

The Impact of Supply Chain Agility and Resilience on
E-Commerce Customers' Impulse Buying Behavior. (The
Mediating Role of Brand Image)



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**The Impact of Supply Chain Agility and Resilience on
E-Commerce Customers' Impulse Buying Behavior. (The
Mediating Role of Brand Image)**

A Project Presented to

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In partial fulfillment

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A post-graduate project submitted to the Department of Management Sciences as partial fulfillment of the requirement for the award of a degree of MBA.

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This is to certify that the research work presented in this thesis, entitled “THE IMPACT OF SUPPLY CHAIN AGILITY AND RESILIENCE ON E-COMMERCE CUSTOMERS' IMPULSE BUYING BEHAVIOR. (THE MEDIATING ROLE OF BRAND IMAGE)” was conducted by Name, Reg. No. SYEDA ZAREEN ZAHRA RIZVI, SP24-RBA-017 under the supervision of Nayyar Pervaiz Butt. No part of this project has been submitted anywhere else for any other degree. This thesis is submitted to the Department of Management Sciences in partial fulfillment of the requirements for the degree of MBA in the Field of Management.

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DEDICATION

I extend my heartfelt dedication to this project to my family, whose unwavering love and support have consistently fortified me. To my parents, whose unflagging belief in my abilities propelled me to strive for excellence and pursue my aspirations with unwavering determination. Their enduring sacrifices & encouragement have indelibly shaped the person I am today. This achievement stands not solely as my own but also as a tribute to their unwavering faith and invaluable guidance. Additionally, I wish to express my profound gratitude to my siblings for their steadfast presence and firm belief in my endeavors, serving as pillars of strength during challenging times. This dedication is a testament to the collective support and encouragement of all my cherished ones, who have contributed significantly to my growth and steadfastly stood by my side. Through this project, I endeavor to demonstrate the depth of my gratitude to each of them. I would also like to specially dedicate this work to Shehmir, my best friend, whose unwavering support, collaboration, and dedication throughout the two years of my MBA especially during the final year project played an indispensable role in this achievement. His constant encouragement, hard work, and steadfast presence made this journey both meaningful and successful.

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ABBREVIATIONS

SCA	Supply Chain Agility
SCR	Supply Chain Resilience
SCM	Supply Chain Management
IBB	Impulsive Buying Behavior
BI	Brand Image
SOR	Stimulus Organism Response
SCP	Supply Chain Performance
SPSS	Statistical Package for Social Science

Executive Summary

This study explored how Supply Chain Agility (SCA) and Supply Chain Resilience (SCR) influence Impulsive Buying Behavior (IBB) within e-commerce customers, keeping Brand Image (BI) as a mediating variable. The study is driven by the fast transition in digital purchasing patterns, where customers increasingly make unexpected purchase decisions prompted by product availability, order fulfillment, and supply chain responses. Questionnaire was used to collect data from 297 online customers in which cross-sectional research design was employed. Statistical Package for Social Science (SPSS) was used to interpret data, analyze the association of direct and mediating relationships among variables. The obtained results show that both SCA and SCR positively impact impulsive buying behavior. Moreover, the relationship between supply chain elements and impulsive buying behavior was mediated by BI. The study shows theoretical empirical evidence between supply chain management (SCM) components and IBB, supporting Stimulus Organism Response (SOR). For the Practical implication, managers should focus upon enhancing the efficiency of SCA and SCR to improve BI which will ultimately increase IBB within consumers. Limitations and future research directions are also discussed.

CHAPTER 1 Introduction

1.1 Background of the Study:

In past years, global retail has transformed massively, shifted by rapid growth in e-commerce and changing customers' expectations. The increased expansion of e-commerce has highly influenced logistics and supply chain management (LSCM) within both developed and emerging economies, offering new opportunities and challenges for enterprises (Yu et al., 2016)

The development of online purchase has shifted the focus of competitive traditional brick-and-mortar operations toward supply chain performance (SCP) and consumer experience. The most crucial way to increase material efficiency with reduced cost is now through logistics management. Additionally, e-commerce has increased the market for logistics and encouraged the use of creative technology to boost efficiency and effectiveness.

In the digital transformation era, the predominant major force in the world of global trade is the e-commerce industry (Emiliana & Efawati, 2025c). Consumers are increasingly relying on online for its speed, which means that companies need to manage supply chains in an adaptable way while also being able to protect themselves against variability. 'It is a world which opens up new marketplaces for consumers, in products and services, but brings in new challenges like Last Mile Delivery'. The last-mile delivery is especially challenging as it leads to face to face contacts with consumers and impacts significantly the overall consumer satisfaction (Morganti et al., 2014; Efawati et al., 2021).

Recent developments of E-commerce have increased competition between businesses, which are now required to improve the level of customer experience in terms of rapid answer times, product presence and reliable delivery systems. Supply chain management (SCM) is about the economic and efficient co-ordination of material, product and information flows along the supply chains from the supplier to your customer.

Agility in supply chains is how agile supply chains can respond to changes in the market, competitiveness, and customer preferences (Kumar et al., 2018). An agile supply chain allows firms to adapt quickly to disruptions, such as natural disasters, and maintain operational

continuity. A global environment characterized by intense competition, outsourcing, constant changes and customized products and services, for companies it is very challenging to improve their performance and attain a competitive advantage. Supply chain agility therefore becomes a critical capability for achieving superior performance and competitive advantage. (Eckstein et al., 2014), supply chain agility plays a crucial role in mitigating disruptions caused by environmental risks with the help of adaptability and responsiveness. Previously supply chains used lean and agile supply chain strategies. The latter, especially applicable to organizations in dynamic/nomadic environments, has gained considerable interest over the recent period of time. (Hsieh et al., 2023). In addition, previous studies have put forth that to meet market volatility, an investment in SCA is required on the assumption of a substantial room for innovation. (Ketchen & Craighead, 2020).

Furthermore, supply chain resilience (SCR) can have a cascading effect on the entire supply chain ecosystem. Resilient supply chains strengthen supplier relationships and customer trust, ensuring reliability even during disruptions. Suppliers are expected to treat companies with good resilience more preferentially, feel that resilient firms can be reliable partners which results in better relationships with the suppliers and the preferential right on those resource resources. (Hsieh et al., 2023). SCR provides stability in times of uncertainty, as well as disruption and outages or demand volatility. The buffers of inventory and capacity have been identified as a source of resiliency in the early phases of the COVID-19 pandemic via certain supply chains; conversely, other companies are deploying underutilized production capacities to produce products and medicines that are not their main product. (Queiroz et al., 2019) compared to the single source of supply, organizations with multi sourcing strategies achieved benefits from the element of resilience.

Beyond operational efficiency and risk-management, supply chain performance increasingly influences brand perceptions. Consumers perceive the quality of a brand through its supply chain outcomes, such as timely delivery, product availability, and accurate order fulfillment, which influence trust and brand image. These perceptions are particularly critical in e-commerce, where it is hard to examine physically. According to some researchers consumers' trust, satisfaction and loyalty are three constructs that are highly correlated with their experiences of supply chain performance (SCP) as well as the service quality (Mian, 2024). The brand image is a filter with

which the consumers observed their potential purchasable. A positive brand name can have an impact on the dynamics of sales and may overshadow, to some extent, certain features of a product. In spite of a high number of studies performed in this field, still some large research gaps are waiting to be filled. Previous research has applied qualitative, quantitative and mixed-method approaches (Nusairat et al., 2021), yet a comprehensive understanding of how SCA and SCR influence IBB via BI remains limited. The study suggests that supply chain elements may shape internal psychological constructs like brand image (BI), which in turn may influence impulsive buying behavior.

