The Impact of Impulsive Purchasing Behavior on Consumer Actual Consumption during an Economic Crisis: Evidence from Essential Goods in Retail Industry Sri Lanka

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Abstract

This research focuses on the impulsive purchasing behavior of consumers during an economic crisis in Sri Lanka and its impact on the demand for essential goods in the retail industry. The study aims to investigate the factors influencing impulsive purchasing behavior, including purchasing intention, store environment, and the availability of money. The research also aims to understand the implications of impulsive buying on consumer demand and its significance for the retail industry. The study utilizes a literature review to explore the concepts of impulsive purchasing behavior, factors influencing it, and the impact of economic crises on consumer behavior. It identifies gaps in the existing literature, particularly the lack of research on impulsive purchasing behavior during the current economic crisis in Sri Lanka. To address these research gaps, a quantitative research methodology has been employed. Data was collected through surveys administered to consumers in retail settings. The research analyzed the collected data using statistical techniques to determine the relationship between impulsive purchasing behavior and consumer demand for essential goods. The findings of this research contribute to the understanding of impulsive purchasing behavior during economic crises and its impact on consumer demand in the retail industry. The results could be utilized by retailers and policymakers to devise strategies for managing consumer behavior, maintaining sustainable inventory management systems, and ensuring the availability of essential goods during economic crises. The research also has implications for social media platforms and their role in controlling impulsive purchases. Overall, this study aimed ed to provide valuable insights for businesses and policymakers to navigate the challenges posed by

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economic crises and sustain their operations in the retail industry.

Keywords: Consumer Demand, Economic Crisis, Impulsive Purchasing Behavior, Inflation, Purchasing Intention.

Introduction
Background
During the last couple of months researchers have observed large ques near the retail shops and he has observed that people tended to buy large portions of quantities of essential retail items regardless of the need. In other terms, he has observed impulsive purchasing behavior. Impulsive buying is the tendency of a customer to buy goods and services without planning (Boutsouki, 2019).

At the end of 2019, Sri Lanka had $7.6bn (£5.8bn) in foreign currency reserves. By March 2020 its reserves had dwindled to $1.93bn (£1.5bn). And recently the government said this figure had fallen to just $50m (£40.5m). Sri Lanka's government has racked up $51bn (£39bn) in foreign debt. (CBSL annual report, 2021). According to the CBSL statistics it demonstrated that Sri Lanka is facing an economic crisis at present.

During economic crisis in Sri Lanka lot of people exhibited their usual buying behavior for some retail items. During the last couple of months people have tended to buy more rice, soap, daily products, milk, biscuits etc. Because they believed that these essential items would not be available in the market and it would create deficit with these goods such as essential goods, wine, fuel, and fast-moving consumer goods. Thus, most of the people had tendency to buy these glossaries in bulk (Nawarathne & Galdolage, 2022). As a result of these behavioral changes of the buying pattern of the local market customers it created the unwanted ques in the retail shops and supermarkets, most of the people lost their chance to purchase their essentials. Nevertheless, this impulsive behavior pattern caused lots of issues in some fields such as logistics management, inventory management, demand management and customer retention. Further, this artificial purchasing pattern created the black market in society, which directly impacted inflation as

well. (Nawarathne & Galdolage, 2022).

At present Sri Lanka is facing the worse economic recession ever faced in the history. (Nawarathne & Galdolage, 2022) As stated by the CBSL the government expenditure has reached Rs. 1.5 trillion at the end of the first half of 2021. At the same time government revenue has declined to Rs. 714.5 billion. Therefore, 97% of fiscal deficit has been financed through the domestic money supply such as money printing. In 2021 government has printed 1.2 trillion rupees. In 2022 up to now the Central bank printed more than 146 billion rupees of money. As a result, inflation has increased rapidly. Inflation rate NCPI (Y-Y) has increased to 22.5 % at the end of March 2022. But john's Hopkins estimated that Sri Lanka's actual annual inflation rate has increase to 132 % by end of March 2022. With this high level of inflation rate the prices of goods and services has increased rapidly, which is directly impacting most of the people in society. As a result, the poverty level of the country has increased.

