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**THE IMPACT OF THE COVID-19 PANDEMIC ON COMPULSIVE  
BUYING BEHAVIOUR AND ONLINE SHOPPING ADDICTION  
FOR APPAREL PURCHASING IN MALAYSIA: AN OVERVIEW  
OF GENERATION Y AND GENERATION Z**

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**Abstract:**

The COVID-19 pandemic induced a substantial global shift in consumer behaviour, impacting Malaysia in Southeast Asia. This crisis brought forth trends like remote living, social distancing and amplified digital reliance, reshaping consumer inclinations. A notable outcome is the increased prevalence of compulsive buying behaviour (CBB) and online shopping addiction. This is within apparel purchasing, necessitating a thorough inquiry. These behaviours are typified by their impulsive and excessive nature, leading to detrimental consequences for individuals. This study delves into the extent to which the COVID-19 pandemic has intensified the risk of CBB and online shopping addiction, specifically concerning Generation Y and Generation Z in Malaysia. The research aims to identify and analyse the socio-cultural and psychological determinants underpinning these behaviours. Furthermore, substantial progress has been made in researching the impact of the pandemic on CBB and online shopping addiction among Generation Y and Generation Z in Malaysia. Several research gaps persist, providing valuable directions for future studies and interventions. Employing a quantitative research design, this study focuses on collecting and statistically analysing numerical data to comprehend the scope and patterns of CBB, online shopping addiction, and their association with the COVID-19 pandemic among Generation Y and Generation Z in Malaysia. The findings underscore the positive impact of perceived enjoyment and utilitarian attributes (price, convenience, and health aspects) on online buying attitudes, together with the relationship between personal characteristics and re-patronage behaviour. These generations exhibit

favourable attitudes toward online purchases as being straightforward and enjoyable. This research uncovers significant insights into CBB and online shopping addiction amidst the COVID-19 pandemic among Generation Y and Generation Z consumers in Malaysia. The pandemic undeniably catalysed an increase in CBB and online shopping addiction among both generations, affirming the relevance of the stress-relief theory as a coping mechanism during times of emotional strain.

**Keywords:**

COVID-19, Compulsive Buying Behaviour, Online Shopping Addiction, Apparel Purchasing, Generation Y, Generation Z

**Introduction**

The COVID-19 pandemic, an unprecedented global crisis, has catalysed a seismic shift in consumer behaviour with discernible ramifications worldwide. In the heart of Southeast Asia, Malaysia has been no exception to this profound transformation (Asita, E, 2020). The pandemic has ushered in an era of remote living, social distancing, and digital dependence, all of which have intertwined to reconfigure the landscape of consumer choices and habits (Besson, Emilie. K, 2020). Furthermore, one of the most conspicuous facets of this shift has been the surge in compulsive buying behaviour (CBB) and online shopping addiction, a noteworthy phenomenon that warrants comprehensive investigation. This is particularly within the realm of apparel purchasing (Sathya. J, 2023).

CBB and online shopping addiction are inherently characterised by their excessive and impulsive nature, often leading to adverse consequences for individuals (Tarka. P, 2022). These repercussions encompass not only financial distress but also the erosion of mental well-being and strained interpersonal relationships. The confluence of the pandemic, with its accompanying stressors and unprecedented levels of social isolation, together with an increased reliance on e-commerce platforms, has accentuated the fertile ground on which these behaviours manifest (Baak. M, 2023).

Apparel, as a primary category of consumer goods, has experienced a surge in online purchasing, with consumers resorting to digital platforms for their clothing needs. Apparel shopping is a therapy and retail activity that many people enjoy. Notably, browsing around clothes from one outlet to another becomes a ritual interest (Bea, 2021). In addition, the pandemic-induced closure of physical stores and restrictions on movement have only accentuated this shift. For Malaysia, a nation renowned for its cultural diversity and vibrant fashion industry, this transformation in apparel purchasing behaviour has taken centre stage, demanding careful scrutiny (Jones, Palumbo & Brown, 2021).

