such as case numbers, restriction news etc. has been a strong motivation for consumers to make impulse purchases. Some mentioned

that even waiting for their cargo provided them something else to think about instead of the pandemic. Indeed, even browsing through online shops for hours has been a way to breakout from the reality. Since brick stores were the places where strict Covid-19 measures were applied, consumers tended to use online shopping when they had adventure motivation to shop. Consumers saw especially online shopping as a bridge between outer pre-pandemic world and their lives at home. That is why, their impulse purchase with adventure motive has increased through online shopping whenever they wanted to feel in pre-pandemic world. Not only escape from reality but also breaking their day-to-day routine via impulse purchases motivated consumers as well. Some mentioned that even having delivery person coming and ringing the bell made a difference and added some divergence from their lives with pandemic reality.

Based on the analysis, social and idea motivations have been less influential comparing to the other four hedonic motivations mentioned above in terms of driving consumers to buy impulsively during the pandemic, even though at least half of the respondents mentioned that they have done some impulse purchases with both social and idea motivations. Previous literature suggests that social motivation is a strong determiner in impulse buying; however, socializing with people with similar interest aspect of social motivation has been vanished by the pandemic since the brick stores were closed for a long while and consumers found it hard to meet with people online through shopping. However, empirical findings indicate that more than half of the respondents mentioned that they have made, especially online, impulse purchases with motivation to spend fun time with their family members or friends. By doing so, they thought they reinforced their bonds with those people.

Idea motivation has been the least driving force for impulse purchases done during the pandemic. Only half of the respondents stated that they have involved in impulse buying with idea motivation. In addition, those who were motivated with idea motives indicated that they have done it only once or few times. Half of those mentioned that they have made impulse purchases to follow the new trends in their field of interest, whereas the other half stated that fear of not having up-to-date knowledge in their area of expertise, which others might have, was the main driving force for them to buy impulsively occupation related courses, sources etc.

5.1. Limitations and Future Research Directions

Results of the research provide valuable insights into Turkish young adult consumers' impulse buying and hedonic motivations underlying their impulse purchases during Covid-19 pandemic. Nevertheless, it is inevitable that there are some limitations in the research. It should be noted that the data was collected from Turkish customers aged between 18 – 30 so sample group represents relatively small portion of consumers. Therefore, the results may not be globally inclusive and valid for all consumers. Thus, we encourage the future researchers to study the topic in different countries and across different age groups.

Besides, pandemic has lasted more than two years. During this time course, there have been important changes in the lives of young adult consumers that can affect their impulse buying and hedonic motivations such as starting college, graduating from college, getting their first job, and changing job etc. That is why focusing on a specific stage of pandemic can provide clearer insight as interviewees could share more precise data. In addition, even though, respondents were asked about their emotions in different stages of pandemic, there is no data revealing the prominent hedonic motivations in different time courses of Covid-19. For the above mentioned reasons, future studies should approach pandemic with a focus on a specific time period. We encourage the future researchers to focus on the long home quarantine time slot as our data indicates that it was the stage when impulse buying went up the most.

The last but not the least, regarding the issues in validity of qualitative research, we highly urge the future researchers to create a scalable data set through quantitative research.

REFERENCES

- Akbar, M. I. U. D., Ahmad, B., Asif, M. H., & Siddiqui, S. A. (2020). Linking Emotional Brand Attachment and Sales Promotion to Post-Purchase Cognitive Dissonance: The Mediating Role of Impulse Buying Behavior. *Journal of Asian Finance, Economics and Business*, 7(11). <https://doi.org/10.13106/jafeb.2020.vol7.no11.367>
- Anderson, K. C., Knight, D. K., Pookulangara, S., & Josiam, B. (2014). Influence of hedonic and utilitarian motivations on retailer loyalty and purchase intention: A facebook perspective. *Journal of Retailing and Consumer Services*, 21(5). <https://doi.org/10.1016/j.jretconser.2014.05.007>
- Aragoncillo, L., & Orús, C. (2018). Impulse buying behaviour: An online-offline comparative and the impact of social media. *Spanish Journal of Marketing - ESIC*, 22(1). <https://doi.org/10.1108/SJME-03-2018-007>
- Arkes, H. R., Joyner, C. A., Pezzo, M. V., Nash, J. G., Siegel-Jacobs, K., & Stone, E. (1994). The psychology of windfall gains. *Organizational Behavior and Human Decision Processes*, 59(3). <https://doi.org/10.1006/obhd.1994.1063>
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77–95. [https://doi.org/10.1016/s0022-4359\(03\)00007-1](https://doi.org/10.1016/s0022-4359(03)00007-1)
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20(4). <https://doi.org/10.1086/209376>
- Badgaiyan, A. J., & Verma, A. (2014). Intrinsic factors affecting impulsive buying behaviour-evidence from india. *Journal of Retailing and Consumer Services*, 21(4). <https://doi.org/10.1016/j.jretconser.2014.04.003>
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66(2). <https://doi.org/10.1509/jmkg.66.2.120.18470>

