

A CONCEPTUAL PERSPECTIVE OF ONLINE IMPULSIVE BUYING BEHAVIOR OF GEN Z: ROLE OF CUSTOMERS' EMOTIONS AND TRAITS IN THE NEW NORMAL ERA

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ABSTRACT

The term 'New Normal Era' is coined by Researchers for phase that the world will live after COVID19. Pandemic is proved as a great opportunity for the e-Commerce sector to raise the business. E-commerce has made the life of people comparatively easy and convenient during and after COVID19. Gen Z has made them on front foot to be interactive with Information Technology and used e-Commerce actively. Impulsive Buying behavior has also been seen in Gen Z. Gen Z has a different inclination toward their emotions *viz.* Positive Emotions and Negative Emotions. Information technology influences Emotions of Gen Z strongly. These emotions have developed different patterns in the personality traits *viz.* Materialism, Buying Impulsiveness, Emotional Attachment, and Demographics of Gen Z. Positive Emotions and Negative Emotions are affecting impulsive decision-making behavior of Gen Z consumers. Materialism, Emotional Attachment, Buying Impulsiveness, and Demographics are also evident to influence Impulsive Buying Behaviour of Gen Z in New Normal Era. The role of these variables has been represented through a conceptual framework in this study by the researcher. This conceptual framework has concluded that empirical research on this framework will give relevant and implacable results for Marketers for formulating optimum business strategies.

Keywords: e-Commerce, New Normal Era, Generation Z, Online Impulsive Buying, Customers' emotions, Consumers' Personality Traits

INTRODUCTION

The entire world has witnessed a severe Pandemic in the form of COVID19 in the

year 2020. There were millions infected and died due to this pandemic (Lin *et al.*, 2021). The population of many countries has gone through full nation strict Lockdown, and the population faced Quarantine phase. After analysing the severe unexpected situation of COVID19, the Professionals and researchers have coined the term New Normal Era for the Post-Covid19 period where the population has to follow certain norms in favor of protection from novel COVID19 such as wearing a face mask, keeping physical distances and avoid 3Cs (closed spaces, crowded places, and close-contact settings) (Scheidet *et al.*, 2020). The world has found a new way of living their life by collaborating with Information Technology for making things easy and assessable. COVID19 has changed the maximum paradigm of different areas and sectors of the whole world.

Internet is an iceberg of information for the users to learn, get educated, run businesses, and maintain contacts and accessibility of fast and efficient information for the last 20 years (Toronto, 2009). The information is now available more quick, fast, and accurate over the Internet. Thus, this drastic change in consumer behavior due to the Pandemic reflects stronger demand for online shopping from the e-Commerce Platform. The emergence of the e-Commerce market in this internet-savvy generation has opened a virtual domain for consumers to purchase the products or services conveniently. Globally, e-Commerce has become the business of trillions. In 2020, e-Commerce sales all over the world amounted to \$4.28 trillion (Chevalier, 2022). Pandemic has brought milestones for e-Commerce a year ahead as was expected. Now, it is expected to reach \$5 trillion by the end of 2022 (Phaneuf, 2022). Online purchase is a more practical and less time-consuming process for consumers of the younger generation. A large amount of younger consumers have now started to prefer to shop online instead of physically visiting stores after the Pandemic.

Gen Z is termed as digital natives because they never experienced life before the Internet. Gen Z uses Social Media and Internet very frequently in their daily life and they like to socialize through the Internet. Gen Z has a unique nature of handling opinions and has good exposure to information all around them as compared to previous generations. They are very keen on a fast and reliable flow of information along with the Internet. Impulsiveness in decision-making while purchasing online is natural and has been seen in Gen Z also. It is also the fact that Gen Z is not more intelligent or smarter and does not even know more than other generations but Gen Z has several sources for information and they know how to use them in the right way and fast.

Impulsive Buying is the term for unplanned buying (West, 1951). It has been 60 years now since the emergence of the concept of consumer impulsive buying. In these 60 years, Impulsive buying has crossed various domains from planning-oriented studies come to product-oriented studies and then reached consumer-

oriented studies now. Impulsive Buying has become a topic of interest in developing economies like India (Dave and Patel, 2015; Geethaet *al.*, 2010). Impulsive buying is one of the factors for revenue growth of e-Commerce today. In the market, there is a base of consumers that becomes the cause of unexpected revenues for the marketers. The impulsive buying increment is part of the cultural transformation associated with consumer habits. In developing economies, the consumers are not shopping only for buying the product but also to satisfy their needs of enjoyment, relaxation, or novelty.

