

The Influence of Time Availability, Happiness, and Weariness on Consumers' Impulse Buying Tendency amidst Covid-19 Partial Lockdown in Malaysia (Pengaruh Ketersediaan Masa, Kebahagiaan, dan Kelesuan terhadap Kecenderungan Pembelian Gerak Hati semasa Sekatan Pergerakan Separa Covid-19 di Malaysia)

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ABSTRACT

The movement control order (MCO) and conditional movement control order (CMCO), also known as the partial lockdown imposed on Malaysian as a result of Covid-19 pandemic has affected mental health, and consumerism. Spending too much time online, feeling unhappy and weary by staying at home too long may negatively affect buying tendency during the pandemic period. A low online buying tendency may cause firms' profits to decrease. Therefore, this study aims to examine the influence of consumers' time availability, state of happiness, and level of weariness on their tendency to buy online during Covid-19 partial lockdown. The study uses a convenience sampling method and collected 236 responses to the survey. The data was analysed using a multiple regression. The findings highlight that time availability does not influence online impulse buying tendency, while happiness, and weariness significantly affect online impulse buying tendency. Specifically, the study found that moderate happiness and a low level of weariness influenced consumers' tendency to buy online. The study contributes to providing insights for firms and marketers to understand consumers' psychological states during the pandemic which could be used as a basis to develop strategies on suitable advertising medium and content.

Keywords: Consumerism; happiness; impulse buying tendency; time availability; weariness

ABSTRAK

Perintah kawalan pergerakan (PKP) dan perintah kawalan pergerakan bersyarat (PKPB), yang juga dikenali sebagai sekatan pergerakan separa, yang dilaksanakan di Malaysia akibat pandemik Covid-19 tidak hanya mempengaruhi kesihatan mental, tetapi juga kepenggunaan. Masa yang terlalu banyak diluangkan dalam talian, perasaan tidak gembira dan keletihan akibat tinggal di rumah terlalu lama boleh memberi kesan negatif terhadap kecenderungan individu untuk melakukan pembelian di dalam tempoh pandemik. Kecenderungan membeli dalam talian yang rendah boleh menyebabkan keuntungan syarikat menurun. Oleh yang demikian, kajian ini dilakukan dengan tujuan untuk mengkaji pengaruh ketersediaan masa pengguna, tahap kebahagiaan, dan tahap kelesuan terhadap kecenderungan pembelian gerak hati secara dalam talian. Kajian ini menggunakan persampelan selesa dan berjaya mengumpulkan sebanyak 236 soal selidik. Data dianalisis menggunakan regresi berganda. Secara khusus, kajian ini mendapati bahawa kebahagiaan yang sederhana dan tahap kelesuan yang rendah mempengaruhi kecenderungan pengguna untuk melakukan pembelian gerak hati secara dalam talian. Kajian ini memberi panduan kepada syarikat dan pemarkar untuk memahami keadaan psikologi pengguna ketika pandemik yang boleh digunakan sebagai asas untuk membina strategi yang sesuai dalam pemilihan medium dan isi kandungan iklan.

Kata kunci: Kepenggunaan; kebahagiaan; kecenderungan pembelian gerak hati; ketersediaan masa; kelesuan

INTRODUCTION

The unprecedented global health pandemic that occurred in the second decade of the 21st century has been overwhelming. In just a few months, the novel coronavirus (Covid-19) killed more than 1,699,644 and infected more than 77,172,237 people worldwide (World Health Organization 2020). Malaysia reached more than 4202 deaths and 678,764 total cases (Ministry of Health Malaysia 2021). To combat the virus, the Malaysian government took unprecedented measures, suspending almost all social activities throughout the country and instituting a home partial lockdown. Though these methods have slowed the spread of the virus, they also may have affected consumers' psychological welfare and businesses' operations. The relationship between these factors warrants examination so as to gain greater understanding.

The Covid-19 pandemic has taken charge on daily lives and activities. It has affected how individuals work, and how consumers use products and services. Working from home has encouraged many individuals to purchase items online rather than visit a physical store. Although purchasing via the online platform has many advantages (Blaise et al. 2018), doing so may affect consumers' buying decision patterns, and influenced by time availability, state of happiness, and level of exhaustion. Time spent at home working or relaxing may impede time management skills and may hinder happiness as real-time consumers.