- Bashar, A., Ahmad, I., & Wasi, M. (2012). A Study of Influence of Demographic Factors on Consumer Impulse Buying Behavior. *International Journal of Management Research and Strategy*, 3(5).
- Bashar, A., Singh, S., & Pathak, V. (2021). Technology Adoption by Retailers in Response to COVID-19: Online Impulse Buying Perspective. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3927090>
- Baumeister, R. F. (2002). Yielding to Temptation: Self-Control Failure, Impulsive Purchasing, and Consumer Behavior. *Journal of Consumer Research*, 28(4). <https://doi.org/10.1086/338209>
- Bessouh, N., & Belhir, D. O. (2018). The Effect of Mood on Impulse Buying Behavior - Case of Algerian Buyers. *Austin Journal of Business Administration and Management*, 2(1).
- Boutsouki, C. (2019). Impulse behavior in economic crisis: a data driven market segmentation. *International Journal of Retail and Distribution Management*, 47(9). <https://doi.org/10.1108/IJRDM-08-2018-0165>
- Cannito, L., Di Crosta, A., Palumbo, R., Ceccato, I., Anzani, S., La Malva, P., Palumbo, R., & Di Domenico, A. (2020). Health anxiety and attentional bias toward virus-related stimuli during the COVID-19 pandemic. *Scientific Reports*, 10(1). <https://doi.org/10.1038/s41598-020-73599-8>
- Cardoso, P. R., & Pinto, S. C. (2010). Hedonic and utilitarian shopping motivations among Portuguese young adult consumers. *International Journal of Retail and Distribution Management*, 38(7). <https://doi.org/10.1108/09590551011052124>
- Chan, T. K. H., Cheung, C. M. K., & Lee, Z. W. Y. (2017). The state of online impulse-buying research: A literature analysis. *Information and Management*, 54(2). <https://doi.org/10.1016/j.im.2016.06.001>
- Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, 64(4). <https://doi.org/10.1509/jmkg.64.4.65.18071>

- Cheng, Y. H., Chuang, S. C., Wang, S. M., & Kuo, S. Y. (2013). The Effect of Companion's Gender on Impulsive Purchasing: The Moderating Factor of Cohesiveness and Susceptibility to Interpersonal Influence. *Journal of Applied Social Psychology, 43*(1). <https://doi.org/10.1111/j.1559-1816.2012.00977.x>
- CHERIYAN, A., & TAMILARASI, D. R. S. (2020). IMPULSE BUYING DURING THE PANDEMIC TIMES, WITH SPECIAL REFERENCE TO KERALA. In *PalArch's Journal of*
- ÇINAR, D. (2020). PANIC BUYING AND IN-STORE HOARDING IN THE COVID-19 PERIOD: AN ASSESSMENT BASED ON THE SCARCITY PRINCIPLE. *Business & Management Studies: An International Journal, 8*(5). <https://doi.org/10.15295/bmij.v8i5.1616>
- Curator, P. W. (2014). Emotions and consumer behavior. In *Journal of Consumer Research* (Vol. 40, Issue 5). <https://doi.org/10.1086/674429>
- D'Astous, A. (2000). Irritating aspects of the shopping environment. *Journal of Business Research, 49*(2). [https://doi.org/10.1016/S0148-2963\(99\)00002-8](https://doi.org/10.1016/S0148-2963(99)00002-8)
- Daniels, M. A., & Greguras, G. J. (2014). Exploring the Nature of Power Distance: Implications for Micro- and Macro-Level Theories, Processes, and Outcomes. *Journal of Management, 40*(5). <https://doi.org/10.1177/0149206314527131>
- Di Crosta, A., Ceccato, I., Marchetti, D., la Malva, P., Maiella, R., Cannito, L., Cipi, M., Mammarella, N., Palumbo, R., Verrocchio, M. C., Palumbo, R., & Domenico, A. Di. (2021). Psychological factors and consumer behavior during the COVID-19 pandemic. *PLoS ONE, 16*(8 August). <https://doi.org/10.1371/journal.pone.0256095>
- Dowling, K., Guhl, D., Klapper, D., Spann, M., Stich, L., & Yegoryan, N. (2020). Behavioral biases in marketing. In *Journal of the Academy of Marketing Science* (Vol. 48, Issue 3). <https://doi.org/10.1007/s11747-019-00699-x>
- Dulam, R., Furuta, K., & Kanno, T. (2021). Quantitative decision-making model to analyze the post-disaster consumer behavior. *International Journal of Disaster Risk Reduction, 61*. <https://doi.org/10.1016/j.ijdr.2021.102329>

