

SCARCITY AS A MODERATOR OF DOUBLE DATE CAMPAIGNS AND FOMO ON PURCHASE INTENTION AMONG GEN Z SHOPEE USERS IN MALANG

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ABSTRACT

Introduction: This study explores how scarcity enhances the influence of double date campaigns and Fear of Missing Out (FOMO) on purchase intention among Generation Z Shopee users in Malang.

Method: Employing a quantitative explanatory design with 155 respondents aged 18–28, an online survey was used to gather the data, and Partial Least Squares (PLS) was used for analysis via SmartPLS 4.0.

Results: The results show that double date campaigns, FOMO, and scarcity significantly influence purchase intention. Furthermore, scarcity strengthens the effect of double date campaigns on purchase intention, but does not considerably reduce the association between purchase intention and FOMO. These results highlight the importance of combining time-limited promotions with psychological urgency strategies to optimize consumer responses in e-commerce marketing.

INTRODUCTION

The development of internet technology has significantly driven the expansion of the Indonesian e-commerce market. Recent data show that 79.5% of the Indonesian population, or approximately 221.56 million people, are internet users (APJII, 2024), with 90% actively engaging in online shopping (Meltwater. 2024). Shopee

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has emerged as a dominant player, recording a Gross Merchandise Value (GMV) of US\$55.1 billion in Southeast Asia and being the preferred platform for 76% of Generation Z (Populix, 2023). This phenomenon is supported by creative marketing strategies, such as double date campaigns (e.g., 9.9, 12.12), which offer time-limited promotions to boost purchase intention.

However, the effectiveness of these strategies remains a topic of debate in the literature. On one hand, Aulia et al. (2023) discovered a somewhat substantial positive association between double date events and purchase intention, while Enriza & Putra (2024) reported that its contribution was only 7.7%. Similarly, studies on Fear of Missing Out (FOMO) have shown inconsistent findings—significant according to Falajunah & Hendayani (2024) but not significant among Gen Z in Ambon (Radianto & Kilay, 2023). Scarcity, as a psychological trigger, has rarely been examined as a moderating variable in this context, although initial evidence suggests its potential to create a sense of urgency in consumer decision-making (Teubner & Graul, 2020).

These mixed findings highlight the variability in consumer responses, possibly due to differences in location, time, and platform engagement. For instance, Aulia et al. (2023) found a moderately strong relationship between double date campaigns and purchase intention, suggesting that these events drive consumer interest, especially when promotions are frequent and well-publicized. In contrast, Enriza & Putra (2024) reported a low contribution of only 7.7%, indicating that other factors may play a more significant role in influencing consumer behavior. This discrepancy could be attributed to the demographic characteristics of the sample, market maturity, or variations in consumer trust and platform familiarity across regions.

Similarly, in the context of FOMO, Falajunah & Hendayani (2024) found a significant positive influence, particularly among social media users frequently exposed to peer activities and trends. However, Radianto & Kilay (2023) found no such significance among Gen Z respondents in Ambon, suggesting that cultural and regional factors might moderate the effect of FOMO. Such contextual variations underscore the importance of further investigation in different urban settings, particularly among digital-savvy populations like Generation Z in Malang, to clarify these inconsistencies and provide more targeted marketing insights.

Malang City serves as a relevant research setting due to its rapid e-commerce transaction growth exceeding 50% (Republika, 2023) and its Generation Z population accounting for 26% (BPS, 2020). The focus on Shopee users is based on the platform's dominance, with 145.1 million global visits (Katadata, 2024). This study's objective is to investigate how scarcity in strengthening the influence of double date campaigns and FOMO on purchase intention, providing a more thorough grasp of how Gen Z consumers behave in the digital age.

While the background outlines the rapid growth of e-commerce and Shopee's dominance in the market, it is necessary to highlight the unresolved issues related to the effectiveness of these promotional strategies particularly the use of double date campaigns and psychological triggers like FOMO (Fear of Missing Out). Despite the widespread implementation of these strategies, studies have reported inconsistent findings regarding their actual influence on purchase intention. Moreover, there is a lack of comprehensive investigation into how scarcity, as a moderating factor, may strengthen or weaken these effects, especially among Generation Z consumers who are highly active in digital shopping environments. Addressing this gap is critical to optimizing marketing efforts and understanding consumer behavior in a more nuanced manner. Therefore, this study aims to examine how double date campaigns and FOMO influence purchase intention, and whether scarcity amplifies these relationships in the specific context of Shopee users in Malang City.

LITERATURE REVIEW

Theory of the Elaboration Likelihood Model (ELM)

Petty and Cacioppo (1986) released the Elaboration Likelihood Model (ELM) is used in this study to explain the persuasion process in marketing communication. ELM suggests two information-processing routes: the central route, which involves logical and analytical thinking, and the peripheral route, which is influenced by emotional or external cues such as visual appeal, urgency, or popularity. In the digital marketing context, double date campaigns and FOMO are categorized as peripheral stimuli that influence consumer decisions without deep rational evaluation. