

Pengaruh Scarcity Marketing terhadap Pembelian Impulsif Merchandise Photocard K-Pop = The Influence of Scarcity Marketing Towards Impulsive Buying of K-Pop Photocard

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Abstrak

Fans rela untuk merogoh kocek yang tidak sedikit demi membeli photocard yang jumlahnya terbatas di pasaran. Fenomena dicurigai terjadi karena adanya scarcity marketing. Oleh karena itu, dilakukan penelitian eksperimen 2x2 faktorial untuk mengetahui pengaruh dari scarcity marketing terhadap pembelian impulsif pada fans K-Pop grup NCT. Dengan N = 157, ditemukan bahwa interaksi antara limited-quantity scarcity marketing dan limited-time scarcity marketing mampu meningkatkan perilaku pembelian impulsif. Selain itu, photocard yang dijual dalam jumlah yang banyak namun masih dalam kategori terbatas dan dijual dengan waktu terbatas menjadi kondisi di mana pembelian impulsif paling banyak terjadi. Hal ini dapat dijelaskan oleh teori Yerkes-Dodson.

.....-Pop fans are eager to spend their money on K-Pop merchandise that is sold in the market in limited quantity and only in certain periode. This phenomenon can happen due to the effect of scarcity marketing. Therefore, this research try to explain the effect of scarcity marketing towards impulsive buying by conducting a 2 x 2 factorial experiment. With N = 157, it is found that the interaction of limited-quantity scarcity marketing and limited-time scarcity marketing increase impulsive buying. Moreover, a condition in which photocard is sold in a limited yet not very scarce with limited time to buy is the most significant condition to increase impulsive buying. This can be explained by Yerkes-Dodson theory.