- Evanschitzky, H., Emrich, O., Sangtani, V., Ackfeldt, A. L., Reynolds, K. E., & Arnold, M. J. (2014). Hedonic shopping motivations in collectivistic and individualistic consumer cultures. *International Journal of Research in Marketing*, 31(3). <https://doi.org/10.1016/j.ijresmar.2014.03.001>
- Filip, A., & Voinea, L. (2011). Analyzing the Main Changes in New Consumer Buying Behavior during Economic Crisis. *International Journal of Economic Practices and Theories*, 1(1).
- Frijda, N. H., Ridderinkhof, K. R., & Rietveld, E. (2014). Impulsive action: emotional impulses and their control. *Frontiers in Psychology*, 5. <https://doi.org/10.3389/fpsyg.2014.00518>
- Galletta, A., & Cross, W. E. (2013). Mastering the semi-structured interview and beyond: From research design to analysis and publication. In *Mastering the Semi-Structured Interview and Beyond: From Research Design to Analysis and Publication*. <https://doi.org/10.5860/choice.51-2430>
- Goldberg, L. R. (1992). The Development of Markers for the Big-Five Factor Structure. *Psychological Assessment*, 4(1). <https://doi.org/10.1037/1040-3590.4.1.26>
- Guest, G., MacQueen, K., & Namey, E. (2014). Applied Thematic Analysis. In *Applied Thematic Analysis*. <https://doi.org/10.4135/9781483384436>
- Han, Y. K., Morgan, G. A., & Kotsiopoulos, A. (1991). Impulse Buying Behavior of Apparel Purchasers. *Clothing and Textiles Research Journal*, 9(3). <https://doi.org/10.1177/0887302X9100900303>
- Harahap, D. A., Ferine, K. F., Irawati, N., & Amanah, D. (2021). Emerging advances in E-commerce: Panic and impulse buying during the COVID-19 pandemic. *Systematic Reviews in Pharmacy*, 12(3). <https://doi.org/10.31838/srp.2021.3.37>
- Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, 17(5). <https://doi.org/10.1108/07363760010341045>

- Huang, J. H., & Yang, Y. C. (2010). The relationship between personality traits and online shopping motivations. *Social Behavior and Personality*, 38(5). <https://doi.org/10.2224/sbp.2010.38.5.673>
- Jamal, A., Davies, F., Chudry, F., & Al-Marri, M. (2006). Profiling consumers: A study of Qatari consumers' shopping motivations. *Journal of Retailing and Consumer Services*, 13(1). <https://doi.org/10.1016/j.jretconser.2005.08.002>
- Jeffrey, S. A., & Hodge, R. (2007). Factors influencing impulse buying during an online purchase. *Electronic Commerce Research*, 7(3–4). <https://doi.org/10.1007/s10660-007-9011-8>
- Jones, M. A., Reynolds, K. E., Weun, S., & Beatty, S. E. (2003). The product-specific nature of impulse buying tendency. *Journal of Business Research*, 56(7). [https://doi.org/10.1016/S0148-2963\(01\)00250-8](https://doi.org/10.1016/S0148-2963(01)00250-8)
- Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, 12(2). https://doi.org/10.1207/S15327663JCP1202_08
- Kazakevičiūtė, A., & Banytė, J. (2013). The Relationship of Consumers' Perceived Hedonic Value and Behavior. *Engineering Economics*, 23(5). <https://doi.org/10.5755/j01.ee.23.5.1975>
- Kim, H. (2006). Using Hedonic and Utilitarian Shopping Motivations to Profile Inner City Consumers. *Journal of Shopping Center Research*, 13(1).
- Kim, H. S., & Hong, H. (2011). Fashion leadership and hedonic shopping motivations of female consumers. *Clothing and Textiles Research Journal*, 29(4). <https://doi.org/10.1177/0887302X11422819>
- Kimiagari, S., & Asadi Malafe, N. S. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior. *Journal of Retailing and Consumer Services*, 61. <https://doi.org/10.1016/j.jretconser.2021.102567>
- Koch, J., Frommeyer, B., & Schewe, G. (2020). Online shopping motives during the COVID-19 pandemic—lessons from the crisis. *Sustainability (Switzerland)*, 12(24). <https://doi.org/10.3390/su122410247>

