

The “Now or Never” Mindset as a Catalyst for Online Purchase Decisions

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ABSTRACT

Online platforms use flash sales, countdown timers, special discounts and limited time offers to create sense of urgency among consumers. Such strategies can shorten the time that consumers spend evaluating products and alternatives. The study focuses on the influence of the “Now or Never” mindset on consumer decision-making, impulse buying and post-purchase satisfaction. A sample of 103 respondents was taken for the study. The study uses a random sampling method. Statistical tools such as Percentage Analysis, Rank Analysis, Weighted Average Score Method and Chi-Square Analysis are applied to analyse the data. The analysis reveals that urgency-based promotions are powerful force in motivating the consumers to act quickly and boosting the likelihood of purchasing the product rapidly. Thus, the “Now or Never” mindset significantly impacts consumer behaviour in online shopping, encouraging faster and more impulsive purchasing decisions.

Keywords: Now or Never Mindset, Consumer Decision Making, Online Shopping, Impulse Buying, Urgency Promotions

INTRODUCTION

Online shopping has grown rapidly and has completely changed the way people search for products, compare options and make purchasing decisions. Consumers no longer need to go to physical stores, today they can browse through websites and apps, where attractive offers are displayed. While shopping online, they often see messages like “Only 2 items left”, “Limited time offer”, “Flash sale ends in 10 minutes” or “Exclusive deal for today”. The messages are designed to make you experience the sense of urgency and scarcity. People are often pressured to take quick decisions if they feel that chance could disappear at any time. So that reaction is called the “now or never” mindset. This mindset can create excitement, fear of missing out (FOMO) and emotional pressure that can decrease the time and effort spent on carefully evaluating different alternatives before making a purchase. The “Now or Never Mindset is a psychological state where customers feel the pressure of time or scarcity and think that they will miss out on an opportunity if they don’t act immediately. This mindset is further compounded with online shopping, considering the speed and convenience that digital platforms offer. In seconds you can buy it with a few clicks. This makes emotions more easily ignore logic. This can be great for business sales but can also lead

to unplanned purchases and sometimes regret when excitement wears off. The aim of this research is to explore the influence of urgency and scarcity on buying behaviour and to study the effects of these factors on consumers' decision making in the constantly changing environment of online shopping. Thus, it is important for marketers and consumers to understand the impact of now-or-never mindset on consumer decision making.

LITERATURE REVIEW

1. **Mustikasari, Ati; Hurriyati, Ratih; Dirgantari, Puspo Dewi; Sultan, Mokh Adieb; Sugiana and Neng Susi Susilawati (2025)¹** in their study rapid growth of e-commerce has intensified consumers' Fear of Missing Out (FOMO), influencing their repurchase intentions. This study aims to examine the impact of online FOMO on repurchase intentions in marketplaces, emphasizing the role of personalized recommendations and promotional strategies. A quantitative approach was employed, collecting data from 300 respondents who actively shop on online marketplaces. The study utilized Structural Equation Modelling (SEM) to analyse the relationships between FOMO, trust, perceived value and repurchase intentions. The findings reveal that FOMO significantly influences repurchase intentions both directly and indirectly, through trust and perceived value.
2. **Adryan Rachman, Yen Efawati and Jason Timothy Anmoel (2024)²** in their study examines the influence of price discounts on impulse buying through live streaming among ecommerce users in Indonesia. The research adopts a quantitative approach, utilizing a survey methodology with questionnaires distributed to a purposive sample of 152 consumers from the Dolee Branded Store. Data were analysed using SmartPLS 4.0 software, employing the PLSSSEM analysis method. The findings

reveal that price discounts significantly directly impact impulse buying behaviour. Furthermore, price discounts also significantly affect live streaming, which, in turn, substantially influences impulse buying. The results indicate that live streaming acts as a mediating variable, enhancing the effect of price discounts on impulse purchases.

3. **Ying Sun and Zheshi Bao (2023)³**, in their study Live streaming commerce becomes increasingly popular, and some special shopping behaviours existing in traditional e-commerce also emerge in this new context. The current research mainly focuses on determinants of compulsive buying in live streaming commerce by taking fear of missing out (FOMO) and social influence into account.

OBJECTIVES OF THE STUDY

- To understand the now or never mindset and the significance of it in consumer psychology.
- To examine the emotional and psychological consequences of this mindset including impulsive buying, regret and anxiety.
- To analyze the relationship of demographic characteristics and consumer decision making in emergency online sales.
- To recommend sustainable and responsible marketing practices with urgency without losing consumer trust.

SCOPE OF THE STUDY

This study analyses the impact of now or never mentality on consumer behaviour in online shopping, focusing on urgency driven marketing approaches. It analyses the effect of these strategies on purchase intention, evaluation of alternatives, impulsive purchasing behaviour and post purchasing feeling such as satisfaction or regret. This research is limited to online shopping platform like Amazon, Flipkart, etc and prevents offline retail space.

RESEARCH METHODOLOGY

Area of the study: The study was conducted in Coimbatore city.

