

SHOPPING ENJOYMENT, IN-STORE BROWSING AND IMPULSE BUYING ON SPORT SHOES AMONG THE GENERATION Y

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Abstract: For almost two years, the restrictions imposed by the government of Indonesia to control the spread of Covid-19 pandemic have changed the way consumers shopping their necessities from conventional shops to online stores. Supported with good information communication technology infrastructures and vast network of logistic distribution, customers find conveniences while shopping online, thus, e-commerce rules over the conventional businesses. As the pandemic was under control, conventional businesses resume their activities, including the opening of malls and other public places by the fourth quarter of 2021. As a result, shoppers are returning to malls, and shop owners are launching marketing campaigns to attract buyers. The aim of this study is to examine the influence of shopping enjoyment and in-store shopping experience on impulse buying among the Generation Y while browsing in-store on limited edition sport shoes. Limited edition sport shoes are purchased by the Generation Y sport fans as collectible items which become a symbol of social identity embedded to that generation. Previous studies noted that the Generation Y often conducted unplanned shopping while hanging out in the malls. With the new normal in-store shopping opportunity, it is expected that shopping enjoyment will stimulate the urge to buy impulsively among the Generation Y. As this is a quantitative research, the data are collected using questionnaires which are distributed to 300 respondents. The questionnaire gathers data on shopping enjoyment, impulse buying tendency, in-store browsing, and impulse buying from the Generation Y. Then, the data are processed with a smart PLS software to obtain the validity and reliability tests, and to prove the hypothesis test. The results show that shopping enjoyment and impulse buying tendency have a positive significant impact on in-store browsing, and in-store browsing has a positive significant impact on impulse buying. However, the variable of shopping enjoyment brings more impact to impulse buying than the variable of impulse buying tendency.

Keywords: *Shopping enjoyment, shopping experience, impulse buying tendency, impulse buying, sport shoes, generation Y.*

Abstrak: Selama hampir dua tahun, pembatasan yang diberlakukan oleh pemerintah Indonesia untuk mengendalikan penyebaran pandemi Covid-19 telah mengubah cara konsumen berbelanja kebutuhannya dari toko konvensional menjadi toko online. Didukung dengan infrastruktur teknologi komunikasi informasi yang baik dan jaringan distribusi logistik yang luas, pelanggan mendapatkan kemudahan saat berbelanja online, sehingga perdagangan elektronik lebih unggul dari bisnis konvensional. Dengan terkendalinya pandemi, bisnis konvensional kembali beraktivitas, termasuk pembukaan pusat perbelanjaan dan tempat umum lainnya pada kuartal keempat tahun 2021. Akibatnya, pembeli kembali ke pusat perbelanjaan dan pemilik toko bisa meluncurkan berbagai program kampanye pemasaran untuk menarik pembeli. Tujuan dari penelitian ini adalah untuk menguji pengaruh shopping enjoyment dan in-store shopping experience terhadap impulse buying di kalangan Generasi Y saat browsing di toko sepatu olahraga. Sepatu olahraga edisi terbatas atau limited edition sneakers dibeli oleh para penggemar olahraga Generasi Y sebagai barang koleksi yang menjadi simbol identitas sosial yang melekat pada generasi tersebut. Penelitian terdahulu mencatat bahwa Generasi Y sering melakukan belanja tidak terencana saat nongkrong di pusat perbelanjaan. Dengan adanya new normal setelah pandemi, peluang in-store shopping diharapkan bisa menciptakan shopping enjoyment yang akan menstimulasi dorongan untuk membeli secara impulsif di kalangan Generasi Y. Karena penelitian ini adalah penelitian kuantitatif, data dikumpulkan dengan menggunakan kuesioner yang dibagikan kepada 300 responden. Kuesioner mengumpulkan data tentang shopping enjoyment, impulse buying tendency, in-store browsing, and impulse buying dari Generasi Y. Data kemudian diolah menggunakan SmartPLS untuk mendapatkan uji validitas dan reliabilitas, serta untuk membuktikan uji hipotesis. Hasil penelitian menunjukkan bahwa shopping enjoyment dan impulse buying tendency berpengaruh positif signifikan terhadap in-store browsing, dan in-store browsing berpengaruh positif signifikan terhadap impulse buying. Namun variabel shopping enjoyment lebih berpengaruh terhadap impulsive buying dibandingkan impulsive buying tendency.