- Koo, D. M., Kim, J. J., & Lee, S. H. (2008). Personal values as underlying motives of shopping online. *Asia Pacific Journal of Marketing and Logistics*, 20(2). <https://doi.org/10.1108/13555850810864533>
- Kopetz, C. E., Kruglanski, A. W., Arens, Z. G., Etkin, J., & Johnson, H. M. (2012). The dynamics of consumer behavior: A goal systemic perspective. *Journal of Consumer Psychology*, 22(2). <https://doi.org/10.1016/j.jcps.2011.03.001>
- KORKMAZ, S., & SEYHAN, F. (2021). THE EFFECT OF SOCIAL MEDIA ON IMPULSE BUYING BEHAVIOR DURING THE COVID 19 PANDEMIC. *International Journal of Health Management and Tourism*. <https://doi.org/10.31201/ijhmt.994064>
- Kotler, P., & Keller, K. L. (2012). Marketing management/Philip Kotler, Kevin Lane Keller. *Pearson Education International*, 817.
- Kumar, A., & Kashyap, A. K. (2018). Leveraging utilitarian perspective of online shopping to motivate online shoppers. *International Journal of Retail and Distribution Management*, 46(3). <https://doi.org/10.1108/IJRDM-08-2017-0161>
- Küçükkambak, S. E., & Süler, M. (2022). The mediating role of impulsive buying in the relationship between fear of covid-19 and compulsive buying: A research on consumers in Turkey. *Sosyoekonomi*. <https://doi.org/10.17233/sosyoekonomi.2022.01.09>
- Laato, S., Islam, A. K. M. N., Farooq, A., & Dhir, A. (2020). Unusual purchasing behavior during the early stages of the COVID-19 pandemic: The stimulus-organism-response approach. *Journal of Retailing and Consumer Services*, 57. <https://doi.org/10.1016/j.jretconser.2020.102224>
- Lee, Euehun, Moschis, G. P., & Mathur, A. (2001). A study of life events and changes in patronage preferences. *Journal of Business Research*, 54(1). [https://doi.org/10.1016/S0148-2963\(00\)00116-8](https://doi.org/10.1016/S0148-2963(00)00116-8)
- Lee, Eunji, Lee, J. A., Moon, J. H., & Sung, Y. (2015). Pictures Speak Louder than Words: Motivations for Using Instagram. *Cyberpsychology, Behavior, and Social Networking*, 18(9). <https://doi.org/10.1089/cyber.2015.0157>

- Lee, M. Y., Kim, Y. K., & Lee, H. J. (2013). Adventure versus gratification: Emotional shopping in online auctions. *European Journal of Marketing*, 47(1). <https://doi.org/10.1108/03090561311285457>
- Li, C., Wang, Y., Lv, X., & Li, H. (2021). To buy or not to buy? The effect of time scarcity and travel experience on tourists' impulse buying. *Annals of Tourism Research*, 86. <https://doi.org/10.1016/j.annals.2020.103083>
- Lin, Y. H., & Chen, C. F. (2013). Passengers' shopping motivations and commercial activities at airports - The moderating effects of time pressure and impulse buying tendency. *Tourism Management*, 36. <https://doi.org/10.1016/j.tourman.2012.09.017>
- Lins, S., Aquino, S., Costa, A. R., & Koch, R. (2021). From panic to revenge: Compensatory buying behaviors during the pandemic. In *International Journal of Social Psychiatry*. <https://doi.org/10.1177/00207640211002557>
- Martínez-López, F. J., Pla-García, C., Gázquez-Abad, J. C., & Rodríguez-Ardura, I. (2014). Utilitarian motivations in online consumption: Dimensional structure and scales. *Electronic Commerce Research and Applications*, 13(3). <https://doi.org/10.1016/j.elerap.2014.02.002>
- McCrae, R. R., & Costa, P. T. (2008). Empirical and theoretical status of the five-factor model of personality traits. In *The SAGE Handbook of Personality Theory and Assessment: Volume 1 - Personality Theories and Models*. <https://doi.org/10.4135/9781849200462.n13>
- Mikalef, P., Giannakos, M., & Pateli, A. (2012). Exploring the business potential of social media: An utilitarian and hedonic motivation approach. *25th Bled EConference - EDependability: Reliable and Trustworthy EStructures, EProcesses, EOperations and EServices for the Future, Proceedings*.
- Mohan, G., Sivakumaran, B., & Sharma, P. (2013). Impact of store environment on impulse buying behavior. *European Journal of Marketing*, 47(10). <https://doi.org/10.1108/EJM-03-2011-0110>
- Moreno, F. M., Lafuente, J. G., Carreón, F. Á., & Moreno, S. M. (2017). The Characterization of the Millennials and Their Buying Behavior. *International Journal of Marketing Studies*, 9(5). <https://doi.org/10.5539/ijms.v9n5p135>

