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SCARCITY STRATEGY ANALYSIS ON SOCIAL MEDIA IN ENCOURAGING IMPULSE BUYING (A STUDY OF HIJRAH STORE CONSUMERS LHOKSEUMAWE)

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Abstract

This study aims to determine and analyze the effect of scarcity strategies on the social media platform Instagram on impulsive buying behavior of consumers at Hijrah Store Lhokseumawe. Using a quantitative approach with a survey method and simple linear regression, the study involved 100 active consumer respondents selected through purposive sampling. The collected primary data were then processed using SPSS version 25 software. Data analysis results indicate that the scarcity strategy (X) has a positive and significant effect on impulsive buying behavior (Y), evidenced by a calculated t-value of 2.469, which is greater than the critical t-value of 1.984 (sig. 0.015 < 0.05); therefore, the alternative hypothesis (Ha) is accepted. These findings align with the SOR theory, which asserts that the more effective the scarcity strategy implemented on Instagram as a stimulus, the stronger the consumers' psychological drive to make impulsive purchases as a response.

Keywords : Scarcity Strategy, Impulsive Buying Behavior, Stimulus-Organism-Response (SOR) Theory

INTRODUCTION

The development of information technology and the increasing use of the internet have driven major changes in digital marketing strategies. Instagram has become a major platform for product promotion due to its ability to present engaging visual content to a wide audience. In digital marketing practice, one frequently used strategy is scarcity, a situation where the limited availability of a product or opportunity makes it more valuable to consumers and encourages them to make an immediate decision (Cialdini, 2009). Business actors who use scarcity messages in product marketing will touch the psychological state of buyers by creating a sense of anxiety when making a purchase. (Nurul et al., 2022 in Jannah, 2025) . Scarcity strategy has a significant impact on impulsive buying behavior, because aspects of scarcity, such as limited time and stock availability, will create psychological pressure and a sense of urgency in consumers (Zhang et al., 2022) . The phenomenon of impulse buying is particularly evident in the lifestyle industry, particularly the cosmetics and skincare sectors . Hijrah Store is one such business actively utilizing social media to market a variety of beauty products to meet today's consumer needs.

Figure 1. Product Promotion Posts on Instagram Feeds

Based on observations, it was found that the Hijrah Store Instagram account consistently employs a message of scarcity in its marketing activities. This is evident in promotional content that emphasizes limited stock and short purchase durations. In marketing literature, this tactic is considered a stimulus to trigger psychological reactions in consumers that can lead to impulse purchases. Wahyuni's (2024) research stated that the impact of scarcity on impulse purchases would be stronger if consumers felt FOMO (Fear of Missing Out). Another finding in Andriyani's (2024) research showed that proactive use of scarcity messages is an effective method for companies to increase the volume of customer impulse purchases.

Observing the differences in findings (research gaps) from previous studies prompted the authors to reevaluate the link between scarcity strategies and impulse buying behavior. This research will focus on a more specific context to provide a deeper understanding of the phenomenon.

LITERATURE REVIEW

Stimulus-Organism-Response (SOR)

The SOR communication model emphasizes the importance of effective message delivery to foster motivation in the recipient, ensuring efficient message reception and the ability to change their behavior and attitudes. In this context, scarcity acts as a stimulus delivered to consumers. Once consumers process this stimulus, it triggers the formation of certain attitudes or behaviors, such as impulsive buying.

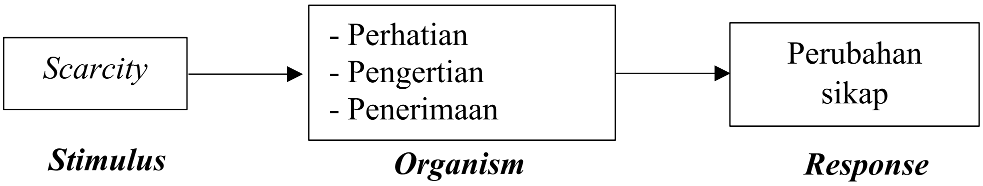

Figure 2. SOR Communication Model

Source: The Urgency of SOR Model Communication in Improving Learning Quality, Abidin, et al. in Rosdiana et al., 2023)

The SOR communication model explains that every communication action is always followed by a response that forms an attitude. This attitude change can only occur if the stimulus provided successfully meets three main factors: attention, understanding, and acceptance by the recipient. All elements of the SOR theory are integrated and inseparable.