Gen Z is spending a good time online purchasing today. Impulsive Buying Behaviour represents the nature of the emotional strength of consumers. Positive Emotions of consumers lead them to cognitive thinking and takes rational decisions regarding the purchase of products from the e-Commerce Platform while Negative emotions carry them to buy on Impulse. The emotional influence has affected their traits of perceiving things all around them. According to trait activation theory (Tettet *al.*, 2013; Tett and Guterman, 2000), traits of customers like Buying Impulsiveness, Emotional Attachment, and Materialism have strong relation with emotions and situations. Materialism inclines consumers for Impulsive Purchases to perceive the competitive position in their society with luxurious and highly preferable products consumption for showing others around the environment. Emotional attachment is the trait for consumers to involve more in activities that touches the emotions of consumers. Buying Impulsiveness is about the degree to which a consumer is inclined to buy products or services on impulse. The impulsive buying behavior of Gen Z varies according to their demographic characteristics. There are differences in the Impulsive Buying behavior of males and females, younger and old age people, more educated and less educated people, and married and single.

Problem Statement

The New Normal Era has concise the society to their respective digital devices for their entertainment, groceries, digital gadgets and their accessories, apparel shopping, trading and commercial activities, home furnishing purchases, and for fulfilling their different daily needs in 2020 (Phaneuf, 2022). New Normal Era shifted the trust of consumers in the e-Commerce market for interacting, purchasing, and seeking information behavior of consumers about products or services of their needs. The unplanned buying behavior of consumers has also been seen while purchasing online. Impulsive Buying exists in Online Shopping (Zhang *et al.*, 2006).

Every generation has been affected by this COVID19 situation but Gen Z hasbeen impacted the most as others (Medeiros, 2021). Gen Z, the youth all around the globe, has faced this Pandemic at a very young age. They use an e-Commerce platform for

buying/selling most as compared to other generations. Impulsive purchase of consumers is indicating the nature of consumers to do random buying of a product or service without any strong reasoning. The impulsive buying behavior of Gen Z in e-Commerce after COVID19 is crucial to understand. It would be interesting to establish the concept of purchase behavior in the online market of Gen Z in the New Normal situation.

New Normal Era has impacted the emotions of Gen Z. Social Comparison Theory (Festinger, 1954) made Gen Z do a comparative analysis of their Positive and Negative Emotions. Gen Z deals with their emotions differently and shows different personality traits according to emerging emotions and situations. The comparative understanding of both emotions helps them to evaluate themselves correctly. Impulsive Buying Behaviour on the online platform of Gen Z is seen due to some personality traits. Gen Z has some dominant personality traits that help them in decision-making. There is a lack of studies related to impulsive buying experiences from the consumers' psychological and personality traits perspective (Song and Peng, 2020). Trait activation theory leads the researcher to study the personality traits of customers related to their Online Impulsive Buying Behavior. There are limited researches on Gen Z which are exploring the Impulsive Buying Behavior of the respective generation. Researchers have explored the factors of emotions and personality traits of consumers that impact the Impulsive Buying Behaviour of Consumers over the Internet platform. Nevertheless, there is a major gap in the present literature on Impulsive Buying to study the behavior of Gen Z after the Pandemic. This research is for conceptualizing this gap by analysing the literature available and presenting a conceptual model that systematizes the factors of consumers' emotions and consumers' personality traits affecting the Impulsive Buying Behaviour of Gen Z over the virtual platform in this New Normal Era after the Pandemic. The proposed conceptual framework presents the relationship between different constructs of emotions and personality traits in Online Impulsive Buying of customers concerning Social Comparison Theory and Trait Activation Theory.

Purpose of Study

The purpose of this study is to extend a conceptual base of online impulsive buying behavior toward the emotions and traits of Gen Z customers in this New Normal Era. There is a body of researchers who studied Impulsive Buying Behaviour through research and academics in detail. The researchers have found the opportunity to study how these emotions and traits of Gen Z lead to impulsive buying over the virtual platform in the New Normal Era. Online Impulsive Buying has been previously studied by several researchers but still, there are limited researches which have focused on this behavior of Gen Z. Zhao *et al.* (2021) express their consciousness on the requirement of comprehensive studies on Online

Impulsive Buying. They stated that there is a requirement to study the role of information technology in online impulsive buying to theoretical enrichment of relations backed by Social Comparison theory and Trait activation theory.