Kata kunci: *Shopping enjoyment, shopping experience, impulse buying tendency, impulse buying, sport shoes, generation Y.*

INTRODUCTION

Every generation has its own times and its own characteristics which are diverse and different than others. One generation that plays important roles in the business world today is the Y generation. According to the US census agency (2016), the Y generation refers to those who were born between 1982 and 2000. They are very dependent on smartphones, even to a certain degree, they are inseparable with their smartphones on all occasions. This generation has integrated the use of advance information and communication technologies (ICT) in almost all aspects of their daily life and business, such as shopping their necessity and staying connected with cyber friends (Lyons, 2004). The advancement of internet and ICT have caused every marketer to come up with the right strategy on targeting their potential markets - namely the Y generation.

The Y generation is a generation that is nurtured during the internet booming. The general characteristics of the Y generation can be considered as having more open communication pattern compared to the previous generations, being fanatic users of social media and highly affected by ICT development, and also being more open to the politics and economics, which makes them likely look very reactive to the environmental changes that happen around them and have more tendency to seek wealth. Accenture Research shows that one of the unique characteristics of the Y generation is tending to have a greater curiosity of a product, so it makes them want to buy and try new products to fulfill their senses of curiosity (Kane, 2018). Consumptive behavior of the Y generation, which is active in social media and exposing the items they buy, will boost their consumptive confidence. Because with social media such as Instagram and Facebook, they can see the current shoes purchase trends, and of course, this is used by companies to promote their products such as sneakers (Wiangga, 2017). However, survey in America itself shows that even though the Y generation prefer browsing catalogues online, but more of them purchase offline or coming to the store.

An unexpected disturbance has happened to disrupt the world as a whole since early 2020, the pandemic of Covid-19. For many months, the whole world has contained the normal activities to slow down the spread of the pandemic. In Indonesia, restrictions imposed by the government of Indonesia to control the Covid-19 pandemic have changed the way consumers shop their necessities from conventional shops to online shops. Along with the advancement of information communication technology and the vast network of logistic distribution, retail shops are moving

from conventional shops to online shops, thus, the online shopping businesses seem to dominate the conventional shops. However, with the massive vaccinations in progress and declines in Covid-19 infection rates, the government have been relaxing some restrictions on social gatherings, lockdowns, and mass mobility, including the opening of malls and other public places by the fourth quarter of 2021. This opportunity is responded by resuming many business activities to a new normal with strict health protocols. As a result, shoppers are returning to malls, and shop owners are launching marketing campaigns to attract buyers. The events of Hari Raya Idul Fitri and "Go Back to School", which coincides with the re-opening of public places, also trigger the impulse buying, especially garments and sport shoes.

According to Beatty and Ferrel (1998), impulse buying tendency is the tendencies (1) to experience spontaneous and sudden urges to make on the spot purchases and (2) to act on these felt urges with little deliberation or evaluation of consequence. There are many factors that stimulate impulse buying, but the most outstanding ones are shopping enjoyment and shopping experience. Beatty and Ferrel (1998) defined "Shopping enjoyment is defined as the pleasure one obtains in the shopping process". This definition states that shopping pleasure as a pleasure obtained in the process of shopping so that by this definition, in line with the findings of the basic theory of many other studies. Another basic theory of shopping enjoyment includes Grayson (1999) in Bong (2010), who define shopping enjoyment as the recreational places that is obtained from expenditure activities, and as a form of experience from the shopping process that consumers enjoy, it is not a satisfaction that obtained from buying products or services. The intended enjoyment is a pleasure in the shopping process, while pleasure is enjoyment that considers shopping as a recreational shopping.

In-store browsing, which is considered as an activity that shapes shopping experience, is an activity of looking for products that consumers want to buy, either browsing online or coming to the store. Beatty and Ferrell (1998) stated that the combination of personal intention behavior and the efforts made by store management through in-store stimuli to provide convenience and enjoyment to consumers while browsing stores (in store browsing) to find products and services other than recreation, where consumers sometimes come across items they didn't plan to buy but are interested in buying anyway. Jones, et al. (2003) stated that impulse buying is an individual purchase made without any tendency to buy previously (unintended), done immediately (immediate or

spontaneous), and without any deep thought (un-reflective) (Flight & Scherle 2012).

