

## **Scarcity Strategies and Price Promotions in Enhancing Consumer Purchase Intensity**

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### **Abstract**

Competition is fierce in the market today, and companies are always looking for new ways that they can stay ahead of the game when it comes to capturing consumer attention. Two classes of approaches are commonly employed: product scarcity and price promotion with the intention of inducing consumer purchase intention. Artificially creating scarcity by limiting availability or offer duration helps establish value in the mind of the consumer. In the meantime, price promotions, e.g., discounts and specials, lower price barriers and drive impulse purchasing. The synergy of these tactics would, it is imagined, boost the appeal of a product. But it is still unknown the combined influence on the purchase quantity and it requires some more researching. Knowledge about the effects of scarcity as well as price promotions on consumer behavior is important for marketers who need to design more effective marketing promotions and sell as much during buynow periods as possible. This research aims to investigate the impacts of product scarcity and price promotion on consumer purchase intensity. A Quantitative Study, Descriptive and Causal Designs Were Used and Multiple Regression Analysis Was Used to Vet the Relationship Among the Variables. The sample was comprised of 300 online shoppers in the areas of electronics and fashion. The investigation also found that both product scarcity and price promotions had significant impacts on purchase intensity and that the impact of product scarcity was a unimodal one. Furthermore, the relationship was found to be moderated by scarcity and promotion discounting effects on purchase intention were magnified. The findings indicate scarcity appeals can increase willingness to purchase and could be characterized as a double-edged sword where too much scarcity leads to falling returns. When used in combination, these tactics can work well for businesses to get the most from their marketing strategy.

### **Keywords:**

Product Scarcity; Price Promotions; Purchase Intensity; Consumer Behavior; Marketing Strategy.

## **1. INTRODUCTION**

The competition among companies in business environment is growing, so companies have to find new marketing tools to be able to attract the attention of business customers. Two strategies widely used to increase consumer purchase intent are scarcity strategies and price promotions. Scarcity The practice of restricting the amount or duration of a product offer to make it seem more valuable. At the same time, price incentives like discounts or special offers can lower financial hurdles and make it easier for consumers to act quickly. The synergy between these two approaches is thought to strengthen the interest in a product among consumers. Yet, the joint effect of these behaviours on purchase intensity merits further investigation. Understanding better what mechanisms scarcity and price-promotions employ can shed guiding light on the optimal character of the marketing by firms targeting activities and again, potential of short-run sales.

As with other goods and services, consumers are motivated to buy certain products by a variety of factors including quality, price, promotion, and service. According to Haque (2020), product quality and pricing influences purchasing decisions greatly. Buyers pick products which are high quality regardless of their price, or that are high value for the price. Price, on its part, is another determinant influencing the intensity in purchasing terms, especially when the product presented for sale is of good quality. Rizkiana et al. (2023) also highlight the role of price and promotions in increasing customer satisfaction, especially in services. Appealing deals can lead to more satisfied customers and increased purchases. In contrast, when there is no influence of the contemporary variables, and otherwise according to Fadhiilah and Rachmawati's (2024) results found that social media promotion and price discount affect the consumer intention purchases although external factors in this case tax can affect the success of the effort. In other, online price promotions through other marketing channels, including social media, have huge impact on consumers' decision making. Falah et al. (2024) explored the interaction effects of price, quality, and promotions on crinkle fabric products sold on the internet, and found that considering these three factors could modulate consumer purchase interest. This Pricing - Quality - Promotion Relations model emphasizes the comparison of quality, price and promotions so that companies can develop effective marketing strategy in an attractive way for the consumers.

Consumers are affected by lots of things, especially the price and promotions that companies are offering. According to Baruno and Sari (2022), promotional mix and pricing are very influential in influencing consumer responses, particularly in the case of electronic devices. When an attractive price promotion or competitive price is the decision-making factor, consumer might purchase it. Dewi et al. (2023) argue that marketing mix techniques (i.e., product, price, promotion, and place) influence the consumer's decision. When applied correctly, these strategies can generate more attractive and actionable offers to sell products through increased consumer desire. Moreover, Negara and Kusumadewi (2018) confirmed that retail atmosphere and promotions have a positive direct effect on impulse buying because of consumers positive reasons. In a warm and interesting atmosphere, the consumers are motivated to buy on an impulse. This emotional impact fastens decision process, motivating consumers to purchase more in less time.

