

Key Determinants of Online Impulsive Buying Behavior of Female Shoppers: Special Reference to Fashion Retail Industry in Sri Lanka

H W P Sarangi

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
ps.withanachchi97@gmail.com*

S I Wijenayake

*Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka
shanikaw@kln.ac.lk*

Depending on the advancement in information technology, e-commerce and e-marketing have become very important concepts which has made online shopping very popular. Increased usage of online shopping and advancement of the digital technologies have created an atmosphere for "Online impulsive buying". Hence it has become a significant phenomenon in the marketing function. Thus, this study attempts to analyze the impact of the key determinants of online impulsive buying behavior of Sri Lankan female shoppers in fashion retail industry. There are different factors that influence consumers' impulsive buying of fashion products. These factors can be either internal or external. Many studies have focused at these factors in traditional commerce, but few researchers had investigated at how factors affect online impulse buying. Hence, fashion involvement, hedonic motivation (internal factors), web site quality and sales promotion (external factors) were identified as the key determinants of online impulse buying behavior through literature. Through the quantitative approach, using a questionnaire as a tool, the data was collected from 362 respondents through an online survey and the collected data was analyzed using SPSS version 26. The findings of the research reveal that fashion involvement, hedonic motivation, web site quality and sales promotion have a statistically positive, significant impact on online impulse buying behavior. Thus the findings of the study will provide significant implications for Sri Lankan online fashion retail stores to improve their sales performance.

Keywords: *Fashion Involvement, Hedonic Motivation, Online Impulsive Buying Behavior, Sales Promotion, Website Quality*