Moreover, IBB has attracted increasing attention in online retail. Impulse buys are often primed by external cues (such as promotions, the website environment and scarcity) or internal cognitive or emotional states (Abdelsalam et al., 2020) (Anoop & Rahman, 2024) For instance, a 2024 study on a video-commerce ecommerce platform discovered that time urgency, visual presentation and social exposure have strong impact on young consumers' online impulsive purchase. (Abdelsalam et al., 2020).

Since operational reliability, which is the product availability, delivery speed, affects consumers' trust and convenience perception, it is proven that SCA and SCR would be possible prompt purchases by the increase of brand image, they can act as indirect buying forces. Nevertheless, this association is under research in developing countries such as Pakistan where the area of e-commerce is growing at an accelerating rate though supply chain infrastructure remains to some extent a weak link. This research is based on S-O-R theory, where SCA and SCR are acting as external stimuli, BI represents the internal evaluation (organism), and IBB represents the consumer response.

Moreover, the environment of emerging markets also entails a sense of urgency for this research. Pakistan is a type of country where e-commerce industry not is being grown yet supply chain infrastructure, logistics performance and service reliability are a big challenge. Digitalization also gathers momentum in banking, logistics, and information systems, which makes supply chains more resilient and flexible as well as feasible and important. However, limited research has been conducted on how SCP in such settings influences the consumers' purchasing behavior especially

impulsive purchases via brand image. Studying this nexus will not only bridge a theoretical gap but also help e-commerce companies in such contexts with practical inputs.

In short, the rapid growth of e-commerce and correspondingly increasing significance of supply chain resilience and agility as well as brand image's mediating effect between operational performance and consumer behavior make it meaningful to explore how supply chain capabilities affect impulsive buying behaviors. This paper thus explores these links in Pakistan's e-commerce industry, bridging the group between SCM and consumer behavior literature.

1.2 Problem statement:

While supply chain agility and resilience are considered strategic drivers of organizational performance, their psychological impact on consumer decision making which is the practice of effecting impulse purchase behavior is under theorized and empirical evidence to support their influence is thin. Current research like ([Blome et al., 2012](#)) highlights operational or economic effects but does not consider how these supply chain capabilities influence brand impressions and consumer behaviors on digital marketplaces.

Therefore, the specific problem addressed in this study is:

How do supply chain agility and resilience impact e-commerce customers' impulse buying behavior, and how does brand image play a role to mediate this relationship?

1.3 Research objectives:

1. To see the effect of supply chain agility on impulsive buying.
2. To see the effect of supply chain resilience on impulsive buying.
3. To identify the impact of supply chain agility on brand image.
4. How does supply chain resilience affect brand image?
5. What is the relationship between brand image and impulsive buying?
6. To observe the mediating role of brand image between SCA and impulsive buying.

7. To observe the mediating role of brand image between SCR and impulsive buying.

1.4 Research questions:

1. How does supply chain agility influence impulsive buying?
2. How does supply chain resilience influence impulsive buying?
3. Does supply chain agility affect brand image?
4. What role does supply chain resilience play to affect brand image?
5. How does brand image influence impulsive buying?
6. Does brand image play any mediating role between SCA and impulsive buying?
7. Does brand image play any mediating role between SCR and impulsive buying?

1.5 Significance of the study:

This research will bridge the supply chain management and consumer behavior literature by drawing on the SOR theory in which supply chain agility and resilience are regarded as environmental stimuli of consumer response through brand image. The findings of this study are anticipated to help the e-commerce managers improve supply chain transparency, flexibility, and reliability that lead to increased brand trust that finally pumps up impulsive purchase which is an important driving force for online sales growth in Pakistani fashion industry.

1.6 Research Approach:

A deductive approach is used where existing theories are first looked at and then hypotheses derived from those which can be tested on an empirical level. This approach is suitable as cause impact studies. It allows for the advancement of research from theory to data and statistical verification.

CHAPTER 2 Literature Review

2.1 Thematic review of existing studies:

Existing studies on supply chain management (SCM) highlight three main themes relevant to this research. Research evidences the positive role that supply chain agility (SCA) which includes speed, flexibility and quick response plays consumers' satisfaction and purchasing decision (Arokodare & Asikhia, 2020). (Singh et al., 2019). SCR is described as the supply chain's efforts to be ready for, respond to and recover from unexpected events with the aim of continuing operations. Third, papers such as (Ramya, N., & Ali, M. (2016)) highlight that BI is instrumental in fostering the consumers' psychological state to make impulsive or unplanned purchases when they trust a brand and are confident of its expertise. Nonetheless, the existing literature mainly connects these antecedents to consumers' satisfaction and loyalty, while the effect of supply chain agility and resilience towards impulsive purchasing through brand image remains under researched. This gap is the base on which this article stands. This proves the investigation of how SCA and SCR indirectly affect IBB through BI.

2.2 Theoretical framework:

Stimulus-Organism-Response (S-O-R) theory was proposed by Mehrabian and Russel (Russell & Mehrabian, 1977). It helps to understand how stimuli from the outside world affects our internal psychology and causes us to behave as consumers. In fashion e-commerce, supply chain elements are external stimuli which impact the customer sentiment and brand perception leading to consumer purchase. The theory states that brands like Limelight, Khaadi, Sapphire, Nishat and Breakout provide fast and reliable services to the customers. This led towards positive internal feelings in the individuals which leads them towards impulsive purchase. (Chen & Yao, 2018) Thus, The S-O-R model is suitable to explain how supply chain performance affects consumer behavior.

2.2.1 Stimulus (S)

The stimulus describes the external ways that organizations recognize and deal with customers, supply chain agility (SCA) and supply chain resilience (SCR) are primary stimuli. Supply chain

agility (SCA) is the extent to which a supply chain has the ability to respond quickly to market demand or supply change. (Kumar et al., 2018) (Arokodare & Asikhia, 2020). As stated by (Peck, 2006) robustness make sure that even under trouble conditions, such as stock outages, transportation failure, or volatile orders pattern caused by the sudden lift of more advertising and promotion activities in the market. When people shop online and can see the convenience, product availability and guaranteed delivery in return, they are more involved, more confident to say “yes” to impulse purchasing. This operational efficiency of companies also brings some element of excitement to the process and reduces indecision, making it more likely that they will make impulse purchases. (Alfalla-Luque et al., 2023)

2.2.2 Organism (O)

The organism represents internal feelings and thoughts, set loose by an external stimulus. Brand image relates consumer feelings, trust and loyalty toward a brand, influencing its success in competitive market. Brand image is not only about appearance but also about the feelings it evokes, which strongly influence buying intentions. (Mohit et al., 2025) Studies indicate that a positive brand image is associated with stronger purchase intentions, higher trust, and greater customer loyalty. Consumers are also more likely to connect positive perceptions of brand image perceived quality reliability and trust directly Pass on high sales and excellent customer loyalty. (Ghosh et al., 2022).