Previous studies have focused on some factors of the impulsive purchasing behavior of the economic crisis. (Boutsouki, 2019) Store design, customer emotional status, Impulsiveness level which associated with a product range, cultural characteristics of the consumers, demographic characteristics of the consumer, Community type such as urban, sub urban and rural, Store environment and personal behavior are some factors which has focused on previous researchers (Boutsouki, 2019; Filip & Voinea, 2011)But these factors have tested in the context of the world economic crisis during the 2008.

According to the literature there are some other factors which affect consumer demand. In this research we focused on those factors in Sri Lankan context during the Sri Lankan economic crisis. Nevertheless, to achieve the research objectives researchers have developed the following research questions.

- What is the impact of Impulsive Purchasing Behavior to the consumer demand of essential goods in retail industry during economic crisis in Sri Lanka?
- What is the impact of Purchasing intention to the consumer demand of essential goods in retail industry during economic crisis in Sri

Lanka?

- What is the impact of Store environment to the consumer demand of essential goods in retail industry during economic crisis in Sri Lanka?
- What is the impact of Availability of money to the impulse purchasing behavior of essential goods in retail industry during economic crisis in Sri Lanka?

Significance of the Research

Researchers have identified some important contributions of the research and the reason behind selecting this kind of principle. Hence, this may be Important to corporate world because it may help to get an idea about the purchasing behavior during economic crisis. It will create Ability to generalize the research findings to other corporate industries as well. With the findings Government can decide whether they should focus more about social media platforms to control impulsive purchases. Nevertheless, Government may have ability to avoid the essential goods shortages of the market by understanding purchasing behaviors. Moreover, this finding may help to maintain sustainable inventory management system, Sustainable demand management and sustainable business operations in retail industry with regards to the essential goods.

Literature Review
Impulsive Purchasing

Impulsive purchasing refers to a customer's strong inclination and eagerness to buy items immediately, without any prior planning or specific target in mind (Nawarathne & Galdolage, 2022). According to Rook (1987), impulse buying occurs when consumers experience a sudden, intense, and persistent urge to make an immediate purchase, often without considering the consequences. It is characterized by a lack of premeditation or prior intention (Beatty & Ferrell, 1998).

Impulse buying is distinguished from planned buying as it involves less deliberation and is driven more by emotional impulses and temptations (Hoch & Loewenstein, 1991). Highly impulsive buyers tend to make purchases without careful thought, driven by their emotional desires or indulgences, without paying much attention to potential negative

consequences.

Stern (1962) highlighted the difference between planned and unplanned purchasing, where planned buying involves a systematic information search and a balanced decision-making process, while unplanned buying occurs without prior arrangement and often involves spontaneous or impulsive purchases. The key differentiating factor between planned and unplanned purchases is the relative speed at which purchasing decisions are made.

Factors which Impact Impulsive Purchasing Behavior
The profitability of impulse buying has driven researchers and practitioners to study and understand the factors that affect this behavior (Lim & Yazdanifard, 2015). Consumer cultural aspects, including gender differences in product consumption, play a significant role. Some FMCG products are unisex, while others are specific to one gender (Wijesekara et al., 2021).

A pilot study conducted in Bangkok, Thailand, found a strong impact of collectivism on impulse buying behavior, suggesting that consumers' decisions to purchase new products are influenced by others' opinions and word of mouth (Kongakaradecha & Khemarangsan, 2012). However, cultural differences in impulse purchasing behavior have been overlooked in previous studies that focus on individualism and collectivism, neglecting other cultural factors that influence the buying behavior of Sri Lankan consumers, particularly for FMCG goods (Wijesekara et al., 2021).

Cultural factors, purchasing environment, personal traits, and situational factors have been identified as key influencers of impulse purchasing behavior (Muruganantham & Bhakat, 2013). External factors such as aesthetics, displays, atmosphere, promotions, and advertisements, as well as marketing innovations like credit cards, can trigger impulsive buying (Dawson & Kim, 2009).