In this era of change, examining how the pandemic has uniquely impacted distinct generations is crucial. Generation Y, often referred to as Millennials (born approximately between 1981 and 1996), and Generation Z (born approximately between 1997 and 2012) represent two of the most prominent generational cohorts in Malaysia (Iberdrola, 2020). Each brings its unique characteristics, experiences, and perspectives to the table.

Hence, this study was conducted to assess the extent to which the COVID-19 pandemic has heightened the risk of CBB and online shopping addiction for apparel purchases among

Generation Y and Generation Z in Malaysia. The research also identifies and analyses the socio-cultural and psychological factors contributing to these behaviours. The research delimits the scope of observation to Generation Y and Generation Z in the Klang Valley area. It is where the relationships between personal characteristics (need for activity, impulsiveness, shopping confidence, interpersonal influence susceptibility, utilitarian and hedonic shopping orientations) and re-patronage behavioural intention were observed. Therefore, by conducting this research, it is hoped that the needs and behavioural attitudes of the generations could be studied to interrelate the attitudes between generations further. The following sections of this research will delve into the methodology, ethical considerations, and expected outcomes, all in pursuit of the comprehensive understanding that is the essence of this inquiry.

In summary, this research embarks on a journey to elucidate the complexities of CBB and online shopping addiction, offering a window into the transformative impacts of the COVID-19 pandemic on Generation Y and Generation Z in Malaysia.

### Literature Review

The COVID-19 pandemic has precipitated a seismic shift in global consumer behaviour, fundamentally altering how individuals engage with the marketplace. Notably, a prominent transformation that has emerged during these unprecedented times is the burgeoning reliance on online shopping for various products, including apparel (Gu, S, Ślusarczyk, B, Hajizada, S, Kovalyova, I, Sakhbieva, A 2021). This literature review embarks on an exploration of the current state of knowledge regarding the pandemic's role in amplifying the risk of CBB and online shopping addiction (Maraz, A, Yi, S. 2022). This is with a particular focus on the demographic of Generation Y and Generation Z consumers in Malaysia. Hence, these insights are instrumental, for they cast a revealing light on the evolving consumer landscape that has taken shape in the wake of the pandemic.

CBB, defined by its irresistible urge to engage in excessive shopping with concomitant negative consequences in various facets of an individual's life, is a behavioural pattern that may be further exacerbated by the pandemic's multifaceted stressors (Çelik, S, Köse G.G, 2022). As the world contends with the turmoil and uncertainty unleashed by the virus, individuals may increasingly turn to CBB to seek solace and control amid the chaos. While this behaviour is observed across different age groups, its manifestation and underlying drivers may exhibit nuances contingent upon the generation under consideration (Çelik, S, Köse G.G, 2022).

The pandemic's influence on consumer behaviour extends beyond CBB and delves into the realm of online shopping addiction (Gu, Shengyu & Ślusarczyk, Beata & Hajizade, Sevda & Kovalyova, Irina & Sakhbieva, Amina, 2021). The lockdowns and restrictions imposed to mitigate viral spread catalysed a remarkable surge in e-commerce, rendering online shopping more accessible than ever before. Moreover, the allure of convenience, coupled with the solitude and ennui that often accompany lockdowns, set the stage for an environment particularly conducive to the emergence of online shopping addiction (Statista, 2022). In this context, individuals may resort to online retail therapy as a coping mechanism to alleviate heightened stress and anxiety, further intensifying the gravitational pull of CBB.