2.2.3 Response (R):

The response represents the final observable behavior of consumers. Impulse buying behavior (IBB) occurs when consumers make unplanned purchases triggered by external stimuli and strong emotional responses. (Chan et al., 2016). Online impulsive purchasing has become an increasingly popular research phenomenon with the expansion of e-commerce. Studies on consumers' impulse purchasing in online shopping situation have been predominantly examined from two major avenues. In the main stream, the marketing stimuli (Zhang et al., 2022), customer assessment stimuli are considered on the online shopping impulse buying. In the second stream website quality (Chen & Yao, 2018) (Huo et al., 2023) influences the impulse buying behavior of consumers. As the two lines of online impulse buying have deepened our understanding, with the eruption live streaming shopping phenomenon in COVID-19, it is imperative exploring the influence mechanism of consumers' live streaming impulse buying accordingly.

2.3 Variables definitions and relationships:

2.3.1 Supply Chain Agility :

Interestingly, SCA has been receiving much attention for decades as an explanation of firm success and a reflection of competitive advantage of the firm. Supply chain agility (SCA) has appeared as an ability that the competitor companies apply to respond effectively to these market conditions and to help preventing supply chain disturbances **(Aslam et al., 2024)**. SCA is the extent to which organizations and supply chains respond resiliently under instability, ambiguity and complexity of demand or supply given disruptions in their internal environment. As a result, SCA is becoming an imperative in contemporary logistics and represents an interesting research topic. **(Alfalla-Luque et al., 2024)**. SCA is one of the key attributes expected of successful supply chains in today's dynamic and more competitive landscape **(Al-Shboul, 2017) (Aslam et al., 2024)**, as organizations with ASCs are better equipped to respond more flexibly to unexpected changes in the business environment by aligning supply and demand more effectively than their rivals **(Dubey et al., 2017a)**.

- SCA has a positive relationship with BI.
- SCA has a positive relationship with IBB.

2.3.2 Supply Chain Resilience:

Supply network is very porous to negotiate and failure of an element in supply can lead to collapse of entire network. The notion of supply chain resilience is seen as the ability to address unforeseeable and unpredictable disruptions. It also aids the resiliency of recovering from failure and quickly restoring performance to the original level or a new level that is necessary to maintain the anticipated market, financial and operating performance of the supply chain **(Adobor, 2020)**. In the development of resilience capabilities and competencies in a system through supply chain, it is essential that firms have knowledge or to be able to recognize the specific nodes under risk and how strong might they be effect over its lapses on both probabilities and consequences so that any potential areas of unknowns risks can also sustain **(Dubey et al., 2017)**. There are a variety of practices and strategies that companies use to make the supply chain system nimble.

- Supply Chain Resilience has a positive relationship with BI.
- Supply Chain Resilience has a positive relationship with IBB.

2.3.3 Brand Image:

Brand image can be defined as the perceptions a target audience or potential customers have about a brand based on who they are, what they do and what kind of individuals use their products. In general, in order for 24/7 companies to remain competitive, maintaining a positive brand image is of utmost importance as it has significant impact on customer loyalty and differentiation in an already over-crowded market with many generic brands. Why: Also, purchase intentions are consumers' willingness or readiness to buy a product/service and then there is the degree of behavioral likelihood regarding those intents. **(Abbas, 2024)**. This construct captures the willingness and intentions of a consumer to commit to a brand, which is driven by various factors such as product quality, mental awareness in consumers concerning the existence of a brand, reputation of the brand amongst consumer segment and based on past experiences that consumers have encountered.

- BI acts as mediator between SCA and IBB.
- BI acts as mediator between SCR and IBB.

2.3.4 Impulsive Buying:

Impulse buying is unplanned buying. Online impulsive purchase is led by instant emotional reactions than by rational reason, which frequently result in the consumers' impulsive response towards third-party merchandise. **(Pereira et al., 2022)**. The structure and convenience of e-commerce have increased the possibility of these behaviors **(Aragoncillo & Orus, 2018)**. In a computerized shopping environment impulsive buying becomes even more prevalent with ever improving technology of digital shopping environments. **(Akram et al., 2018)**. **(Pereira et al., 2022)** spot important antecedents of online impulsive buying (e.g. regular purchases, occasional tendency to feel not being able to resist impulses towards purchase decision (the low self-esteem group). The immersive and interactive experience of online shopping with advanced algorithms designed to customize consumer experience enables such behaviors. The fact that one-click purchase decisions are made so quickly makes them likely to be bad ones because consumers do not engage in processes of considering alternatives and making choices. **(Wu et al., 2020)**

- Impulsive buying is a response because of SCA and SCR.

2.4 Hypothesis development:

H1: There is a positive relationship between supply chain agility and impulsive buying.

H2: There is a positive relationship between supply chain resilience and impulsive buying.

H3: There is a positive relationship between supply chain agility and brand image.

H4: There is a positive relationship between supply chain resilience and brand image.

H5: There is a positive relationship between brand image and impulsive buying.

H6: The brand image mediates the relationship between supply chain agility and impulsive buying in a way that it influences this relationship in a positive way.

H7: The brand image mediates the relationship between supply chain resilience and impulsive buying in a way that it influences this relationship in a positive way.

