Competitive Educational Research Journal (CERJ)
ISSN (Print): 2709-9784, ISSN (Online): 2709-9792
Volume 3 Issue 1
https://cerjournal.com

LEISURE CONSUMER COMPENSATORY BEHAVIOR IN THE ERA OF NEW NORMAL COVID-19

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ABSTRACT

Many people have been unable to participate in their usual leisure and recreational activities due to the Covid-19 outbreak. Individuals feel a variety of emotions in uncertain situations, such as the current one, and certain emotions may cause individuals to engage in compensatory activities. The interrelationships between individual cognitive processes, emotions, and compensatory consuming behaviors were investigated in this study. Data for the study was gathered through an online survey using a self-administered questionnaire. Hypotheses were tested with the help SMART PLS3. The findings of this study successfully demonstrate the impact of people's emotions and on how they perceive the COVID-19 circumstance. This study adds to the current knowledge by developing a conceptual model that looked into the interactions between COVID-19 perception, nostalgia, browsing, boredom, and impulse buying behavior. Furthermore, the study has practical significance, notably for marketers, by assisting them in better understanding how the pandemic's perception and emotions interact to produce a behavior reaction.

Keywords: COVID-19; nostalgia; leisure consumer browsing; boredom; impulsive buying

INTRODUCTION

Many people have been unable to participate in their usual leisure and recreational activities due to the Covid-19 outbreak, (Cho, 2020; Motamedi et al., 2020). Research shows leisure consumers may recollect joyful memories and feel nostalgic (Holak & Havlena, 1998; Sedikides, Wildschut, Arndt, & Routledge, 2008) about their previous participation in such activities when they are deprived of these activities. Previous studies related to consumer behavior emphasized the importance of emotions in influencing people's behavior in a variety of settings (Malkoc & Tonietto, 2019), including consumer behavior (Siu, 2018), marketing (Lou & Yuan, 2019), leisure (Siu, 2018), and tourism

(Whiting, Larson, Green, & Kralowec, 2017), in particular, (Larson et al., 2019)pointed out that nostalgia might be useful in analyzing people's behavior.

Nostalgia is a bittersweet feeling characterized by an emotional yearning for the past (Starobinski & Kemp, 1966). Researchers have also discovered that, while nostalgia is made up of two emotions (good and negative) (Boym, 2007; Holak & Havlena, 1998), it is primarily a positive experience (Hartmann & Brunk, 2019). Furthermore, when confronted with a terrible scenario, people are prone to nostalgia. To put it another way, during a pandemic, people may have intense nostalgic thoughts about positive prior experiences. Furthermore, a recent study (Wildschut & Sedikides, 2020) has found that the experience of quarantine during an epidemic is often filled with boredom (e.g., quarantine during SARS).

Recent empirical research has recognized boredom as one of the main stressors created by being confined at home during the COVID19 pandemic (Dursun, Yarayan, ARI, Ulun, & Adaş, 2021; Kil, Kim, Park, & Lee, 2021). It stems from an environment that does not give appropriate stimulation or meaning (Holak & Havlena, 1998; Wegner, Flisher, Muller, & Lombard, 2006). While the influence of the COVID-19 pandemic has been extensively investigated on fear, anxiety, and concern (Boylan, Seli, Scholer, & Danckert, 2021; W.-C. Wang, 2019; Wildschut & Sedikides, 2020), the impact of boredom has received far less attention. To further understand the influence of the COVID-19 pandemic on consumer behavior, researchers have looked into a variety of subjects, including panic buying (Jaravel & O'Connell, 2020), food stockpiling behavior (Rovetta & Bhagavathula, 2020), and personal protective equipment purchasing behavior (Jaravel & O'Connell, 2020). Even though earlier studies have addressed a wide range of topics (Lou & Yuan, 2019), There has been minimal research on how leisure consumers cope with their emotions by engaging in other consumption activities. This study sheds information on people's mental processes before engaging in compensatory eating in the event of a pandemic.