- Naeem, M. (2021). Understanding the customer psychology of impulse buying during COVID-19 pandemic: implications for retailers. *International Journal of Retail and Distribution Management*, 49(3). <https://doi.org/10.1108/IJRDM-08-2020-0317>
- Nair, D., & Das, S. (2015). Impact of Emotional Intelligence on Impulse Buying and Product Value Proposition. *European Journal of Business and Management*, 7(1).
- O'Brien, H. L. (2010). The influence of hedonic and utilitarian motivations on user engagement: The case of online shopping experiences. *Interacting with Computers*, 22(5). <https://doi.org/10.1016/j.intcom.2010.04.001>
- Olsen, S. O., Tudoran, A. A., Honkanen, P., & Verplanken, B. (2016). Differences and Similarities between Impulse Buying and Variety Seeking: A Personality-based Perspective. *Psychology and Marketing*, 33(1). <https://doi.org/10.1002/mar.20853>
- Otero-López, J. M., & Villardefrancos Pol, E. (2013). Compulsive buying and the Five Factor Model of personality: A facet analysis. *Personality and Individual Differences*, 55(5). <https://doi.org/10.1016/j.paid.2013.05.005>
- Otnes, C., & McGrath, M. A. (2001). Perceptions and realities of male shopping behavior. *Journal of Retailing*, 77(1). [https://doi.org/10.1016/S0022-4359\(00\)00047-6](https://doi.org/10.1016/S0022-4359(00)00047-6)
- Parsad, C., Prashar, S., & Vijay, T. S. (2019). Comparing between product-specific and general impulse buying tendency: Does shoppers' personality influence their impulse buying tendency? *Asian Academy of Management Journal*, 24(2). <https://doi.org/10.21315/aamj2019.24.2.3>
- Patton, M. Q. (2005). Qualitative research. *Encyclopedia of Statistics in Behavioral Science*. <https://doi.org/10.1002/0470013192.bsa514>
- Pentecost, R., & Andrews, L. (2010). Fashion retailing and the bottom line: The effects of generational cohorts, gender, fashion fanship, attitudes and impulse buying on fashion expenditure. *Journal of Retailing and Consumer Services*, 17(1). <https://doi.org/10.1016/j.jretconser.2009.09.003>