Scarcity Strategy

Scarcity strategy is defined as a condition in which the limited availability of a product or opportunity increases the value of the item in the eyes of consumers, thus triggering faster decision-making (Cialdini, 2009) . Scarcity in the marketing context has long been used as a promotional method (Aggarwal et al., 2011) . According to Andriyani (2024) , scarcity messages serve to inform potential buyers about limited stock, discount periods, or the duration of certain offers. This strategy creates psychological pressure for consumers to act immediately to avoid missing opportunities. There are two dimensions of scarcity proposed by Cialdini, namely Limited Quantity Scarcity and Limited Time Quantity.

Impulsive Buying Behavior

buying is a consumer behavior pattern in purchasing a product without any prior planning (Coley & Burgess, 2003). Utami (2010) explains that impulsive buying can occur due to situational influences, namely the urge to buy that appears suddenly due to suggestive stimuli from the surrounding environment. research aligns with the findings of Risma and Sukmawati (2023) in the journal Negotium, which confirmed that external triggers on digital platforms significantly influence consumers' psychological responses to impulse buying . Impulse buying behavior can be measured through two dimensions: affective and cognitive .

Instagram

Instagram is an application that allows users to take and share photos with digital filters on various social media platforms (Kurniawan, 2019 in Afandi, 2020) . To support marketing activities, Instagram provides photo, video, story , live broadcast, direct message, and business profile features for businesses. Due to its interactive and real-time nature , this platform has proven effective in influencing consumer behavior and triggering impulse purchases, as confirmed by research (Auliana & Ameliany, 2021) . In the Lhokseumawe region itself, the use of promotional strategies through Instagram and the online marketing atmosphere significantly influences the decisions and orientation of local residents' shopping behavior (Iryani, 2018) .

RESEARCH METHODS

The location of this research was at the Hijrah Store, Lhokseumawe.

1. Population and Sample
   A population is the entire group of objects or subjects selected by researchers to study and draw conclusions from (Sugiyono, 2023) . In this study, the population used was consumers of Hijrah Store Lhokseumawe who had been exposed to promotions using scarcity strategies through Instagram social media . To ensure the sample size is more representative of the population, the Lemeshow formula was used:
   $$n = \frac{z^2 p\,(1-p)}{d^2} = \frac{1{,}96^2 (0{,}5)\,(1-0{,}5)}{0{,}1^2} = \mathbf{96.04}$$
   Based on the calculations in the formula used, it is known that the number of samples to be used is as many as 9 6.04 which is rounded up to 100 consumers who will be respondents.
2. Data collection technique
   Data was collected using a questionnaire to determine respondents' opinions. The questionnaires were administered to respondents in person, either on paper or using Google Forms .
3. Data Measurement Scale
   In this study, the scale used was the Likert scale to measure responses more measurably with 5 points, namely :

Table 1. Likert Scale

Scale	Score
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

4. Data Analysis Methods
   The data analysis in this study used a quantitative survey method. This data analysis method was used to answer the hypothesis, namely to determine the effect of scarcity strategy on impulsive buying behavior. The technique used in this study was a simple linear regression analysis method with the following formula.
   $$Y = a + bX$$
   Information:
   Y = Impulse Purchase
   X = Scarcity
   a = Constant
   b = Regression coefficient

DATA TYPE

Primary and Secondary

data is a data source that provides data directly to data collectors (Sugiyono, 2023). The primary data used in this study were obtained through questionnaires distributed to respondents (Hijrah Store consumers who were exposed to scarcity strategies). Secondary data is a data source that does not directly contribute to data collection, usually in the form of documents or through other people (Sugiyono, 2023). In this study, secondary data came from journals, theses, and books from the internet.

RESULTS AND DISCUSSION

Respondent Data Description

The following are the analysis results obtained from respondent data containing questions regarding respondents' personal data such as gender, age, occupation, and time of purchase.

Table 2. Respondent Data Identity

No	Respondent Characteristics	Frequency	Percentage (%)
1	**Gender**		
	Man	2	2
	Woman	98	98
2	**Age**		
	<17 years	11	11
	17-25 years	73	73
	26-35 years old	15	15
	≥36 years	1	1
3	**Work**		
	Student	57	57
	Employee	13	13
	Self-employed	4	4
	Other	26	26
4	**Purchase Time**		
	<last 3 months	87	87
	Last 3-6 months	7	7
	>last 6 months	6	6

Validity Test

Based on Table 3, it can be seen that the Scarcity Strategy variable (X) in this test has met the validity criteria, indicated by the calculated r value > r table and a significance value < 0.05. Therefore, this item can be declared valid.