LITERATURE REVIEW

Appraisal theory of emotions

In an emotion-eliciting situation like Covid-19, the appraisal theory of emotions suggests a systematic means of understanding various emotions by arranging separate cognitive assessments. (Roseman & Smith, 2001). However, individual assessments of the circumstance differ within the uniform setting created by the COVID-19 epidemic (Sigala, 2020; Škare, Soriano, & Porada-Rochoń, 2020; Zheng & Zhang, 2020), and beliefs (Kaushal & Srivastava, 2020) on which they rely, resulting to distinct emotional reactions from each individual (Kil et al., 2021). Previous studies used the appraisal theory in the context to better comprehend the numerous elements that makeup appraisals, attentional activity (C. A. Smith & Kirby, 2001), anticipated effort (Roseman & Smith, 2001), including pleasantness control perception (Sedikides et al., 2008), and certainty (Barn, 2005).

However, when people are experiencing essentially unpleasant emotional feelings (C. A. Smith & Kirby, 2001) they also tend to engage in behaviors that divert them from the negative emotions (W.-C. Wang, 2019). According to (Koles, Wells, & Tadajewski, 2018) compensatory consumption can take many forms; it can be directly tied to the source of unpleasant emotions, or it can be more broadly related to the generation of positive feelings (Kim & Gal, 2014) or the distraction of an individual from the source of negative emotions (Hartmann & Brunk, 2019). In compensatory behavior, the focus is on the decision about, procurement, and use of things in response to a shortfall produced (Kim & Gal, 2014; Koles et al., 2018; Si, 2021; W. Wang & Benbasat, 2009).

Compensatory consumption occurs when a person seeks an alternative kind of fulfillment to compensate for a lack of fulfillment of desires (Koles et al., 2018). This study building on prior research on compensatory consumption intends to investigate how individual emotional experiences as a result of being deprived of leisure or recreational activities During the COVID-19 epidemic, compensatory behaviors such as information and impulsive purchases of leisure activity-related products have been seen.

B**oredom and Nostalgia**

In terms of two essential aspects of emotions, pleasantness and arousal (Iso-Ahola & Weissinger, 1987) boredom have a negative valence and a low level of arousal. Negative emotions emerge in particular in response to situations, prompting coping strategies to achieve specific goals or minimize negative feelings, as determined by the appraisals (Solomon & Stone, 2002). While boredom can be classified as one negative emotion (Kopp, 1989), Boredom is linked to low effort and concentration, as well as a high level of conviction about the boredom-inducing circumstance and a desire to depart or be distracted from it (Leung, 2008).

People are more inclined to comply with the recommendation or restrictions for leisure distancing as they are more concerned about the COVID-19 (Haq & Awan, 2020; Inoue & Todo, 2020; Jungmann & Witthöft, 2020; Qiu, Park, Li, & Song, 2020), result in an increased sense of boredom and other negative emotions (Cho, 2020; Motamedi et al., 2020). People tend to experience boredom accompanied by grief during the COVID-19 containment lockdown (Boylan et al., 2021). Social distancing also limits access to challenging or important events, increasing boredom (Dursun et al., 2021; Kil et al., 2021). However, COVID-19's worries correspond to distinct assessments of boredom in numerous dimensions (Lawley, 2020). As a result, we believe that how the COVID-19 scenario is perceived will have a favorable impact on boredom:

H1. Boredom is positively related to the perception of the COVID-19.

People are experiencing loneliness as a result of the COVID-19 epidemic, as they shun social engagements (Sigala, 2020), including their leisure and recreational activities (Cho, 2020). These feelings of nostalgia are triggered by feelings of loneliness and bad emotions (Klein, Drews, Savin, & van den Bergh, 2021). Nostalgia is defined as a "sentimental longing for one's past" that includes both pleasant and bad emotions (Holak & Havlena, 1998). While nostalgia is associated with happy sentiments as a consequence of memories of nice previous events (Havlena & Holak, 1991). However, it is also associated with unpleasant feelings of the fact that the pleasant experience is no longer present (Sedikides et al., 2008).