Social class is an important consideration in consumer behavior, particularly during financial crises. Factors such as occupation, income, and education predict social class, which in turn influences a person's purchasing power (Lantos, 2015). During economic crises, consumers

adopt new purchasing practices to cope with reduced financial resources, leading to more planned and selective purchasing and a decrease in impulse buying (Boost & Meier, 2017). Low-income consumers with financial insecurity tend to opt for cheaper products and only purchase essential goods (Alonso et al., 2015; Boutsouki, 2019).

Purchase Intention

Nawarathne and Galdolage (2022) explain that customers purchase intention can represent any desire to buy a product from a particular shop whereas purchase intention is used to describe the customer loyalty of a product or service. Purchase intention depends on a set of factors which are complex such as quality, value, satisfaction that can influence the behavioral intention of consumers. Marketers try to influence the buying intention of a consumer with intense competition or grocery, stores, supermarket, discounts, department stores, catalogue showrooms, and the popularity will help in gaining customers as well as profits (Quality, satisfaction, and behavioral intentions, 2000). There are some factors like brand image, social, economic factors, social influences which have profound influence towards customers choice which places significant role in make in decisions when they are buying a product or service (Bacon and Corr, 2020). After many studies conducted in literature Forrest, (2022) investigated how impulsive purchase behavior and its factors such as purchase have a positive impact towards consumer demand during the crises.

Availability of Money

Cost of living crisis is shorthand and with the current situation there is a rapid escalation in prices of production services as customers have a wage struggle to keep up. With the rate of price growth which is known as inflation there is an outstripping income growth which means people's wages are going down in real terms (Cici and Bilginer Özsaatci, 2021). Inflation has been rising for several months and it has reached9.4% in June 2022 and have showcased destructions in demand and supply increases the energy prices. And, with COVID19, the demand patterns have been affecting production and distribution along with destructing global supply chain and availability in cost (Laato et al., 2020).

Store Environment

Retailers used unique characteristics in the physical environment in stores to influence consumer behavior. Retailers tend to interact with physical environment factors because it is the place where the goods are bought and when a product is consumed which is the aspect of a total product which is influential in Purchase Decision of customers as it is an important marketing tool for retailers (Chen et al., 2022). Physical environment consists of many different store environments such as design factors and social factors that different environment and emotional state of customer determine the purchasing behavior. As marketers help characterize to increase competition there are many constant innovations in production services which will have a direct impact on consumer behavior to innovate, to meet the expectations and to reach the target audience more effectively (Ghaouri and Kassim, 2021). A store image is a set of brand associations which link to a consumer's memory which concerns both the perception of a store's attribute and the consumer perceived benefits.

Consumer Demand

The consumer behavior involves the obtaining process of a product or service as it is including the decision-making process which is sociological and psychological that influence and motivate individuals to decide to buy a product or service (Cici and Bilginer Özsaatci, 2021). As studies mention, it is from a young age that one seems to have the preference for a product, so service confronts with the commercial timeline which shapes the choice to buy a product service (Jribiet al., 2020). Advertising has a great capacity influencing to change the buyer's behavior. There's a strong implication in purchase intention that it is essential to understand psychological factors have a strong implication in purchase decisions as it will mentally trigger why consumers are psychology related to marketing strategies (Xu, Wang and Li, 2021). Impulsive behavior can be decided by irresistible forces to buy and satisfy your most pressing needs. The marketing of any product depends on how customers behave during an occasion where it can be an implicit or explicit need for a certain product for a service. (Guet al., 2021) Sometimes it might be a consumers need to satisfy household need or desire which consist of more mental and emotional process, whereas marketing institutions would know how recognize how the buyer

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would react in different situations (Bala, 2022).

