

# Exploring Gen Y and Z Impulse Buying During Covid-19 Pandemic: Mediating of Shopping Enjoyment for Hedonic Motivation

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## ABSTRACT

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Changes in societal behavior tend to lean towards adopting a consumeristic lifestyle, where shopping serves as a leisure activity or a means for individuals to seek a renewed emotional state (Moon et al., 2021). The consumption patterns of Generation Y and Generation Z are continuously expanding, capturing the attention of marketers who are increasingly intrigued by these demographic segments. Generation Y constitutes a formidable consumer cohort (Rahulan et al., 2015) characterized by substantial consumption potential and significant purchasing power (Noble et al., 2009). The emerging Generation Z cohort approaches consumerism with distinct patterns of product research, evaluation, acquisition, and utilization (Kim et al., 2020). The pandemic presents a stress-laden circumstance that readily gives rise to negative emotions and psychological perturbations, encompassing challenges in self-regulation and personal equilibrium, consequently contributing to stress (Di Crosta, et al., 2021). Human apprehensions stemming from scarcity and diminished control over the environment, feelings of insecurity, perceptions of the social milieu, anxiety, and fundamental human responses further factor into the complex landscape of consumer behavior (Arafat et al., 2020). Research gap exists within preceding studies. According to Amel et al. (2014), hedonic motivation positively influences the enjoyment derived from shopping, in contrast to Felicia's findings (2013), which conclude that hedonic motivation does not significantly impact shopping-related activities. Both Amel et al. (2014) and Widagdo & Roz (2021) disclose that hedonic motivation notably and positively affects impulsive buying tendencies. Nonetheless, differing outcomes are presented by Azizi et al. (2020) and Rohman (2009), proposing that indulgent shopping does not exert influence on impulsive purchasing. Conversely, Saad and Metawie (2015) assert a substantial positive connection between shopping enjoyment and impulse buying.

**Keywords:** Covid19, Hedonic Motivation, Impulse Buying, Shopping Enjoyment, Store Environment