In the next section, researchers are discussing the extensive literature review and detailed explanation of different possible variables extracted from the detailed Literature Review which will play a key role in establishing a good relationship between Gen Z, their Emotions, and Personality traits toward online impulsive buying behavior in New Normal Era. After the literature review, the next section represents the conceptual framework that came out from a detailed review of literature along with related postulates that will help in empirical research of this conceptual framework. The succeeding section briefly explains the proposed research methodology for conducting data-based research on this conceptual framework. In the last section, researchers conclude the conceptual model along with the relevance of the study, limitations, and opportunities for future researchers to further study empirically.

Literature Review

New Normal Era has significant disruptions to the economic and social structure of a nation (Lin *et al.*, 2021). There were various measures adopted by nations all over the globe to curb the spread of diseases such as lockdowns, quarantines for reducing interactions among each other, travel restrictions, and closures of businesses and schools. All the businesses like Tourism, Automobiles, Hotel Industry, Information Technology, Pharmaceutical, etc. are affected worse due to this pandemic. The New Normal Era has proved as an opportunity for the e-commerce sector. They have grabbed growth in the market around the globe. Businesses have switched to the online platform for establishing their businesses in the virtual domain and making the reach of their products to their target and loyal customers. The online platform has provided a noble way to do business. E-Commerce has made consumers more comfortable. Today, it is impossible to survive for companies in the Market without being on the online platform. New Normal Era and Impulsive Buying behavior of customers are indirectly and significantly related to each other (Situmoran *et al.*, 2021). We are not able to see the end of the COVID-19 Pandemic yet, so it needs time to be attentive, and conduct continuous and appropriate awareness-raising activities regularly.

This section has explained the detailed constructs necessary for framing the proposed conceptual framework for Online Impulsive Buying Behaviour of Gen Z. The detailed background of this study includes Gen Z, Online Impulsive Buying, Consumers' Emotions, and Consumers' traits with proven previous literature has been explained in this section. This section is concluded with a conceptual framework originating from the relationship between variables involved in this study.

Gen Z

A global society is the composition of people of different ages who shares their preferences, expectations, interests, and experiences. There are five social patterns identified by sociologists in Society: Traditional, Baby Boomers, Generation X, Generation Y, and Generation Z (Polakova and Klímova, 2019; Taylor and Keeter, 2010). This categorization is based on their grown-up and brought environment, their different preferences, and expectations (Rothman, 2016).

Gen Z has a preference for technology over direct contact with people for communication as compared to previous generations. They are tech-savvy. Gen Z is the generation born in the era of the Internet (Cilliers, 2017). No generation has handled technology like Gen Z. They did at such an early age as no other generation lived technology at that age (Palley, 2012; Prensky, 2001). Generation Z is also known by some nicknames like N generation (for Net), D generation (for digital), V generation (for viral), or Google generation. These all nicknames are related to information and communication technology (ICT) handled by this generation. (Cruz, 2016). Since the 1990s, the development of Internet Technology has been reflected in the maturation of Gen Z whose advanced technological upgrade in their daily lives (Parasuraman, 2000). Gen Z is using technology proficiently now. Thus, these young people are termed as a generation brought up with new technology as they are surrounded by digital gadgets in their lives.

Online Impulsive Buying

Impulsive Buying is an integral non-planning buying hedonic behavior of consumers. Impulsive Buying is the term given to a situation of immediate purchasing decision taken by the consumer without a detailed thinking process (Atulkar and Kesari, 2017). Hausman (2000) used the term 'enigma within the marketing world' for Impulsive Buying. Customers' decision-making varies from customer to customer for Impulsive Buying (Ahnet *al*, 2020). Rock (1987) thinks about impulsive buying from a perceptual perspective, i.e., due to lack of self-control, the occurrence of irresistible purchase behavior through strong emotional experience and hedonic demand is called Impulsive Buying.

