**The Motivations for Hedonic Consumption During the Covid-19 Outbreak**  
  
Hediye YÜRÜYEN1, Deniz ALTUN2, Ebru Tümer KABADAYI3, İnci DURSUN4

1,2,3,4Gebze Technical University, Department of Business Administration, Kocaeli

Objective: The risks, uncertainties, and restrictions brought about by the Covid-19 pandemic have led to changes in consumers' lifestyles; it has caused negative psychological effects such as boredom, anger, stress, anxiety, anxietude, loneliness, depression, insomnia. In this period, consumers may go toward hedonic purchases for purposes such as escaping negative situations they are in, increasing their perceived wellbeing, have a pleasant time, and supporting their self-esteem. These preferences may threaten the simple/slow consumption habit, which is considered as a dimension of sustainable consumption. In this context, this study aims to determine the primary motivations underlying hedonic consumption during the Covid-19 outbreak in Turkey, examine how these motivations differ in terms of demographic characteristics and investigate the relationship of hedonic motivations with online shopping frequency.

Method: For the aim of the study, data were collected using an online survey on a sample of 405 people (254 females, 151 males) determined using the convenience sampling method. Appropriate analyses, comprising validity and reliability analysis, descriptive statistics, correlation, and difference tests, were conducted o answer research questions.

Results: Findings revealed that the main motivations underlying hedonic shopping are escaping from the current situation, recreation, and discount hunting. When the differentiation of these motivations in terms of demographic characteristics is examined, it is found that the intensity of the escape motivation differs according to the gender, age groups, and marital status of the consumers. Besides, it was found that the motivations for discount hunting and recreation differ only by gender. Correlation analysis revealed that the frequency of online purchases has a significant and positive relationship with all of the hedonic motivations, including escape, recreation, and discount hunting.

Conclusion: Research results revealed that the tendency to shop with the motivation to escape from the negative psychological situation during the Covid-19 outbreak is relatively higher among female, young and single consumers. Female consumers are also more likely to shop with recreational and discount hunting motivation than their male counterparts. It is also found that as consumers' motivation to escape, recreation, and discount hunting raise the frequency of online shopping. Particularly, it was observed that escape motivation plays a vital role in promoting online purchases. It is safe to state that a significant amount of those hedonically motivated purchases are unfunctional and fuel over-consumption. The results of the study may contribute to understanding the increase in online purchases in the Covid-19 outbreak and enable us to evaluate the consequences of those purchases for sustainability targets.

Keywords: Hedonic consumption, online shopping, Covid-19, sustainable consumption

**Presenter’s E-mail Address:** denizaltun@gtu.edu.tr

**Presenter’s Phone Number:** 0538 765 64 69