2.5 Theoretical Framework

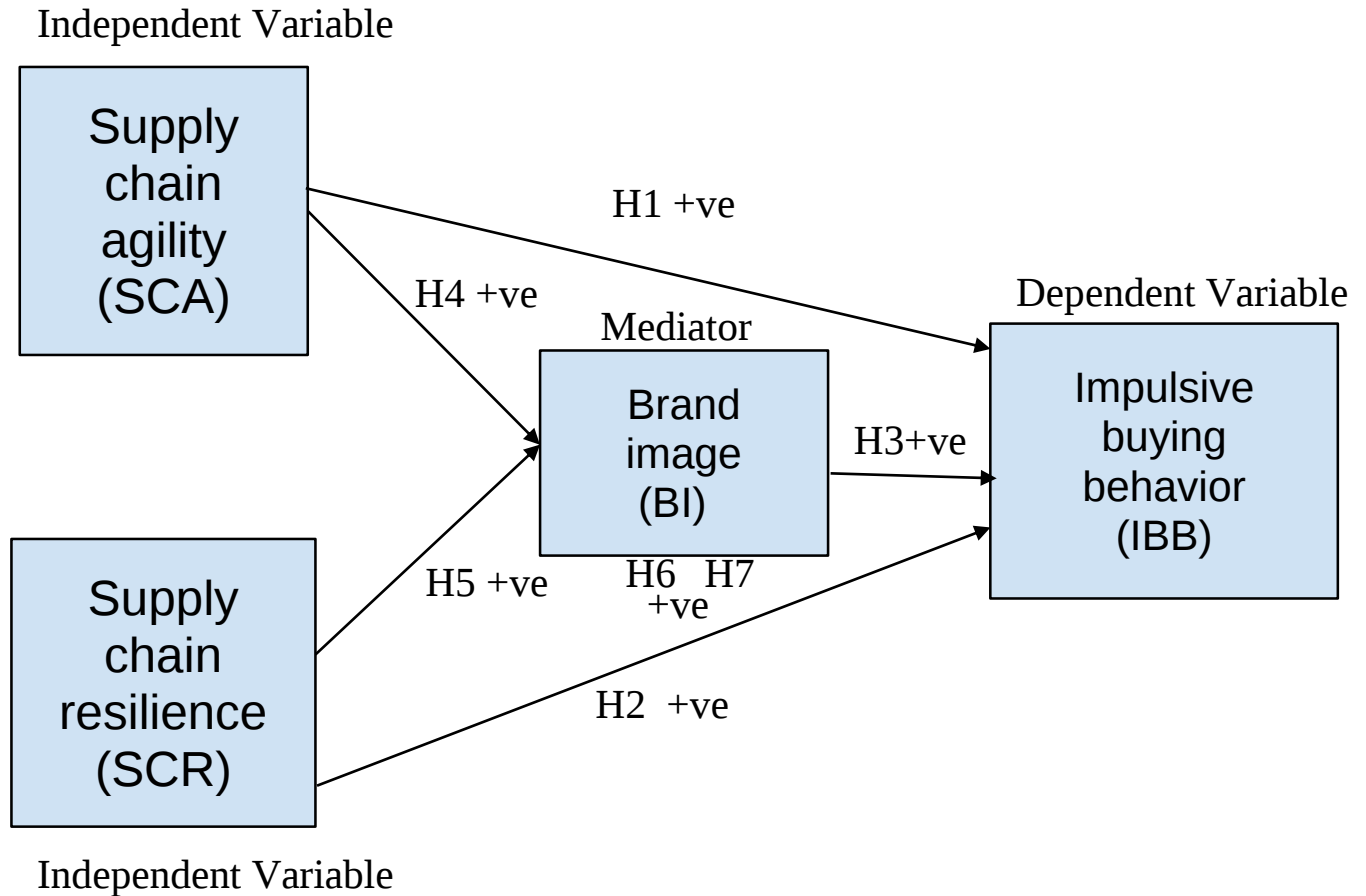


Figure 1 Theoretical Framework

2.6 Research Findings

This study examines how supply chain agility and resilience affect impulsive buying in Pakistan's e-commerce sector. It focuses on online shoppers and uses a quantitative survey to analyze the role of brand image as a mediator. The results suggest that measurement scales used in the paper are highly reliable and valid (Cronbach's Alpha values, for overall items are acceptable). Sampling adequacy was also validated by factor analysis, making it suitable for meaningful

assessment of components. Correlation analysis indicated that SCA and SCR have no direct relationships with impulsive buying behavior. Results of the regression analysis revealed a moderate effect of SCR on impulsive buying behavior, yet no significant direct effect was found for supply chain agility. In short it is full meditation model's IV show significance in the presence of-mediator.

The results of the research reported same concepts as those from previous research that suggest that customer perceptions and behaviors are influenced through supply chain capacities. As in previous studies, the findings also reported that SCR positively impacts BI and also has a positive effect on impulse buying tendency proposed by the concept that trustworthy and responsive supply chains generate consumer trust (Singh et al., 2019). But differently from some of the earlier studies which singled out supply chain agility as strong determinant of customer behaviors, we found no significant direct impact on impulsive purchases by anticipating agility. This discrepancy means that in e-commerce setting trustworthiness and ability to resolve issues may be even more important than speed is a perspective. In general, these findings confirm the intermediary effect of brand image as previous scholars suggest that favorable brand attitudes lead to a higher predisposition towards impulsive buying.

2.7 Research Gap

The results of this study are based on convenient sampling and may not be generalized to all online shoppers in Pakistan. However, cross-sectional design of the study doesn't allow for characterization of long-term changes in behavior. The research is also limited in that it only considers the following variables SCA, SCR, BI and IBB, neglecting other possible influencing factors. Finally, the research measures supply chain capabilities as perceived by consumers rather than based on operational data and it may not be consistent with actual results.

CHAPTER 3 Research Methodology

3.1 Research Philosophy:

This research is underpinned by positivism philosophy, which is interested in objective measurement and observable reality. It is considered that the respondents' behavior and attitudes may be measured using numeric scales. According to the positivism, it is possible to test hypotheses, and this approach provides a scientific basis for studying relationships among variables.

3.2 Research Design:

It is descriptive and causal research and aspires to describe existent perceptions in addition to determining cause relationship between variables. It explains in what way supply chain agility and responsiveness influence impulse purchase. The form of it can be used to interpret the direct and mediated association.

3.3 Research Strategy:

A survey method and structured questionnaire are employed for online shoppers. Survey can be used for receiving uniform response from large mass also. This method is sensitive, simple, low cost and quantitative.

The researcher's intervention is minimal except for seeking yes or no responses. The study analyzes consumers natural perceptions in Web shopping process. By doing so, we achieve unbiased and true results.

This work is a cross-sectional one in which data are gathered at only one point of time. These approaches were suitable for the analysis of contemporary attitudes and behaviors. It accelerates data collection and analysis as part of an academic schedule.

The unit of observation is the online consumers in Pakistan who use the e-commerce websites for shopping. Each participant shares their own thoughts on supply chain performance and purchasing decisions. The research focuses on human beings, not organizations.

3.4 Data Collection Technique:

The sample consists of all online shoppers in Pakistan. Convenience and snowball sampling methods are applied for accessibility reasons; respondents can easily be reached through the online media. This way you can very fast disseminate your survey and collect the answers.

The method for gathering information is an online questionnaire, circulated through Google Forms and social media. The survey is carried out voluntarily and the responses are anonymous. This approach is practical and enables the widest possible geographic coverage across different cities.

The survey selected a sample size of 297 respondents by using survey monkey (<https://www.surveymonkey.com/mp/sample-size-calculator/>) so that enough effects for statistical testing could be observed. This sample size is normative for regression and mediation analysis in social science research. It also has good reliability and validity.

3.5 Data Analysis:

The survey is based on a 5-points Likert-type scale varying from “Strongly Disagree” to “Strongly Agree”. All constructions of SCA, SCR, brand image and impulsive buying are taken from the validated previous studies. This guarantees that the measurements are reliable and precise.

Variables	Scales for measurement	References
SCA	1. Does your preferred online retailer quickly respond to changes in product availability.	(B. Aslam et al., 2018) (Tufan et al., 2024)
	2. I often receive updated delivery information without delay	
	3. Does your preferred retailer adjusts delivery options when customers request changes.	
	4. When issues occur with my order, the preferred retailer responds quickly.	
SCR	5. Even when there are delays in the market, the preferred retailer still manages to deliver efficiently.	(Baz & Ruel, 2020) (Tufan et al., 2024)
	6. If a product is unavailable, the preferred retailer offers suitable alternatives.	
	7. The preferred retailer communicates clearly when unexpected disruptions occur.	
	8. My past orders have been delivered successfully, even in busy or challenging times.	
BI	9. I believe that the preferred fashion retailer is reliable and trustworthy.	(Amine & Hachemaoui, 2021)
	10. The preferred retailer has a strong and positive reputation among customers.	
	11. I feel confident in buying products from the preferred retailer.	
	12. The preferred retailer gives me a positive overall impression compared to others.	
IBB	13. I sometimes buy fashion products online without planning to do so.	(Sheoran, 2024)
	14. When I see appealing items online, I tend to purchase them immediately.	
	15. Attractive offers on the retailer's website often trigger sudden purchases.	(Uygur, 2018)
	16. I enjoy making spontaneous purchases when browsing fashion products online	

Table 1 Measurement Instruments

3.5.1 Validity and Reliability:

The content validity is also maintained by scaling up on existing instruments and reviewing the instrument with academic experts. Reliability is tested by Cronbach's Alpha coefficient, while value of all 16 was appropriate equals to 0.884, means consistency acceptance. These tests validate the validity of the data.