Impulsive Buying is studied through various antecedents, processes, characteristics, and results. Cultural factors both at the regional level and at the individual level affect impulsive buying behavior (Kacen and Lee, 2002). Collectivism is significantly related to impulsive buying behavior. People with social values make impulsive decisions more easily than functional value-oriented customers. Companies' return policies for their products also resulted to influence the impulsive buying behavior of consumers (Lysenko-Ryba, 2021). Some intrinsic variables such as Materialism, shopping Enjoyment, and Impulsive Buying

Tendency are positively related to impulsive buying behavior (Atulkar and Kesari, 2018). Personality characteristics like extraversion and conscientiousness are also significantly related to Impulsive Buying. Impulsive buying behavior has been seen as different among two constructs of interpersonal influences *viz.* parent and peer group members (Rook and Fisher, 1995). It has been seen in previous studies parents always try to develop a sense of responsibility among children. They always discourage their children from impulsive buying (Sharma *et al.*, 2010) while in reverse to it, peer group members encourage impulsive purchases. The customer decides to buy a product or service impulsively when there is sudden and compelling advice sourced consumer to buy the product or service immediately (Rook, 1987).

In comparison to planned purchasing behavior, Impulsive Buying is described as more arousing, less calculated, and more resistless buying behavior (Kacen and Lee, 2002). Impulsive Buying is represented to be normatively wrong still it gives a huge percentage of retail sales all over the world due to its nature. Agarwalet *al.* (2021) have done a scale development and validation study on Indian Small Town Consumers has shown that the small Indian town consumers have more complex online purchase behavior compared to metro cities consumers. In Impulsive Buying to generate additional sales, the relationship between technology and impulsive purchase needs to understand very clearly by Marketers. Marketers should follow specific guidelines to leverage information technology for inducing Online Impulsive Buying (Zhao *et al.*, 2021). Social Media advertisements affect Impulsive Buying Behaviour in cognitive and affective aspects (Chawla, 2020). The growth of e-commerce has provided consumers opportunities for impulsive buying over the Internet platform. Impulsive Purchase orientation affects customer online purchase intention significantly and positively. Online Impulsive Buying customers purchase online more frequently (Thamizhvanan and Xavier, 2013). Digital shoppers are more impulsive buyers of products or services from online stores (Brashear *et al.*, 2009).

Emotions

Emotions affect the acceptance of a product by consumers especially new products (Meiselman, 2015; King and Meiselman, 2010). Emotions are one of the dimensions for studying the influence of the online experience of customers. Emotions of consumers can be generated with such products that consumers found to give a good value for money while searching Online (Alba and Williams, 2013). The emotional experience of the customer is essential for good business results.

Customer emotions act as a mediator between impulsive buying tendencies and behavior (Ahn and Kwon, 2020). Impulsive buying behavior can be driven by positive and negative emotions (Wu *et al.*, 2013). Negative emotions strongly drive this impulsive buying behavior as compared to positive emotions. Emotions are

internal factors responsible for impulsive buying (Prastiwi and Iswari, 2019; Wu, 2019). Emotional well-being is inter-related with positive behavioral tendencies of people (Lin *et al.*, 2021). Social Comparison Theory (Festinger, 1954) helps individuals to self-evaluate their emotions for their personality development.

Positive Emotions

Positive emotions of consumers can awaken during shopping (Tsaurer *et al.*, 2007) by high valued word-of-mouth in the form of advice, for making them understand and get heard from the environment around and consequently increases the consumers' loyalty (Ieva and Ziliani, 2018) toward associated products or services. Happy, Pleasant, Mild, good nature, enthusiastic, free, warm, loving, joyful, adventurous, secure, nostalgic, active, and calm is the name of some positive emotions. Customers always want a positive emotional experience during shopping (Ladhariet *et al.*, 2017).

P₁: There is a relationship between positive emotions and Online Impulsive Buying Behaviour of Gen Z

Negative Emotions

Negative emotions like disappointment, sadness, etc. bring Impulsive buying in Consumers. Wild, aggressive, disgusted, guilty, worried, and bored is also some negative emotions. Due to negative emotions, customer demotivates and are unable to establish loyalty to that product or service. During COVID19, the positive emotions of consumers have moved toward the negative side (Medeiros, 2021). Consumers are more influenced by Negative emotions (Kelley and Schmeichei, 2014).