In addition, Generation Y and Generation Z, two of the most prominent consumer segments in Malaysia, exhibit distinctive preferences and behaviours regarding apparel purchasing

(Froehlich, 2022). Generation Y consumers often lean toward brand loyalty and the tangible experiences physical retail offers. Meanwhile, their Generation Z counterparts, digital natives, evince a preference for the world of online shopping. The pandemic has necessitated a recalibration of their respective shopping norms, prompting Generation Y to re-evaluate online shopping as a safe and convenient option while galvanising Generation Z to further embrace digital commerce (Davidaviciene et al., 2019). Moreover, increased online presence and the proliferation of apps and social media platforms equipped with shopping features have played instrumental roles in this generational recalibration (Yogesh K. Dwivedi, Ismagilova. E, Hughes. D.L. , Carlson.J, Filier. Ri, Jacobson.J, Heikk. V.J, 2021)

The COVID-19 pandemic continues to reshape consumer behaviour and amplify the risk of CBB and online shopping addiction, particularly within the context of apparel purchasing in Malaysia (McGuire, 2022). Hence, the lasting consequences of these behavioural shifts merit further examination. Comprehensive research is required to delve deeper into the long-term ramifications and to develop strategies that specifically target and mitigate the negative impacts on these demographics. Thus, understanding the intricate interplay between the pandemic, generational differences, and consumer behaviour becomes indispensable in this context. This is notable for marketers, policymakers, and mental health professionals as they navigate these evolving challenges and opportunities in the Malaysian consumer landscape.

### **Research gap**

While research on the impact of the COVID-19 pandemic on CBB and online shopping addiction among Generation Y and Generation Z in Malaysia has advanced, several notable research gaps persist. Identifying and addressing these gaps is crucial for shaping future studies and developing effective strategies to tackle this issue. In addition, key research gaps include an emphasis on short-term impacts, necessitating longitudinal research to uncover the lasting consequences of increased CBB and online shopping addiction. Given Malaysia's cultural diversity, a deeper exploration of cultural nuances and a focus on income disparities become imperative to target interventions effectively. Furthermore, the psychological underpinnings, such as coping strategies, anxiety, depression, and the role of social media, warrant further understanding, as do the assessment and customisation of intervention strategies. E-commerce platforms' strategies for promoting CBB deserve scrutiny, along with cross-generational comparisons to identify unique risk factors. Additionally, the impact of data privacy and security in the context of increased online shopping should be examined, considering both online and offline aspects of individuals' lives. Note that investigating geographical variations within Malaysia can offer a more comprehensive perspective. Therefore, closing these research gaps is vital for a thorough grasp of the pandemic's impact on CBB and online shopping addiction in these generational groups. This includes informing policies, interventions, and educational programmes that promote healthier consumer habits and mitigate negative consequences.

### **Methodology**

This study will adopt a quantitative research design, emphasising the collection and statistical analysis of numerical data. This is with the aim to comprehensively investigate CBB, online shopping addiction, and their interplay with the COVID-19 pandemic among Generation Y and Generation Z in Malaysia. To ensure a representative sample, a stratified random sampling technique will be employed, targeting individuals from both generational cohorts with diverse demographics. Data collection will be executed through structured survey questionnaires

meticulously designed to assess and quantify these behaviours. The process also incorporated inquiries about shopping habits, pandemic-related influences, and socio-demographic characteristics. The questionnaire items will draw from validated instruments and established scales pertaining to CBB and online shopping addiction. Subsequently, quantitative data analysis will be conducted using statistical software, such as Statistical Package for The Social Sciences (SPSS), commencing with a descriptive analysis that employs measures. This includes mean, standard deviation, and frequency distribution to concisely summarise the data, offering valuable insights into respondents' demographics, shopping practices, and the prevalence of these behaviours within the sample. Furthermore, this comprehensive quantitative approach seeks to provide essential data for evaluating the extent and patterns of CBB and online shopping addiction, specifically concerning their correlations with the impact of the COVID-19 pandemic on Generation Y and Generation Z in Malaysia. Ultimately, this analytical framework will facilitate an in-depth understanding of the dynamics and nuances of these behaviours within the target population.