Table 3. Results of the Scarcity Strategy Validity Test (X)

Item	Pearson Correlation	Sig.	Information
X.1	0.481	0.000	Valid
X.2	0.332	0.001	Valid
X.3	0.631	0.000	Valid
X.4	0.623	0.000	Valid
X.5	0.633	0.000	Valid
X.6	0.666	0.000	Valid
X.7	0.779	0.000	Valid
X.8	0.774	0.000	Valid
X.9	0.754	0.000	Valid
X.10	0.800	0.000	Valid
X.11	0.713	0.000	Valid
X.12	0.571	0.000	Valid

Based on Table 4, the test results show that the Impulsive Buying Behavior variable (Y) in this test has met the validity criteria, as indicated by the calculated r value > r table and a significance value < 0.05. Therefore, this statement item can be declared valid.

Table 4. Results of the Validity Test of Impulsive Buying Behavior (Y)

Item	Pearson Correlation	Sig.	Information
Y.1	0.549	0.000	Valid
Y.2	0.568	0.000	Valid
Y.3	0.687	0.000	Valid
Y.4	0.677	0.000	Valid
Y.5	0.690	0.000	Valid
Y.6	0.754	0.000	Valid
Y.7	0.710	0.000	Valid
Y.8	0.655	0.000	Valid
Y.9	0.823	0.000	Valid
Y.10	0.816	0.000	Valid
Y.11	0.778	0.000	Valid
Y.12	0.797	0.000	Valid
Y.13	0.688	0.000	Valid

Reliability Test

The measurement used is Cronbach's Alpha analysis, where Ghozali (2011) states that if the Cronbach's Alpha value is > 0.60, then the instrument is reliable. Based on the results of the reliability test of this study, the variables Scarcity Strategy (X) and Impulsive Buying Behavior (Y) have a Cronbach's Alpha value of more than 0.60, which indicates that the instrument can be relied upon for further analysis.

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Information
Scarcity Strategy	0.877	Reliable
Impulsive Buying Behavior	0.918	Reliable

Classical Assumption Test

The normality test using the Kolmogorov-Smirnov test yielded an Asymp.Sig. value of 0.155, which is greater than 0.05. Thus, the residual data is normally distributed. Meanwhile, the Glejser heteroscedasticity test showed a significance value above 0.05.

Table 6. Kolmogorov-Smirnov Test Results

N	Test Statistics	Asymp.Sig. (2-tailed)	Std. Deviation
100	0.077	0.155	10.81595377

Table 7. Glejser Test Results

Variables	Significant Value	Information
Scarcity Strategy (X)	0.125	Free of Heteroscedasticity

Hypothesis Testing

t-test

Testing on the partial test (t) is carried out after calculating the t-count value, then comparing it with the t-table value (Ghozali, 2018).

Table 8. Partial Test Results (t)

Coefficients [a]					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	28,335	6,282		4,510	.000
Scarcity Strategy	.338	.137	.242	2,469	.015

Based on table 8 above, the calculated t > t table (2.469 > 1.984) and the significance value is 0.015 < 0.05, so the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, which shows that the scarcity strategy variable (X) has a positive and significant effect on the impulsive buying behavior variable (Y).

Correlation Coefficient (R) and Determination (R^2) Test

Table 9. Test Results

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Standard Error of the Estimate**
1	.242 [a]	.059	.049	10,871
a. Predictors: (Constant), Scarcity Strategy				
b. Dependent Variable: Impulsive Buying Behavior				

Based on the table above, the correlation coefficient (R) test results obtained a value of 0.242. Meanwhile, the determination coefficient (R2) test results obtained a value of 0.059, which indicates that the Scarcity Strategy variable (X) plays a role in the amount of 5.9% of Impulsive Buying Behavior (Y). Meanwhile, the remaining 94.1% is influenced by other variables not included in this study.

CONCLUSION

This study examines the influence of scarcity strategy through Instagram social media on impulsive buying behavior among consumers at Hijrah Store Lhokseumawe. The research findings show that scarcity strategy has a positive and significant effect on impulsive buying behavior. However, the resulting effect is relatively weak. This indicates that impulsive buying behavior is not only influenced by scarcity strategy , but also by various other factors that may be outside the scope of this study. These findings confirm that scarcity strategy can provide a positive initial contribution in stimulating a quick consumer response, although within a still limited scope.

SUGGESTION

Hijrah Store is advised to maintain its scarcity strategy by increasing message consistency and credibility, such as using a real-time countdown feature to maintain an authentic sense of scarcity. Meanwhile, future researchers are advised to integrate emotional arousal or FOMO as a mediator to uncover deeper psychological mechanisms and expand the research scope to other digital business platforms.

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