P₂: There is a relationship between negative emotions and Online Impulsive Buying Behaviour of Gen Z

Consumer Traits

Consumer Traits refer to their personality traits. In past, researchers find consumer traits like interpersonal influences (Rook and Fisher, 1995); buying impulsiveness (Sharma *et al.*, 2010); shopping enjoyment tendency (Badgaiyan and Verma, 2014; Sharma *et al.*, 2010); materialism (Badgaiyan and Verma, 2014; Pieters, 2013); self-regulation (Baumeister, 2002); self-image (Phau and Lou, 2004); hedonic consumption tendency (Hausman, 2000); fashion involvement (Park *et al.* 2006) and impulse buying tendency (Badgaiyan and Verma, 2014; Beatty and Ferrell, 1998) affects Impulsive Buying Behaviour of Consumer directly or indirectly. Contemporary consumers and retailing environment possess the nature of Impulsive Buying. Gen Z is more conscious and sensitive on the online platform so

their Impulsive Buying Behaviour varies due to some of their inner personality traits like Materialism, emotional attachment, and Buying Impulsiveness as per the nature of Gen Z explained in previous sub-sections. Demographics are the composition of some external personality traits that influence the impulsive buying behavior of Gen Z.

Materialism

Belk (1984) has stated Materialism as a consumer trait. Materialist beliefs have been recognized as an inbuilt consumer trait. These Materialistic beliefs of consumers originate from their personal experiences and are brought up by the environment in consumers (Pieters, 2013). In society, there are groups of people who prefer to spend on the products for getting social recognition. Consumers of Consumption-based economies where materialism decides social position have a higher tendency of impulsive buying. People feel satisfaction with Material purchases. Materialistic consumers aim to accumulate products as much as possible in their life which ultimately give them happiness. Happiness from the purchase of Materialistic products leads to the tendency of showing off to customers (Beatty and Ferrell, 1998). Customers consider luxurious branded goods as the mark of identity so that they can show off to others. People keep consideration of Happiness, Prestige, Social Status, and Satisfaction while making purchase decisions. Thus, the Decision-making process of the Indian consumer is moderated by Materialism (Lysonski and Durvasula, 2013). Materialism and proclivities can influence the impulsive buying of people.

Emotional Attachment

Emotional Attachment to merchandise can be synonyms for their loyalty toward the product. Along with the shopping process, customer visits the retail stores to get relax and refresh (Das *et al.*, 2019). Emotionally attached retail stores are always preferences for consumers to complete their shopping with happiness. Customer involvement and engagement of consumers have increased when consumers visit or browse emotionally attached retail stores (Spena *et al.*, 2012). Customers put such stores on their preferential list. A higher level of involvement and engagement encourages impulsive buying due to receiving great fun and pleasure during the shopping process (Kesari and Atulkar, 2016). In the market, Retailers have formulated their strategies to attract emotional consumers as their goal for getting the bonds of consumers deeper so that they increase their engagement with products or services (Mishra *et al.*, 2016).

Buying Impulsiveness

Buying Impulsiveness is an internal personality trait that is rooted in the personality of individuals and a tendency to buy on the spot and immediately

(Verplanken and Sato, 2011; Verplanken and Herabadi, 2001). Buying Impulsiveness represents the nature of consciousness of consumers toward taking the purchase decisions by them. The tendency to buy on impulse creates a feeling of a strong urge to buy in Individuals (Rook, 1987). A scale of nine items for Buying Impulsiveness developed by Rook and Fisher (1995) has shown a correlation with impulsive Buying behavior significantly. The relation between impulsive buying behavior and buying impulsiveness is moderated by normative evaluation of appropriateness.

P₃: There is a relationship between Emotional Attachment and Online Impulsive Buying Behaviour of Gen Z

P₄: There is a relationship between Materialism and Online Impulsive Buying Behaviour of Gen Z

P₅: There is a relationship between Buying Impulsiveness and Online Impulsive Buying Behaviour of Gen Z

Demographics

Demographics of consumers come under the personality traits of consumers (Geetha et al., 2010; Dennis et al., 2009). Impulsive Buying Behaviour is affected by the demographic characteristics of consumers. Age and Gender are both internal factors responsible for impulsive buying.

Gender

Male and Female have different and unique orientations for products. The gender of the consumer did not influence the effect of intrinsic variables on impulsive Buying Behaviour. (Badgaiyan and Verma, 2014). In consumer behavior, the decision-making process is different among males and females. According to Kwon and Armstrong, (2002), Gender has no influence on Impulsive Buying while Lin and Lin (2005) said that the Impulsive Buying tendency of consumers has an association with their gender. Women exhibit more impulsive buying tendencies than men (Wood, 1998; Rindfleisch et al., 1997). So still, there is inconsistent literature related to impulsive buying nature based on the Gender of consumers. In recent studies, it is found that females are more conscious than males to take preventive measures for novel Corona Virus Diseases (Guzek et al., 2020) while males are more vulnerable than females to COVID19 (Bwire, 2020).

