

**Investigating the Impact of Serendipitous Information and Scarcity Messages on the Online Impulse Buying Behaviour of Consumers in the Apparel Industry of Sri Lanka:**

**References**

- Aggarwal, P., Jun, S. Y., & Huh, J. H. (2011). Scarcity messages. *Journal of Advertising*, 40(3), 19-30.
- Akram, U., Hui, P., Khan, M. K., Tanveer, Y., Mehmood, K., & Ahmad, W. (2018). How website quality affects online impulse buying: Moderating effects of sales promotion and credit card use. *Asia Pacific Journal of Marketing and Logistics*, 30(1), 235-256.
- Akyuz, A. (2018). Determinant factors influencing impulse buying behaviour of Turkish customers in supermarket setting. *International Journal of Research in Business and Social Science (2147-4478)*, 7(1), 1-10.
- Amos, C., Holmes, G. R., & Keneson, W. C. (2014). A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*, 21(2), 86-97.
- Aragoncillo, L., & Orus, C. (2018). Impulse buying behaviour: An online-offline comparative and the impact of social media. *Spanish Journal of Marketing-ESIC*, 22(1), 42-62.

- Atulkar, S., & Kesari, B. (2018). Role of consumer traits and situational factors on impulse buying: Does gender matter? *International Journal of Retail & Distribution Management*, 46(4), 386-405.
- Badgaiyan, A.J., & Verma, A. (2015). Does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of situational factors, *Journal of Retailing and Consumer Services*, 22(1),145-157.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94.
- Bajpai, R. (2017). Beyond identity? UPA rhetoric on social justice and affirmative action. In *new dimensions of politics in India* (pp. 79-95). Routledge.
- Ballina, J. F., & Ballina, I. (2019). Scarcity as a Desirable Attribute of Luxury Fashion Brands in Millennial Marketing. *Market Trziste*, 31(2), 153-170. <http://dx.doi.org/10.22598/mt/2019.31.2.153>.
- Bao, Z., & Yang, J. (2022). Why online consumers have the urge to buy impulsively: Roles of serendipity, trust and flow experience. *Management Decision*, 60(12), 3350-3365.
- Bossuyt, S., Vermeir, I., Slabbinck, H., De Bock, T., & Van Kenhove, P. (2017). The compelling urge to misbehave: Do impulse purchases instigate unethical consumer behavior? *Journal of Economic Psychology*, 58, 60-76.
- Cavazos-Arroyo, J., & Máynez-Guaderrama, A. I. (2022). Antecedents of online impulse buying: An analysis of gender and centennials' and millennials' perspectives. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(1), 122-137.
- Cengiz, H. (2017). Effect of the need for popularity on purchase decision involvement and impulse-buying behavior concerning fashion clothing. *Journal of Global Fashion Marketing*, 8(2), 113-124.
- Chan, T. K., Cheung, C. M., & Lee, Z. W. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, 54(2), 204-217.
- Chen, C. C., & Yao, J. Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics and Informatics*, 35(5), 1249-1262.
- Chen, C. D., Ku, E. C., & Yeh, C. C. (2019). Increasing rates of impulsive online shopping on tourism websites. *Internet Research*, 29(4), 900-920.
- Chen, Y., & Zhang, L. (2015). Influential factors for online impulse buying in China: A model and its empirical analysis. *International Management Review*, 11(2), 57-69.
- Chin, W. W. (1998, March). Commentary: Issues and opinion on structural equation modeling. *MIS Quarterly*, vii-xvi.