Overall, nostalgic sentiments differ from other emotions in that they are caused by a favorable previous experience (Wildschut & Sedikides, 2020), the experience's apparent irreversible loss, and the experience's uniqueness (Boylan et al., 2021) from the lost experience. The perceptions of the COVID-19 scenario reflect a gloomy picture of the current situation, which denies people access to their typical daily activities, such as fitness and exercise (Klein et al., 2021). Leisure and recreational activities are a source of cheerful feelings (Malkoc & Tonietto, 2019; Przepiorka & Blachnio, 2017; Schipperijn et al., 2017) as well as well-being since they increase sociability (Pala, 2016). Access to leisure facilities is positively associated with life satisfaction (Ahmad, Zulkurnain, & Khairushalimi, 2016). The view of the COVID-19 condition would lead to nostalgia for former leisure activities as a result of losing these types of activities, which are unlikely to be recovered during this pandemic (Güzel, Yildiz, Esentaş, & Zerengök, 2020). Given that this nostalgia is linked to missing leisure activities during the COVID-19 pandemic, as people's perceptions of the COVID-19 condition worsen, they will feel more nostalgic for the activities they have lost (Motamedi et al., 2020). As a result, we provide the following hypothesis:

H2. Nostalgia has positively related to the perception of the COVID-19 situation.

Nostalgia might help reclaim positive sensations when someone is experiencing unpleasant emotions (Holak & Havlena, 1998). According to (Kil et al., 2021) Individuals can recall pleasant memories such as boredom from impressions of the COVID-19 outbreak in response to unpleasant circumstances that cause negative emotions. Furthermore, (Boylan et al., 2021) boredom occurs when people believe their current experience is useless, implying that those who are bored will seek out ways to satisfy their desire for relevant experiences (Wildschut & Sedikides, 2020). As a result, boredom may heighten nostalgia by boosting the desire to find significance (Van Tilburg et al., 2013).

According to (W.-C. Wang, 2019) when people are bored, they might be encouraged to feel nostalgic by reviewing old memories to reclaim their sense of purpose. As a result, when people are bored because of their impressions of the COVID-19 circumstance, they are more likely to try to remember their memories (Motamedi et al., 2020), which can provoke nostalgia as a way of coping with boredom and imbuing meaning into the present situation (Kil et al., 2021). To put it another way, the level of boredom would influence the level of nostalgia for leisure activities (Klein et al., 2021). We propose the following hypothesis:

H3. Nostalgia is positively related to boredom.

Compensatory consumption of leisure products and Boredom

Boredom is brought on by a lack of stimulation or challenge (R. P. Smith, 1981), as well as a sense of meaninglessness (Iso-Ahola & Weissinger, 1990). Although, boredom is a bad feeling it motivates one to seek new experiences (Bench & Lench, 2013). The compensatory theory of consumption suggests a desire or need that leads to other but related activities that satisfy the need (Koles et al., 2018). Previous studies such as (Ratnasari, Siregar, & Maulana, 2021) argued that people engage in compensatory consumption to alleviate boredom.

However, boredom often leads to one behavior that provides enough stimulation to one current level of psychological stimulation which is not enough to satisfy the desired level of stimulation (Bench & Lench, 2013). Boredom is connected to an increase in exploratory activities, such as seeking out new experiences (Iso-Ahola & Weissinger, 1990), which can provide stimulation (Sharp, Sharp, & Young, 2020). Similarly, people who experience less stimulation than their ideal level are more inclined to engage in exploratory behaviors like seeking information and shopping (Woodruffe, 1997). Furthermore, looking for information on purchase possibilities gives users fresh information, which is enjoyable (Si, 2021). As a result, browsing behavior can aid in the relief of negative emotions such as boredom (Bench & Lench, 2013). As a result, those more likely to seek additional knowledge by exploring exercise and fitness products in their spare time (Motamedi et al., 2020). As a result, the following hypothesis is put forth:

H4. Online browsing is positively associated with Boredom.

Immediate reactions to products in a purchasing setting, such as buying behavior based on an impulse, differ from planned purchase behavior. (Koles et al., 2018). As a result, emotional rather than cognitive processes drive impulse purchase behavior, satisfying the need for hedonic experiences like novelty and enjoyment (Ratnasari et al., 2021). As a result, while boredom is caused by a lack of stimulation and increases the need for hedonically rich experiences (Bench & Lench, 2013), it is likely to encourage stimulating and gratifying impulse buying behavior (Lin & Utz, 2015). Furthermore, because boredom is linked to a lack of important experiences, boredom heightens one's desire for meaning, forcing people to place a higher weight on their social identities (Andreassen et al., 2013; Bench & Lench, 2013; Iso-Ahola & Weissinger, 1990; Lin & Utz, 2015; Sharp et al., 2020; R. P. Smith, 1981; Thacker & Griffiths, 2012). This shows that bored people are more likely to make impulsive purchases if the products are relevant interests, as this makes them feel more significant (Boylan et al., 2021). Given that many people engage in leisure activities for personal reasons, purchasing leisure activity products suggests that they will engage in such personally important and vital behaviors (Cho, 2020). As a result, the following hypothesis emerges:

H5. Impulse buying behavior is positively associated with Boredom.

Nostalgia and compensatory consumption

People have felt nostalgic for their favorite leisure activities, which they haven't been able to do as well as they used to, and as well as boredom as a result of the COVID-19 pandemic (Liu, Lavender-Stott, Carotta, & Garcia, 2022). By lowering loneliness's harmful impact on social connectedness, nostalgia can act as a buffer against the negative consequences of other unpleasant social experiences, such as loneliness (Boym, 2007; Sedikides et al., 2008). Furthermore, because nostalgia evokes pleasurable experiences that are no longer available, it tends to inspire future behaviors that recreate those experiences, such as leisure trips and restaurant visits (Boylan et al., 2021; Wildschut & Sedikides, 2020).

Previous research shows nostalgia for prior events motivates compensatory consumption in an area directly related to the past experience, allowing consumers to make up for the gap in a symbolic way (Leung, 2008; Sedikides et al., 2008). This shows that nostalgia may motivate people to engage in another behavior that will help them cope with their current position of being unable to participate in their previous happy experiences (Wildschut & Sedikides, 2020). People may be interested in learning more about things related to leisure activities since they serve as a symbol of one's participation and dedication to such activities (Malkoc & Tonietto, 2019). People may seek additional information about things related to leisure activities as a result of their nostalgia for lost leisure activities (Motamedi et al., 2020). As a result, we came up with the following hypothesis:

H6. Online browsing is positively associated with Nostalgia.

Since nostalgia aids people by establishing a sense of self-continuity between the past and present people may view leisure activity goods as a way to strengthen their sense of connection to their past and present, (Wildschut & Sedikides, 2020). Furthermore, while nostalgia strengthens one's sense of social connection, it weakens one's need for money, resulting in a greater readiness to pay for goods (Leung, 2008; Wildschut & Sedikides, 2020). Furthermore, because having the products carries symbolic values associated with self and identity (W.-C. Wang, 2019), the nostalgic feeling will encourage impulse purchases of leisure products, which may, in turn, meet the needs arising from the missing leisure activities. As a result, we expect nostalgia to have a beneficial impact on browsing and impulse purchases of leisure products:

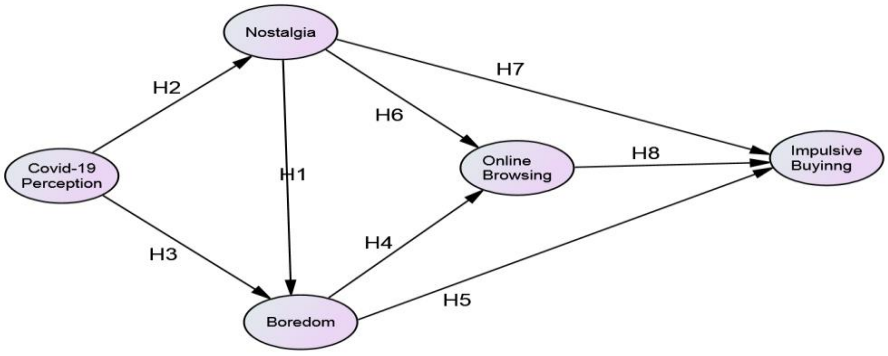
H7: Nostalgia is positively related to Impulse buying behavior