Age

There is an inverse relationship between Age and Impulsive Buying tendencies (Gutierrez, 2004). In the United States, adults show an inverse relationship with

impulsive buying as they age. Consumers get more rational as getting older. They prefer to take calculated decisions instead of impulsiveness. Adults have more control over their buying impulsiveness than younger people. (Logue and Chavarro, 1992). Younger people have less rationality compared to older ones. Consumers less than 35 years of age are more interested in impulsive buying of products or services as compared to more than 35 years old. The malleable and experimental nature of the younger generation tends them to buy impulsively higher (Gutierrez, 2004; Rawlings *et al.*, 1995). The younger generation shows less susceptible behavior to follow norms associated with the new normal to prevent COVID19 in China (Ding *et al.*, 2019).

Education

The purchasing power of the consumer is strongly associated with their level of education (Peter and Olson, 1999), and has proven determinant of impulsive Buying. Highly educated people are less impulsive, they prefer planned purchases. The immediate gratification of need and lesser planning horizon of less-educated people intend them for more impulsive buying. It is very interesting that come to know in recent studies that highly educated people are more denying wearing masks (Lin *et al.*, 2021) in the new normal era.

P₆: There is a relationship between Demographics and Online Impulsive Buying Behaviour of Gen Z

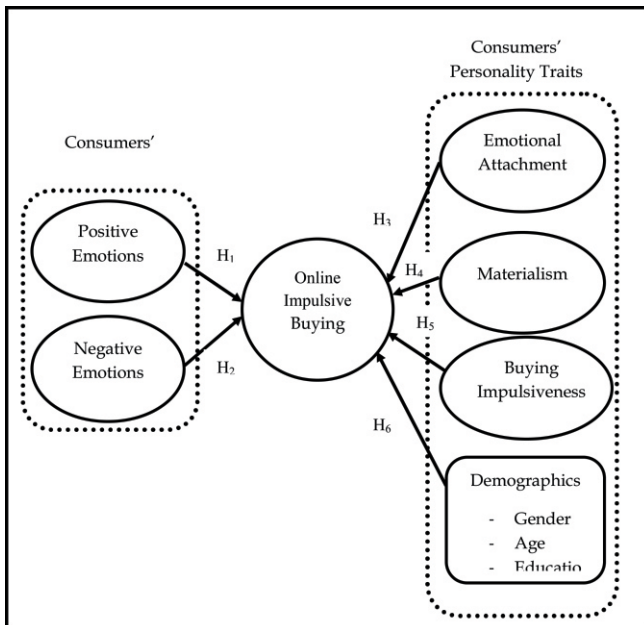


Fig. 1: Proposed Conceptual Framework

Specifically, this proposed hypothesis is subdivided into three other proposed sub-hypotheses:

P_{6a}: There is a relationship between Gender and Online Impulsive Buying Behaviour of Gen Z

P_{6b}: There is a relationship between Age and Online Impulsive Buying Behaviour of Gen Z

P_{6c}: There is a relationship between Education and Online Impulsive Buying Behaviour of Gen Z

Proposed Conceptual Framework

The literature explained in the above section has given various variables which influence the Online Impulsive Buying Behaviour of Consumers of Gen Z after the COVID19 era. The proposed conceptual framework for the relationship between these variables with the help of social comparison theory and trait activation theory is presented in Fig 1.

Discussions and Conclusions

Conclusions

COVID19 has shifted the preference of people around the world to buy their necessities from the e-Commerce platform. People prefer to purchase online instead of visiting physically stores or retail outlets now. The techno-friendly Gen Z is a major regulator as well as consumer of this technology-oriented commerce around the world. The innovative changes and advancements in technology have been handled by Gen Z efficiently and effectively. Impulsive Buying behavior among Gen Z over the virtual platform is regulated mainly by their emotions and personality traits. The emotions of Gen Z consumers are one of the important variables that help consumers to taking decisions, while the Personality Traits of Consumers are deciding factors for their Impulsive Buying Behaviour.