- Prasad, R. K., & Jha, M. K. (2014). Consumer buying decisions models: A descriptive study. *International Journal of Innovation and Applied Studies ISSN*, 6(3).
- Porrall, C. C., & Stanton, J. L. (2017). Principles of Marketing. ESIC Editorial.
- Punj, G. (2011). Effect of Consumer Beliefs on Online Purchase Behavior: The Influence of Demographic Characteristics and Consumption Values. *Journal of Interactive Marketing*, 25(3). <https://doi.org/10.1016/j.intmar.2011.04.004>
- Rai, N., & Thapa, B. (2015). A study on purposive sampling method in research. *Kathmandu: Kathmandu School of Law*.
- Ramya, N., & Ali, M. (2016). Factors affecting consumer buying behavior September 2016. *International Journal of Applied Research*, 2(10).
- Ratneshwar, S., & Mick, D. G. (2005). Inside consumption: Consumer motives, goals, and desires. In *Inside Consumption: Consumer Motives, Goals, and Desires*. <https://doi.org/10.4324/9780203481295>
- Sarah, F. H., Goi, C. L., Chieng, F., & Taufique, K. M. R. (2021). Examining the Influence of Atmospheric Cues on Online Impulse Buying Behavior across Product Categories: Insights from an Emerging E-Market. *Journal of Internet Commerce*, 20(1). <https://doi.org/10.1080/15332861.2020.1836593>
- Scarpi, D. (2012). Work and Fun on the Internet: The Effects of Utilitarianism and Hedonism Online. *Journal of Interactive Marketing*, 26(1). <https://doi.org/10.1016/j.intmar.2011.08.001>
- Shakaib Farid, D., & Ali, M. (2018). Effects of Personality on Impulsive Buying Behavior: Evidence from a Developing Country. *Marketing and Branding Research*, 5(1). <https://doi.org/10.33844/mbr.2018.60197>
- Shen, J. (2012). Social comparison, social presence, and enjoyment in the acceptance of social shopping websites. *Journal of Electronic Commerce Research*, 13(3).
- Sherry, Jr., J. F. (1990). A Sociocultural Analysis of a Midwestern American Flea Market. *Journal of Consumer Research*, 17(1). <https://doi.org/10.1086/208533>
- Sneath, J. Z., Lacey, R., & Kennett-Hensel, P. A. (2009). Coping with a natural

- disaster: Losses, emotions, and impulsive and compulsive buying. *Marketing Letters*, 20(1). <https://doi.org/10.1007/s11002-008-9049-y>
- Solomon, M. R. (2019). Consumer Behavior Buying, Having, and Being 13th Edition. In *Pearson Education* (Vol. 53, Issue 9).
- Stern, H. (1962). The Significance of Impulse Buying Today. *Journal of Marketing*, 26(2). <https://doi.org/10.1177/002224296202600212>
- Sundström, M., Hjelm-Lidholm, S., & Radon, A. (2019). Clicking the boredom away – Exploring impulse fashion buying behavior online. *Journal of Retailing and Consumer Services*, 47. <https://doi.org/10.1016/j.jretconser.2018.11.006>
- Szwajlik, A. (2020). Emerging Trends in Marketing and Management International Conference. In *Consumer Behaviour of "Young Adults" as a Determinant of the Development of Product Innovation*. Bucharest.
- Tendai, M., & Crispen, C. (2009). In-store shopping environment and impulsive buying. *African Journal of Marketing Management*, 1(4).
- Thakur, C., Diwekar, A., Reddy, B. J., & Gajjala, N. (2020). A Study of the Online Impulse Buying Behaviour during COVID-19 Pandemic. *International Journal of Research in Engineering, Science and Management*, 3(9). <https://doi.org/10.47607/ijresm.2020.294>
- Thaler, R. H. (2016). Behavioral economics: Past, present, and future. In *American Economic Review* (Vol. 106, Issue 7). <https://doi.org/10.1257/aer.106.7.1577>
- To, P. L., Liao, C., & Lin, T. H. (2007). Shopping motivations on Internet: A study based on utilitarian and hedonic value. *Technovation*, 27(12). <https://doi.org/10.1016/j.technovation.2007.01.001>
- Ünsalan, M. (2016). Stimulating Factors of Impulse Buying Behavior: A Literature Review. *Gazi Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 18(2).
- Utama, A., Sawitri, H. S. R., Haryanto, B., & Wahyudi, L. (2021). Impulse Buying: The Influence of Impulse Buying Tendency, Urge to Buy and Gender on Impulse Buying of the Retail Customers. *Journal of Distribution Science*, 19(7). <https://doi.org/10.15722/jds.19.7.202107.101>