The aim of this study is to examine the influence of shopping enjoyment and in-store shopping experience on impulse buying among the Generation Y while browsing in-store on limited edition sport shoes. Limited edition sport shoes are purchased by the Generation Y sport fans as collectible items which become a symbol of social identity embedded to that generation. Previous studies noted that the Generation Y often conducted unplanned shopping while hanging out in the malls. With the new normal in-store shopping opportunity, it is expected that shopping enjoyment will stimulate the urge to buy impulsively among the Generation Y. Therefore, this study is revisiting the research framework on impulse buying proposed by Beatty and Farrel (1998) and examining the relevance of the framework with current situation which is often labelled as the new normal after the Covid-19 pandemic.

The indicators of this study are derived from articles by Beatty and Ferrel (1998) and Badgaiyan, Verma and Dixit (2016), that are commonly cited by other studies on impulse buying. Based on the article of Beatty and Ferrell's (1998), the indicators of shopping enjoyment are:

1. Time for shopping, which is the time spent by consumers to take advantage of their free time.
2. Recreational shopping, which is a shopping process that is considered by customers as a recreation.

In their article, Beatty and Ferrell (1998) explains the indicators for impulse buying tendency as:

1. Cognitive, the element focusing on conflicts that occur in individual cognitive which include:
 - a. Not considering the price and usability of a product
 - b. Not evaluating a product purchase
 - c. Do not compare the product to be purchased with products that may be more useful.
2. Emotional, the element focusing on the emotional state of the consumer which includes:
 - a. The emergence of a feeling to immediately make a purchase.
 - b. Feeling happy and satisfied after making a purchase.

In their article, Beatty and Ferrell (1998) explain several indicators to measure in-store browsing, including the following:

1. Time frequency, defined as the time spent in the process of looking at goods.
2. Looking at goods, defined as an initial orientation in shopping that the intention to buy has not yet appeared.
3. Focus on finding the purchased item, defined as the purpose of shopping only to find the item that you really want to buy.

Beatty and Ferrell (1998) describe the indicators to measure the felt urge to buy impulsively as:

1. Number of sudden urges that arise to buy impulsively.
2. Not planned to purchase.
3. The desire to buy after looking at goods.
4. No strong urges.
5. Sudden urges that arise to buy impulsively

According to Badgaiyan, Verma and Dixit (2016), there are two dimensions to assess impulse buying which consist of:

1. Cognitive Aspects, the cognitive aspect meant in here is the lack of consideration and planning elements in the purchases made.
2. Affective Aspect, the affective aspects include emotional impulses that suddenly rise the feelings or desires to make purchases based on heart desires, which simultaneously include feelings of pleasure, joy and even disappointment and regret after buying without planning.

Based on these variables, this study constructs the hypothesis as follows:

H₁: It is suspected that there is a significant impact of shopping enjoyment on in-store browsing of sport shoe products for generation Y consumers.

H₂: It is suspected that there is a significant impact of impulse buying tendency on in-store browsing of sport shoe products for generation Y consumers.

H₃: It is suspected that there is a significant impact of in store browsing on felt urge to buy impulsively of sport shoe products for generation Y consumers.

H₄: It is suspected that there is a significant impact of felt urge to buy impulsively on impulse buying of sport shoe products for generation Y consumers.

The research framework is depicted in Figure 1.

