

# A Study on the Effects of Scarcity Marketing Tactics on Shoppers' Buying Behaviors in the Online Fashion Industry

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**Abstract:** *This research paper aims to study the awareness of scarcity marketing tactics and their influence on shoppers' buying behaviours in the online fashion industry. Brands widely use Scarcity Marketing to create a sense of urgency among customers, pushing them to make irrational decisions while shopping online. Firstly, it explores the tendency of customers to indulge in impulsive buying behaviour caused by such tactics which eventually results in unplanned purchases. The paper further extends its scope to understanding customers' post-purchase regrets resulting from such impulse buying behaviours. This study was conducted on 100 online shoppers who shop for fashion products over the internet. The study provides both practical and theoretical findings about the relevance and effectiveness of scarcity marketing in influencing purchase decisions.*

**Keywords:** scarcity marketing, impulsive buying behaviour, post-purchase regret, limited-time offers