Due to the Covid-19 there are many changes which occurred in economy
and business which affected the social life whereas consumption habit
of consumers has changed in a vast manner. The economic crisis also
has affected the social life and have changed consumers stand of living
from an economic point of view (Sehgal, Pandey and Deisting, 2018).
With the economic crisis consumer social habits in purchase have
changed whereas customers point of view regarding the purchasing
behaviors have changed along with their psychological and behavioral
responses. The economic crisis changes buying behaviors which affected
consumers psychologically and forces consumers to change their
attitude as well as their purchasing habits. It is mentioned that
consumers stated that they are more concerned regarding economic
effects, scarcity of resources and panic purchasing. The pandemic and
the economic crisis have brought people to be able to resist and to have
a negative environment was the purchasing decisions (Ouhsineet al.,
2020).

Figure 1: CCPI and NCPI index
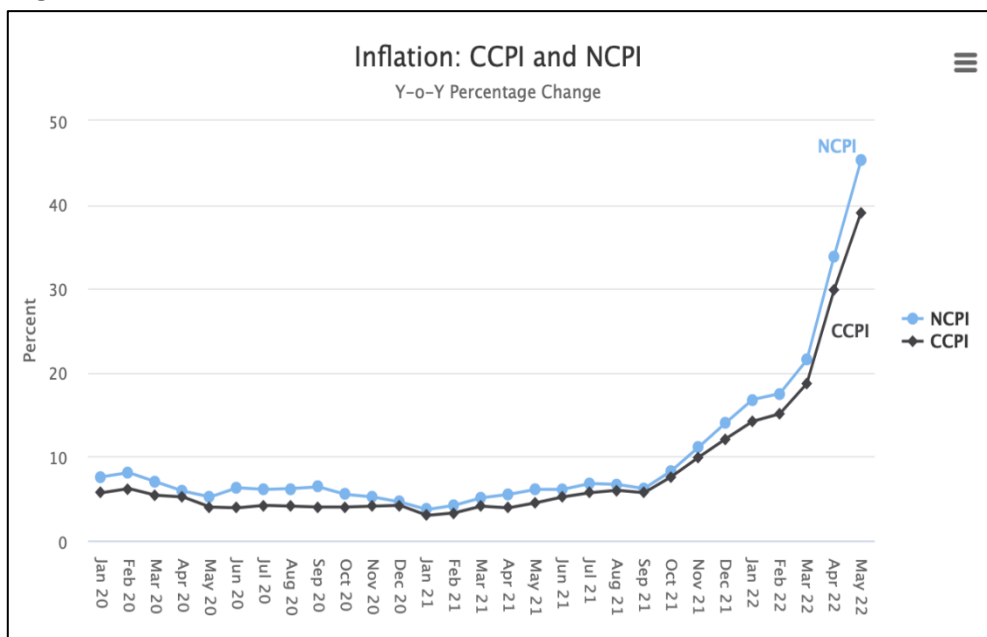
Source: Wijayasundara (2022)

Research Methodology

Research design contains the conceptualization which demonstrates the research gap. In other terms, it emphasizes the relationship of independent, dependent, intervening, and moderating variables. Further, the research design illiterates the justifications for using the sleeted variables for the research. (Fonseka, 2021).

