

EMOTIONAL SHOPPING IN E-COMMERCE: HOW ARE URBAN ADOLESCENTS SPENDING DURING THE COVID-19 PANDEMIC?

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Abstract

The presence of Covid-19 has influenced various aspects of life, including buying and selling activities. This study aims to investigate the reasons for the emergence of emotional shopping behavior in e-commerce among adolescents in Tegal City during the Covid-19 pandemic. This study used a qualitative method with a case study among adolescents who use e-commerce. Data collection techniques in this study were conducted through semi-structured interviews with 7 main participants and 7 supporting participants, non-participant observation, and documentation studies. The triangulation technique method was used to obtain valid data by comparing data from observations, interviews, and documentation. The results of this study indicate that emotional shopping behavior by adolescents in Tegal City arises because of four main factors: insecurity, brand-minded lifestyle, joining the trends, and store atmosphere, which can further be seen as the embodiment of emotional shopping. Male adolescents tend the purchase goods to support their hobbies, while female adolescents to support their physical appearance. These findings can form the basis for further research in the field of consumer psychology and adolescent shopping behavior amidst the current online shopping trend, which has become increasingly dominant even after the pandemic has passed.

Keywords: adolescents, consumptive, e-commerce, emotional shopping, pandemic

Belanja Emosional di *E-Commerce*: Bagaimana Pengeluaran Remaja Kota Selama Pandemi Covid-19?

Abstrak

Kehadiran Covid-19 telah membawa pengaruh pada berbagai aspek kehidupan, termasuk aktivitas jual beli. Penelitian ini bertujuan untuk mengetahui penyebab munculnya perilaku belanja emosional di kalangan remaja Kota Tegal pada masa pandemi Covid-19. Penelitian ini menggunakan metode kualitatif dengan studi kasus di kalangan remaja pengguna *e-commerce*. Teknik pengumpulan data dalam penelitian ini dilakukan melalui wawancara semi terstruktur dengan 7 partisipan utama dan 7 partisipan pendukung, observasi non partisipan, dan studi dokumentasi. Teknik triangulasi data digunakan untuk memperoleh data yang valid dengan cara membandingkan data hasil observasi, wawancara, dan studi dokumentasi. Hasil penelitian ini menunjukkan bahwa perilaku belanja emosional remaja di Kota Tegal muncul karena empat faktor utama seperti *insecurity*, gaya hidup *brand minded*, mengikuti mode masa kini, dan atmosfer toko yang selanjutnya dapat dilihat sebagai perwujudan dari *emotional shopping*. Perilaku belanja remaja laki-laki cenderung mengarah pada pembelian barang untuk menunjang hobi sementara remaja perempuan pada pembelian barang untuk menunjang penampilan fisik. Hasil ini dapat menjadi landasan untuk penelitian lebih lanjut pada bidang psikologi konsumen dan perilaku belanja remaja di tengah maraknya tren belanja *online* yang kini semakin mendominasi, bahkan ketika masa pandemi sudah berlalu.

Kata kunci: belanja emosional, e-commerce, konsumtif, pandemi, remaja

INTRODUCTION

The Covid-19 pandemic, which began in Indonesia in March 2020, has had a profound effect on a number of facets of life, including the economy and areas other than health,

particularly purchasing and selling (Yamali & Putri, 2020). The event declared by the World Health Organization (2020) classified it as a global pandemic, and it has caused changes in the ways that society interacts and consumes (Severo et al., 2021). People are increasingly

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turning to online marketplaces and e-commerce sites to fulfill their needs and desires as a result of the government's implementation of Large-Scale Social Restrictions (*Pembatasan Sosial Berskala Besar*), which limit outdoor activities (Wijaya et al., 2023). In response, Tegal City closed its malls, entertainment centers, and tourist destinations as of March 31, 2020, in accordance with the regional isolation policy (Suripto, 2020). Human activities are thus becoming increasingly limited (Tyson et al., 2022).