Browsing and impulsive buying

Exploratory search yields hedonic experiences (Thacker & Griffiths, 2012), which are usually valued above search behavior prompted by a utilitarian goal (Zhang, Xu, Zhao, & Yu, 2018). As a result, when people go shopping for pleasure, they are easily influenced by stimulation and the shopping environment, which can result in stimulus-driven purchases such as impulsive shopping (Luo, 2005). Indeed, past research has found a link between online browsing and impulse buying, with browsing increasing the desire to buy (Lin & Utz, 2015). Browsing activities are recognized as one of the primary precursors of impulse buying behaviors in leisure and offline retail environments (Zhang et al., 2018). Browsing for such products is likely to increase impulse purchases (Sumetha & Vasanthi, 2016). As a result, we predict that browsing will have a positive impact on impulse purchases of products related to leisure activities:

H8. Impulse buying behavior is positively associated with online Browsing.

Figure 1: Conceptual model of the study



RESEARCH METHOD

Participants and data collection

For the collection of data, The World-Wide Web is an unprecedented tool that also saves time and cost for researchers as compared to conventional surveying methods. Overall, the online platform has been recognized as a trustworthy source of data for academic research (Braun, Clarke, Boulton, Davey, & McEvoy, 2021; Lefever, Dal, & Matthíasdóttir, 2007; Wright, 2005). Data for the study was gathered through an online survey using a self-administered questionnaire. However, the survey was open only to people who were living in Pakistan and 18 years old. No monetary prizes were given to the participants for completing the survey. To identify potential participants of the survey whose behavior had changed due to the Covid-19 pandemic, a screening question was asked before the main survey. A total of 396 people's responses were collected of which majority were male (58.6%) and female (21 %). While the reaming did not prefer to disclose.

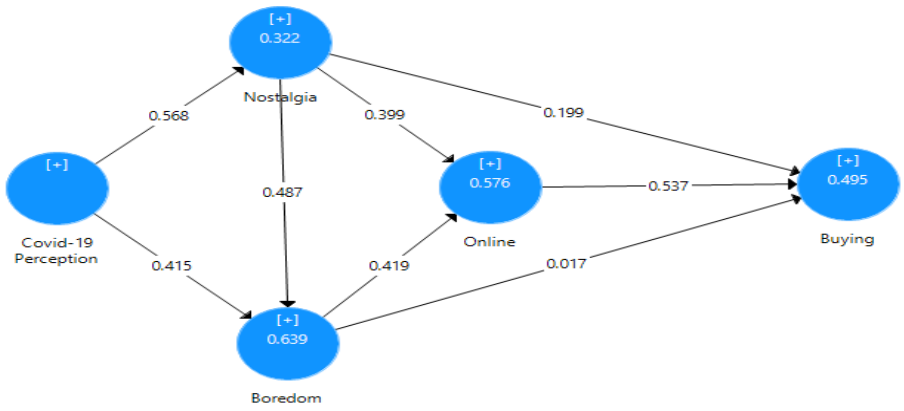
Survey instruments

This study five main constructs namely nostalgia (Marchegiani & Phau, 2013), browsing (Goel, Hofman, & Sirer, 2012), boredom (Fahlman, Mercer-Lynn, Flora, & Eastwood, 2013), and impulse buying behavior (Chang, Yan, & Eckman, 2014). A Likert scale ranging from1 (never true) to 7 (very true) was used to measure item response. According to (Lefever et al., 2007) Likert scale is one of the most widely recognized survey questions. This disagree/agree approach is widely used in research in academic studies to measure attitudes ranging from product design to political science (Joshi, Kale, Chandel, & Pal, 2015). Moreover, it helps the researcher to get data quickly from many respondents (Braun et al., 2021).