Prior studies of online purchasing have discovered that consumers who shop online have more time and are satisfied with their life (Hult et al. 2019; Vakulenko et al. 2019). Nevertheless, an unprecedented event such as the Covid-19 partial lockdown that has lasted more than one year in its period may alter the online shopping experience and consumers' response to it. Such is true as Naeem (2021) discovered that the more people spend time at home, and the probable escalation in unhappiness and weariness as a result, may lower consumers' inclination to engage in impulse buying behaviour during the home arrest or the partial lockdown. This study is significant as it may assist mental health organisation, and various governmental bodies in understanding the state of a stay-at-home society during a pandemic. Therefore, the drive for this research is to investigate the effect of consumers' time availability, happiness, and weariness on their impulse buying tendency during Covid-19 partial lockdown in the Malaysia context.

LITERATURE REVIEW

HAWKINS STERN'S IMPULSE BUYING THEORY

The Hawkins Stern's impulse buying tendency theory, introduced in 1962 (as cited in Muruganantham & Bhakat 2013), explained that human behaviour is guided or prompted primarily by rational action. The theory has been used by many scholars in studying consumer behaviour (Amos et al. 2014; Fasih 2020; Iyer et al. 2020; Naeem 2021; Reeves et al. 2020). Although the theory was introduced in 1962, it is still prominent in the current conditions which posits that sudden buying or impulse purchases are driven mainly by external events that occur around the consumer – in this case, the Covid-19 partial lockdown. In Malaysia, a survey done by statista.com showed that the more people stay indoors, the more they are driven to use the internet for online purchasing. This is in line with the notion of Hawkins theory.

IMPULSE BUYING TENDENCY AND TIME AVAILABILITY

Impulse buying tendency has long been defined as 'a sudden, hedonically complex buying behaviour in which the rapidity of the impulse buying precludes any thoughtful, deliberate consideration of alternative or future implications' (Sharma et al. 2014). The definition of impulse buying has evolved over the years and over different research contexts. For instance, Rook (1987) defined impulse buying as the consumer experiencing a sudden powerful and persistent urge to buy something immediately. Stern (1962) described impulse buying as an unplanned buying and used the terms synonymously in literature. Although the impulse buying tendency can typically be categorized as unplanned, not all unplanned purchases can be categorized as impulse buying (Kacen et al. 2012; Kollat & Willet 1969; Verhagen & van Dolen 2011; Zhang et al. 2018). This is primarily because an unplanned buying may sometimes occur when a consumer has a need for a product but failed to place the item on a structured shopping list.

Moreover, an unplanned buying may not be accompanied by a powerful urge or strong positive feelings usually associated with an impulse buy. Often consumers describe the event of impulse buying as experiencing a strong temptation for an object of desire and having little behavioural constraint to resist this temptation (Amos et al. 2014; Iyer et al. 2020; Roberts & Manolis 2012; Weinberg & Gottwald 1982). Impulse buying tendency has been widely studied in relation to brand loyalty (Atulkar 2020; Iyer et al. 2020; Podoshen & Andrzejewski 2012), happiness (Podoshen et al., 2014), attitudes (Badgaiyan & Verma, 2014), and other factors. Similarly, Beatty and Ferrell (1998) explain impulse buying as the spontaneous, sudden and immediate urge to buy without pre-buying intentions and deliberations. According to Sharma et al. (2010), in this hedonically complex buying behaviour, the rapidity of the impulse buying tendency prevents any conscious consideration of alternatives or future consequences.