Suherman and Hongdiyanto (2021)) has demonstrated that promotions, taste, and price perceptions are the dominant factors which influencing the decision making of purchasing. If the offered price and value received mesh in the consumer's mind, the probability of a sale goes up. Compelling offers can also encourage people to part with their money faster, especially when urgent hype is generated. Gulo et al. (2022) also confirmed that product quality and promotion have an important and robust effect on consumer purchase decisions. Providers with similar price points and promotions will have the most success winning over customers. When the product quality remains the same or similar, consumers view it well enough to select that option. Consumers having competitive costs of services feel their value for money is higher, and that satisfies too their purchase intention. Haque (2020) stated that product quality and price are a core factor that determines purchase decision making. If the price you charge matches the quality that the customer gets, people are more likely to buy your product. This helps to gain the confidence of the consumer in the brand and motivates them to shop. Price should be in line with product quality in an evolving market where both of them have to go hand in hand for the businesses to stay ahead and attract consumers.

Marketing tactics also influence buying along with cost and quality. Nurasyah and Nurdin (2021) noted that the marketing mix and social environment have a significant influence on the online purchase decision, especially in the women's clothing industry. They highlighted the need for focused -ed promotions, competitive prices, and product quality that meets consumer expectations. The social surroundings have played a role in consumer decision, when we read the close friends of friends write reviews and recommendations on the products provided on the site, our ideas about these products may change. Fairliantina, 2023) found that on the coffee industry, promotional tools are effective when used in conjunction with accurate price perception to generate the consumer's purchase intention. Good advertising and marketing not only bring in new customers, they help keep the customers you already have and turn the casual buyer into the committed. Offers and discounts help the businesses in building a consumer loyalty and promoting re-purchase.

The studies of Susilo and Rizqi (2023) prove that price, product quality, promotion, and brand image are influential in making a decision at fast-food restaurant. For companies including KFC, offering competitive prices, and running promotions get consumers through the door, but a strong brand image and message foster trust, encouraging consumers to opt for one product over another. Consumers tend to prefer well-known brands and to brand reputations, so brand strength is the other key factor. Aditya and Ristanto (2021) as well as Setiawan and Hanafia (2023) also have confirmed that the quality of the product, design interesting and campaign well-targeted gives significant effect to influencing the behavior of purchase. It is well designed, when you open it, you feel good about it, and once you eat it, you trust it. Promotion, offering the product for a reduced price (or even free) to increase sales. Bundling sees consumers offered products for a larger price but cheaper than if buying each product separately.

The results from these studies indicate that telescoping decision-making process depends on both price, quality, and promotions. Businesses need to build marketing programs that maximize these drivers within the

context of constantly shifting consumer demands. Recognizing these drivers enables companies to enhance market appeal and competitiveness.

## 2. RESEARCH METHOD

The objective of this research is to assess the effects of product scarcity tactics and price promotions on consumer purchase intensity. Quantitative methods including descriptive and causal research designs were utilized. The relationship between the variables studied, even after adjusting for potential confounders, were analysed by using regression analysis. The purpose of the current study is to examine whether there is a relationship between limited edition products and price promotion, and between those two and consumer purchasing intensity, and, whether the two would interact to influence consumer purchase behavior.

The respondents of this research were those who had experience in purchasing products on the internet; they come from product consumption categories, such as electronics and clothing. A non-probability purposive sampling technique was used for selection. The first being that the respondents were required to have the knowledge of the online shopping for any category of product like electronics or fashion products. Second, the respondents interviewed had to have purchased three online goods or web-based services in the previous three months. Third, participants had actual exposure to offers that manipulate either product scarcity or price promotions (e.g., limited edition products, price reductions, and product bundles). There were 300 respondents based on such criteria drawn from several popular e-commerce platforms in Jakarta. A total of 299 cases were found acceptable for the regression analysis according to the criterion of RachmaniN et al. (2019), that the sample size is 20 times the number of variables we are studying. Sixty-five per cent of the sample were women and 35 per cent were men, and they varied in age from 20 to 45 years with a mean of 30 years. 70% of respondents bought electronics and 30% fashion products.