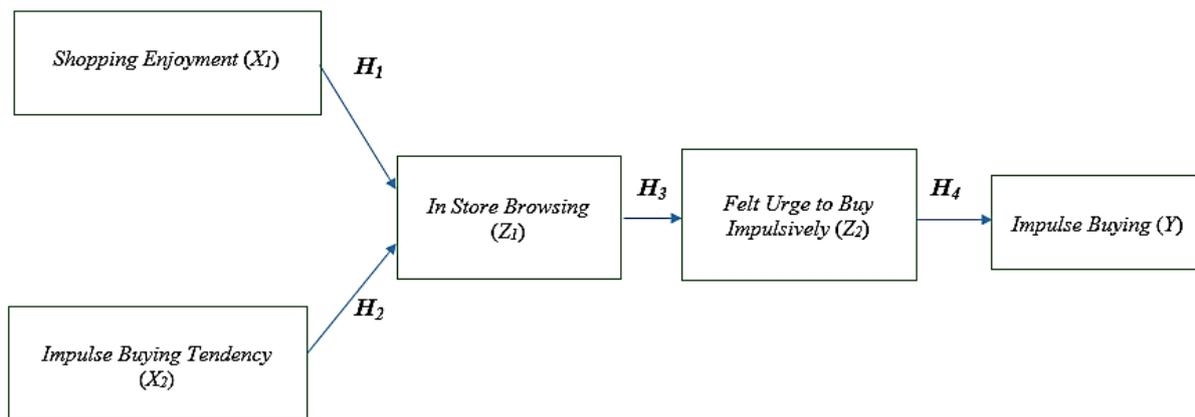


Figure 1. Research Framework

RESEARCH METHOD

This study follows the quantitative research procedure. Quantitative research emphasizes theory testing through measuring research variables using statistical procedures (Jogiyanto & Abdillah, 2015). Quantitative research methods are also used to find new concepts or hypotheses by first developing propositions and hypotheses and then testing with quantitative data method until finally arriving at the findings in the form of new hypotheses or tested hypotheses (Ferdinand, 2014). This study uses explanatory research with a quantitative approach, because in this study the method used is the explanatory method. Explanatory research aims to explain the relationship between two or more variables (Silalahi, 2009). This study will examine whether shopping enjoyment, impulse buying tendency affect impulse buying with in store browsing and felt urge to buy impulsively as intervening variables.

Populations can be people or groups of people, communities, organizations, goods, objects, events or reports, all of which have characteristics and must be defined specifically and not ambiguously (Silalahi, 2009). The population in this study are consumers of the Y generation. Research sample is a subset of the population, consisting of several members of the population. This subset is taken because in some cases it is not possible to examine all members of the population, therefore a representative of the population is called a sample (Ferdinand, 2014). In this study, the sampling technique is using non-probability sampling. Non-probability sampling is a sampling technique that does not provide equal opportunities to all units in a selected population as the research sample. This sampling procedure explains that the researcher selects or takes samples from a population whose information is not known (Jogiyanto & Abdillah, 2015, p.65). The sampling technique used is purposive sampling, which

according to Ferdinand (2006) is a way of making decisions based on certain criteria. The number of sample in this study is up to 350 people.

The data for analysis in this study are obtained from the primary data. Primary data are collected from the distribution of questionnaires in the field to the Y generation sport shoes consumers in Surabaya. The data collection procedure in this study is to ask store visitors inside major malls in Surabaya to fill in the research instrument in the form of a questionnaire. Questionnaires are an efficient data collection mechanism if it is clear what is required and how to measure the variables of interest (Silalahi, 2009). In this study, the method of filling out the questionnaire is using the Likert scale method. By using a Likert scale, respondents indicate their choices and opinions about a statement by choosing number one to five. The Likert scale used is a scale of 5 (Cooper & Schindler, 2008), with categories as follows:

- Strongly Disagree (SD) : Score 1
- Disagree (D) : Score 2
- Neutral (N) : Score 3
- Agree (A) : Score 4
- Strongly Agree (SA) : Score 5

This study uses SmartPLS software to process and analyze the data. Data processing techniques follows the SmartPLS procedures: the outer model test, inner model test, and hypothesis test.

RESEARCH RESULT AND DISCUSSION

Outer Model Test

The outer model test in this study will be used to test the validity and reliability. The validity test includes the convergent validity test and the discriminant validity test. Meanwhile, the reliability test will include composite reliability.

Convergent Validity

The results of data processing from the convergent validity test can be known through the loading value. Through the loading value, the validity of the data can be known in order to measure the accuracy of the indicator. The measurement results that have been declared valid can be used to carry out further analysis in this study. The indicator is considered valid if the result of the loading value is > 0.50 (Chin, 1998).

