Original website:  
<https://onlinelibrary.wiley.com/doi/full/10.1111/jbl.12095?saml_referrer>   
This article can assist a gift shop by providing insights on how price promotions can enhance customer retention even in the face of product stockouts, thereby informing inventory management strategies and promotional activities.  
  
  
Peinkofer, S. T., Esper, T. L., Smith, R. J., & Williams, B. D. (2023). Assessing the Impact of Price Promotions on Consumer Response to Online Stockouts. Journal of Business Logistics, 46(4), 317-333.

This empirical study focuses on how consumers react to stockouts, particularly of price-promoted products, in the e-commerce landscape. The authors deploy the expectation-disconfirmation theory (EDT) to scrutinize how price promotions impact consumers' expectations of product availability and their subsequent response to online stockouts. They discovered that in low involvement shopping scenarios, consumers demonstrate less dissatisfaction and a lower likelihood of switching to a competitor's online platform when they encounter a stockout of a discounted item. The research introduces a potential limitation of EDT in high involvement scenarios, suggesting the need for additional theoretical refinement in such contexts.

Peinkofer et al.'s research is noteworthy for its exploration of an under-researched area in e-commerce, providing valuable insights into consumer behavior and inventory management in the online retail context. Their experimental approach and robust theoretical framework elucidate significant implications for both academic study and practical applications in supply chain management. The authors convincingly argue that price promotions, despite potentially leading to stockouts, could also play a vital role in customer retention in the online retail sphere. However, they also recognize the study's limitations and suggest future research directions, including examining the impacts of different promotional activities and product types on consumer responses to stockouts, and the long-term effects of repeated stockouts.