Figure 2: Conceptual Framework
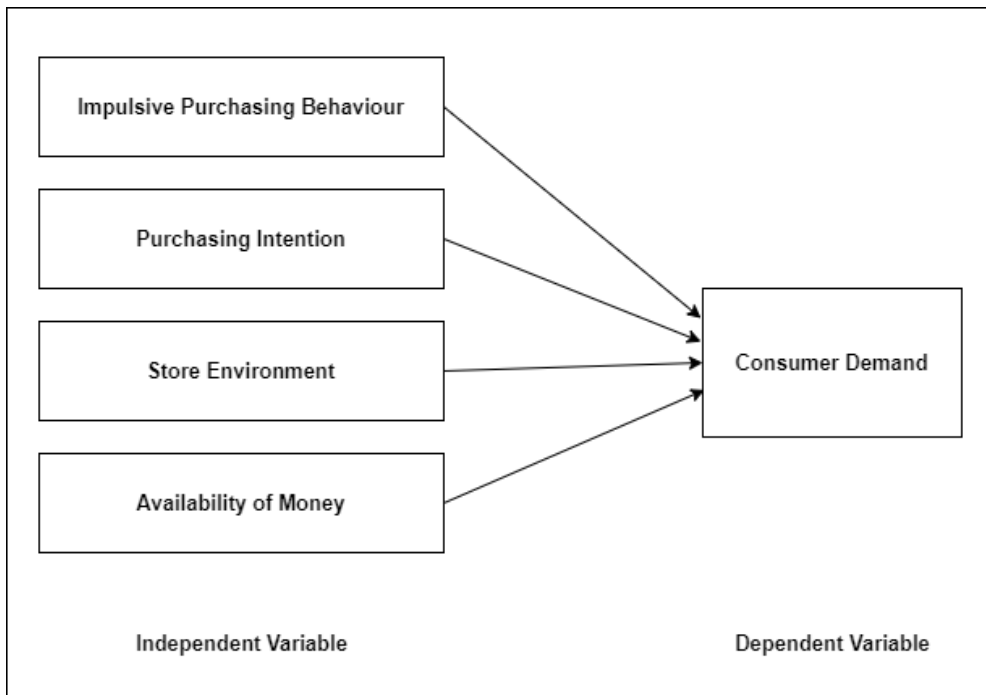
Source: Authors' compilation

The Independent and Dependent variables were selected based on the literature. Community type, Store environment and the personal behavior have been considered as the independent variables and impulse purchasing behavior of the essential goods has been considered as the dependent variable (Wijesekara et al., 2021; Nawarathne & Galdolage, 2022). Community type is referring to the type of community such as urban, Suburban, and rural. Store environment can be explained as consumer preference in store music, store colors and pleasant scent in the store atmosphere. Personal

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behavior refers to the consumers' desire for pleasure, lack of self-control and their desired to impress others.

As the inferential statistical model researcher has selected the Pearson correlation and Multiple regression analysis to identify the relationship between the independent variables and dependent variable. The reason researcher has selected these two econometrics models are to satisfy the research objectives which is to identify the factors which mostly impacted on impulsive purchasing behavior among the selected independent variables and identify the correlation of each independent variable with impulsive purchasing behavior to understand whether those variables impact positively or negatively. Furthermore, researcher has intention to develop an econometrics model for future research studies.

The intended research approach is deductive approach thus researchers focus on general to specific approach. The research design is cross-sectional because researchers have planned to test the variables to a group of people (household) during a particular period.

This is quantitative research, and the quantitative data is required to do the analysis. Researchers have selected a particular province (western province) as the primary data source. The reason for selecting western province is the highest population has recorded in western province and it may avoid the time and budget constraints as well. The secondary data can be collected by using the authorized government reports and the CBSL annual reports.

The proposed sampling technique is muti stage cluster sampling. Initially, researchers planned to cluster the sample as rural, urban, and suburban. Then within that cluster it is divided based on the income level. In other terms it is stratified sampling technique. As an example, some village areas have rich people, and some poor people may live in cities as well. Therefore, researchers have selected the multistage sampling. The expected sample size is 400 households from the western province.

Data Analysis and Discussion
Reliability Analysis

Reliability analysis was conducted after data collection. It was analyzed through the Cronbach alpha value and the whole data set was used. The recommended Cronbach value should be above 0.7 for the measurement scale to be reliable.