Past studies showed that individuals with greater amounts of unoccupied time in a day had a greater propensity to engage in online purchasing activity (Do et al. 2020; Zafar et al. 2020). Such is true as the time and money available made individuals to engage in a more impulsive buying tendency (Iyer et al. 2020). In addition, purchasing becomes more intuitive and impulsive when a person spends more time at home (Iyer et al. 2020). These studies show that consumers' time availability has a crucial effect on purchasing tendency. However, the effect of consumers' increased amount of time at home to engage in impulse online purchasing activity due to the Covid-19 partial lockdown in Malaysia has been under-studied and needs full assessment. Therefore, it is

hypothesized that

Hypothesis 1: Consumers' time availability during Covid-19 partial lockdown influences their online impulse buying tendency

IMPULSE BUYING TENDENCY AND HAPPINESS

Positive emotions such as happiness are motivators that drives the feelings of excitement that may form positive emotional and attitudinal outcome (Brennan et al. 2020). Having said that, feeling happy may help in forming positive buying behaviour. Happiness is a subjective state of well-being associated with a person's behaviour preferences and experiences (Chen et al. 2014). Prior studies discovered that consumers who are prone to impulse buying are less happy (Podoshen et al., 2014). In addition, research has demonstrated that consumers who are less happy show a higher inclination toward impulse buying (Badgaiyan & Verma 2014). On the other hand, happy consumers sustain their state of happiness by purchasing products and services (Podoshen & Andrzejewski 2012). Consumers have been found to engage in impulse buying activities both in physical stores and online. Research has found that consumers who are emotionally driven may feel an irresistible desire to make a buying in the presence of an appealing object (Zhang & Shrum 2009; Punj 2011). Therefore, it can be assumed that consumers' internal conflict between the pleasure-seeking consumption and the self-control to resist the impulse leads to an impulse buying decision.

Impulse buying has been found to eliminate negative psychological states and thus increase happiness (Silvera et al. 2008; Verplanken et al. 2005). Similarly, consumers were found to make what they perceived as impulsive buying as a self-gift or reward (Sneath et al. 2009). Therefore, impulse buying could be a rational response by consumers striving to reduce the disappointment and depression associated with stressful events. Consumers' tendency for impulse buying is assumed to be induced by the belief that such buying is usually accompanied by a positive emotional change (Amos et al., 2014) and may alleviate distress (Sneath et al. 2009). A meta-analysis of impulsive buying has also determined that positive moods such as happiness, joy and excitement correlate with the behaviour of impulsive buying tendency (Iyer et al. 2020). On this note, impulsive buying increases emotional gratification such as self-love, rewards etc. among individuals making the buying (Park et al. 2012; Ramanathan & Menon 2006). Although impulse buying may maintain consumer well-being in the form of happiness, it is unclear how the process may have occurred during the Covid-19 pandemic. Thus, the unprecedented pandemic that has hit Malaysia and the rest of the world may have contributed both to the instability of today's economy, as well as to consumers' well-being, specifically their state of happiness. Therefore, it is hypothesized that

Hypothesis 2: Consumers' state of happiness during Covid-19 partial lockdown influences their online impulse buying tendency

IMPULSE BUYING TENDENCY AND WEARINESS

Weariness is a human sign of stress and depression, which creates 'battle fatigue' (Robert Coles 1964). Individuals living at home alone in a city and experiencing crisis can manifest symptoms of social struggle and weariness (Robert Coles 1964). Concerning the current Covid-19 pandemic, it has been discovered that being bored or staying at home for prolonged periods of time increases the impulse buying tendency. However, this tendency decreases if the individual's extended stay at home includes novelty, such as new purchases, and decreases after the pandemic is over (Iyer et al. 2020). Research has shown that weariness and boredom are usually associated with the tendency to engage in impulse buying because such behaviour is a strong psychological stimulus that brings great satisfaction to individuals (Dahlen et al. 2004; Iyer et al. 2020).

Congruent with other findings, a sense of weariness, along with feeling bored and unmotivated, may lead to unplanned and impulse buying tendency (Ozer & Gultekin 2015; Reeves et al. 2020). A meta-analysis of impulsive buying tendency resolute with literature that state of weariness such as feeling tired, bored, and negative moods are associated with the behaviour of impulsive buying (Iyer et al. 2020). This simply means that individual consumers when feeling tired or stressed out will engage themselves in buying more than what they should be buying.