The increase in e-commerce at home, accessed through devices, makes the fulfillment of daily needs simple, safe, and quick (Luciana & Febrianti, 2022). Nevertheless, these platforms' alluring promotions may cause impulsive and emotionally charged consumer behavior (Lupiana & Kusumajaya, 2021). According to the Head of Bank Indonesia's Payment System Policy Department, e-commerce transactions increased by 26% during the pandemic to reach 4.8 million daily transactions and 51% new customers (Koesno, 2020). Online shopping was greatly increased by the Covid-19 pandemic, and consumers are still doing so even as restrictions loosen and some physical stores reopen (Shaw et al., 2022). Studies indicate growing satisfaction with online shopping experiences, resulting in increased online shopping post-pandemic (Shaw et al., 2022). Global e-commerce sales are projected to hit \$7.4 trillion by 2025, underscoring a lasting impact on the industry (Sajid et al., 2022). The pandemic accelerated e-commerce expansion, ushering in a digital economy paradigm shift (Guthrie et al., 2021). Consequently, the influence of Covid-19 on e-commerce user behavior extends beyond the pandemic era, emphasizing the importance of studying post-Covid e-commerce trends in understanding emotional shopping behavior.

Adolescents are a crucial focus for consumer behavior research due to their impressionable nature and potential to adopt a consumptive lifestyle at an early age. Amanatin et al. (2020) emphasize their susceptibility to material temptations and environmental influences. Rahayu (2016) defines adolescence as a transitional stage lasting from 12 to 21 years, with late adolescence (18-21 years) considered more stable in intellectual development. Adolescent shoppers established the importance of emotional shopping, which is characterized by the exclusive influence of emotions without conscious consideration (Khare & Kautish, 2022). Several justifications support the choice of adolescents for this study

(Mishra & Maity, 2021). They are highly influenced by their environment, making them ideal for consumer behavior research. Adolescence, being a developmental stage, shapes consumer habits and attitudes. Additionally, adolescents depend on parents for information and financial support, influenced by peers and media, offering insight into various factors impacting consumer behavior.

This research focuses on adolescent emotional shopping behavior in Tegal City, Central Java, chosen due to a sharp reduction in inflation, particularly in the clothing and footwear industry (Badan Pusat Statistika Kota Tegal, 2021). Despite the pandemic, Tegal City presents opportunities for emotional shopping, supported by the growing trend of using e-commerce platforms, aligning with the city's digital economy program (Dinas Kominfo Jateng, 2021). As a result, this has further encouraged the city's residents to engage in transactions through e-commerce services. The proposed study aims to differentiate motivations for high-priced goods shopping during pandemics between online and offline shoppers, a gap in prior research (Park et al., 2022). This research is significant for providing a comprehensive understanding of factors influencing consumer behavior during pandemics and guiding targeted marketing strategies and interventions. The study's novelty lies in discerning motivations for high-priced goods shopping among online and offline shoppers, contributing nuanced insights into consumer behavior during pandemics (Sawang et al., 2023).

Additionally, it builds on previous studies on the impact of emotions, changes in shopping behaviors, and the evolution of online purchasing during the Covid-19 crisis (Gupta & Mukherjee, 2022). By differentiating motivations between online and offline shoppers, this study enriches pandemic consumer behavior literature, offering valuable insights for businesses and policymakers. Online shopping, according to Youn et al. (2022), García-Salirrosas et al. (2022), and Szymkowiak et al. (2021), served not just consumption needs but also psychological and social needs. All these studies used quantitative methods from previous studies, leaving a gap in qualitative research on emotional shopping during pandemics. This article analyzes emotional shopping motives among adolescents in Tegal City during the Covid-19 pandemic, assuming increased online shopping among adolescents due to restricted movement, leading to emotional shopping as a response to pandemic-induced stress and uncertainty.

This study examines adolescents' emotional shopping behavior during online transactions during the Covid-19 pandemic by utilizing Weber's (1968) social action theory, which postulates that individual motivations and actions generate social reality. Weber's framework is useful for understanding the subjective meanings and motivations influencing human behavior because it divides social action into categories such as instrumental-rational and affective actions. The inclusion of affective action becomes especially important since adolescents in Tegal City frequently engage in impulsive, emotional shopping based on feelings without prior planning. The study incorporates Jean Baudrillard's consumer behavior theory to strengthen the theoretical framework, emphasizing consumption as a symbolic and cultural practice (Baudrillard, 2011). The study's robustness is increased by recent references from the previous five years, such as studies by Poster (2021) on the symbolic nature of consumption in digital spaces and Frei et al. (2022) on emotions in consumer behavior. This dual-theory approach integrates new scholarly findings that complement and validate both Weber's and Baudrillard's theoretical frameworks to offer a thorough understanding of the complex dynamics of adolescents' emotional shopping behavior in the digital age.

