

Investigating the Impact of Serendipitous Information and Scarcity Messages on the Online Impulse Buying Behaviour of Consumers in the Apparel Industry of Sri Lanka: The Mediating Role of the Urge to Buy Impulsively

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Abstract

Today, over half of all purchases in the world are due to impulse buying, and more than two thirds of shoppers have displayed on-line impulse buying behaviour at some point of time in their lives. Hence, it is pivotal to have a thorough understanding of this phenomenon in the area of shopper marketing. Literature reveals there is a lacuna in this area. This study therefore focuses on, on-line impulse buying of apparel items in Sri Lanka. The study is viewed through the S-O-R model. The positivist research philosophy with the deductive approach is the basis for the study. The unit of analysis is an individual. The findings of the study indicated that there is a significant and positive relationship between each latent construct (scarcity messages and serendipitous information), and the online impulse buying behaviour (OIBB) as well as the urge to buy impulsively (UBI). Findings also reveal that UBI plays a strong and significant mediating role between the independent variables and OIBB. This study emphasizes the need to focus on shopper marketing, the need to look at the on-line store as a communication channel to trigger impulse buying as well as build loyalty to companies' brands. Finally, study entails the implications, limitations and the areas for future studies.

Keywords: Serendipitous information, Scarcity messages, Urge to buy impulsively, Online impulse buying behaviour, Stimulus organism response (S-O-R) model

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