### **Analysis, Discussion and Findings**

In this discussion, the findings obtained from the analysis based on the questionnaire were explained. In this part, the results were generated from the questionnaire derived from 209 respondents. The data were analysed using SPSS, Version 23, for Windows.

The results of this study support that perceived enjoyment and utilitarian attributes (price, convenience, and health aspects) positively affect online buying attitudes along with the relationship between personal characteristics and their re-patronage behaviour. Generation Y and Generation Z find the functions and activities of online purchases straightforward, which derives a positive attitude toward this platform.

### **Reliability**

Reliability is an important aspect of research. This is intended to demonstrate how these findings accurately reflect the situation studied. Most researchers use Cronbach's Coefficient Alpha ( $\alpha$ ) to measure the reliability of the questionnaire items. As indicated in Table 1, the element demonstrated a good result. The relationship between the risk of CBB and online shopping addiction for apparel purchases among Generation Y and Generation Z is 0.767. Every questionnaire item is valid since Cronbach's Alpha is greater than 0.7. Hence, the data in this study can be classified as good and adequate for this research.

**Table 1: Test of Reliability**

<b>Item</b>	<b>Cronbach's Alpha</b>	<b>N of items</b>
Relationship between the risk of compulsive buying behaviour and online shopping addiction for apparel purchases among Generation Y and Generation Z	0.767	6

### **Factor Analysis**

Factor analysis is part of a test to determine the validity of the constructs. The Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity was conducted. Accordingly, the value is 0.6 or above, the variable is significant, and the correlation between the item and the study was high enough for this analysis. Table 2 summarises the factor analysis for each variable. The relationship

between the risk of CBB and online shopping addiction for apparel purchases among Generation Y and Generation Z exhibited that the result of Kaiser-Meyer-Olkin is 0.769, and Bartlett's Test of Sphericity is  $\chi^2 = 346.46, p = 0.000$ . Thus, when the Kaiser-Meyer Olkin for the variable exceeds 0.6 and the significant value  $p < 0.05$ , the variable is statistically significant and correlated.

**Table 2: Test of Reliability**

Item	Kaiser Meyer Olkin	Bartlett's Test of Sphericity
Relationship between the risk of compulsive buying behaviour and online shopping addiction for apparel purchases among Generation Y and Generation Z	0.769	0.000

**Normality Test**

A normality test is employed in statistics to determine whether a data set is well-modelled by a normal distribution. It is crucial to determine the types of tests used based on the research objectives. Based on Table 3, the test of the relationship between the risk of CBB and online shopping addiction for apparel purchases among Generation Y and Generation Z and the socio-cultural and psychological factors contributing to these behaviours is 0.00, which is  $p < 0.05$ . Moreover, the skewness and kurtosis demonstrate that the value of all factors is between -2 to 2, which is 0.016 and -0.328, respectively, and -0.350 and -0.270, respectively. This suggests that there is a normal distribution, and the test should be conducted using a parametric, although all items are described on the Likert scale.

**Table 3: Test of Normality for Each Element**

Item	Significant	Skewness	Kurtosis
Relationship between the risk of compulsive buying behaviour and online shopping addiction for apparel purchases among Generation Y and Generation Z and the socio-cultural and psychological factors contributing to the behaviours	0.000	0.016	-0.328

**Descriptive Statistics**

Descriptive statistics are used to explore the data collected and summarise as well as describe them using a table, figure, frequency, percentage, mean and standard deviation. This study involves the relationship between the risk of CBB and online shopping addiction for apparel purchases among Generation Y and Generation Z.

**Respondent Demographic**

Table 4 provides the distribution of frequency and percentage of the demographic respondents. The gender reveals the male respondents involved, with 47 respondents (22.5%) and 162 respondents (77.5%) of them are females. Hence, it demonstrates that the number of females is higher compared to male respondents. Next, the age suggests that 77 respondents (36.8%) were between 18 and 20 years old. It is followed by 113 respondents (54.1%) between 21 and 25 years, 11 respondents (5.3%) between 26 and 30 years, four respondents (1.9%) between 31

and 35 years, one respondent (0.5%) between 36 and 40 years, and three respondents (1.4%) are 41 and above. This illustrates that the highest number of respondents is between 21 and 25 years, and the lowest is between 36 and 40 years.