Source of data: Primary data has been collected through a questionnaire from consumers who regularly shop online. Secondary data has been gathered from journals, research articles, books, e-commerce reports, newspapers and relevant websites.

Sample size: A sample of 103 respondents was taken for the study.

Sampling technique: The study uses a Random Sampling method. Respondents

were selected randomly from online shoppers so that everyone had an equal chance of being chosen.

Statistical tools for the study: Percentage Analysis, Rank Analysis, Weighted Average Score Method and Chi-Square Analysis.

ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

Percentage analysis is carried out for all the demographic questions specified in the questionnaire. The percentage analysis is used mainly for standardization and comparison.

Table No: 1 The Characteristics of Sample

S. No	Characteristics	Category	Frequency	Percentage
1	Age	Below 20 years	32	31.1
		20-25 years	46	44.7
		26-30 years	7	6.8
		31-40 years	7	6.8
		Above 40 years	11	10.7
2	Gender	Male	52	50.5
		Female	51	49.5
3	Educational Qualification	Higher Secondary	21	20.4
		Undergraduate	62	60.2
		Postgraduate	10	9.7
		Professional Degree	10	9.7
4	Occupation	Private Employee	14	13.6
		Government Employee	6	5.8
		Self-Employed	12	11.7
		Business	20	19.4
		Homemaker	6	5.8
		Unemployed	45	43.7
5	Monthly income	Below 20,000	56	54.4
		20,001 – 40,000	16	15.5
		40,001 – 60,000	18	17.5
		60,001 – 1,00,000	4	3.9
		Above 1,00,000	9	8.7
6	Frequency of Online shopping by respondents	Rarely	36	35
		Once a month	34	33
		2-3 times a month	22	21.4
		Weekly	4	3.9
		More than once a week	7	6.8
7	Average amount spent on online shopping	Below 500	14	13.6
		500-1,000	49	47.6
		1,001-3,000	27	26.2
		Above 3,000	13	12.6
8	Behavioral response of the respondents when exposed to urgency messages	Buy immediately	12	11.7
		Compare quickly and then buy	45	43.7
		Add to cart and decide later	37	35.9
		Ignore the offer	7	6.8
		Exit the website/app	2	1.9

9	Opinion of the respondents after buying during a limited offer	Happy	24	23.3
		Satisfied	58	56.3
		Regret	7	6.8
		Confused	14	13.6
10	Reasons for the Unplanned Purchase	Price Reduction	28	27.2
		Limited availability	31	30.1
		Time Restriction	18	17.5
		Brand familiarity	16	15.5
		None of the above	10	9.7
11	Benefits experienced in Online Shopping	Saves money	54	52.4
		Saves time	42	40.8
		Encourages quick decisions	38	36.9
		Access to exclusive deals	29	28.2
		Makes shopping more engaging	27	26.2
		Avoids missing out on good deals	25	24.3
12	Factors prioritized during urgency sales	Price	65	63.1
		Brand	59	57.3
		Reviews	50	48.5
		Delivery time	40	38.8
		Discount Percentage	35	34
		Product Quality	43	41.7
		Return and Refund policy	37	35.9
13	Challenges faced due to Urgency Marketing	Impulsive buying	58	56.3
		Financial overspending	37	35.9
		Stress or Anxiety	38	36.9
		Poor decision quality	30	29.1
		Post-purchase regret	35	34

INTERPRETATION

- 44.7 per cent of the respondents lie in the age group of 20-25 years.
- 50.5 per cent of the respondents are male.
- 60.2 per cent of the respondents are undergraduates.
- 43.7 per cent of the respondents are unemployed, forming the majority.
- 54.4 per cent of the respondents earn below ₹20,000, which is the highest.
- 35 per cent of the respondents shop online rarely.
- 47.6 per cent of the respondents spend ₹500–₹1,000 on online shopping.
- 43.7 per cent of the respondents compare quickly and then buy products during urgency sales.
- 56.3 per cent felt satisfied after purchasing during a limited-time offer.

- 30.1 per cent of the respondents tells limited availability is the main reason for unplanned purchases.
- 52.4 per cent of the respondents tells “Saves money” is the top benefits experienced in online shopping.
- 63.1 per cent of the respondents feels price factor is most prioritized during urgency sales.
- 56.3 per cent of the respondents tells impulsive buying is the most common challenges faced due to urgency marketing.

RANK ANALYSIS

Rank Analysis is a method of statistics that measures the relationship between ranking of various ordinal variables and different rankings of the same variables.

Table No. 2 Ranking of Preferred E-commerce Platforms among the respondents

Platforms	R1	R2	R3	R4	R5	R6	R7	Total Score	Rank
Amazon	287	78	110	44	21	4	7	551	1
Flipkart	161	204	55	60	18	12	8	518	2
Myntra	112	78	205	80	12	4	7	498	3
Meesho	126	96	85	92	18	14	16	447	4
Ajio	77	72	90	84	78	16	7	424	6
Nykaa	119	72	95	60	33	34	12	425	5
Tata Cliq	119	72	75	40	12	10	40	368	7

INTERPRETATION

The rank analysis shows the Preferred E-commerce Platforms in which Amazon secured the first position with a total score of 551. Flipkart stood in the second position with 518, followed by Myntra in the third position with 498. Meesho obtained the fourth position, while Nykaa 425 and Ajio with 424 secured the fifth and sixth positions respectively. Tata Cliq stood in the seventh position with the lowest total score of 368.