METHODS

This study explores adolescents' emotional shopping during the Covid-19 pandemic and was carried out in Tegal City from May 2021 to February 2022. This makes use of qualitative research methodologies, including a case study. Interviews with key informants and supporters began to be conducted in person from 2 September 2021 to 19 September 2021 while complying with all applicable health protocols. At that time, direct interviews were possible, considering that Tegal City was at level 2 of PPKM (Implementation of Restrictions on Community Activities) (Kementerian Pendayagunaan Aparatur Negara dan Reformasi Birokrasi, 2021). Tegal City's selection was crucial because of its distinct socioeconomic and cultural features, which offer the perfect context for understanding the subtleties of adolescents' emotional shopping during the pandemic. This study used primary and secondary data sources and focused on individuals between the ages of 18 and 21 who are active e-commerce users and participate in consumptive activities motivated by emotional desires.

Primary participants in this study consist of 7 individuals from diverse family economic backgrounds. They are SO (19), FA (21), CA (20), SA (18), AR (20), RF (19), and KA (21). The names of the participants in this study have been anonymized for the collective benefit. Furthermore, Herdiansyah (2019) elaborates that when using purposeful sampling techniques, researchers also need to identify the sampling strategy employed within purposeful sampling. In this research, a strategy of sampling that is either strong or weak (confirming and disconfirming sampling) was employed. This strong or weak sampling strategy requires participants who function as individuals that either reinforce or weaken the data obtained previously, sourced from the primary participants. This strong or weak sampling strategy is a purposeful sampling technique used for cross-checking purposes.

In qualitative research, cross-checking involves using participants who are familiar with the chosen subjects (Herdiansyah, 2019). These participants, drawn from the families of primary participants, must meet criteria such as residing in Tegal City, living closely with the primary participants, and possessing knowledge about e-commerce services and the online shopping habits of the primary participants. Based on these criteria, 7 supporting participants were identified. They are RS (54), YN (17), NS (44), AS (21), TZ (22), TH (21), and S (50). The inclusion of supporting participants from primary participants' families ensures a well-rounded perspective, avoiding one-sided data and reinforcing research findings. Purposive sampling, employing a strong or weak sampling strategy with sufficient participants and data saturation, was suitable for this research. Secondary data encompassed images, e-commerce account history, and shopping cart lists depicting key participants' emotional shopping actions. This study utilized semi-structured interviews, non-participant observation, and documentation studies for data collection. The triangulation method ensured data validity by comparing observations with interviews from key and supporting participants, cross-verifying key participant statements with supporting participant interviews, and analyzing data alongside documents obtained in the field. Key components, including data collection, reduction, presentation, and conclusions, were meticulously considered, guaranteeing the legitimacy of the diverse data sources used in this article.

RESULT

Adolescent Consumption Patterns during the Covid-19 Pandemic

The development of critical thinking begins in adolescence, but during this time, individuals are prone to unstable emotional states. Adolescents shifting consumption habits in the Covid-19 era are occasionally motivated by anxiety over difficulties related to the pandemic. The majority of adolescents polled confirmed, based on field data, that the Covid-19 pandemic had a major influence on their shopping choices. Adolescents in Tegal City display consumptive behavior primarily focused on their physical appearance, suggesting that their consumption is heightened when they feel insecure about how they look. This group's emotional purchasing is driven by a desire to be different during the renewal process and to fit in with the newest fashion trends highlighted during the pandemic.

The study demonstrates how the pandemic led to new pursuits and product purchases, as demonstrated by CA (20), who adopted hair coloring in addition to her passion for painting as a way to express her uniqueness and happiness. This emphasizes how complex emotional shopping is, shaped by interrelated factors. Because participants overwhelmingly prefer products that evoke positive emotions, the research highlights the significant impact of emotional appeal in products. In advertising and presentation, marketers and retailers can elevate their offerings by highlighting the emotional appeal of their products.