3.6 Ethical Considerations:

Confidentiality and voluntary participation were obtained for ethical participation. No personal identification information was gathered, and respondents were allowed to refuse at any point. Data was purely collected for academic purposes and processed in an open process.

CHAPTER 4 Analysis and Findings

4.1 Proposed Method of Hypothesis Testing

This section presents the methodology used for estimation of hypotheses (H1–H7) which relate different SCM practices with the impulsive purchase. The procedure uses graphical data summary and quantitative recordings such as questionnaires to obtain a complete view of the situation.

4.1.1 Descriptive Analysis

The data of 297 valid samples was analyzed. demographic data of the studies are listed below. Additionally, each scale is interpreted on an individual basis.

		Column N %	Count
Age	15-24	33.7%	100
	25-34	53.5%	159
	35-44	7.7%	23
	45-54	4.7%	14
	55 and Above	0.3%	1
Gender	Female	66.7%	198
	Male	33.3%	99
Occupation	Employed	50.5%	150
	Home-Maker	15.5%	46
	Student	27.9%	83
	Unemployed	6.1%	18
Online shopping frequency	Frequently (3-5 times per month)	15.5%	46
	Occasionally (1-2 times per month)	43.8%	130
	Rarely(once every few months)	35.4%	105
	Very frequently (weekly or more)	5.4%	16
Shopping last 3 Months	No	38.0%	113
	Yes	62.0%	184

Table 2 Demographic Analysis

Statistics						
		Age	Gender	Occupation	Frequency Of Online Shopping	Past 3 Months Online Shopping
N	Valid	297	297	297	297	297
	Missing	0	0	0	0	0
Mean		1.9663	1.6667	1.9966	1.8249	1.3805
Median		1.0000	2.0000	2.0000	2.0000	1.0000
Std. Deviation		1.10231	.47220	.82404	.88321	.48632

Table 3 Statistics

A sizable proportion of participants (**53.5%**) falls into the category **15–24** years, reflecting a young digitally connected sample. A full third (**33.7%**) are **35-44** demonstrating good input from older adults too.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-24	159	53.5	53.5	53.5
	25-34	14	4.7	4.7	58.2
	35-44	100	33.7	33.7	91.9
	45-54	23	7.7	7.7	99.7
	55 and above	1	.3	.3	100.0
	Total	297	100.0	100.0	

Table 4 Age

Majority of the respondents are women (**66.7%**), which is indicative of a greater online participation by women in this case series. Men account for **33.3%** of the sample.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	99	33.3	33.3	33.3
	Female	198	66.7	66.7	100.0
	Total	297	100.0	100.0	

Table 5 Gender

Half of the respondents (**50.5%**) are employed, followed by students (**27.9%**). This indicates that the sample represents working individuals and younger academic consumers.

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	83	27.9	27.9	27.9
	Employed	150	50.5	50.5	78.5
	Home-Maker	46	15.5	15.5	93.9
	unemployed	18	6.1	6.1	100.0
	Total	297	100.0	100.0	

Table 6 Occupation

A majority rarely shop online (35.4%), while 43.8% shop online occasionally. Frequent and very frequent shoppers together account for approximately 20%, with differences in online shopping style.

Frequency Of Online Shopping					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Occasionally	130	43.8	43.8	43.8
	Rarely	105	35.4	35.4	79.1
	Frequently	46	15.5	15.5	94.6
	Very Frequently	16	5.4	5.4	100.0
	Total	297	100.0	100.0	

Table 7 Frequency of Online Shopping

Almost (62%) of respondents had bought online during the past 3 months, suggesting recent and applicable online shopping experience for this study.

Past 3 Months Online Shopping					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	184	62.0	62.0	62.0
	No	113	38.0	38.0	100.0
	Total	297	100.0	100.0	

Table 8 Past 3 Months Shopping

4.2 Inferential Statistics

Hypotheses and relationships among the study variables were tested using inferential statistics. Correlation and regression analysis was employed to test the strength and significance of SCA, SCR, BI and IBB relationships. The measurement instruments were further attested through factor

analysis and reliability test. These subjective estimations enabled the results of the sample to be projected to the larger population.

4.2.1 Reliability Analysis

The general Cronbach's Alpha was **0.884** for all 16 items of each dimension, which means that values are excellent.

Reliability Statistics All Variables	
Cronbach's Alpha	N of Items
.884	16

Table 9 Cronbach's Alpha (ALL VARIABLES)

All variables' correlations (r values) exceed 0.40, which indicates high convergent validity. The reliability coefficients of all the constructs are acceptable to excellent (Cronbach's Alpha ranged from 0.699 to 0.928). This means that all items adequately measure the constructs (SCA, SCR, BI, IBB).

VARIABLES	INDICATORS	VALIDITY (Pearson Correlation) r	REALIBILITY Cronbach's Alpha
SCA	1. Does your preferred online retailer quickly respond to changes in product availability.	.591**	.699*
	2. I often receive updated delivery information without delay.	.574**	
	3. Does your preferred retailer adjust delivery options when customers request changes.	.459**	
	4. When issues occur with my order, the preferred retailer responds quickly.	.627**	
SCR	5. Even when there are delays in the market, the preferred retailer still manages to deliver efficiently.	.570**	.715*
	6. If a product is unavailable, the preferred retailer offers suitable alternatives.	.433**	
	7. The preferred retailer communicates clearly when unexpected disruptions occur.	.619**	
	8. My past orders have been delivered successfully, even in busy or challenging times.	.699**	
BI	9. I believe that the preferred fashion retailer is reliable and trustworthy.	.733**	.928*
	10. The preferred retailer has a strong and positive reputation among customers.	.740**	
	11. I feel confident in buying products from the preferred retailer.	.741**	
	12. The preferred retailer gives me a positive overall impression compared to others.	.748**	
IBB	13. I sometimes buy fashion products online without planning to do so.	.556**	.869*

14. When I see appealing items online, I tend to purchase them immediately.	.529**
15. Attractive offers on the retailer's website often trigger sudden purchases.	.579**
16. I enjoy making spontaneous purchases when browsing fashion products online	.573**