Although prior studies have found weariness to increase impulse buying tendency (Silvera, Lavack & Kropp 2008; Scacchi et al. 2021; Aylott, Russell & Mirchell 1998), these prior studies focused on weariness on a normal day-to-day basis. However, this study claims that individuals' state of weariness from staying at home for a prolonged period of time has the propensity to decrease the urge or tendency to make online purchase. Nevertheless, the influence of weariness on impulse buying tendency is still unclear during the Covid-19 pandemic era. The unprecedented pandemic of Covid-19 that has hit Malaysia and the rest of the world may have contributed to both the instability of consumers' well-being and their state of weariness. Therefore, it is hypothesized that

Hypothesis 3: Consumers' state of weariness during Covid-19 partial lockdown influences their online impulse buying tendency

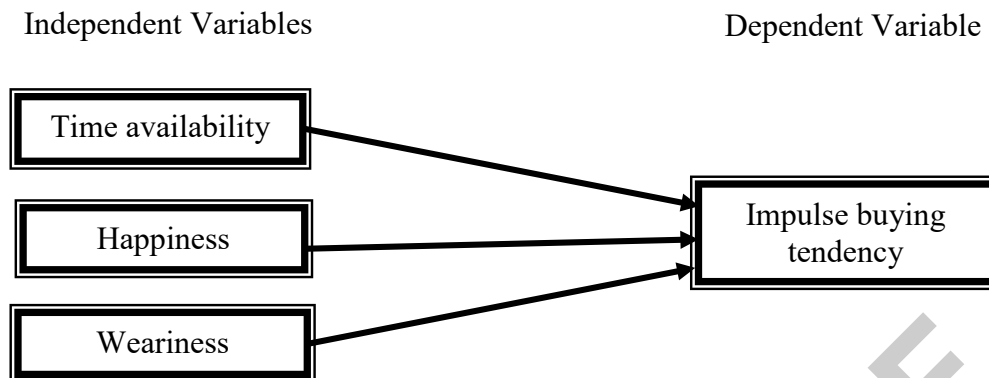


FIGURE 1. Conceptual Framework

METHODOLOGY

The research is conducted quantitatively. Data were collected through online surveys using the convenience sampling technique. The convenience sampling is used as data were conveniently available from respondents online. The use of this technique helps to get access to readily available data, and in adhering to the availability of respondents to avoid time constraints (Sekaran & Bougie 2016). The survey questionnaires were distributed to the public throughout Malaysia during the time of the partial lockdown also famously known as the movement control order (MCO) and conditional movement control order (CMCO), starting from early March 2020 until currently. The sample size for this study is based on the 95% confidence interval, and a 5% marginal error (Cao et al. 2020). Therefore, a total of 236 surveys were collected and returned through the online platform (i.e., Microsoft forms survey).

To measure the impulse buying tendency, time availability, happiness, and weariness we adopted previously established and validated scales. Impulse buying tendency was operationalised from Sharma et al. (2014) with six items. Time availability was operationalised from Etkin et al. (2015) with four items, where items three and four are reverse coded. State of happiness was operationalised from Bhattacharjee and Mogilner (2014) with three items. Weariness on the other hand was operationalised from Chae and Zhu (2014) with four items.

All constructs mentioned above were measured using a 5-point Likert scale ranging from *strongly disagree* (1) to *strongly agree* (5) (refer appendix for the items of all variables in the online questionnaire). Cronbach's alpha coefficients for all constructs used in prior studies had the scales with above 0.7, and thus considered reliable. The data in this study was analysed using multiple regression. The use of multiple regression is considered suitable as there is more than one independent variable hypothesised to influence the dependent variable. The regression coefficient could test the strengths of time availability, state of happiness, and weariness to online impulse purchase tendency (Hair et al. 2009). The general equation for the multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon_i$$

Where:

Y = Impulse purchase tendency

a = constants

b = regression coefficient

X₁ = Time Availability

X₂ = Happiness

X₃ = Weariness

ε_i = error

RESULTS

The study collected 236 online surveys. Nine respondents who did not engage in any online purchasing activity were eliminated via a screening question, leaving 227 participants. No data was missing in the 227 survey responses, and no extreme outliers were detected. The study assessed age and gender of Malaysian participants only on the basis of descriptive analysis. Firstly, the study has made a simple descriptive demographic analysis outlining that participants engaged in the study were 80.2% women and 19.8% men, and 40.5% of participants had earned academic degrees. In terms of age involvement in the survey, the majority of participants were between the ages of 20-29 (27.5%) and 30-35 (27.5%). Whereby, man at age 36 until 40 represents the highest participation (27.3%), as compared to woman in which majority is from the 20-29 years old age group (30.9%).