The study also revealed that individual differences significantly influence emotional shopping behavior. The extent of emotional purchasing among participants was linked to personality traits, including emotional intelligence and openness to new experiences. Marketers can effectively target specific consumer segments by recognizing these individual variances. Advertisements aimed at individuals with higher emotional intelligence, for instance, may utilize more complex and emotionally charged language. FA (21) also embraced new activities during the pandemic, such as collecting photo cards (PC) from her favorite artists. She initiated this hobby to participate in the evolving K-pop trend. Her interest was sparked when her Twitter friends enjoyed collecting these cards. Consequently, she decided to engage in the same activity, finding joy in the process. Thus, the desire for distinctiveness through the renewal process

and participation in current trends serves as another valid indicator explaining why adolescents partake in emotional shopping during a pandemic.

The behavior of adolescents' emotional shopping is greatly influenced by the ambiance of the store and the design of the displays, which influences their responses and choices. Stores are advised to deliberately design spaces that evoke positive emotions in order to improve this experience. Participants put individual interests and product appeal first when making consumption decisions. Buying habits are centered on products that fulfill interests, improve appearance, or pique the interest of online shoppers. Interestingly, these purchases deal with insecurities rather than necessities. During the Covid-19 pandemic, adolescents in Tegal City resorted to emotional shopping as a way to decompress and relieve stress. They prioritized self-care, appearance enhancement, and trying out new hobbies.

The Driving Factors of Emotional Shopping

The elements influencing the Tegal adolescent's emotional purchasing behavior can be seen through the primary aspects, namely store atmosphere. The driving force for consumptive behavior with emotional shopping motives is influenced by the store environment, which might influence customers' purchasing decisions. As previously stated, all of the key informants in this study are Shopee e-commerce users. The appearance and features of Shopee, which adolescents believe are the easiest to understand compared to other e-commerce services, have made them feel more comfortable conducting online transactions there. The display of product photos, store ratings, and reviews from previous buyers at the store also influence adolescent purchasing decisions.

The store atmosphere is also built from the discount system and the low prices offered. Findings from field data show that Tegal City adolescents engage in emotional shopping activities in e-commerce to achieve feelings of pleasure, eliminate feelings of boredom during a boring pandemic situation by instilling a passion for shopping enjoyment, and then encourage many promotions at affordable prices found to be the later motivation for them when buying on the internet. This is stated further below.

"Motivation sometimes seems like I want it, Miss. The same thing, it is

more fun to see things, and then I buy... if the things I see make me feel happy, so I buy... I choose to shop on e-commerce too because it's easy to find discounts and cheap goods there" (RF).

This is similar to the experience of CA (20), who loved to sing, then decided to buy a karaoke mic that was on sale at the time, and ended up using the item only a few times because she felt bored using it. SO (19) bought clothes because she received a discount offer; however, once the order arrived, it turned out that it was not as expected, so she never wore it. However, the actions of the adolescents were quite contrary to the expectations of the supporting participants in this study, as expressed by Mrs. NS (44), who hoped that her daughter CA (19) would be more "concerned" with the condition so that she could control her shopping desires for things that are less needed and less useful during the pandemic.

As a result, the store atmosphere becomes a significant driving factor in the emergence of emotional shopping behavior. The service display in the store can give the impression of convenience, trust, and fun when conducting online buying and selling transactions via e-commerce. So this can inspire adolescent consumers to be able to channel their efforts into improving emotional conditions when deciding to buy products on e-commerce. This has led to an increase in people's purchasing power amid an economic crisis due to the pandemic.

Emotional Shopping Behavior Manifestations in E-commerce Services

In line with previous research findings, adolescents in Tegal City experienced an increase in purchasing power, particularly for goods that support physical appearance and

also hobbies. This further demonstrates differences in aspects of emotional shopping actions frequently performed by male and female adolescents in the last three months, specifically from June to August 2021.

According to Table 1, the act of emotional shopping performed by male adolescents is more focused on purchasing products that support hobbies. This was also supported by a supporting participant from the male adolescent, who stated that the adolescent's emotional shopping was done as a location to complete self-satisfaction in the midst of the pandemic.