Table 10 Results of Validity and Reliability Tests

Item Statistics			
	Mean	Std. Deviation	N
1. Does your preferred online retailer quickly responds to changes in product availability.	3.47	1.053	297
2. I often receive updated delivery information without delay.	3.54	1.147	297
3. Does your preferred retailer adjusts delivery options when customers request changes.	3.10	1.136	297
4. When issues occur with my order, the preferred retailer responds quickly.	3.46	1.062	297
5. Even when there are delays in the market, the preferred retailer still manages to deliver efficiently.	3.13	1.017	297
6. If a product is unavailable, the preferred retailer offers suitable alternatives.	3.12	1.125	297
7. The preferred retailer communicates clearly when unexpected disruptions occur.	3.44	1.042	297
8. My past orders have been delivered successfully, even in busy or challenging times.	3.57	1.038	297
9. I believe that the preferred fashion retailer is reliable and trustworthy.	3.90	1.046	297
10. The preferred retailer has a strong and positive reputation among customers.	4.00	1.018	297
11. I feel confident in buying products from the preferred retailer.	4.04	1.036	297
12. The preferred retailer gives me a positive overall impression compared to others.	3.94	1.031	297
13. I sometimes buy fashion products online without planning to do so.	3.25	1.254	297
14. When I see appealing items online, I tend to purchase immediately.	3.12	1.211	297
15. Attractive offers on the retailer's website often trigger sudden purchases.	3.55	1.114	297
16. I enjoy making spontaneous purchases when browsing fashion products online	3.17	1.265	297

Table 11 (Item Statistics)

Score of mean values range between 3.10 and 4.04, meaning that the respondents tend to agree with statements related to agility and resilience brand image and impulsive buying. The moderate standard deviations (≈ 1.0) indicate the presence of some substantial variability in responses. This is indicative of an equal spread of responses across items

Supply Chain Agility ($\alpha = .699$)

This alpha value is suggestive of acceptable reliability for the SCA construct. The four items are uniformly designed to assess agility.

Supply Chain Resilience ($\alpha = .715$)

Table 12 Reliability Statistics (SCA)-(SCR)

The correlation analysis has shown that the SCR presents acceptable internal consistency, which provides further evidence that the items reflect their resilience perceptions.

Reliability Statistics Supply Chain Agility (SCA)	
Cronbach's Alpha	N of Items
.699	4
Reliability Statistics Supply Chain Resilience (SCR)	
Cronbach's Alpha	N of Items
.715	4

Brand Image ($\alpha = .928$)

This extremely high alpha has great reliability. BI constructs have high reliability and are highly correlated with one another.

Impulsive Buying Behavior ($\alpha = .869$)

Strong internal reliability (Consistency Score) is also apparent, suggesting that the IBB items are good indicators of impulsive buying behavior.

Table 13 Reliability Statistics (BI)-(IBB)

Reliability Statistics Brand Image (BI)	
Cronbach's Alpha	N of Items
.928	4
Reliability Statistics Impulsive Buying Behavior (IBB)	
Cronbach's Alpha	N of Items
.869	4

4.2.2 Correlation Analysis

All the correlations are positive, but the level of significance varies at the 0.01 level. SCA and SCR have significant relationships with BI ($r = .577$ and $.542$), and BI has a medium correlation

with Impulsive Buying ($r = .350$). SCA and SCR also have weaker impacts on IBB, it might mean that there is a weak direct relationship between IV and DV .

Correlations					
		SCA	SCR	BI	IBB
SCA	Pearson Correlation	1	.640**	.577**	.222**
	Sig. (2-tailed)		.000	.000	.000
	N	297	297	297	297
SCR	Pearson Correlation	.640**	1	.542**	.292**
	Sig. (2-tailed)	.000		.000	.000
	N	297	297	297	297
BI	Pearson Correlation	.577**	.542**	1	.350**
	Sig. (2-tailed)	.000	.000		.000
	N	297	297	297	297
IBB	Pearson Correlation	.222**	.292**	.350**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	297	297	297	297
**. Correlation is significant at the 0.01 level (2-tailed).					

Table 14 Correlation Analysis

4.2.4 Factor Analysis

The value of KMO index was **0.880**, which demonstrates that the sample is perfectly suitable for factor analysis. Bartlett's test is less than (.001), indicating that inter item relations were adequate for valid factor extraction. This endorses the use of PCA in creating.

Table 15 KMO and Bartlett's Test

KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.880	
Bartlett's Test of Sphericity	Approx. Chi-Square		2570.516	
	df		120	
	Sig.		.000	
Component Correlation Matrix				
Component	1	2	3	4
1	1.000	.333	.467	.475
2	.333	1.000	.168	.217
3	.467	.168	1.000	.456
4	.475	.217	.456	1.000
Extraction Method: Principal Component Analysis.				
Rotation Method: Promax with Kaiser Normalization.				

Table 16 Component Correlation Matrix

4.2.5 Regression Analysis

The regression model accounts * 8.7% of the variance in impulsive buying behaviour ($R^2 = .087$). Even though slight, this suggests that the SCA and SCR are a strong joint predictor of how impulsive buying is predicted. The model is statistically significant ($p < .001$).

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.296 ^a	.087	.081	.98438	.087	14.073	2	294	.000
a. Predictors: (Constant), SCR, SCA									

Table 17 Model Summary

The regression model is significant ($F = 14.073$, $p < .001$), showing that SCA and SCR can simultaneously predict conventional impulsive buying. This makes it possible testing of the direct effects as hypothesized.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.273	2	13.636	14.073	.000 ^b
	Residual	284.886	294	.969		
	Total	312.159	296			
a. Dependent Variable: IBB						
b. Predictors: (Constant), SCR, SCA						

Table 18 Anova

SCR has positive effect on impulsive buying to a great extent ($\beta = .254$, $p = .001$), as well as SCA that has no effect significant ($\beta = .059$, $p = .414$). This means that resilience directly has a greater effect on impulsive purchasing, while agility alone is not clearly predicting of it.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.898	.275		6.890	.000	1.356	2.440
	SCA	.076	.093	.059	.819	.414	-.107	.260
	SCR	.336	.096	.254	3.503	.001	.147	.525

Table 19 Coefficients

4.3 Mediation Analysis

4.3.1 SUPPLY CHAIN AGILITY (SCA)

Model : 4, (Y : IBB) (X : SCA) (M : BI) Sample Size: 297

OUTCOME VARIABLE:

BI (MV)							
Model Summary	R	R-sq	MSE	F	df1	df2	p
	.5767	.3326	.5881	147.0083	1.0000	295.0000	.0000
Model							
	Coeff	se	t	p	LLCI	ULCL	
constant	1.66683	.1948	8.5634	.0000	1.2849	2.0517	
SCA(IV)	.6774	.0559	12.1247	.0000	.5675	.7874	

Table 20 Mediation SCA (outcome variable)

- Model 1 of the mediation is significant because $p < .05$ ($p = .0000$).
- The coefficient ($b = 0.6774$) is an unstandardized regression coefficient, meaning that for every 1-unit increase in Supply Chain Agility, Brand Image increases by 0.677 units.
- The LLCI = 0.5675 and ULCI = 0.7874 represent the 95% confidence interval for the unstandardized coefficient, assuming normality. Since the CI does not include zero, the a-path is statistically significant.
- The IV (SCA) significantly predicts the mediator (BI).