Variables with reverse coding, such as Time Availability (items 3 and 4), were reverse coded using the transform code for use in further analysis. Data for items and variables assessed were all normal, with skewness and kurtosis within the range of ± 1.0 . Moreover, in term of the reliability of data, each variable was found to be reliable, with a Cronbach's alpha greater than 0.7 (Bonett & Wright 2015). Table 1 presents result of reliability analysis on the factors extracted. Mean scores were computed for all variables. Participants had low time availability ($M = 2.62$), indicating that while staying at home during the partial lockdown, consumers had less available time, possibly because they were occupied with work from home (WFH). State of happiness ($M = 3.46$) was found to be moderate, and state of weariness ($M = 2.35$) was found to be low. Finally, the impulse buying tendency was found to be low ($M = 2.37$), indicating that while staying at home, consumers had a low tendency to engage in impulse buying online (refer to Table 2). These mean scores denoted those participants who are stuck at home due to Covid-19 pandemic have a low to moderate self-state of time availability, happiness, weariness, and impulse buying tendency.

TABLE 1. Reliability statistics

Variables	Number of Items	Cronbach's Alpha
Time availability	4	0.707
State of happiness	3	0.913
Weariness	4	0.856
Impulse buying tendency	6	0.820

TABLE 2. Mean scores of variables

	Time availability	State of happiness	Weariness	Impulse buying tendency
Mean	2.62	3.46	2.35	2.37

Before testing the hypotheses, multi-collinearity and heteroscedasticity were checked. The presence of multi-collinearity may distort the regression result as it indicates the existence of correlation among predictors in the model thus provide redundant information. Two indicators were used to test for multi-collinearity which are diagnostic variance inflation factor (VIF) and tolerance. In general, VIF more than 10 is of concern and tolerance of 0.1 or less indicates multi-collinearity. The regression result in Table 3 indicates acceptable level of multi-collinearity with VIF value less than 10 and tolerance more than 0.1. The respective VIF values are time availability = 1.008, state of happiness = 1.059, and weariness = 1.056, while the tolerance values for time availability is 0.992, state of happiness = 0.944 and weariness = 0.947. On the other hand, in order to test for heteroscedasticity, a Breusch-Pagan and Koenker test were performed. Result of the Breusch-Pagan test shows that the p-value=0.5000 ($\chi^2 = 2.3661$), while the Koenker test shows that the p-value=0.5595 ($\chi^2 = 2.0628$) which are more than 0.05. Thus, the null hypothesis cannot be rejected and this indicates that there is no heteroscedasticity issue. Detail result of heteroscedasticity test is stated in Table 4.

TABLE 3. Pearson Correlation and VIF

	Time availability	State of happiness	Weariness	VIF
Time availability	1	0.82	-0.057	1.008
State of happiness		1	-0.227	1.059
Weariness			1	1.056

To further examine the relationship between the variables, a multiple linear regression analysis was performed. Table 3 illustrates the result of the multiple regression analysis. The analysis showed that the R^2 value for the model is 0.078, indicating that the independent variables tested in this study explained only 7.8% of the

variance in impulse purchase. The results show that the model is statistically significant (sig. = 0.000, $p < 0.05$) with an F value of 6.265. Overall, the result indicates that consumers' state of happiness and weariness during Covid-19 partial lockdown influences their online impulse buying tendency. This is explained by the standardized beta coefficient which suggests the relative importance of each factor, with state of happiness exerting the largest positive significant influence ($\beta = 0.235$, $p = 0.000$) followed by weariness ($\beta = 0.157$, $p = 0.003$). Time availability ($\beta = 0.055$, $p = 0.448$) on the other hand is not significant in influencing impulse purchase. Thus, hypotheses 2 and 3 are supported.