The conceptual framework explains the various variables of Consumers' Emotions and Consumers' personality trait of Gen Z which plays important role in their Impulsive Buying Behaviour over the virtual platform. The impulsive Buying Behaviour of Gen Z has been affected by their Positive Emotions and Negative Emotions. Researchers are stating that the Positive and Negative Emotions of Consumers of Gen Z help in making purchasing decisions rationally or impulsively through this conceptual framework. Previous research indicated that consumers with Positive emotions take their decisions rationally; they show less impulsive buying behavior. On the other hand, consumers with negative emotions are more impulsive compared to people with positive emotions (Prastiwi and Iswari, 2019; Wu, 2019; Wu *et al.*, 2013).

Along with Consumers' Emotions, the Personality Traits of Gen Z like Materialism, Buying Impulsiveness, Emotional Attachment, and Demographics also influence the purchasing decision of Gen Z after the Pandemic. Materialism is the internal trait that indicates buying decision nature of Gen Z to establish their social recognition, get Happiness, and live their leisure by purchasing socially recognised and unique products. Emotionally attached consumers are more inclined toward the products authenticated by their emotional state. Consumers prefer to buy impulsively for emotionally attached products. Buying Impulsiveness is about the consciousness of Gen Z about their impulsive buying behavior that they persist. Impulsive Buying Behaviour varies in consumers according to their demographic factors. Impulsive Buying Behaviour is different according to Gender, Age, Occupation, and Marital Status.

Theoretical Contributions

Online Impulsive Buying Behavior of customers varies with the emotions and traits of the customers. In previous research, the role of individuals' emotions and their specific personality traits as explained in the research are not explained in detail. Personality traits drive adaptability, tolerance, patience, and expression of an individual (Datta and Singh, 2017). This conceptual research proposes Materialism, Buying Impulsiveness, and Emotional Attachment as major personality traits of an Individual along with three demographics *viz.* Gender, Age and Education. Materialism influences the Impulsive buying behavior of customers. Previously, the influences of emotions of customers are not studied along with the Personality Traits of customers on Online Impulsive Buying. Negative emotions of customers drive the impulsive buying behavior of consumers most as compared to Positive emotions (Prastiwi and Iswari, 2019). This research is concluding a proposed conceptual framework with strong literature and theoretical support for this relation.

In COVID19, Gen Z intends to believe in e-Commerce and shifts its choices to the Online Platform. The impulsive nature of Gen Z in shopping online is depended on their emotions. The materialistic belief of Gen Z attracts them to involve in Online Shopping. E-retailers formulate different strategies to enhance the emotional attachment of their customers to the offered products or services. Online shopping in the e-Commerce sector has also shown the Buying Impulsiveness of online customers as of physical retail store buyers but the difference is found in the e-Commerce sector as compared to the offline retail sector.

Practical Implications

This conceptual model helps Marketers to understand the Online Impulsive Buying Behaviour of their long-term loyal or prospective customers. Marketers can

handle their online activities optimally so that they enable to satisfy these impulsive new generation customers through the best of their services. Retailers enhance their store characteristics for a good shopping experience for customers (Ladhariet *al.*, 2017; de Ruyter and Bloemer, 1999). While the consumer perspective, this study helps them to be aware of their impulsive buying nature and its importance in their decision making when purchasing online. Customers evaluate their decision of Impulsive buying after purchase as given under Social Comparison theory. The emotions of customers are affected by the acceptance of a product by consumers especially new products (King and Meiselman, 2010; Meiselman, 2015). Customers decide to buy new products on impulse based on their emotional acceptance. Customers turn to buy the products that give the good value for money to them.

Limitations and Directions for Future Research

This study has the constraint of limited constructs of Customers' Traits and does not consider some sub-constructs of Positive emotions and Negative Emotions. There is the possibility of some more variables of external Consumer Traits that affect the Impulsive Buying Behaviour of Gen Z Consumers in the New Normal Era. The researcher has considered only internal traits of customers' personalities in this conceptual framework. Gen Z of different geographic regions may have some cultural and environmental impacts on their personality, so in the future, the Impulsive Buying Behaviour of Gen Z may be studied according to geographic regions. Customers of Gen Z might have varied prevalence, nature, and characteristics of Online Impulsive Buying Behaviour according to the different geographic regions after the Pandemic. The relationship between these variables posited in the conceptual framework may study empirically by proper research methodology in the future to get data-based consistent and implacable results.

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