OUTCOME VARIABLE:

IBB (DV)							
Model Summary	R	R-sq	MSE	F	df1	df2	p
	.3509	.1231	.9310	20.6444	2.0000	294.0000	.0000
Model							
	Coeff	se	t	p	LLCI	ULCL	
Constant	1.6945	.2739	6.1864	.0000	1.1554	2.2235	
SCA(IV)	.0388	.0860	.4508	.6524	-.1306	.2081	
BI(MV)	.3646	.0733	4.9765	.0000	.2204	.5087	

Table 21 Mediation SCA (outcome variable)

- Model 2 of the mediation (direct effect) is not significant because $p > .05$ ($p = .6524$).
- The coefficient ($b = 0.0388$) is an unstandardized regression coefficient, showing a very small direct effect.
- The LLCI = -0.1306 and ULCI = 0.2081 form the 95% confidence interval, and because the interval includes zero, it confirms that the direct effect is not significant.
- Hence, The IV (SCA) does not significantly predict the DV (IBB).
- The model 3 of the mediation is significant because $p < .05$ ($p = .0000$).
- The coefficient ($b = 0.3646$) is an unstandardized regression coefficient, meaning that a 1-unit increase in BI increases IBB by 0.364 units.
- The LLCI = 0.2204 and ULCI = 0.5087 form the 95% CI for the coefficient. Because the CI does not include zero, this confirms the b-path is statistically significant.
- Hence, The mediator (BI) significantly predicts the DV (IBB).

TOTAL EFFECT MODEL

OUTCOME VARIABLE:

IBB (DV)							
Model Summary	R	R-sq	MSE	F	df1	df2	p
	.2220	.0493	1.0060	15.2914	1.0000	295.0000	.0001
Model							
	Coeff	se	t	p	LLCI	ULCL	
constant	2.3027	.2548	9.0369	.0000	1.8012	2.8041	
SCA(IV)	.2858	.0731	3.9014	.0001	.1419	.4296	

Table 22 Mediation SCA (Total Effect Model)

TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.2858	.0731	3.9104	.0001	.1419	.4296
Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.0388	.0860	.4508	.6524	-.1306	.2081
Indirect effect(s) of X on Y:					
	Effect	BootSE	BootLL CI	BootULCI	
BI	.2470	.0548	.1407	.3566	

Table 23 Mediation SCA TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Indirect Effect (IV → Mediator → DV)

- The indirect effect of SCA on IBB through BI is significant.
- Indirect coefficient ($a \times b$) = 0.2470. The bootstrap CI (Boot LLCI = 0.1407, Boot ULCI = 0.3566) does not include zero, confirming significance.
- This indicates that SCA influences IBB through BI, demonstrating mediation.
- Because the direct effect becomes non-significant, this indicates full mediation.

Therefore, BI fully mediates the relationship between SCA and IBB.

ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output: **95.0000**

Number of bootstrap samples for percentile bootstrap confidence intervals: **5000**

4.3.2 SUPPLY CHAIN RESILIENCE (SCR)

Model : 4, (Y : IBB) (X : SCR) (M : BI)

Sample Size: 297

OUTCOME VARIABLE:

BI (MV)							
Model Summary	R	R-sq	MSE	F	df1	df2	p
	.5423	.2941	.6620	122.9053	1.0000	295.0000	.0000
Model							
	Coeff	se	t	p	LLCI	ULCL	
constant	1.7953	.2013	8.9204	.0000	1.3992	2.1914	
SCR(IV)	.6551	.0591	11.0863	.0000	.5388	.7714	

Table 24 Mediation SCR (outcome variable)

- Model 1 of the mediation is significant because $p < .05$ ($p = .0000$).
- The coefficient ($b = 0.6551$) is an unstandardized regression coefficient, meaning that for every 1-unit increase in Supply Chain Resilience, Brand Image increases by 0.655 units.
- The LLCI = 0.5388 and ULCL = 0.774 represent the 95% confidence interval for the unstandardized coefficient, assuming normality. Since the CI does not include zero, the a-path is statistically significant.
- Hence, The IV (SCR) significantly predicts the mediator (BI).

OUTCOME VARIABLE:

IBB (DV)							
Model Summary	R	R-sq	MSE	F	df1	df2	p
	.3706	.1373	.9159	23.4021	2.0000	294.0000	.0000
Model							
	Coeff	se	t	p	LLCI	ULCL	
Constant	1.4563	.2752	5.2921	.0000	.9147	1.9979	
SCR(IV)	.1917	.0853	2.2456	.0255	.0237	.3596	
BI(MV)	.2976	.0707	4.2117	.0000	.1585	.4366	

Table 25 Mediation SCR (outcome variable)

- Model 2 of the mediation (direct effect) is not significant because $p > .05$ ($p = .0255$).

- The coefficient ($b = 0.197$) is an unstandardized regression coefficient, showing a very small direct effect.
- The LLCI = 0.0237 and ULCI = 0.3596 form the 95% confidence interval, and because the interval includes zero, it confirms that the direct effect is not significant.
- Hence, The IV (SCR) does not significantly predict the DV (IBB).
- The model 3 of the mediation is significant because $p < .05$ ($p = .0000$).
- The coefficient ($b = 0.2976$) is an unstandardized regression coefficient, meaning that a 1-unit increase in BI increases IBB by 0.364 units.
- The LLCI = 0.585 and ULCI = 0.4366 form the 95% CI for the coefficient. Because the CI does not include zero, this confirms the b-path is statistically significant.
- Hence, the mediator (BI) significantly predicts the DV (IBB).

TOTAL EFFECT MODEL

OUTCOME VARIABLE:

IBB (DV)							
Model Summary	R	R-sq	MSE	F	df1	df2	p
	.2920	.0853	.9679	27.5054	1.0000	295.0000	.0000
Model							
	Coeff	se	t	p	LLCI	ULCL	
constant	1.9906	.2511	7.9288	.0000	1.4956	2.4846	
SCR(IV)	.3866	.0737	5.2446	.0000	.2415	.5317	

Table 26 Mediation SCR (Total Effect Model)

TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.3866	.0737	5.2446	.0000	.2415	.5317
Direct effect of X on Y					
Effect	se	t	p	LLCI	ULCI
.1917	.0853	2.2456	.0255	.0237	.3596
Indirect effect(s) of X on Y:					
	Effect	BootSE	BootLLCI	BootULCI	
BI	.1949	.0480	.1008	.2892	