"Most of it is just a hobby, actually, it's an encouragement to enjoy the feeling of pleasure that arises to continue my hobby in the midst of a pandemic like this. My hobby is collecting shoes, especially Converse...if there's a new release, for example, I will definitely buy it. Then also modify the motorbike, I will buy the equipment at Shopee...well, I see it as for personal satisfaction..." (TH).

Furthermore, all of the male adolescents interviewed for the study shared a common interest in collecting shoes. They generally collect branded sneakers ranging from Converse to Vans. Even during the current pandemic, they continue to promote the hobby as a means of entertainment and self-actualization in order to retain their extraordinary image among their peers. AR (20) is even willing to lay aside his pocket money, which is becoming increasingly scarce as a result of the pandemic so that he can still buy the Vans sneakers he desires. RF (19) stated that the pandemic had provided him with enough time to engage in several Converse shoe promotion events on his Shopee account.

Table 1 Male and female adolescents' emotional shopping actions (n=7)

Name and Age	Gender	The Emerging Dominance of Emotional Shopping in the Last Three Months
SO (19)	F	On goods that support physical appearance, especially shirts.
FA (21)	F	On goods that support physical appearance, especially hijab.
CA (20)	F	On goods that support physical appearance, especially hair care equipment.
SA (18)	F	On goods that support physical appearance, especially skincare.
AR (20)	M	On hobby support goods, shoe collections.
RF (19)	M	For hobby support goods, shoe collections, and motorbike mods.
KA (20)	F	On goods that support physical appearance, especially pants.

Running shoe collecting as a hobby in the midst of a pandemic is enjoyable in and of itself for them, even if they know they will rarely use these shoes because they rarely go out with friends during the pandemic. The findings of this type of emotional shopping-motivated consumption behavior are influenced by conformity and brand-minded lifestyles that have influenced individual consumption behavior, with conformity occurring when individuals voluntarily equate behavior with reference groups such as style, activities, and so on in order to be accepted by the social group. This was reinforced when RF (19) added modifying motorcycles in the midst of a pandemic with friends who have similar hobbies as a place for fun or pleasure. He is eager to pursue his hobby, which is a significant financial drain, with his hard-earned money from managing a coffee shop.

Meanwhile, the majority of female adolescents do emotional shopping for goods that enhance their physical beauty. According to the observations, it is easier for young girls to spend money on garments and beauty products at e-commerce sites as a pleasure during the pandemic. Figure 2 illustrates several items that SA (18) has sought on e-commerce platforms, specifically on Shopee and Lazada. She recently made purchases, including a phone case, a cardigan, and Pyunkang Yul toner, influenced by the current social media trend. Her motivation increased further when she noticed that many of her Instagram friends were also using these products.

Furthermore, the results unequivocally demonstrated how social factors affect emotional shopping. The participants stated that recommendations from friends, family, and social media influencers had a big impact on their emotional buying choices. This highlights the importance of social connections and interpersonal interactions in determining consumer behavior. By using social proof and influencer marketing in their campaigns, marketers can profit from this finding. The study's key findings demonstrate how emotional, situational, individual, and social factors interact in complex ways to influence participants' product choices in the context of emotional purchasing. These results offer a thorough comprehension of the underlying dynamics and useful applications for marketers who want to successfully target and interact with consumers during emotional shopping.

DISCUSSION

Multiple factors contribute to the rise of emotional shopping behavior among adolescents in Tegal City during the pandemic. They turn to emotional shopping through e-commerce services for various reasons, including increased feelings of insecurity, a penchant for branded lifestyles, a desire to stay in tune with trends, and the impact of store environments. Regarding insecurity, they purchase a variety of products to enhance their physical appearance and conform to the 'cool or extraordinary' standards set by their surroundings. Adolescents strive for acceptance within their social circles and peer groups. This corresponds to the claim made by Cintamür (2023) that adolescents' consumptive behavior could result from a self-esteem crisis sparked by their environment's societal norms. This is consistent with Weber's (1968) assertion that affective acts are actions performed without deliberate planning or logical thought under the influence of feelings or thoughts. These behaviors are typically spontaneous, irrational, and emotional expressions of the individual. Consequently, the commodities individuals acquire based on these emotions are often not truly needed. Therefore, the goods often end up accumulating as a pile of "sprawl around" or unused items.