Statistical technique

To test the hypothesis of the study this study used Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software (Ringle, Wende, & Will, 2005). The assessments were carried out in two steps as recommended in the literature: The measurement model and the structural model.

Figure 2: Measurement model



RESULTS AND DISCUSSION

Results of PLS-SEM analysis

Measurement Model

To ensure that all the items measure their corresponding constructs the reliability of each construct was checked. Table 1 shows the values for Composite reliability (CR), Cronbach's alpha, and Average Variance Extracted (AVE). Cronbach's alpha values for the constructs in this study model range from 0.864 to 0.947, greater than 0.7 minimum recommended value indicating strong reliability. The composite reliabilities range from 0.907 to 0.962 points greater than the acceptable standard of 0.70. These results as shown in table 1 indicated that constructs have a high degree of internal consistency.

Table 1: Constructs validity & Reliability

	Cronbach's Alpha	rho_A	C R	AVE
Boredom	0.864	0.863	0.907	0.711
Buying	0.923	0.931	0.946	0.813
Covid-19 Perception	0.895	0.905	0.923	0.705
Nostalgia	0.945	0.945	0.961	0.859
Online	0.947	0.951	0.962	0.863

Table 3: The Fornell-Larcker criterion

	Boredom	Buying	Covid-19 Perception	Nostalgia	Online
Boredom	0.843				
Buying	0.540	0.902			
Covid-19 Perception	0.691	0.444	0.840		
Nostalgia	0.723	0.587	0.568	0.927	
Online	0.707	0.688	0.640	0.702	0.929

Fornell-Larcker criterion is used to assess the study model's discriminant validity. The squared correlation coefficients between constructs are more than the AVE of each construct, which is the first step in determining discriminant validity. The values of the AVE square root are shown on the diagonal in Table 3, whereas the others demonstrate correlations between constructs. A Heterotrait-Monotrait (HTMT) index was also created. The HTMT ratio must be smaller than 0.85. (Henseler et al., 2015) to achieve discriminant validity standards,. In Table 4, all HTMT values less than 0.85 are shown in parenthesis.

Table 4: The Heterotrait-Monotrait ratio

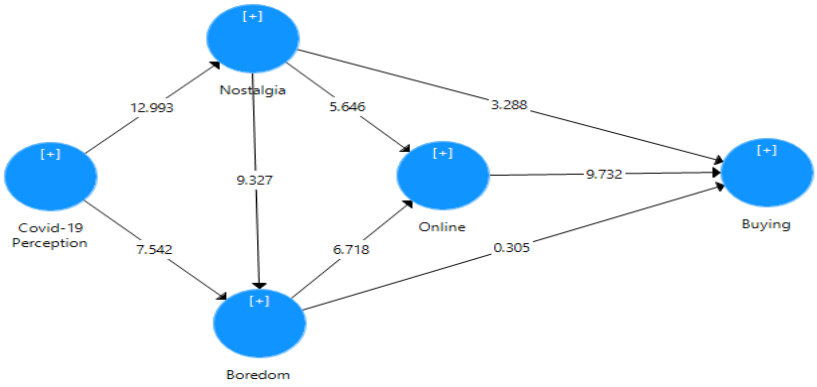
	Boredom	Buying	Covid-19 Perception	Nostalgia	Online
Boredom					
Buying	0.604				
Covid-19 Perception	0.772	0.476			
Nostalgia	0.798	0.624	0.609		
Online	0.777	0.732	0.689	0.739	

Further, we examined the cross-loadings. Table 5 demonstrates that each measurement item's cross-loading on its construct is larger than cross-loadings on other constructs, indicating that each measurement item should load the most on the construct with which it is linked (Hair, et al., 2017). As a result, the constructs in this investigation demonstrated considerable evidence of reliability, as well as convergent and discriminant validity. The structural model will then be examined to test the hypotheses that have been proposed.