TABLE 4. Regression results

Variable	Unstandardised beta	Standardised beta	<i>t</i>	<i>p</i>
<i>Outcome: Impulse purchase tendency</i>				
Constant	.196		1.315	.190
Time availability	.055	.049	.760	.448
State of happiness	.319	.235	3.554	.000
Weariness	.220	.202	3.053	.003
Adjusted R ²	0.065			
F	6.265	$p = 0.000^*$		
Breusch Pagan	LM = 2.3661	$p = 0.5000$		
Koenker	LM = 2.0628	$p = 0.5595$		

*significance at $\alpha = 0.05$

DISCUSSIONS

The Covid-19 pandemic has forced the Malaysian government to implement lockdown and partial lockdown throughout the country. The implementation of such a move has changed consumers' daily routine and their buying behaviour. Although various studies have been conducted on factors influencing consumers' online buying tendency (Blaise et al. 2018; Hult et al. 2019; Vakulenko et al. 2019), effort to understand the behaviour in the situation of pandemic however is still limited. In view of this, the present study was conducted to examine the factors influencing consumers' impulse online buying tendency during the Covid-19 partial lockdown in the Malaysian context.

The result of the study indicated that consumers' state of happiness and weariness during the Covid-19 partial lockdown influences their online impulse buying tendency, while time availability on the other hand is not significant. Despite outcomes of prior studies that find significant contributions of the three factors examined in this study on impulse buying, the current study however could not fully agree with the literature (Do et al. 2020; Zafar et al. 2020; Iyer et al. 2020; Scacchi et al. 2021). Nevertheless, the findings of this study contributed some understanding of the impulse online buying tendency during the pandemic.

First, the study shows that time availability is not significant in influencing impulse buying tendency. This is inconsistent with past studies which indicated that consumers would engage in more impulse buying when they spend more time at home (Iyer et al. 2020; Do et al. 2020; Zafar et al. 2020). This could in part be explained by the pandemic situation itself, in which despite staying home, most consumers are working and thus have less available time for any random activities, as they were occupied with work from home (WFH) tasks. Timsal and Awais (2016), and Daraba et al. (2021) also agree that when working from home, individuals tend to be more focused on work and are more ethically abide to fulfil tasks given. This is further supported by the mean analysis conducted in this study which shows that Malaysian consumers, in general, have low time availability, despite staying at home during the pandemic.

On the other hand, happiness appears to be significant in influencing impulse purchase tendency. Past studies show that less happy consumers are more inclined to do impulse buying than happy consumers (Podoshen et al., 2014; Badgaiyan & Verma 2014). However, the other studies indicated that impulse buying behaviour could help happy consumers to sustain their state of happiness (Podoshen & Andrzejewski 2012) and eliminate negative psychological states (Silvera et al. 2008; Verplanken et al. 2005). The mean analysis of the current study shows that Malaysian consumers are in general moderately happy while staying at home during the pandemic. This, in principle, could explain the significant relationship between happiness and impulse buying tendency. As consumers feel happy, the shopping activity becomes enjoyable, thus increase the probability of making a sudden purchase (Febrilia & Warokka 2021). Not only that, as consumers' happiness is moderate, impulse buying behaviour could therefore be a route to sustain and increase positive emotion (Amos et al., 2014) and to alleviate distress (Sneath et al. 2009).

Lastly, the study also found that weariness is significant in influencing online impulse purchase tendency. Although the significant relationship between the two constructs is in line with the literature, the direction of the

relationship however is contradictory. While past studies indicated that the higher the level of weariness the higher the tendency to do impulse purchases (Dahlen et al. 2004; Iyer et al. 2020), this study on the other hand shows that during the lockdown period, consumers experiencing a low level of weariness also engage in online impulse purchase. It is suspected that this may be due to various situational factors during the pandemic including the fear of vital supplies running out of stock, the influence of others through the social networking sites and sellers' marketing activities (Harahap et al. 2021). Thus, despite a low level of tiredness, weary or frustration, consumers still engage in impulse purchase as escapism of staying at home.