Additionally, upon closer examination, the rationale behind adolescents engaging in emotional shopping activities is also rooted in their perception of brand-oriented lifestyles and brand image as manifestations of instrumentally rational action. Adolescents consciously make purchases from specific brands to enhance their prestige within their social circles. In line with that, instrumental rational action represents a form of social behavior carried out by individuals based on conscious considerations and choices related to the purpose of their actions (Weber, 1968). Consequently, these actions can be viewed as a series of steps influencing how people build their lifestyles within society. Studies show that the way a lifestyle is created and understood can vary greatly, with some conceptualizing lifestyle as an expression of the complex interaction between the individual and society (Echeagaray, 2021; Zahra & Anoraga, 2021).

On the other hand, the manifestation of adolescent emotional shopping consumption patterns can also be stimulated by the trend system they follow, resulting in a continued phenomenon of anxiety about feelings of regret if they miss out on the current trends. This is

affirmed by previous research findings, which indicate that consumptive activities driven by emotional shopping motives mean that not all consumers purchase products for economic reasons (Adiputra & Hidayatin, 2022). Some individuals engage in shopping in order to follow current trends and procure a sense of satisfaction on their own (Aruldoss et al., 2023). This phenomenon raises concern because, post-Covid-19 pandemic, an individual's survival is influenced by how they adapted during the pandemic (Indarti & Fibrianto, 2023). This type of action falls within what Weber (1968) referred to as affective actions, as they are driven purely by the fulfillment of desires.

In Tegal City, adolescents' emotional shopping motives are closely tied to the store atmosphere, particularly evident in the pursuit of pleasure, passion, and enjoyment in online shopping. The perceived value of shopping is influenced by factors such as pricing, discounts, and affordability. The increase in internet sales and purchases, which was seen as safer during the Covid-19 pandemic, has affected adolescents' feelings about shopping. Increased individual purchasing power in the midst of the pandemic-induced economic crisis exacerbates this (Cornella & Rahadi, 2020). During the pandemic, families faced a great deal of difficulty due to economic concerns, which made group preparation necessary (Hermawan, 2023; Hidayat et al., 2023).

Nevertheless, these adolescents primarily engage in emotional shopping activities as a form of entertainment. However, this can present a series of challenges for adolescents as they shape their identities, which must be fulfilled through a culture of emotional consumerism in e-commerce. Therefore, in this context, it can be seen as an affective action, as it often disregards various other rationality criteria before deciding to purchase an e-commerce service (Weber, 1968).

According to Baudrillard (2011), goods are not consumed by humans according to their utility value, but rather, they are manipulated as a representation of different social signifiers. The study's participants do not base their consumption of goods on the usefulness of the items but rather on the system of objects. Adolescents who purchase products related to their physical appearance and hobbies can establish their identity as extraordinary individuals during the pandemic, giving them a sense of purpose and identity. Adolescents' consumption behavior in Tegal City, which includes using e-commerce services to

purchase goods that support their hobbies and physical appearance, is influenced by the symbolic meaning they hope to achieve. To fit in with the expectations of "looking cool or extraordinary" that their surroundings set, they purchase a variety of items that enhance their physical appearance. These adolescents' actions are seen as attempts to fit in with their peer groups and social surroundings (Baudrillard, 2011).

Adolescents have also adopted consumptive behavior in acquiring goods supporting physical appearance, thanks in part to the influence of social media doctrines and the emergence of a desire to appear extraordinary when occasionally leaving home during the pandemic. According to Baudrillard (2011), this social phenomenon can be understood from the theory of consumer society's standpoint as proof that consumption has permeated society's rationality and shaped consumers' conceptions of the self and the outside world. Baudrillard's (2011) theory of consumer society explains that a person's ability to consume things determines their standing in modern consumer society rather than their class. If someone can mimic the consumption habits of a group, they can join any group. Participants from a range of family backgrounds make regular purchases to maintain their physical appearance in an effort to conform to the socially constructed standards of "looking cool or extraordinary." Male adolescents also participate in comparable behavior, so these acts are not exclusive to girls.