Table 5: Cross loadings

	Boredom	Buying	Covid-19 Perception	Nostalgia	Online
DQ1	0.841	0.392	0.612	0.625	0.530
DQ2	0.889	0.426	0.602	0.562	0.610
DQ3	0.850	0.525	0.557	0.611	0.546
DQ4	0.789	0.469	0.559	0.632	0.685
PP1	0.563	0.881	0.343	0.600	0.565
PP3	0.448	0.848	0.349	0.374	0.575
PP4	0.505	0.937	0.463	0.556	0.693
PP5	0.433	0.937	0.434	0.572	0.639
PQ1	0.459	0.319	0.800	0.426	0.448
PQ2	0.495	0.303	0.805	0.409	0.462
PQ3	0.676	0.377	0.873	0.524	0.656
PQ4	0.662	0.481	0.797	0.522	0.500
PQ5	0.555	0.350	0.917	0.472	0.586
PS1	0.591	0.627	0.637	0.568	0.891
PS2	0.677	0.710	0.559	0.713	0.948
PS3	0.701	0.607	0.605	0.684	0.947
PS4	0.653	0.607	0.585	0.632	0.929
SO1	0.651	0.529	0.557	0.916	0.675
SO2	0.649	0.502	0.578	0.938	0.655
SO3	0.699	0.549	0.523	0.937	0.637
SO4	0.679	0.597	0.445	0.633	0.915

Figure 3: Structure model



Structural model

Before testing the hypothesis relationship in the study structure model for the possible issue of colleanirity the VIF values were examined and the obtained values were less than recommended value of 1.2. The hypothesis was tested using the bootstrapping technique with 2,000 subsamples. Figure 2 and Table 6 depict the results.

Table 6: Hypothesis test results

	O	M	STDEV	T Statistics	P Values
Boredom -> Buying	0.117	0.117	0.056	2.297	0.001
Boredom -> Online	0.419	0.423	0.064	6.530	0.000
Covid-19 Perception -> Boredom	0.415	0.416	0.055	7.496	0.000
Covid-19 Perception -> Nostalgia	0.568	0.570	0.044	12.974	0.000
Nostalgia -> Boredom	0.487	0.487	0.052	9.437	0.000
Nostalgia -> Buying	0.199	0.195	0.060	3.308	0.001
Nostalgia -> Online	0.399	0.396	0.073	5.482	0.000
Online -> Buying	0.537	0.539	0.054	9.991	0.000

Table 6 displayed path coefficients results for hypothesis of the study. The results shows the relationship among variables were statistically significant for Covid-19 Perception -> Nostalgia (b =0.568), Online -> Buying (b =0.537), Nostalgia -> Boredom (b =0.487), Boredom -> Online (b =0.419), Covid-19 Perception -> Boredom (b =0.415), Nostalgia -> Online (b =0.399), Perception -> Buying (b =0.119), and Boredom -> Buying (b =0.117). Thus, it can be claimed that study all hypothesis were supported.

DISCUSSION

This study developed a conceptual model better understand these interrelationships between nostalgia and leisure consumer behavior in the era of the Covid-19 pandemic. As a result, the current study adds to our understanding of COVID-19's impact on impulsive purchasing behavior by seeing it as a compensatory response to sentiments like nostalgia and boredom. Given that the COVID19 pandemic has wreaked havoc all over the world, the outcomes of this study will help to develop a theoretical understanding of similar scenarios to design effective strategies. Furthermore, the study has practical significance, notably for marketers, by assisting them in better understanding how the pandemic's perception and emotions interact to produce a behavior reaction.

The findings successfully demonstrate the impact of people's emotions on how they perceive the COVID-19 circumstance. First, the COVID-19 experience was found to have a favorable impact on individual boredom. Boredom happens when people believe their current experiences aren't challenging or significant enough, according to Van Tilburg and Igou (2012). Social isolation is unavoidable as a result of the precautions put in place to restrict the development of COVID-19. Restrictions on leisure activities and social involvement, on the other hand, elicit a wide range of emotions, including boredom.