Three key variables are measured in this study: product scarcity tactics, price promotions, and consumer purchase intensity. Product brand scarcity Utilization of implementation was accessed with two types of scarcity: Supply-based scarcity (e.g., limited editions and limited-time offers), demand-based scarcity (e.g., best-selled or most recommended product). Respondents were prompted to rate the frequency they were exposed to such scarcity signals before making a purchase, with a scale from 1 (never) to 5 (always). Price promotion was operationalised using four items that reflect the effect of price discounts, holling, and other price offers on purchase decisions. How attractive the price promotions received are (1 = not at all attractive; 5 = very attractive). Finally, consumer purchase intensity was assessed in terms of shopping frequency following exposure to types of product scarcity and price promotions. Respondents were requested to report how often they would buy goods after having seen a limited offer or price promotion (#22) on a 5-point Likert scale from 1 (very rarely) to 5 (very frequently).

Statistical analysis, following the data collection process, employed multiple regression techniques in studying the direct effects of product scarcity strategies, price promotions, and purchase intensity. First regression analysis Direct effect of product scarcity, price promotions and purchase intensity is being examined in the model as follows:

$$PUR = \beta_0 + \beta_1 SCAR + \beta_2 PRC + \epsilon$$

Here PUR stands for purchase intensity, SCAR refers to product scarcity strategies and PRC stands for price promotions. The regression coefficients  $\beta_1$  and  $\beta_2$  will capture the effect of each independent variable on purchase intensity, and  $\epsilon$  is the error term. The goal of this regression is to see there is any significant effect of product scarcity and price promotions on consumer's purchase decision. Next, we tested the moderation effect to see if the effect of product scarcity on purchase intensity is moderated by price promotions. The interaction test was conducted by including a new interaction term between product scarcity and price promotion to the regressive model.

$$PUR = \beta_0 + \beta_1 SCAR + \beta_2 PRC + \beta_3 (SCAR \times PRC) + \epsilon$$

There,  $SCAR \times PRC$  is the interaction term between store promotions and product scarcity on purchase intensity. Whether the interaction term ( $\beta_3$ ) was significant implies that there is interaction with influence purchase intensity, and that the two variables are reinforcing or weakening each other on consumer decisions to purchase the product.

Instruments used, were also subjected to test for validity and reliability to ensure the reliability. Face and content validity were assessed using factor analysis, whereas reliability was examined using Cronbach's Alpha coefficient. We anticipate that these testing to demonstrate the constructs in this study have good validity and are reliable for the measurement. Any factor loadings in the factor analysis should be higher than 0.500, and the Cronbach's Alpha coefficient should be higher than 0.700, which is all acceptable to ensure that the measurement instrument is reliable. By doing so, this research attempts to gain insights into how product scarcity tactics and sale promotions can affect consumer purchase intentions. Further, the study also

endeavors to explain the relationship between these two factors and test if the link between the two serves to strengthen or soften the impact on consumer Purchase Propensity.

### 3. RESULTS AND DISCUSSION

#### 3.1. Results

The purpose of the paper is to evaluate the impact of product scarcity strategies and price promotions on consumer purchase intensity. Three hundred (300) of the respondents who satisfied the criteria for the sample were covered in the study. The participants were online shoppers who had bought products such as electronics and fashion. Data collected were subjected to multiple regression to assess the relationship between product scarcity, promotions and consumer purchase intensity. This approach enabled us to discriminate between the direct and interaction influences of these variables on consumer choices. The study aimed to examine whether product scarcity and price promotions indeed affect consumer behavior. With this approach, the aim of the study was to demonstrate hard evidence of how those marketing tactics influence consumers' purchasing behavior. The findings provide valuable information regarding how forms of business can use these techniques in terms of marketing from consumer perceptions and the impact on marketing results.