Table 1: Reliability Analysis

	Cronbach's Alpha	Number of Items
Impulsive purchasing behavior	0.863	5
Purchase intention	0.84	4
Availability of money	0.788	4
Store Environment	0.88	4
Consumer demand	0.92	6

Source: Authors' compilation

The reliability analysis was performed to assess the internal consistency and reliability of the variables in the study. The results indicate high levels of reliability for the variables examined. The impulsive purchasing behavior variable achieved a Cronbach alpha value of 0.863, demonstrating that the measurements used to assess impulsive purchasing behavior are consistent and dependable for further analysis. Similarly, the purchase intention variable attained a Cronbach alpha value of 0.840, indicating strong reliability and confirming the consistency and reliability of the items used to measure purchase intention. The availability of money variable exhibited a Cronbach alpha value of 0.788, indicating good reliability, thereby suggesting that the items used to assess the availability of money are consistent and dependable. Moreover, the impulsiveness of the store environment variable displayed a Cronbach alpha value of 0.863, signifying high reliability and indicating the consistency and reliability of the items used to measure the impulsiveness of the store environment. Lastly, the consumer demand variable yielded an excellent Cronbach alpha value of 0.920, indicating exceptional reliability. This demonstrates that the items used to measure consumer demand are highly consistent and reliable for further analysis. Overall, the reliability analysis confirms the robustness and dependability of

the variables, establishing a solid foundation for the subsequent analysis and interpretation of the study's findings.

Validity Analysis

Exploratory factor analysis (EFA) is used to ensure that all the measurements of latent variables possess uni-dimensionality through the exploratory factor analysis. KMO, Bartlett's test of Sphericity, Average Variance Extracted and compromise reliability has been used to ensure convergent validity. (Hair et al., 2012). Accordingly, KMO, BTS-Sig, CR, AVE are .5<, .05<, .7<, .5< has ensured the convergent validity. The AVE value of each construct exceeded the square of the correlation value which ensured the discriminant validity of the research.

Correlation Coefficient

Table 2: Correlation Analysis

Scale	Impulsive purchasing behavior	Purchase Intention	Availability of Money	Store Environment
Purchase Intention	.754**			
Availability of Money	.682**	.683**		
Store Environment	.758**	.853**	.669**	
Consumer Demand	.774**	.846**	.638**	.871**

Note: **Correlation is significant at the 0.01 level (2-tailed)
Source: Authors' compilation

The correlation analysis was conducted to examine the relationship between the dependent variable, consumer demand, and each independent variable: impulsive purchasing behavior, purchase intention, availability of money, and store environment. The correlation coefficient between consumer demand and impulsive purchasing behavior was found to be 0.774, indicating a strong positive relationship. This means that as consumer demand increases, there is a tendency for impulsive purchasing behavior to increase as well. The

correlation coefficient of 0.774, which exceeds 0.75, signifies a high correlation between these variables. Similarly, the correlation coefficient between consumer demand and purchase intention was calculated to be 0.846, indicating a strong positive relationship. This suggests that as consumer demand increases, purchase intention also tends to increase. The correlation coefficient of 0.852, which surpasses 0.75, signifies a high correlation between these variables.

The correlation coefficient between consumer demand and availability of money was determined to be 0.638, indicating a moderate positive relationship. This implies that as consumer demand increases, the availability of money also tends to increase. The correlation coefficient of 0.638 falls within the range of moderate correlation between these variables. Lastly, the correlation coefficient between consumer demand and store environment was found to be 0.871, indicating a strong positive relationship. This means that as consumer demand increases, the store environment tends to improve. The correlation coefficient of 0.871, which exceeds 0.75, signifies a high correlation between these variables.

Model Summary
The above table projects the Adjusted R square value as .811 which can be explained as the total variance of consumer demand. The R value for the model is depicted as .903 which is greater than the value 0.5 whereas the model is validated. The R square value is .816 whereas 81.6% of consumer demand is impacted by the independent variables.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error	Durbin-Watson
1	0.903	0.816	0.811	0.43644	1.722

Source: Authors' compilation

ANOVA Model
The ANOVA model is analyzed to understand the significance of the research. As mentioned in the above table the significance level is .000 which can be assumed that the model is accepted. And the significance level is below 0.01 and it can be regarded as the conceptual framework to be accepted.