**Investigating the Impact of Serendipitous Information and Scarcity Messages on the Online Impulse Buying Behaviour of Consumers in the Apparel Industry of Sri Lanka:**

- Chuang, C. L., Tian, H. L., & Lin, R. H. (2015). Integrating certainty effect and noninteractive social influence into impulse buying. *Social Behavior and Personality*, 43(5), 777-793.
- Chung, N., Song, H. G., & Lee, H. (2017). Consumers' impulsive buying behaviour of restaurant products in social commerce. *International Journal of Contemporary Hospitality Management*, 29(2), 709- 731.
- Cialdini, R. B. (2008). *Influence: Science and practice*. Pearson education.
- Colombage, V. K., & Rathnaake, D. T. (2020). Impact of fashion involvement and hedonic consumption on impulse buying tendency of Sri Lankan apparel consumers: The moderating effect of age and gender. *NSBM Journal of Management*, 6(2), 23-54.
- Cui, X., & Lai, V. S. (2013, June). E-Loyalty to Online Auction Websites: A Stimulus-Organism-Response Model. In Pacific Asia Conference on Information Systems (p. 126).
- Datareportal (2022). *Digital 2022: Sri Lanka*. <https://datareportal.com/reports/digital-2022-SriLanka>
- De Silva, A. C., & Herath, H. M. A. (2019). Impact of intrinsic factors and subjective norms that influence purchase intention in Sri Lankan online retail apparel industry. *Kelaniya Journal of Human Resource Management*, 14(2), 56-70.
- Deng, L., & Poole, M. S. (2012). Aesthetic design of e-commerce web pages—webpage complexity, order and preference. *Electronic Commerce Research and Applications*, 11(4), 420-440.
- Deshpande, B., Pradhan, D., Sivakumaran, B., & Lyngdoh, T. (2022). The impact of advertising appeals on impulse buying. *Marketing Intelligence & Planning*, 40(3), 358-371.
- Dillman, D. A. (1991). The design and administration of mail surveys. *Annual Review of Sociology*, 17(1), 225-249.
- Donovan, R. J., Rossiter, J. R., Marcolyn, G., & Nesdale, A. (1994). Store atmosphere and purchasing behavior. *Journal of Retailing*, 70(3), 283-294.
- e Cunha, M. P., Clegg, S. R., & Mendonça, S. (2010). On serendipity and organizing. *European Management Journal*, 28(5), 319-330.
- Elliott, A. C., & Woodward, W. A. (2007). *Statistical analysis quick reference guidebook: With SPSS examples*. Sage.
- Emarketer (2020). *Global e-commerce 2020-E-marketer trends*. <https://www.emarketer.com/content/global-ecommerce-2020>
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology & Marketing*, 20(2), 139-150.
- Erdelez, S., Heinström, J., Makri, S., Björneborn, L., Beheshti, J., Toms, E., & Agarwal, N. K. (2016). Research perspectives on serendipity and information encountering. In *Proceedings of the Association for Information Science and Technology*, 53(1), 1–5. <https://doi.org/10.1002/pr2.2016.14505301011>