Then, the marital status suggests that 195 respondents (93.3%) are single, followed by married with 12 respondents (5.7%) and two respondents (1%) with other statuses. This represents that the highest number of respondents are single, and the lowest is from other statuses.

According to the educational level, the majority of the respondents possess a Bachelor's degree equivalent to 118 respondents (56.5%), followed by a Diploma equivalent to 71 respondents (34%), and SPM equivalent to 14 respondents (6.7%). Meanwhile, the minority of the respondents are Master's holders and above, with six respondents (2.9%). Regarding household income, 64 respondents (30.6%) earn less than RM 1000 and between RM 1,001 and RM 3,000. This is followed by 36 respondents (17.2%) between RM 3,001 and RM 5,000, 19 respondents (9.1%) between RM 5,001 and RM 7,000, and 13 respondents (6.2%) between RM 7,001 and RM 9,000 and above RM 9,001. This illustrates that the highest number of respondents had an income below RM 1,000 and between RM 1,001 and RM 3,000, and the fewest respondents earned between RM 7,001 and RM 900 and above RM 9,001.

According to the monthly budget allocation for shopping, 42 respondents (20.1%) do not have a budget allocation. This is followed by 44 respondents (21.2%) with less than RM 20, 38 respondents (18.2%) with between RM 20 to RM 25, 40 respondents (19.1%) with between RM 35 to RM 40, 19 respondents (9.1%) with between RM 45 to RM 50 and 14 respondents (6.7%) with more than RM 50. This illustrates that the highest number of respondents have a budget allocation of less than RM 20 and the fewest respondents with more than RM 50. Besides that, the findings on purchasing apparel or fashion products online demonstrate that most respondents use an online platform, 159 respondents (76.1%), and the minority do not choose the online platform, 50 respondents (23.9%). Next, purchasing apparel or fashion products through an offline platform suggests that most respondents use offline platforms, with 163 respondents (78%), and a minority opt for not using offline platforms, with 46 respondents (22%). Besides that, the frequent shopping in the shopping mall (offline) prior to the pandemic demonstrates that the majority of the respondents shop once a month with 68 respondents (32.5%), followed by once every three months with 47 respondents (22.5%), once every six months with 36 respondents (17.2%), once a week with 27 respondents (12.9%) and several times a week with 16 respondents (7.7%). Meanwhile, a minority of the respondents shop once a year, with 15 respondents (7.2%).

Next, the frequent shopping in a shopping mall after the pandemic happened suggests that most respondents shop once a year with 66 respondents (31.6%), followed by once every six months with 50 respondents (23.9%), once a month with 38 respondents (18.2%), once every three months with 37 respondents (17.7%) and once a week with 14 respondents (6.7%). Meanwhile, a minority of the respondents shop several times a week, with four respondents (1.9%). Based on the comfort of purchasing apparel in shopping malls during the pandemic, the majority of the respondents reported feeling neutral, 81 respondents (38.8%), followed by uncomfortable, 55 respondents (26.3%), comfortable, with 42 respondents (20.15), and strongly uncomfortable, 22 respondents (10.5%). Meanwhile, a minority of the respondents are strongly comfortable, with nine respondents (4.3%).