This study looked at one of those feelings, nostalgia, and discovered that COVID-19 perception has a favorable effect on nostalgic people. In general, nostalgia has been defined as a bittersweet sensation created when people have a nostalgic longing for the past. One of the distinguishing characteristics of this feeling is that it is provoked by a less-than-ideal present, causing people to look at a happy past through rose-colored glasses. Furthermore, nostalgia protects a person from prospective hazards. As a result of the multiple constraints imposed by COVID-19, the scenario established by it is regarded as unsatisfactory and hazardous. That is, boredom is characterized as an uncomfortable emotional condition that leads to a sense of meaninglessness and purposelessness, and this unfavorable circumstance might trigger powerful nostalgia feelings. Boredom was also found to have a positive impact on browsing and impulse purchases in this study. This conclusion is explained by the compensatory consumption theory, which emphasizes how people who are in a bad mood are forced to avoid it by engaging in certain behaviors. In general, meaning threats (situations that threaten an individual's experience of meaninglessness) may drive impulsive behaviors, which modify an individual's perception of meaninglessness.

As a result, given that boredom is defined as an emotion that originates from a sense of meaninglessness, the onset of this sensation tends to heighten an individual's impulsive behavior. Boredom has also been identified as a driving force in boosting impulsivity in people. In addition to boredom, nostalgia was discovered to have a favorable link with compensatory actions, browsing, and impulse purchase in the current study.

According to (Boym, 2007) nostalgia is a bittersweet sense that produces an emotional longing for an experience. According to (W.-C. Wang, 2019), it is an emotion experienced when a person is presented with a current situation that is not considered ideal. People have nostalgic thoughts when they remember a wonderful situation they had in the past (Wegner et al., 2006). Finally, this research discovered that one action influences another; browsing was found to have a beneficial impact on impulse purchases.

According to (Park, Kim, Funches, & Foxx, 2012) browsing increases the duration of product exposure (Andreassen et al., 2013), which may increase the stimulating effect on products (Rezaei, Ali, Amin, & Jayashree, 2016), resulting in a larger desire for the products. (Zhang et al., 2018) discovered that the amount of time spent in a store boosts store sales as a result of the willingness of people to spend money on products.

Theoretical and practical implications

This research adds to significant theoretical progress. The research model of the study effectively illustrated how rating one's cognitive process generates a certain set of sentiments using the appraisal theory of emotions. The emotion evaluation theory has been applied to occupational psychology, tourism, and other fields. However, in a pandemic situation, the theoretical paradigm has not been applied to cognitive assessment and emotions. This study used Smith and Lazarus' (1990) appraisal theory of emotions to a pandemic, COVID-19, and found it to be useful. The function of emotions in compensating consumption behavior in the setting of a pandemic is also identified in this study. Despite earlier studies demonstrating how boredom leads to compensatory consumption habits boredom and nostalgia had not been explored for their implications on behavioral responses,

While the findings of this study lay the framework for theoretical breakthroughs, they also have practical ramifications, particularly in the sphere of consumption. The study's detailed illustration of the processes that individuals are experiencing throughout the COVID-19 epidemic is one of the most important lessons for marketers. Marketers can work in a route that is apparent from cognition to emotions and, eventually, behaviors. Although marketers have no control over how people view COVID-19 or the feelings that it may elicit, they can presume that those who are nostalgic or bored will increase their browsing behavior. As a result, marketers can take advantage of this circumstance to push more fitness items using media that allow customers to see the ads.

Incorporating the role of nostalgia in marketing is another approach to ensure that people engage in compensating consumption behaviors. Given that the COVID-19 perception encourages people to remember and wish for happier moments in the past. Furthermore, the findings revealed that browsing had a beneficial impact on impulse buying behavior, implying yet another marketing tactic.

Limitations and future research

Although this study was a success, it, like all research, had substantial limitations. The fact that all of the subjects were from the United States was one of the study's significant shortcomings. COVID-19 is a pandemic that has spread to almost every country on the earth, and how the crisis is handled varies based on each government's actions. Social distancing measures, for example, were applied at different times in different countries. Cross-cultural research is recommended for future studies.

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