Information:

- X1 : Shopping enjoyment
 X2 : Impulse buying tendency
 Z1 : In store browsing
 Z2 : Felt urge to buy impulsively
 Y : Impulse buying

Table 1. Convergent Validity

	X1	X2	Z1	Z2	Y
X1.1	0.791				
X1.2	0.788				
X1.4	0.680				
X1.6	0.594				
X2.1		0.771			
X2.3		0.694			
X2.4		0.786			
X2.5		0.733			
Z1.1			0.767		
Z1.2			0.711		
Z1.3			0.691		
Z2.1				0.771	
Z2.3				0.765	
Z2.4				0.691	
Y1					0.772
Y2					0.683
Y3					0.653
Y4					0.755
Y5					0.675
Y6					0.751
Y7					0.708
Y8					0.749
Y9					0.643
Y10					0.760

Table 1 shows that all loading values of all indicators for every variable, namely shopping enjoyment (X1), impulse buying tendency (X2), in store browsing (Z1), felt urge to buy impulsively (Z2) and impulse buying (Y), have met the minimum validity value of higher than 0.50. The results of the loading values from X1.1 to Y10 have met the minimum value requirement, so it can be concluded that the indicators in this study are valid convergently.

Discriminant Validity

Discriminant Validity can be seen from three tests, namely cross loading, latent variable correlations and the AVE value.

Table 2. Cross Loading

Indicator	X1	X2	Z1	Z2	Y	Remark
X1.1	0,791	0,417	0,385	0,303	0,289	Valid
X1.2	0,788	0,459	0,421	0,344	0,405	Valid
X1.4	0,680	0,248	0,286	0,248	0,149	Valid
X1.6	0,594	0,177	0,372	0,447	0,227	Valid
X2.1	0,350	0,771	0,325	0,340	0,446	Valid
X2.3	0,302	0,694	0,280	0,280	0,432	Valid
X2.4	0,370	0,786	0,313	0,346	0,469	Valid
X2.5	0,370	0,733	0,292	0,379	0,447	Valid
Z1.1	0,380	0,302	0,767	0,490	0,419	Valid
Z1.2	0,475	0,327	0,711	0,278	0,204	Valid
Z1.3	0,254	0,247	0,691	0,334	0,266	Valid
Z2.1	0,446	0,316	0,440	0,771	0,409	Valid
Z2.3	0,298	0,310	0,421	0,765	0,348	Valid
Z2.4	0,367	0,424	0,365	0,816	0,574	Valid
Y1	0,365	0,533	0,453	0,495	0,772	Valid
Y2	0,246	0,406	0,318	0,380	0,683	Valid
Y3	0,284	0,435	0,284	0,369	0,653	Valid
Y4	0,251	0,448	0,254	0,395	0,755	Valid
Y5	0,279	0,318	0,328	0,473	0,675	Valid
Y6	0,276	0,507	0,269	0,378	0,751	Valid
Y7	0,255	0,364	0,277	0,422	0,708	Valid
Y8	0,267	0,455	0,225	0,421	0,749	Valid
Y9	0,311	0,398	0,300	0,356	0,643	Valid
Y10	0,234	0,442	0,254	0,385	0,760	Valid

Based on Table 2, all cross-loading values of each item when compared to others has a greater value, so it can be stated that all items are valid. Therefore, there is no need for items to be removed or discarded. Valid indicates that the measuring instrument used in this study is appropriate, therefore the data can be used for further testing.

Table 3. Latent Variable Correlations

Variable	X1	X2	Z1	Z2	Y
X1	1.000	0.467	0.519	0.474	0.389
X2	0.467	1.000	0.406	0.451	0.601
Z1	0.519	0.406	1.000	0.517	0.419
Z2	0.474	0.451	0.517	1.000	0.575
Y	0.389	0.601	0.419	0.575	1.000

Table 3 shows the latent variable correlations of a construct which are better than other constructs, so that through these results all constructs can be declared as valid, meaning that the construct is in accordance with this study (Ghozali, 2014).

Table 4. AVE Value

Variable	AVE	Remark
X1	0,515	Valid
X2	0,558	Valid
Z1	0,524	Valid
Z2	0,616	Valid
Y	0,513	Valid

Table 4 reveals the results of the Average Variance Extracted (AVE) for each variable. The results of the AVE for the four topics have the value over 0.50, so that through these results, it is known that all variables can be declared as valid which means they are appropriate.