##### 3.1.1. Descriptive Analysis

The total 300 respondents 65% were female and 35% were male. Most of the respondents were 20 to 45 years old, with an average age of 30. 70% of them picked up electronics, and 30% fashion. In terms of purchase intensity, most of the respondents agreed that as a receiver of promotive offers, they were likely to become heavier purchasers compared to when they were not. These results seem to indicate that marketing tools such as depletion product or promotion prices have an impact on the decision making processes of the consumers of shopping behaviors, promoting purchases faster and of more frequent. It seems that consumers react to the sense of urgency caused by limited availability, or appealing price reductions, affecting their purchase behavior.

##### 3.1.2. Multiple Regression

The regressing analysis indicates that both product scarcity and price promotions have significant impact on purchase intensity (Rizal & Ismail, 2025). Scarcity of the product, especially, adds urgency to a buyer's mindset since exclusivity is often assumed to be associated with a high value. Meanwhile, price promotions reduce perceived fees and make buy decisions faster. This interaction between factors is key "because it says that people buy more (which increases purchase intensity) when both scarcity and price promotion are cued by [a] marketer." This suggests that firms can boost purchase intensity by managing both scarcity and price promotion simultaneously to help steer consumers' purchase decisions and generate sales."

Table 1. Multiple Regression

Variable	Coefficient	Standard Error	t-Statistic	p-value
Constant	1.532	0.123	12.47	0.000
SCAR (Scarcity)	0.347	0.051	6.81	0.000
PRC (Price Promotion)	0.287	0.045	6.38	0.000
SCAR <sup>2</sup> (Scarcity Squared)	-0.124	0.057	-2.17	0.031

According to Table 1, the product scarcity (SCAR) and the price promotion (PRC) have significant positive coefficients and p-values < 0.05, meaning that both variables have positive impacts on consumer purchase intensity. But the coefficient of SCAR<sup>2</sup> on the purchase intensity is negative and statistically significant (p = 0.031), which indicates that the effect of product scarcity on purchase intensity follows an inverted U-shaped curve. As shown by this, when product scarcity is first raised, purchase intensity will be heightened; when it exceeds a certain level, however, further enhancement of the product scarcity will depress the intention of consumers to purchase.

##### 3.1.3. Product Scarcity-Price Promotion Interplay

To confirm the existence of the interaction between product scarcity and price promotions in affecting purchase intensity, we conducted a moderation test adding the interaction term SCAR × PRC into the regression model. The results of the analysis showed that the interaction variable SCAR × PRC with a positive coefficient, had a significant estimate in the proposed model (Rahma et al., 2022). When both product scarcity and price promotions are adopted together, their interaction effect could be more influential on consumer purchase intensity than the additive impact when product scarcity and price promotion are employed separately. The findings suggest that the influence of product scarcity on purchase intensity is strengthened when combined with price promotions, encouraging shoppers to purchase more quickly and

more often. Businesses can take advantage of this interaction to more effectively implement marketing strategies, superimposing these two strategies to convert higher sales and consumer interest.

Tabel 2. Hasil Regresi Moderasi

Variable	Coefficient	Standard Error	t-Statistic	p-value
Constant	1.358	0.143	9.49	0.000
SCAR (Scarcity)	0.276	0.049	5.63	0.000
PRC (Price Promotion)	0.241	0.043	5.60	0.000
SCAR <sup>2</sup> (Scarcity Squared)	-0.111	0.057	-1.95	0.052
SCAR × PRC	0.185	0.059	3.14	0.002

As indicated in Table 2, the SCAR × PRC interaction has a significantly positive coefficient ( $p = 0.002$ ), suggesting that scaring the product strengthens its influence on purchase intensity when the product is on promotion. As a result, the effect of product scarcity on consumers' purchase intention is more pronounced when the two strategies are presented together, especially at higher price promotion levels.