- Falk, J. H. (2009). *Identity and the Museum Visitor Experience*. Left Coast Press.
- Farivar, S., & Yuan, Y. (2017). Understanding consumers' impulsive buying behavior in social commerce platforms. In *Proceedings of the Twenty-third Americas Conference on Information Systems* (pp. 1-5), Boston, USA.
- Flight, R. L., Rountree, M. M., & Beatty, S. E. (2012). Feeling the urge: Affect in impulsive and compulsive buying. *The Journal of Marketing Theory and Practice*, 20(4), 453–466.
- Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425-439.
- Fornell, C., & Larcker, D. F. (1981). *Structural equation models with unobservable variables and measurement error: Algebra and statistics*. (Working Paper No. 26) <https://deepblue.lib.umich.edu/bitstream/handle/2027.42/35622/b1378752.0001.001.pdf>
- Foroughi, A., Buang, N. A., Senik, Z. C., & Hajmisadeghi, R. S. (2013). Impulse buying behavior and moderating role of gender among Iranian shoppers. *Journal of Basic and Applied Scientific Research*, 3(4), 760-769.
- Foroughi, A., Buang, N. A., & Sadeghi, R. H. M. (2012). Exploring the influence of situational factors (money & time available) on impulse buying behaviour among different ethics. *International Journal of Fundamental Psychology & Social Sciences*, 2(2), 41-44.
- Foster, A., & Ford, N. (2003). Serendipity and information seeking: an empirical study. *Journal of Documentation*, 59(3), 321-340.
- Gabler, C. B., & Reynolds, K. E. (2013). Buy now or buy later: The effects of scarcity and discounts on purchase decisions. *Journal of Marketing Theory and Practice*, 21(4), 441-455. <https://www.tandfonline.com/doi/abs/10.2753/MTP1069-6679210407>.
- Gehrt, K. C., Rajan, M. N., Shainesh, G., Czerwinski, D., & O'Brien, M. (2012). Emergence of online shopping in India: Shopping orientation segments. *International Journal of Retail & Distribution Management*, 40(10), 742-758.
- Goetha, S. (2020). Analysis the effect of scarcity message on impulsive purchase and their relationship to retail consumer competition in the city of Kupang. *Inspirasi Ekonomi: Jurnal Ekonomi Manajemen*, 2(2): 33-47.
- Gopura, S., & Kothalawala, L. (2021). Confused customer: Sizing and styling related matters in online fashion shopping in Sri Lanka. *Open Journal of Social Sciences*, 9(9), 110-127.
- Guo, J., Xin, L., & Wu, Y. (2017). Arousal or not? The effects of scarcity messages on online impulsive purchase. In *HCI in Business, Government and Organizations. Supporting Business: Proceedings of the 4th International Conference, HCIBGO 2017, Held as Part of HCI International 2017, Part II 4* (pp. 29-40). Vancouver, BC, Canada: Springer International Publishing.
- Gupta, S. (2013). *The psychological effects of perceived scarcity on consumers' buying behavior*. University of Nebraska--Lincoln, Nebraska, United States of America.

**Investigating the Impact of Serendipitous Information and Scarcity Messages on the Online Impulse Buying Behaviour of Consumers in the Apparel Industry of Sri Lanka:**

- Gwee, M. Y., & Chang, K. T. T. (2013). Effects of Persuasive Claims on Desirability and Impulse Purchase Behavior. In *Proceedings of the Nineteenth Americas Conference on Information Systems*. Chicago, USA. <https://core.ac.uk/download/pdf/301360165.pdf>
- Habaragoda, B. S., & Senarathne, R. S. (2020). Determinants of online purchase intention in fast fashion retail industry: Sri Lankan perspective. *Editorial Advisor*, 19.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: A comparative evaluation of composite-based structural equation modeling methods. *Journal of the Academy of Marketing Science*, 45(5), 616-632.
- Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th Ed.). Pearson Prectice Hall.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal Of Marketing Theory and Practice*, 19(2), 139-152.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414-433.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106-121.
- Hamilton, R., Thompson, D., Bone, S., Chaplin, L.N., Griskevicius, V., Goldsmith, K., Hill, R., John, D.R., Mittal, C., O'Guinn, T. & Piff, P. (2019). The effects of scarcity on consumer decision journeys. *Journal of the Academy of Marketing Science*, 47(3), 532-550.
- Hanzaee, K. H., & Taherikia, F. (2010). Impulse buying: An Iranian model. *China-USA Business Review*, 9(12), 31.
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W. & Calantone, R. J. (2014). Common beliefs and reality about PLS: Comments on Rönkkö and Evermann (2013). *Organizational Research Methods*, 17(2), 182-209.
- Henseler, J., & Fassott, G. (2010). *Handbook of partial least squares: Concepts, methods and applications*. Springer.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In *New challenges to international marketing*. 20, pp. 277-319). Emerald Group Publishing Limited.
- Huang, L. T. (2016). Flow and social capital theory in online impulse buying. *Journal of Business Research*, 69(6), 2277-2283.
- Hulten, P., & Vanyushyn, V. (2014). Promotion and shoppers' impulse purchases: The example of clothes. *Journal of Consumer Marketing*, 31(2), 94-102.
- Hussain, A., Ali, Z., Ullah, M., & Rasool, F. (2021). A structured literature review on impulse buying: Online jitters and offline jeppers. *Humanities & Social Sciences Reviews*, 9(3), 37-49.