Table 4: ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Regression	97.083	4	24.271	154.473	.000b
Residual	22.468	143	0.157		
Total	119.552	147			

Source: Authors' compilation

Hypotheses Testing

Table 5: Coefficient Analysis

	b	SE	T	Significance
Constant	-0.015	0.113	-0.134	0.894
Impulsive purchasing behavior	0.225	0.071	3.184*	0.002
Purchase Intention	0.33	0.079	4.18**	0
Availability of Money	-0.027	0.057	-0.47	0.639
Store Environment	0.454	0.071	6.375**	0

Note: *p<0.05; **p<0.01
Source: Authors' compilation

The multiple regression analysis was undertaken to identify the relationship between dependent variable consumer demand and independent variables. The beta value will depict whether the variable is positive and has a positive impact towards consumer demand. The hypotheses were done using regression analysis and the above table will help in determining whether it is accepted or rejected. The significance value needs to have a value less than 0.05 as well as the standardized beta value must be a positive value.

H1: There is a significant relationship between impulsive purchasing behavior and consumer demand.

As mentioned in the above table the beta coefficient of impulsive purchasing behavior is .225 and the significance is. 002.The results were analyzed through multi regression analysis which shows that the

beta coefficient has a positive value as it is .225 and a significance of .002 which is less than 0.05. Hence it confirms that there is a significant relationship between impulsive purchasing behavior and consumer demand. The researcher accepts H1 and reject H0.

H2: There is a significant relationship between purchase intention and consumer demand.

As mentioned in the above table the beta coefficient of purchase intention is .33 and the significance is .000. The results were analyzed through multi regression analysis which shows that the beta coefficient has a positive value as it is .33 and a significance of .000 which is less than 0.05. Hence it confirms that there is a significant relationship between purchase intention and consumer demand. The researcher accepts H2 and reject H0.

H3: There is a significant relationship between availability of money and consumer demand.

As mentioned in the above table the beta coefficient of availability of money is -.027 and the significance is 0. 639.The results were analyzed through multi regression analysis which shows that the beta coefficient has a negative value as it is -.027 and a significance of 0.639 which is higher than 0.05. Hence it confirms that there is no significant relationship between availability of money and consumer demand. The researcher accepts H0 and reject H3.

H4: There is a significant relationship between store environment and consumer demand.

As mentioned in the above table the beta coefficient of store environment is .073 and the significance is. 000. The results were analyzed through multi regression analysis which shows that the beta coefficient has a positive value as it is .454 and a significance of .000 which is less than 0.05. Hence it confirms that there is a significant relationship between store environment and consumer demand. The researcher accepts H4 and reject H0.

Discussion

The research has explained three main objectives which are to identify the impact of impulsive purchasing behavior towards the consumer demand of essential goods in retail industry during economic crisis and to analyze the impact of purchase intention, store environment, available of money toward the consumer demand during economic crisis. This research is important for the government to find how to control the cost and how much production is sold because main the economic crisis people must buy less products day by day. The analysis of the data revealed that impulsive purchasing behavior had a significant impact on consumer demand for essential goods during the economic crisis in Sri Lanka. People exhibited impulsive buying tendencies, purchasing large quantities of essential items, driven by the belief that these goods would become scarce. Consequently, long queues formed at retail shops and supermarkets, hindering individuals' ability to purchase essentials.

This impulsive purchasing behavior had implications for the retail industry. It created challenges in logistics management, inventory management, and demand management (Rook, 1987). Retailers struggled to meet the sudden surge in demand, leading to supply chain disruptions and shortages. Additionally, impulsive buying contributed to the emergence of black markets, where essential goods were sold at inflated prices, exacerbating inflationary pressures (Aragoncillo & Orús, 2018).

The data analysis also demonstrated the significant impact of purchasing intention on consumer demand for essential goods during the economic crisis. Consumers' intention to secure essential items in anticipation of scarcity drove their purchase decisions (Filip & Voinea ,2011). Those with higher purchasing intentions were more likely to engage in impulsive buying behavior, purchasing larger quantities of essentials.