Composite Reliability

The last stage of the outer model test is to find the composite reliability, which is used to measure the reliability of a construct. If the composite reliability value shows a number > 0.70, then the construct is reliable, otherwise if the number shows a result < 0.70 then the construct is not reliable.

Table 5. Composite Reliability

Variable	Composite Reliability	Remark
X1	0,808	Reliable
X2	0,834	Reliable
Z1	0,767	Reliable
Z2	0,828	Reliable
Y	0,913	Reliable

Table 5 shows all composite reliability values of higher than 0.70, that indicates all variables can be declared reliable so the measuring instrument used in this study can be trusted because of its consistency.

Table 6. Cronbach Alpha

Variabel	Cronbach Alpha	Keterangan
X1	0,682	Reliable
X2	0,735	Reliable
Z1	0,552	Reliable
Z2	0,689	Reliable
Y	0,894	Reliable

Table 6 shows the results of the Cronbach Alpha value which is basically used to support and strengthen the reliability test in the PLS. All variables can be declared reliable because the Cronbach Alpha values are more than 0.6 and the in-store browsing variable is still acceptable or quite reliable as the Cronbach Alpha value is more than 0.5.

Inner Model Test

The inner model test assessment is carried out by looking at the R-square value which can define how much impact the independent variables have on the dependent variable.

Table 7. R-square

Variable	R-square
In store browsing	0.304
Felt urge to buy impulsively	0.267
Impulse buying	0.330

Table 7 shows that in store browsing is influenced by two variables, namely shopping enjoyment and impulse buying tendency. When viewed from the R-square value of 0.304, it can be interpreted that the effect is 30%. The impact of shopping enjoyment and impulse buying tendency on in store browsing is relatively small. Felt urge to buy impulsively is influenced by in-store browsing and has an R-square value of 0.267 or 26.7%. Impulse buying has an R-square value of 0.330 so that it can be interpreted that all variables have 33% impact on impulse buying, which is relatively not too high.

Hypothesis Test

The hypothesis test of this study is determined based by the T-statistic value. The significance level used is 5% with a significant T-statistic value of 1.96. If the T-statistic value shows a number higher than 1.96, the hypothesis is accepted, and vice versa.

Table 8. T-Statistics

	Original Sample	Mean	Standart Deviation	T-Statistics
X1 → Z1	0,421	0,422	0,050	8,484
X2 → Z1	0,209	0,216	0,052	4,057
Z1 → Z2	0,517	0,521	0,047	10,902
Z2 → Y	0,575	0,578	0,040	14,318

Table 8 shows that:

- Shopping enjoyment has a significant impact on in-store browsing, with a T-statistic value > 1.96, which is 8.484. The first hypothesis in this study is not rejected.
- Impulse buying tendency has a significant impact on in store browsing, with a T-statistic value > 1.96, which is 4.057. The second hypothesis in this study is not rejected.

- c. In store browsing has significant impact on felt urge to buy impulsively, with a T-statistic value > 1.96 , which is 10.902. The third hypothesis in this study is not rejected.
- d. Felt urge to buy impulsively has a significant impact on impulse buying, with a T-statistic value > 1.96 , which is 14.318. The fourth hypothesis in this study is not rejected.

DISCUSSION

The Effect of Shopping Enjoyment on In Store Browsing

This study finds that shopping enjoyment has a positive and significant impact on in-store browsing, with a statistical T value greater than 1.96, which is 8.484. Based on the highest mean value of shopping enjoyment and in store browsing variables, it can be said that the Y generation likes to use their free time by shopping and they can spend a lot of time while looking at the mall. By taking advantage of free time by shopping, the intensity to look around at the mall will be higher. Then, with the influence of the atmosphere in the mall, someone may enter a store and have a look at the store. This study supports the results of the research by Beatty and Ferrel (1998) and Suprpto et al. (2021) about shopping enjoyment, so it can be concluded that shopping enjoyment has an effect on in-store browsing because when the customers enjoy shopping, they will have longer time doing in-store browsing.