- Iftikhar, M., & Iqbal, J. (2020). Analyzing the influence of situational factors on online impulse buying. *Global Management Sciences Review V(III)* [http://dx.doi.org/10.31703/gmsr.2020\(V-III\).07](http://dx.doi.org/10.31703/gmsr.2020(V-III).07)
- Jang, W. E., Ko, Y. J., Morris, J. D., & Chang, Y. (2015). Scarcity message effects on consumption behavior: Limited edition product considerations. *Psychology & Marketing*, 32(10), 989-1001.
- Jia, H., Zhou, S., & Allaway, A. W. (2018). Understanding the evolution of consumer psychology research: A bibliometric and network analysis. *Journal of Consumer Behaviour*, 17(5), 491-502.
- John, A., & Rathidevi, R., & Matthew, J. (2019). Antecedents of online impulse buying behaviour: A meta-analysis. *International Journal of Scientific & Technology Research*, 8(11), 3321-3324.
- Joswendo, J. (2020). *Perancangan E-commerce di Willion Cell* [Doctoral dissertation, Universitas Internasional Batam]. <http://repository.uib.ac.id/2951/>
- Kathiravan, C., Mahalakshmi, P., & Palanisamy, V. (2019). Online impulse buying behavior of consumer triggered by digital marketing. *International Journal of Recent Technology and Engineering*, 8(256), 648-652.
- Kavindi, B., Priyasath, G., Perera, L., Anuradha, R. P., Weligodapola, H. W., & Karunarathna, K. N. (2021). The effect of the Covid-19 on overall firm performance in Sri Lankan apparel companies. *International Journal of Business, Economics and Law*, 24(3), 71-8.
- Kazempour, Y., & Lotfizadeh, F. (2017). The impact of situational factors (store, personal) on urge to buy impulsively and impulse buying behavior. *European Journal of Buisness and Innovation Research*, 5(4), 12-27.
- Khare, A., Khare, A., & Singh, S. (2012). Factors affecting credit card use in India. *Asia Pacific Journal of Marketing and Logistic*, 24(2), 236-256.
- Kimiagari, S., & Malafe, N. S. A. (2021). The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior. *Journal of Retailing and Consumer Services*, 61.
- Kotler, P., & Armstrong, G. M. (2010). *Principles of marketing* (14th ed.). Pearson Education India.
- Lee, J., Podlaseck, M., Schonberg, E., & Hoch, R. (2001). Visualization and analysis of clickstream data of online stores for understanding web merchandising. *Data Mining and Knowledge Discovery*, 5, 59-84.
- Lee, Y. Y., & Gan, C. L. (2020). Applications of SOR and para-social interactions (PSI) towards impulse buying: The Malaysian perspective. *Journal of Marketing Analytics*, 8, 85-98.
- Lee, M. Y., Kim, Y. K., & Fairhurst, A. (2009). Shopping value in online auctions: Their antecedents and outcomes. *Journal of Retailing and Consumer Services*, 16(1), 75-82.
- Leong, G. W., Ping, T. A., & Muthuveloo, R. (2017). Antecedents of behavioural intention to adopt internet of things in the context of smart city in Malaysia. *Global Business & Management Research*, 9.