Understanding consumers' purchasing intentions is crucial during an economic crisis. George & Yaoyuneyong (2010) argues on the fact that retailers and policymakers can utilize this knowledge to anticipate and

manage consumer demand effectively. Addressing the concerns and needs of consumers, such as ensuring the availability of essential goods, can help mitigate impulsive purchasing behavior and alleviate strain on the retail industry (Kongakaradecha & Khemarangsan, 2012).

Furthermore, the store environment played a role in influencing consumer demand for essential goods during the economic crisis. Factors such as store design, atmosphere, promotions, and advertisements significantly triggered impulsive buying behavior (Lim & Yazdanifard, 2015). A well-designed store environment, coupled with effective marketing strategies, increased the likelihood of impulsive purchases of essential goods.

Retailers must understand the impact of the store environment in managing consumer demand during an economic crisis. By creating an enticing shopping environment, they can attract customers and potentially influence their purchasing behavior (Muruganantham & Bhakat, 2013). However, striking a balance between a favorable environment and avoiding overcrowding or long queues is essential to avoid negative consequences (Dawson & Kim ,2009).

The analysis also highlighted the impact of the availability of money on impulsive purchasing behavior during the economic crisis. The cost-of-living crisis, rising inflation, and reduced purchasing power affected consumers' ability to afford essential goods (Bacon & Corr, 2020). Consequently, those with limited financial resources were more likely to engage in impulsive buying to secure items before prices increased further.

Addressing the financial challenges faced by consumers during an economic crisis is crucial. Policymakers can implement measures to mitigate inflationary pressures and improve the purchasing power of the population (Laato et al., 2020). Stabilizing prices and ensuring the availability of affordable essential goods can better manage the impulsive purchasing behavior driven by the availability of money.

Recommendations

Based on the findings of this study, the following recommendations are provided to retailers and policymakers in Sri Lanka to better

manage consumer demand for essential goods during an economic crisis.

Strengthen supply chain management: Retailers should enhance their logistics, inventory management, and demand forecasting capabilities to effectively meet the surge in demand during a crisis. This includes establishing robust supplier relationships, implementing agile inventory systems, and leveraging data analytics to anticipate consumer needs.

Promote consumer education: Educating consumers about responsible purchasing behavior and the potential consequences of impulsive buying during an economic crisis is crucial. Retailers can collaborate with policymakers and consumer advocacy groups to develop educational campaigns that emphasize the importance of mindful consumption and planning purchases based on genuine needs.

Optimize store environments: Retailers should focus on creating pleasant shopping environments that enhance the overall customer experience while ensuring convenience and safety. This can be achieved through well-designed store layouts, attractive displays, and effective promotional strategies that entice customers without leading to overcrowding or long queues.

Mitigate financial challenges: Policymakers should implement measures to address inflationary pressures and improve the purchasing power of the population. Stabilizing prices, controlling inflation, and ensuring the availability of affordable essential goods can help alleviate the financial burden on consumers, reducing the need for impulsive purchases driven by the availability of money.

Conclusion
In conclusion, this study highlighted the significant impact of impulsive purchasing behavior, purchasing intention, store environment, and the availability of money on consumer demand for essential goods during an economic crisis in Sri Lanka. Impulsive buying tendencies and purchasing intentions were driven by the fear

of scarcity, leading to challenges in supply chain management and the emergence of black markets.

The store environment played a significant role in triggering impulsive buying behavior, emphasizing the importance of creating an attractive shopping atmosphere while maintaining a balance to avoid overcrowding. Additionally, the availability of money influenced impulsive purchases, highlighting the need to address financial challenges faced by consumers during an economic crisis.

To effectively manage consumer demand for essential goods, retailers should strengthen supply chain management, promote consumer education, optimize store environments, and policymakers should mitigate financial challenges. By implementing these recommendations, retailers and policymakers can better anticipate and meet consumer needs, ensure the availability of essential goods, and alleviate strain on the retail industry, ultimately benefiting both consumers and the economy during challenging times.

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