Table 27 Mediation SCR TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

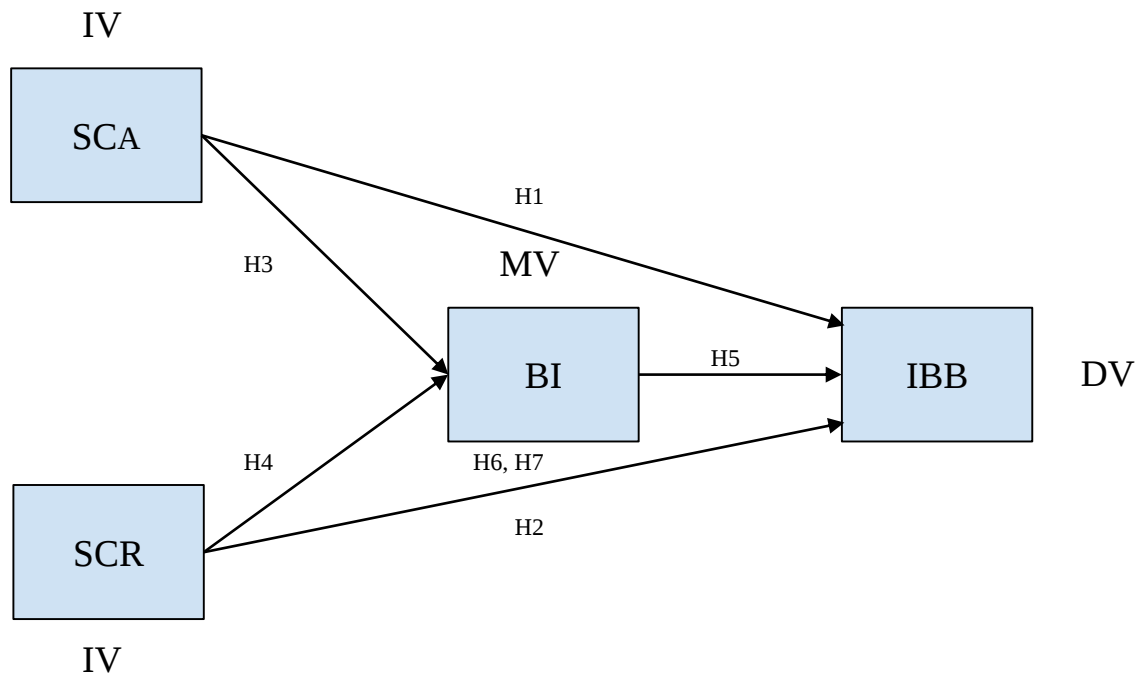
ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output: **95.0000**

Number of bootstrap samples for percentile bootstrap confidence intervals: **5000**

Indirect Effect (IV → Mediator → DV)

- The indirect effect of SCR on IBB through BI is significant.
- Indirect coefficient ($a \times b$) = 0.1949. The bootstrap CI (BootLLCI = 0.1008, BootULCI = 0.2892) does not include zero, confirming significance.
- This indicates that SCR influences IBB through BI, demonstrating mediation.



H1: The positive effect of supply chain agility on impulsive buying behavior is not supported.

H2: The positive effect of supply chain resilience on impulsive buying behavior is not supported.

H3: The positive relationship between supply chain agility and brand image is confirmed.

H4: The positive relationship between supply chain resilience and brand image is confirmed.

H5: The positive relationship between brand image and impulsive buying is confirmed.

H6: The brand image fully mediates the relationship between supply chain agility and impulsive buying in a way that influences this relationship in a positive way, so this relationship is supported.

H7: The brand image partially mediates the relationship between supply chain resilience and impulsive buying in a way that influences this relationship in a positive way, so this relationship is supported.

CHAPTER 5 Manager Implications and Recommendations

5.1 Discussions:

The results indicate that both SCA and SCR significantly affect impulsive purchasing behavior of consumers in Pakistan's e-commerce industry. The findings imply that when an online brand quickly responds to customer need, maintaining same delivery performance during normal times and disruption also, shows stocks of product then they increase confidence level of the customers for their brand. This certainty forms a favorable brand image that turns into a determinant endogenous variable to prompt the instant purchases. The findings also add to the evidence that brand image plays a mediating role between supply chain capabilities and impulsive buying, which implies that the psychological impact of supply chain performance is important. These results provide evidence for the S-O-R proposition; that process effectiveness as a stimulus significantly influences customer perceptions and purchase intentions. Taken together, the findings indicate that efficient supply chains influence not only logistics outcomes but also consumer behavior in e-commerce markets.

5.2 Practical implications:

These findings are of great significance to e-commerce practitioners in Pakistan. Businesses will need to focus on agile supply chains that adjust according to shifts in demand, offer real-time inventory, and can fulfill orders more rapidly. Additionally, resilience building measures such as having several suppliers, dependable logistics partners, and risk-agile plans ensure that you are able to build trust in times of uncertainty. The more brand image, the easier it is to impulse purchases hence these constructs will be enhanced. For fashion and retail companies, these findings are active strategies to fine tune customer experience, thinking highlighting transparency, speed and reliability as primary driving factors of those impulse buys.

5.3 Theoretical implications:

This research integrates by combining SCM and consumer behavior using S-O-R framework. Previous studies have focused primarily on the influence of operating and financial factors;

however, this study enriches the discussion by demonstrating consequences of supply chain agility and resilience on customer psychology constructs such as BI and IBB. It provides empirical evidence to the claim that SC resources can be considered as external inputs that activate the consumer's internal state and have impact on behavioral response. This helps in generalizing the S-O-R theory across both e-commerce and supply chain context.

5.4 Future Research Directions:

Future work could take on board other factors that might influence with the purchase made on their TV or magazine advertising (quality of website design, use of promotional-grabbing techniques and satisfaction as determinant the use in personal-insulated users) and including emotional appeal as partial mediator for impulsive purchasing behavior. Also, the longitudinal approach allows us to capture how the changes in SCP over time impact consumer attitudes.

5.5 Recommendations:

For e-commerce companies, the results imply that investments in SCA (for instance by employing real-time monitoring, hiring resources for flexible inventories and faster delivery of its products) is something to bear in mind. Businesses also must make themselves more resilient through diversifying suppliers, building stronger logistical networks and managing risks so that they can continue to function through disruptions. When a deal is underway, clear information about timing of delivery, order status and in stock availability can be significant to support BI and help dissolve the uncertainty. And finally, there is the need for companies to tie the supply chain strategy into marketing and customer experience programs to deliver a stronger more reliable brand that will help drive impulse buying.

CHAPTER 6 Conclusion

6.1 Conclusions:

This research end with the view that SCA and SCR have a positive significant influence on impulsive buying behavior in Pakistan's e-commerce industry. The results confirm that the faster response to agreement, reliable performances of delivery and full completion of the treatment in case of changes make the customers perceive better about a company. This kind of positive BI is a key factor in driving and inspires IBB. The mediating effect of BI emphasizes the role of psychological and emotional in linking operational throughput to consumer adoption. In other words, what the research findings show is very clear: supply chain capabilities don't have an impact just on logistics, they also affect brand trust, customer experience and purchase behavior.

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Appendix A

Interview Questions

Supply Chain Agility (SCA)

1. The online retailer quickly responds to changes in product availability.
2. I often receive updated delivery information without delay.
3. The retailer adjusts delivery options when customers request changes.
4. When issues occur with my order, the retailer resolves them quickly.

Supply Chain Resilience (SCR)

5. Even when there are delays in the market, the retailer still manages to deliver efficiently.
6. If a product is unavailable, the retailer offers suitable alternatives.
7. The retailer communicates clearly when unexpected disruptions occur.
8. My past orders have been delivered successfully, even in busy or challenging times.

Brand Image (BI)

9. I believe this fashion retailer is reliable and trustworthy.
10. The retailer has a strong and positive reputation among customers.
11. I feel confident in buying products from this retailer.
12. The retailer gives me a positive overall impression compared to others.

Impulse Buying Behavior (IBB)

13. I sometimes buy fashion products online without planning to do so.
14. When I see appealing items online, I tend to purchase immediately.
15. Attractive offers on the retailer's website often trigger sudden purchases.
16. I enjoy making spontaneous purchases when browsing fashion products online.