**Table 4: Demographic Respondent**

<b>Demographic</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	47	22.5
Female	162	77.5
<b>Age</b>		
18-20 years old	77	36.8
21-25 years old	113	54.1
26-30 years old	11	5.3
31-35 years old	4	1.9
36-40 years old	1	.5
41 and above	3	1.4
<b>Marital Status</b>		
Single	195	93.3
Married	12	5.7
Others	2	1.0
<b>Employment Status</b>		
Self-Employed	22	10.5
Public Sector	9	4.3
Private Sector	21	10.0
Retiree	157	75.1
<b>Education Level</b>		
SPM and equivalent	14	6.7
Diploma and Equivalent	71	34.0
Bachelor's and equivalent	118	56.5
Master's and above	6	2.9
<b>Household Income</b>		
Below 1000	64	30.6
Between 1001 and 3000	64	30.6
Between 3001 and 5000	36	17.2
Between 5001 and 7000	19	9.1
Between 7001 and 9000	13	6.2
Above 9001	13	6.2
<b>Monthly Budget Allocation</b>		
No budget allocation	42	20.1
Less than RM 20	44	21.1
RM 20-RM 25	38	18.2
RM 25-RM 30	40	19.1
RM 35-RM 40	19	9.1
RM 45-RM 50	14	6.7
More than RM 50	12	5.7
<b>Purchase Fashion apparel through the online platform</b>		
No	50	23.9
Yes	159	76.1
<b>Purchase Fashion apparel through the offline platform</b>		
No	46	22.0
Yes	163	78.0
<b>Frequent Shopping Before the pandemic</b>		



Once a year	15	7.2
Once every 6 months	36	17.2
Once every 3 months	47	22.5
Once a month	68	32.5
Once a week	27	12.9
Several times a week	16	7.7
<b>Frequent Shopping After the pandemic</b>		
Once a year	66	31.6
Once every 6 months	50	23.9
Once every 3 months	37	17.7
Once a month	38	18.2
Once a week	14	6.7
Several times a week	4	1.9
<b>Comfortable Purchase Apparel</b>		
Strongly Uncomfortable	22	10.5
Uncomfortable	55	26.3
Neutral	81	38.8
Comfortable	42	20.1
Strongly Comfortable	9	4.3

### ***The Relationship Between Personal Characteristics And Re-Patronage Behavioural Intention***

Table 5 represents the classification of the relationship between the risk of CBB and online shopping addiction for apparel purchases among Generation Y and Generation Z. As indicated in the table, a substantial majority of the respondents strongly agree that “*I still believe apparel shopping is a rewarding and relaxing activity, either online or offline*” (48.3%). This was followed by “*I believe in “touching and feeling” the apparel before the purchase process happens*” (46.9%) and “*The choices of apparel either online or offline must suit the apparel values, brand, and comfort*” (44.5%). Furthermore, respondents also choose to agree that “*My choices of apparel are currently being improved either through online or offline purchase*” (41.1%). As provided in Table 4.5, the respondents reacted positively to the relationship between the risk of CBB and online shopping addiction for apparel purchases among Generation Y and Generation Z. Next, the highest mean demonstrated that the respondents agree that “*I still believe apparel shopping is a rewarding and relaxing activity, either online or offline*” (with a mean of 4.296, SD = 0.801). Meanwhile, the lowest mean suggested the respondents contradict with “*My choices of apparel are currently being improved either through online or offline purchase*” (with a mean of 3.918, SD = 1.022). The overall mean relationship between the risk of CBB and online shopping addiction for apparel purchases among Generation Y and Generation Z is 41.2, and the standard deviation is 0.596. Generally, these demonstrate that the respondents agree about the relationship between the risk of CBB and online shopping addiction for apparel purchases among Generation Y and Generation Z.