### 3.1.4. Analysis of Inverted U-Shaped Relationship

To analyze the inverted U-shaped relationship between product scarcity and purchase intensity, a curve estimation was carried out. Figure 1 illustrates the connection between product shortage and buying intensity. The curve indicates that up to some level of product shortage (low to moderate), purchase frequency rises. But from there if product is quite scarce overall, intensity of purchasing gets less. This suggests that although consumers are initially attracted to products believed to be scarce, 'too much' scarcity can eventually have a negative impact on purchase intention. It indicates that firms should be careful with the use of scarcity strategies, since over-scarcity could have the opposite effect and decrease consumer willingness to purchase.

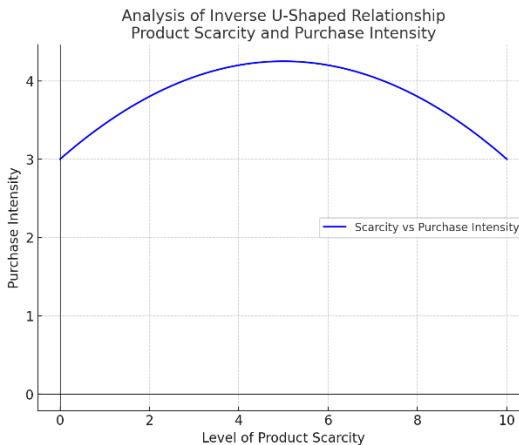


Figure 1. Inverted U-Shaped Relationship Between Product Scarcity and Purchase Intensity

The inverted U-shaped product scarcity and purchase intensity relation is depicted in the figure above. The curve indicates that intensity of purchase increases as product rarity moves from low to moderate levels. However there is a point where scarcity skyrockets and the intention to purchase plummet. This is in line with the insights from the regression results: applying a scarcity strategy can increase the number of purchases to a certain level and then lose its effectiveness beyond that point.

### 3.1.5. Validity and Reliability Testing

Validity and reliability of the study the validity and reliability of the exploratory instruments in this study were tested to ensure that the measurement items used accurately measure the influence of product scarcity strategies and price promotions on consumer purchase intensity. A factor analysis procedure was used to examine validity, and the reliability was examined by Cronbach's alpha coefficient. According to the findings, all the factor loadings were over 0.50, consistent with Janna et al.'s suggestion. (2021), suggesting the measurement items of each variable of this research are valid. Furthermore, the Cronbach's alpha coefficient above 0.700 indicates that the constructs in this study demonstrate a good level of internal consistency and consistency over time.

Table 3. Validity and Reliability Test

Variable	Factor Loading	Average	Standard Deviation	VIF	Cronbach's Alpha
PRC1 (Price Promotion 1)	0.729	3.232	0.926	1.722	0.726
PRC2 (Price Promotion 2)	0.732	3.369	0.887	1.734	None
PRC3 (Price Promotion 3)	0.728	3.31	0.921	1.994	None
PRC4 (Price Promotion 4)	0.764	3.081	0.991	1.929	None
SCAR1 (Scarcity 1)	0.851	3.539	0.762	2.057	0.851
SCAR2 (Scarcity 2)	0.846	3.41	0.841	2.131	None
SCAR3 (Scarcity 3)	0.845	3.528	0.777	2.068	None
SCAR4 (Scarcity 4)	0.777	3.454	1.109	1.839	None
PUR1 (Purchase Intensity 1)	0.714	3.303	0.936	2.704	0.822
PUR2 (Purchase Intensity 2)	0.77	3.214	0.99	2.402	None
PUR3 (Purchase Intensity 3)	0.772	3.557	1.0	2.655	None
PUR4 (Purchase Intensity 4)	0.824	3.649	1.093	2.655	None

Validity and Reliability Test The table of the validity and reliability test presented the results of the test for the factor loading, average, standard deviation, VIF, and Cronbach's alpha of product scarcity (SCAR), price promotion (PRC), and purchase intensity (PUR) variable. Factor loading coefficients over 0.500, this confirms the validity of the measurement items Clothing store 1 0.720 0.723 appeared, whereas  $\alpha$  are above of 0.700, this Clothing store 2 0.760 0.768 paperwork establishes good reliability. These results provide evidence of the reliability of the instruments used for the analysis effects for the strategies of product scarcity and price promotion on consumer purchase decisions.

