

**THE IMPACT OF BRAND IMPRESSION, MEDIA PROMOTION,
AND SCARCITY ON IMPULSE BUYING BEHAVIOUR
MEDIATED BY HUNGER MARKETING: A SPECIAL
REFERENCE TO ONLINE SHOPPERS IN BATTICALOA
DISTRICT**



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ABSTRACT

This study aims to investigate the impact of brand impression, media promotion, and scarcity on impulse buying behaviour mediated by hunger marketing among online shoppers in Batticaloa District, Sri Lanka. Online shoppers play a significant part in the success of today's business world. Impulse buying behaviour and hunger marketing are the new mechanisms to boost business sustainability and profit.

In addition to this, the researcher identified the level of these variables, their impact, and the relationship between them. While there has been a lack of research conducted in this area, this study focuses on 384 welfare workers as the sample group who purchase online. The collected questionnaires were analyzed using (SPSS 25.0 Version). The findings of the study indicate that all the variables studied are significant factors that influence impulse buying behaviour, including brand impression, media promotion, and scarcity. Furthermore, hunger marketing acts as a mediator (Partial) between these variables and impulse buying behaviour.

The study reveals that brand impression, media promotion, and scarcity play a crucial role in influencing impulse buying behaviour. Brand impression helps to create a positive image of the product and brand in the minds of consumers, media promotion helps to create awareness and interest in the product among consumers, and scarcity creates a sense of urgency and fear of missing out among consumers. The findings suggest that scarcity could be a powerful marketing tool to influence impulse buying behaviour among online shoppers in Batticaloa District.

Moreover, this study provides valuable insights into the factors that influence impulse buying behaviour among online shoppers in Batticaloa District. The results of the study suggest that brand impression, media promotion, scarcity, and hunger marketing are all significant factors that marketers should consider to influence impulse buying behaviour and hunger marketing.

Keywords: *Brand Impression, Media Promotion, Scarcity, Hunger Marketing, and Impulse Buying Behaviour.*

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