In summary, the study discovered that consumers somewhat felt happy with very less weariness, hence engaging in a moderate impulse buying tendency during the time of the pandemic. Such results are very crucial as it may serve as a bandwagon for future research and analysis concerning online impulsive buying during a pandemic season. These outcomes are in line with Hawkins Stern's impulse buying tendency theory, introduced in 1962; where he explained that consumers only indulge in an impulsive buying behaviour when they are facing certain events (e.g., having extra money), and when they are mostly influenced by external forces (e.g., unprecedented stay at home requirements due to pandemic). However, the application of this theory in the period of a pandemic should be used with caution as this study shows that some external variables such as time availability may not be relevant in influencing impulse purchase.

MANAGERIAL IMPLICATION AND CONCLUSION

Overall, the results of this study can help firms and marketers gain better insight into consumers' psychological states (i.e., time availability, happiness, weariness) during a pandemic stay-at-home order. Based on the findings, there are several implications and recommendations that could be considered by businesses operating online, especially during the time of the pandemic. First, as the result shows that there is a significant relationship between the state of happiness and impulse buying tendency, online sellers as such could manipulate consumers moderate feel of happiness while staying at home and enhance it further through their online strategy, so that it could lead to a tendency to do impulse purchase. Among others, online businesses should concentrate on creating entertainment, excitement, and interest for consumers when shopping online (Haq & Abbasi 2016). This could be done by incorporating music, colours, and video in the online store that sending a message of fun, happiness, and pleasure (Moran & Kwak 2015). In addition, businesses should also focus on enhancing positive emotion through various ways including extending credit, providing purchase points, and offering a discount so that it forms happiness thus enhance impulse purchase tendency.

Second, the significant relationship between weariness and impulse purchase could imply that consumers may make prompt action when they feel weary. As such, in a situation of a pandemic where consumers feel tired being at home, marketers should try to create a hassle-free online shopping experience that would not waste customers' time online. Among others, this could be done by creating a user-friendly site, a convenient return policy, and ensuring the availability of items.

Third, as time availability is not significant in influencing online impulse purchase, marketers as such could view this as an opportunity to increase their online presence during the time of the pandemic. Since consumers are expected to stay at home and have less choice of visiting offline stores, thus, they are forced to shop online regardless of the amount of time available. As such, the visibility of online stores would attract them and may encourage impulse purchases.

Finally, the findings of this study may also be beneficial to the Mental Health Organisation, as well as the governmental body such as the Ministry of Women, Family, and Community Development (KPWKM) to help understand the fundamental state of a stay-at-home society during a pandemic. The ministry and other organisations may launch programmes such as counselling, mental therapy, and exercises to cater to those who suffer mental illness during the stay-at-home order or post MCO/CMCO.

Nonetheless, to ensure more detailed and comprehensive results, future studies should examine a larger segment of the population of Malaysia and other countries in the South East Asian region. This allows comparisons in the form of similarities and dissimilarities between consumers from countries of different cultures and economies. Future researchers should also extend or expand this study after the Covid-19 pandemic, using the same design and methods presented in this study, hence allowing a pre-and post-comparison. In addition, scholars are also encouraged to include other possible factors that may influence impulse buying such as online promotion, product features, price, and website characteristics.

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APPENDIX

Questionnaire items in accordance with variables used in the study

Impulse Buying Tendency

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
To what extent do you agree that the following statements describe your online buying decision? *					
I always spend more than what I can afford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to indulge myself by buying things for pleasure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I lose self-control quite frequently when making purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always act without thinking about the consequences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do not always plan my purchasing in advance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I always make purchasing decisions on the spot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Time Availability

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
To what extent do you agree that the following statements describe you? *					
I have a lot of available time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a lot of time in which I can get things done	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My time is slipping away	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am pressed for time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Happiness

How meaningful was your experience purchasing online during the MCO/CMCO (partial lockdown)? *

	Not at all 1	Slightly 2	Moderately 3	Very much 4	Extremely 5
How much does online purchasing experience during MCO/CMCO contribute to your happiness in life?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How meaningful was the experience of purchasing online during the MCO/CMCO?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How personally fulfilling was the experience of purchasing online during the MCO/CMCO?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Weariness

When making online purchasing during the MCO/CMCO (partial lockdown) I feel... *

	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Tired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frustrated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overworked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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