The Effect of Impulse Buying Tendency on In-Store Browsing

This study finds that impulse buying tendency has a positive and significant impact on in-store browsing, with a T statistic value greater than 1.96, which is 4.057. Based on the highest mean value of impulse buying tendency and in store browsing variables, it can be stated when the Y generation see something interesting while shopping, they will buy it immediately, and they can spend a lot of time wandering at the mall. By spending a lot of time while wandering at the mall, they are likely attracted to a product that is in the store, and buy it impulsely, even though initially they have no intention to buy it, as seen in new sport shoes models. This study supports the results of a research by Beatty and Ferrell (1998) about impulse buying tendency. It can be concluded that impulse buying tendency has an impact on in-store browsing because the tendency will also appear while doing in-store browsing.

The Effect of In-Store Browsing on Felt Urge to Buy Impulsively

This study finds that in-store browsing has a significant and positive impact on felt urge to buy impulsively, with a T statistic value greater than 1.96, namely 10.902. Based on the highest mean value of the variables felt urge to buy impulsively and in store browsing, it can be inferred that the Y generation can spend a lot of time while wandering in the mall and they feel a sudden urge to buy sport shoes. With spending more time in stores and browsing at sport shoes, the Y generation consumers can feel a sudden urge to buy them because it is influenced by the environment around the store, such as discounts, promos, and also pressures from seeing many people buying products. This study supports the results of research by Beatty and Ferrell (1998) and Mohan (2013) about in-store browsing. It can be concluded that in-store browsing has an impact on felt urge to buy impulsively because browsing goods in stores for a long time can cause a feeling to buy spontaneously without any prior intention.

The Effect of Felt Urge to Buy Impulsively on Impulse Buying

This study found that felt urge to buy impulsively has a significant and positive impact on impulse buying, with a statistical T value greater than 1.96, namely 14,318. Based on the highest mean values of felt urge to buy impulsively and impulse buying variables, it can be concluded that the Y generation feels a sudden urge to buy sport shoes and make purchases unplanned. With the sudden urge to buy sport shoes experienced by consumers, they tend to make unplanned purchases, which means they buy spontaneously when they have seen sport shoe products at the mall without any plans to buy beforehand. This study is in accordance to the results of Beatty and Ferrell (1998) research and Suprpto et al (2021) research which conclude that felt urge to buy impulsively influences impulse buying. When people already have a desire to buy something, they will immediately buy without considering further the consequences of their actions after making the unplanned purchase.

CONCLUSION

The aim of this study is to examine the influence of shopping enjoyment and in-store shopping experience on impulse buying among the Generation Y while browsing in-store on limited edition sport

shoes. This study concludes that shopping enjoyment has a significant positive influence on in store browsing of sport shoes among the Y generation. Impulse buying tendency has a significant positive influence on in store browsing of sport shoes among the Y generation. In store browsing has a significant positive influence on felt urge to buy impulsively of sport shoes among the Y generation. Felt urge to buy impulsively has a significant positive influence on impulse buying of sport shoes among the Y generation.

This study has several implications for sport shoe store managers and owners. The Covid-19 pandemic has imprisoned society for months by staying at home, with limited social interactions, lockdowns, and restricted human mobility. As the government is relaxing the restrictions, people visit malls and other public places to hang out with friends and relatives. Society becomes more health conscious, too, by engaging in sports and other outdoor activities. These happenings provide opportunity for sport shoe business to reap the market by offering suitable products and in-store programs. As majority of the respondents spends their money at least once to buy sport shoes annually, shoe stores can trigger impulse buying by improving in-store browsing experience. Store managers and owners can lure the consumers to buy sport shoes by providing the latest designs and enhancing store atmosphere. The Y generation still prefer to visit onsite stores when they buy sport shoes.

This study imposes some limitations, such as the time frame of the study which was conducted right after the government of Indonesia relaxing the social restriction, the size of the population which was limited to some big cities only, the sport shoe product choices which somehow restricted the consumers to buy impulsively due to delivery halts during the pandemic, and in-store stimuli which offered limited promotions, sales, or other offers. In the future, it is possible to revisit the framework with wider population and samples to capture the impulse buying among the Y generation. It is also suggestible to add independent variables to give a better comprehension on impulse buying as the shoe business is now running in the conventional ways through physical stores and in the cyber ways through multiple online platforms.

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