**Table 5: Relationship Between The Risk Of Compulsive Buying Behaviour And Online Shopping Addiction For Apparel Purchases Among Generation Y And Generation Z**

Statement	Strongly Disagree	Disagree	Less Agree	Agree	Strongly Agree	Mean	Standard Deviation
I believe in “touch and feel” the apparel before the purchase process happens.	1 (0.5%)	9 (4.3%)	38 (18.2%)	63 (30.1%)	98 (46.9%)	4.186	0.913
I love to purchase apparel in a shopping mall, where emotions are irreplaceable in the digital world.	2 (1%)	9 (4.3%)	46 (22%)	75 (35.9%)	77 (36.8%)	4.033	0.921
My choices of apparel are currently being improved either through online or offline purchases.	1 (0.5%)	2 (1%)	54 (25.8%)	86 (41.1%)	66 (31.6%)	4.023	0.811
I will browse related websites and do window shopping before I purchase any apparel.	4 (1.9%)	17 (8.1%)	43 (20.6%)	73 (34.9%)	72 (34.4%)	3.918	1.022
The choices of apparel, either online or offline, must suit the apparel values,	0 (0%)	3 (1.4%)	32 (15.3%)	81 (38.8%)	93 (44.5%)	4.263	0.767

brand, and comfort. I still believe apparel shopping is a rewarding and relaxing activity, either through online or offline	1 (0.5%)	3 (1.4%)	30 (14.4%)	74 (35.4%)	101 (48.3%)	4.296	0.801
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The survey represents the classification of the relationship between the risk of CBB and online shopping addiction for apparel purchases among Generation Y and Generation Z. Generation Y (Millennials) and Generation Z prefer to shop more on social platforms, where they find the functions and activities of online purchases very straightforward and easy, resulting in a positive attitude towards this platform. Hence, a majority of the respondents (48.3%) strongly agreed that apparel shopping is a rewarding and relaxing activity, either online or offline. Also, some Generation Y and Generation Z enjoy online shopping as it allows them to search for information about the products or services available on different websites or brands. However, about (46.9%) of Generation Y and Generation Z believed in “touching and feeling” the apparel prior to purchasing their apparel. The need for touching and feeling leads some consumers to prefer shopping for apparel purchases at brick-and-mortar instead of online and use traditional search instead of online search. Despite the hurdles, technological innovations, such as the evolution of the web, have changed how people consume products and services, seek information, and shop, increasing online purchases and the likelihood of online shopping.

Moreover, the respondents’ online or offline apparel choices must suit the apparel values, brand, and comfort (44.5%). Results suggested that the need for activity, impulsiveness, shopping confidence, interpersonal influence susceptibility, and utilitarian as well as hedonic shopping orientations are significant predictors of clothing interest among Generation Y and Generation Z consumers in Malaysia. In addition, price consciousness moderated the relationship between their clothing interests and purchase intention. That being said, consumers are able to compare prices or feature differences to make their best choice. When consumers go online shopping, they will have the opportunity to read through other customer reviews regarding the product prior to making a decision. This is attributed to the fact that traditional in-store shopping is unable to provide customer reviews. This is one of the benefits of online shopping to consumers. The respondents also agree that their apparel choices are currently being improved either through online or offline purchases (41.1%). In general, these demonstrate that the respondents agree about the relationship between personal characteristics and re-patronage behavioural intention.

## Conclusion

In this research, a comprehensive examination of CBB and online shopping addiction amid the COVID-19 pandemic, particularly among Generation Y and Generation Z consumers in

Malaysia, has unearthed several pivotal findings. The pandemic has unequivocally catalysed a marked upsurge in CBB and online shopping addiction among both generations, substantiating the stress-relief theory's relevance as individuals grappling with the pandemic's emotional strain have turned to compulsive buying as a coping mechanism. Generation Z's higher propensity for online shopping addiction during the pandemic underscores the significance of the technology acceptance model in understanding their behaviour. The study also highlights theoretical implications, contributing to the evolving literature on these behaviours, and underscores the practical importance of tailored interventions, educational programmes, and responsible e-commerce practices for mitigating the negative consequences. Despite certain limitations, this research provides a crucial foundation for understanding and addressing the evolving landscape of consumer behaviour in the wake of the COVID-19 pandemic, with far-reaching implications for theory, practice, and future research endeavours.

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