WEIGHTED AVERAGE SCORE METHOD

Weighted Average Score is the most accurate measure of data that are relatively important to each other. Weighted grade is the average of a set of grades, where each set contains a different amount, the values with larger weights contribute more to the weighted mean and data values with smaller weights contribute less to the weighted mean.

Table No. 3 The Agreement Level on Limited-Time Offers

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total Score	Weighted Average Score	Rank
I prefer buying products when there is a time limited offer	205	120	60	18	3	406	3.94	1
I complete my purchase quickly when I see "offer ending soon" message	85	196	75	18	3	377	3.66	3
I feel motivated to buy when discounts are available for a short time	130	120	117	12	2	381	3.69	2
I pay less attention to comparing prices during limited time offers	95	115	105	40	6	361	3.50	4
Limited time offers influence my final purchase decision	130	116	84	14	13	357	3.46	5

INTERPRETATION

The weighted average has been conducted in this study to analyse that respondents mostly agree with limited time offers in online shopping. “I prefer buying products when there is a time-limited offer” ranked

first (3.94), followed by motivation from short-term discounts (3.69) and quick purchase due to “offer ending soon” messages (3.66). Comparing prices less during such offers (3.50) and influence on final decision (3.46) ranked lower.

CHI-SQUARE ANALYSIS

Chi-square test is the non-parametric test of significant difference between the observed distribution of data among categories and the expected distribution based on the null hypothesis. This test is widely used to identify the relationship between multiple variables.

NULL HYPOTHESIS:

- The factors Monthly Income and Frequency of online shopping have an insignificant relationship between them.
- The factors Monthly Income and Average amount spent per purchase have an insignificant relationship between them.
- The factors Occupation and Frequency of Online Shopping have an insignificant relationship between them.
- The factors Gender and Reason for Unplanned Purchase have an insignificant relationship between them.
- The factors Occupation and the Feel after buying during a Limited – time offer have an insignificant relationship between them.

Table No: 4 Relationship between the variables

S. No	Relationship Variables	Calculated Value	Table Value	Hypothesis Accepted/Rejected	Result
1	Relationship between monthly income and frequency of online shopping	3.499	26.30	Accepted	No significant relationship
2	Relationship between monthly income and average amount spent per purchase	0.708	21.03	Accepted	No significant relationship
3	Relationship between occupation and frequency of online shopping	0.391	31.41	Accepted	No significant relationship
4	Relationship between gender and reason for unplanned purchase	0.377	9.49	Accepted	No significant relationship
5	Relationship between occupation and the feel after buying during a limited – time offer	0.352	25.00	Accepted	No significant relationship

FINDINGS OF THE STUDY

- Most of the respondents who purchase through online platforms and websites through urgency promotional messages like flash sales, discounts, etc are male under the age category of 20-25 years.
- Consumers should be motivated to think twice before making rapid decisions during sales.
- Simple tips like comparing prices or reading reviews can help them make wise choices. Awareness may reduce impulsive purchasing behaviour.
- Further studies can include a larger sample size and different geographical areas, as consumer behaviour may vary across regions and demographic groups.
- Online shopping platforms should focus on product information, reviews and price comparisons as many consumers

prioritize price and convenience rather than being strongly influenced by urgency marketing.

Suggestions

- Many of the respondents are young consumers and undergraduates, e-commerce platforms can design simple promotional messages to help them understand product value and make instant purchases decisions.
- Price is the most important factor during urgency sales, so companies should focus on providing real discounts and value-based promotions instead of relying on time pressure only.
- Regular consumer feedback on urgency-based promos can be gathered by e-commerce companies, which can help

them in designing more responsible and consumer friendly marketing practices.

- Brands must remain standard in their marketing strategies. Sudden promotional messages may increase the curiosity of the customers, so balance approach will enhance consumer trust and engagement.
- Consumer should be encouraged to think about their needs before responding to urgent offers. This can help reduce impulsive buying behaviour and improve satisfaction with their purchases.

CONCLUSION

The "Now or Never" mindset has an impact on how consumers make decisions when shopping online. Many people, younger shoppers are strongly drawn to time-limited deals flash sales and countdown timers. These tactics create a sense of urgency that pushes them to buy without comparing prices or checking alternatives carefully. The reason these methods work well is the fear of missing out on a great offer. Consumers often think, if I don't act now, I might miss out forever. This feeling leads to impulse buys and helps boost online sales. Even though urgency strategies can increase sales they sometimes cause regret after the purchase. People may feel like they were pressured into buying something they didn't really need. For this reason, online stores should use urgency-based marketing honestly and responsibly. They should avoid creating pressure and instead focus on real value, for customers.

Declaration by Authors

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