### 3.2. Discussion

The research reveals that limited product availability and price discounting have a substantial effect on consumer's purchasing effort. This is consistent with a study conducted by Haque (2020) which claimed that price and product quality are determining factors for making a purchase decision. Evidence from these experiments suggested willingness to purchase a product may be increased via product scarcity (particularly when products are positioned as rare or limited) (Study 1). This enhances the perceived value in the consumers' minds, which in turn influences their purchase intention.

There is also a significant effect on consumer promotion which encourages customer to purchase goods faster. Discounts or lowering of prices could lower perceived price barriers, and they help consumers feel that they are getting more value for their money. This result is in agreement with that of Rizkiana et al. (2023) found that price and promotions have a significant impact on customer satisfaction, that will increase the probability of purchasing. 72% of customers are likelier to impulse-purchase when offered with price deals, which just shortens their decision time even more!

The findings of the multiple regression analysis indicate that product scarcity and purchase intensity exhibit an inverted U-shaped pattern. At first, product scarcity can heighten purchase intention, but above a certain level, scarcity can actually decrease consumer purchase intention. This result indicates that while scarcity can incite feelings of urgency, the condition of too much scarcity will lead consumers to feel anxious and become unwilling to make purchase. Falah et al. (2024) Showed that extreme shortage levels can negatively affect consumers and reduce purchase intention. As a result, companies need to be careful how they use scarcity techniques, so that they do not undermine consumer interest.

The interaction effect of product scarcity and price promotions was also tested in the study. The findings demonstrate that these two indicators strengthen purchase intensity on each other. The influence of the two strategies is further compounded when they are used concurrently and intensifies in the presence of attractive price promotions. This finding is in line with the study of Fadhiilah and Rachmawati (2024) that price promotion and scarcity create faster purchase decisions, especially by using social media as marketing channels.

And while combining both strategies together might make the consumer feel a more sense of emergency to stomach their purchases. This is in line with the results of Baruno and Sari (2022), which established that promotional mix combined with competitive price stimulates the interest of consumer for the product and results in faster purchasing action. Accordingly, firms should optimize marketing communication strategies by integrating product scarcity and price discount to achieve optimal outcomes.

The study also reported that over- scarcity may increase negative consequences if not managed appropriately. This negative square term SCA R<sup>2</sup> implies that purchase intensity decreases if SCAR<sup>2</sup>. This suggests that companies must balance their attempts at leveraging product scarcity as a strategy. Too much scarcity may actually end up coming across as exclusive, and if it's too artificial, it might annoy consumers enough for them to look elsewhere. Product shortage and price promotions are playing an important role in affecting consumer purchase intensity. But for these ploys to work, companies must strike the right balance between making scarcity more seductive and leaving a bargain behind. This could be a powerful mix of these tactics to increase consumer purchase intent, but may have to be balanced as to not deter purchase through a very strong sense of scarcity.

## 4. CONCLUSION

The research shows that product scarcity tactics and price discount tactics have impactful effects on consumer purchase intention. Limited supply—whether by offer limitation or high demand itself—can increase purchase intentions. Nevertheless, an inverted U-shaped pattern was observed, where overly low scarcity results in a decrease in purchase intention. This implies that although scarcity does impart higher value perception, excess scarcity can turn people off. Special offers are also important in increasing purchase quantity. Price promotions, bundling, and other offers can encourage faster purchase by lowering the perceived cost barriers. Their effects are further enhanced when two strategies are employed in conjunction with each other. The combination of product scarcity and price promotions positively reinforces consumers' purchase intention. It's about finding the right combination of these two strategies to achieve the maximum impact for companies. Too much scarcity may make a product less appealing, but the right price promotions can spur a desire to buy. By developing marketing programmes that utilize these factors, firms can improve product sale ability and enhance product competitiveness.

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