Gender variations in shopping habits have also been the subject of numerous consumer behavior studies. According to research by Gajdzik et al. (2023), women emphasize the significance of physical needs in their shopping behavior and typically prioritize purchases pertaining to appearance and personal care. However, Filomena and Picchio's (2023) and Small's (2023) research has consistently demonstrated that men frequently devote a sizable portion of their income to hobbies and leisure activities.

These results are consistent with the ongoing study, offering more background information and proof for the gender-specific purchasing patterns among adolescents in Tegal City. In order to better serve the needs and preferences of both male and female consumers, it is imperative to recognize these gender-related differences and adjust marketing strategies and retail environments accordingly. The research highlights the significance of understanding and

accommodating the distinct shopping preferences of various demographic groups, with implications for management. Retailers and marketers can utilize this data to improve their store designs, promotional plans, and product offerings. For example, tailoring marketing campaigns to appeal to the different tastes of male and female consumers can improve customer satisfaction and engagement.

Additionally, it has been demonstrated that every adolescent in this study participates in e-commerce platform consumption activities for prestige and symbolic purposes. As an example, RF (19) and AR (20) purchase brand-name shoes as a means of achieving self-actualization; they do this in order to flaunt their stylish and sophisticated appearance. During the Covid-19 pandemic, adolescents' consumptive behavior to satisfy their desires has increased, and this has coincided with an increase in the amount of time they spend using electronic devices at home.

Consumer society is marked by expectations of prosperity and growth and is also associated with insatiable cravings and incapacity to meet their needs for consumption (Baudrillard, 2011). They are obsessed with deciphering the system of objects contained therein and yearn for the existence of goods supporting hobbies and physical appearance as a means of satisfying their desires. As a result, the pandemic causes adolescents in Tegal City to increase their consumption habits, which is supported by the ease and security provided by e-commerce services. In conclusion, the above description allows us to collectively understand that, when analyzed through the lens of Jean Baudrillard's social theory, the consumption patterns of adolescents in Tegal City during the Covid-19 pandemic on e-commerce platforms can be seen as a social phenomenon. Adolescents do not create or consume anything without taking into account the viewpoint of the object system that exists within them, as well as the gratification of desires derived from the value system present in the products they plan to buy online. As a result, this consumptive consumption pattern creates a basic decision that is unwittingly adopted as the unique way of life in adolescent society. The findings of this study indicate that male and female adolescents have different shopping habits, with male adolescents purchasing primarily to support their hobbies and female adolescents purchasing primarily to meet their physical needs.

CONCLUSION AND SUGGESTION

The presence of e-commerce, initially perceived as a practical and secure transactional avenue during the pandemic, has indeed facilitated adolescents' involvement in consumptive emotional shopping amidst the challenges posed by the Covid-19 pandemic. The adolescents in Tegal City are known for their emotional shopping habits, which are driven by four main factors: self-consciousness about how they look, a desire for a brand-conscious lifestyle to gain acceptance from their peers, following trends to satisfy personal needs, and the attraction of the store environment with its discounts and inexpensive offerings, all of which affect adolescents' emotions when they make decisions about what to buy. Given the phenomenon and result data, it is important to acknowledge some limitations in our findings: they are unique to Tegal City and might not be generalizable. Moreover, our findings suggest that male adolescents are more likely to direct their emotional buying behaviors toward goods that promote their hobbies, whereas female adolescents primarily engage in emotional shopping to improve their physical appearance.

Based on these data findings, further research should examine the effectiveness of preventive measures in light of the research findings, which highlight the impact of e-commerce on adolescent consumers' emotional shopping behavior in Tegal City. It is imperative to prioritize the development of customized consumer literacy initiatives for adolescents, focusing on elements such as social pressures and appearance-related anxieties that trigger emotional buying. For practitioners, these findings can be used to develop marketing strategies by keeping campaigns that connect products with the positive emotions of prospective buyers. Meanwhile, for policymakers, it is necessary to urge schools to be able to integrate emotional management in financial education programs for youth. They should help youth understand how advertising and social media can affect their emotions and shopping decisions, so they need to develop critical skills in evaluating the messages raised by these various advertising promotions.

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