

Pengaruh Scarcity Marketing pada Produk Hedonis terhadap Perilaku Pembelian Impulsif pada Konsumen Perempuan dalam Konteks Flash Sale di E-commerce = The Influence of Scarcity Marketing on Hedonic Products towards Impulsive Buying Behavior among Female Consumers in the Context of Flash Sale in E-commerce

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Abstrak

Promosi penjualan flash sale yang menerapkan scarcity marketing berupa keterbatasan kuantitas produk dan kuantitas waktu semakin marak di e-commerce dan mendorong konsumen melakukan pembelian impulsif. Apalagi konsumen perempuan cenderung mudah terpengaruh pembelian impulsif pada produk hedonis. Dihipotesiskan bahwa scarcity marketing berupa keterbatasan kuantitas stok dan keterbatasan waktu pada produk hedonis saat flash sale memengaruhi perilaku pembelian impulsif khususnya pada konsumen perempuan dan terdapat interaksi antara stok terbatas dan waktu terbatas terhadap perilaku pembelian impulsif. Untuk menguji hipotesis ini, sebuah eksperimen dengan desain penelitian 2x2 faktorial dilakukan. Terdapat 214 responden perempuan yang berusia 17-33 tahun terlibat dalam penelitian ini. Hasil analisis dengan faktorial ANOVA menemukan bahwa keterbatasan kuantitas stok ($F(1, 210) = 0.32, p = 0.57$) dan keterbatasan waktu ($F(1, 210) = 1.76, p = 0.18$) pada produk hedonis serta interaksi keduanya ($F(1, 210) = 0.17, p = 0.68$) tidak memengaruhi pembelian impulsif pada konsumen perempuan.

.....Promotional flash sales that apply scarcity marketing in the form of limited product quantities and limited time periods are becoming more prevalent in e-commerce, driving consumers to make impulsive purchases. Especially, female consumers tend to be more influenced by impulsive purchases for hedonic products. It was hypothesized that scarcity marketing in the form of limited stock quantities and limited time during flash sales for hedonic products would influence impulsive buying behavior, particularly among female consumers, and that there would be an interaction between limited stock and limited time on impulsive buying behavior. To test this hypothesis, a 2x2 factorial experimental research design was conducted. A total of 214 female respondents aged 17-33 years were involved in this study. The results of the factorial ANOVA analysis found that limited stock quantities ($F(1, 210) = 0.32, p = 0.57$) and limited time ($F(1, 210) = 1.76, p = 0.18$) for hedonic products, as well as the interaction between the two ($F(1, 210) = 0.17, p = 0.68$), did not affect impulsive purchasing behavior among female consumers.