**Investigating the Impact of Serendipitous Information and Scarcity Messages on the Online Impulse Buying Behaviour of Consumers in the Apparel Industry of Sri Lanka:**

- Liao, C., To, P. L., Wong, Y. C., Palvia, P., & Kakhki, M. D. (2016). The impact of presentation mode and product type on online impulse buying decisions. *Journal of Electronic Commerce Research*, 17(2), 153-168.
- Lin, Y. H., & Chen, C. Y. (2012). Adolescents' impulse buying: Susceptibility to interpersonal influence and fear of negative evaluation. *Social Behavior & Personality*, 40(3), 353-358. <http://dx.doi.org/10.2224/sbp.2012.40.3.353>
- Mehrabian, A. & Russell, J. A., (1974). Distinguishing anger and anxiety in terms of emotional response factors. *Journal of Consulting and Clinical Psychology*, 42(1), 79.
- McCay-Peet, L., & Toms, E. G. (2015). Investigating serendipity: How it unfolds and what may influence it. *Journal of the Association for Information Science and Technology*, 66(7), 1463-1476.
- Mohan, G., Sivakumaran, B., & Sharma, P. (2013). Impact of store environment on impulse buying behavior. *European Journal of Marketing*, 47(10), 1711-1732.
- Mubarak, K. & Mufeeth, M. (2020). Impact of visual merchandising of clothing stores on impulse buying behavior. *SEUSL Journal of Marketing*, 5(2).
- Muratore, I. (2016). Teens as impulsive buyers: what is the role of price? *International Journal of Retail & Distribution Management*, 44(11), 1166-1180.
- Nawaz, N. (2018). What makes customers buy on impulse: Evidence from Pakistan. *UCP Management Review*, 2(1), 50-65.
- Neuman, Y. (2011). *Reviving the living: Meaning making in living systems*. Elsevier.
- Ozen, H., & Engizek, N. (2014). Shopping online without thinking: Being emotional or rational? *Asia Pacific Journal of Marketing and Logistics*, 26(1), 78-93.
- Ozer, L., & Gultekin, B. (2015). Pre-and post-purchase stage in impulse buying: The role of mood and satisfaction. *Journal of retailing and consumer services*, 22, 71-76.
- Park, E. J., Kim, E. Y., Funches, V. M., & Foxx, W. (2012). Apparel product attributes, web browsing, and e-impulse buying on shopping websites. *Journal of Business Research*, 65(11), 1583-1589.
- Paul, M. (2021). Study on impulse buying behaviour on consumer goods. *Age*, 18(24), 25-31.
- Pornpitakpan, C., Yuan, Y., & Han, J. H. (2017). The effect of salespersons' retail service quality and consumers' mood on impulse buying. *Australasian Marketing Journal*, 25(1), 2-11.
- Prawira, N. A., & Sihombing, S. O. (2021). Antecedents of online impulse buying behavior: An empirical study in Indonesia. *The Journal of Asian Finance, Economics, and Business*, 8(2), 533-543.
- Raman, P. (2019). Understanding female consumers' intention to shop online. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 1138-1160.