- Wang, P., & Chapa, S. (2021). Post-pandemic Impulse Buying Behavior : Exploring the Antecedents of Impulsive Buying Across Product Categories During Post COVID-19 Era in the China. *Association of Marketing Theory and Practice Proceedings*.
- Walsh, B. (2002). Media Literacy for the Unconscious Mind. *Journal of New Media & Culture* , 1(1).
- Whiteside, S. P., & Lynam, D. R. (2001). The five factor model and impulsivity: Using a structural model of personality to understand impulsivity. *Personality and Individual Differences*, 30(4). [https://doi.org/10.1016/S0191-8869\(00\)00064-7](https://doi.org/10.1016/S0191-8869(00)00064-7)
- WHO. (2020). WHO Director-General's opening remarks at the media briefing on COVID-19 - 11 March 2020 - World Health Organization. *World Health Organization*.
- Williams, M., & Moser, T. (2019). The Art of Coding and Thematic Exploration in Qualitative Research. *International Management Review*, 15(1).
- Wu, Y. C., Chen, C. S., & Chan, Y. J. (2020). The outbreak of COVID-19: An overview. In *Journal of the Chinese Medical Association* (Vol. 83, Issue 3). <https://doi.org/10.1097/JCMA.0000000000000270>
- Xiao, H., Zhang, Z., & Zhang, L. (2020). A diary study of impulsive buying during the COVID-19 pandemic. *Current Psychology*. <https://doi.org/10.1007/s12144-020-01220-2>
- Xiong, J., Lipsitz, O., Nasri, F., Lui, L. M. W., Gill, H., Phan, L., Chen-Li, D., Iacobucci, M., Ho, R., Majeed, A., & McIntyre, R. S. (2020). Impact of COVID-19 pandemic on mental health in the general population: A systematic review. In *Journal of Affective Disorders* (Vol. 277). <https://doi.org/10.1016/j.jad.2020.08.001>
- Zafar, A. U., Qiu, J., Shahzad, M., Shen, J., Bhutto, T. A., & Irfan, M. (2021). Impulse buying in social commerce: bundle offer, top reviews, and emotional intelligence. *Asia Pacific Journal of Marketing and Logistics*, 33(4). <https://doi.org/10.1108/APJML-08-2019-0495>

Zebastian, M., & Quinton, S. (2020). Impulsive buying behavior during the COVID-19 pandemic. *Department of Economics, Geography, Law and Tourism*.

Zhang, Y., Winterich, K. P., & Mittal, V. (2010). Power distance belief and impulsive buying. *Journal of Marketing Research*, 47(5).
<https://doi.org/10.1509/jmkr.47.5.945>



APPENDIX 1 - Semi-structured Questionnaire

Demographics:

Gender:

Age:

Education:

Occupation:

Interview Questions:

1. Could you tell me about your overall pandemic experience? What kind of a process has it been for you?
2. Could you tell me about your emotional state throughout the pandemic?
 - a. What have been the prominent emotions and sensations you felt throughout the pandemic?
 - i. In the beginning of the pandemic:
 - ii. During the rise of the pandemic:
 - iii. During the decline of the pandemic:
3. Could you tell me your shopping experience throughout pandemic?
4. How carefully have you planned your purchases during pandemic? Have you planned your shopping, or have you played your shopping by ear during pandemic?
5. How has pandemic affected your impulse buying behavior? What kind of differences are there when you compare your pre-pandemic impulse buying behavior with impulse buying behavior during pandemic?
6. How have the emotions you mentioned before affected your impulsive buying behavior during Covid-19 pandemic? Which emotions, sensations etc. have led you be more impulsive in your buying behavior?
7. Could you give me some example purchases you have made during pandemic which you can describe as “I saw it, liked it, bought it”?
 - a. What has motivated you to buy these goods/services?

- b. How were you feeling before the purchase and after the purchase?
 - c. Which problem you solved, or which need you satisfied with these purchases?
- 8. Have you done any impulse buying to escape from reality and routine of current moment, and feel in another world during pandemic?
 - a. Why?
 - b. Which emotions, sensations and thoughts have driven you to make such purchases?
- 9. Have you done any impulse buying during pandemic as you think shopping together with family and friends can be an enjoyable activity and/or shopping can be a way to meet people with whom you have common interests?
 - a. Why?
 - b. Which emotions, sensations and thoughts have driven you to make such purchases?
- 10. Have you done any impulse buying during pandemic to treat yourself and handle with negative feelings?
 - a. Why?
 - b. Which emotions, sensations and thoughts have driven you to make such purchases?
- 11. Have you done any impulse buying during pandemic to keep up with the latest trends and to gather information about the novelties and trends in the market?
 - a. Why?
 - b. Which emotions, sensations and thoughts have driven you to make such purchases?
- 12. Have you done any impulse buying during pandemic to make others happy and to fulfil your social role?
 - a. Why?
 - b. Which emotions, sensations and thoughts have driven you to make such purchases?
- 13. Have you done any impulse buying during pandemic as there was a discount or sales?
 - a. Why?

b. Which emotions, sensations and thoughts have driven you to make such purchases?

14. Is there anything you want to add?