**Sri Lankan Journal of Management**

Vol. 28, No. 1, January - June, 2023

- Ranasinghe, A., & Chok, N. V. (2022). Investigating sustainable competitive advantage in higher educational institutions of Sri Lanka: A price moderation perspective. *International Journal of Business, Marketing and Communication*, 2(4), 1-15.
- Ranaweera, H. R., & Halwatura, R. U. (2014). Analysis of tourism and fashion retailing; A Sri Lankan perspective. In *Proceedings of the 2nd International Conference on Marketing* (pp. 92-100).
- Ringle, C. M. (2005). SmartPLS 2.0 (M3). <http://www.smartpls.de>.
- Rook, D. W., & Fisher, R. J. (1995). Normative influences on impulsive buying behavior. *Journal of Consumer Research*, 22(3), 305-313.
- Russell, J. A., & Pratt, G. (1980). A description of the affective quality attributed to environments. *Journal of Personality and Social Psychology*, 38(2), 311-322.
- Sarker, P., Hughe, L., Dwivedi, Y. K., & Rana, N. P. (2020). Social commerce adoption predictors: A review and weight analysis. In *Responsible Design, Implementation and Use of Information and Communication Technology: Proceedings of the 19th IFIP WG 6.11 Conference on e-Business, e-Services, and e-Society, Part I 19* (pp. 176-191). Springer International Publishing.
- Satyavani, B., & Chalam, P. G. V. (2018). Online impulse buying behavior- a suggested approach. *IOSR Journal of Business and Management*, 20(8), 77-83.
- Sevilla, J., & Redden, J. P. (2014). Limited availability reduces the rate of satiation. *Journal of Marketing Research*, 51(2), 205-217.
- Shen, K.N., & Khalifa, M. (2012). System design effects on online impulse buying, *Internet Research*, 22(4), 96-425.
- Sri Lanka Export Development Board. (2023). Sri Lanka Export Development Board. <https://www.srilankabusiness.com/blog/2023/>
- Song, H. G., Chung, N., & Koo, C. (2015). Impulsive buying behavior of restaurant products in social commerce: A role of serendipity and scarcity message. In *Proceedings of the Pacific Asia Conference on Information Systems* (p. 113).
- Statista (2020). *Global ecommerce sales in year 2020, by region*. <https://www.statista.com/statistics/311357/sales-of-e-commerce-worldwide-by-region/>
- TexPro (2021). *Sri Lankan apparel industry struggles to keep up with competitors*. <https://www.fibre2fashion.com/industry-article/9224/sri-lankan-apparel-industry-struggles-to-keep-up-with-competitors>
- Thuong, N. U. (2020). Factors affecting online impulse buying of consumers in Hue city. *Journal of Science: Economic and Development*, 129(5A). <https://doi.org/10.26459/hueuni-jed.v129i5A.5750>
- Tjiptodjojo, K. I., & Setyawan, S. (2016). Free product samples and its impact on impulse buying. *International Journal of Applied Business and Economic Research*, 14(14), 477-483.



**Investigating the Impact of Serendipitous Information and Scarcity Messages on the Online Impulse Buying Behaviour of Consumers in the Apparel Industry of Sri Lanka:**

- Turkyilmaz, C. A., Erdem, S., & Uslu, A. (2015). The effects of personality traits and website quality on online impulse buying. *Procedia-Social and Behavioral Sciences*, 175, 98-105.
- Verhagen, T. and van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320-327.
- Vieira, V. A. (2013). Stimuli–organism–response framework: A meta-analytic review in the store environment. *Journal of Business Research*, 66(9), 1420-1426.
- Wells, J. D., Parboteeah, V., & Valacich, J. S. (2011). Online impulse buying: Understanding the interplay between consumer impulsiveness and website quality. *Journal of the Association for Information Systems*, 12(1), 3.
- Welmilla, I. (2020). Human resources challenges in apparel industry in Sri Lanka. *Global Journal of Management and Business Research*, 20(A2), 45-55.
- Wu, L., & Lee, C. (2016). Limited edition for me and best seller for you: The impact of scarcity versus popularity cues on self-versus other-purchase behavior. *Journal of Retailing*, 92(4), 486-499.
- Xiao, S. H., & Nicholson, M. (2013). A multidisciplinary cognitive behavioural framework of impulse buying: A systematic review of the literature. *International Journal of Management Reviews*, 15(3), 333-356.
- Zhang, Y. C., Séaghdha, D. Ó., Quercia, D., & Jambor, T. (2012, February). Auralist: Introducing serendipity into music recommendation. In *Proceedings of the fifth ACM international conference on web search and data mining* (pp. 13-22).
- Zhang, K. Z., Xu, H., Zhao, S., & Yu, Y. (2018). Online reviews and impulse buying behavior: The role of browsing and impulsiveness. *Internet Research*, 28(3), 522-543.
- Zhou, X., Sun, X., Wang, Q., & Sharples, S. (2018). A context-based study of serendipity in information research among Chinese scholars. *Journal of Documentation*, 74(3), 526-551.
- Zhu, L., Li, H., Wang, F. K., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: A new model based on the stimulus-organism-response (SOR) framework. *Aslib Journal of Information Management*, 72(4), 463-488.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. Cengage Learning.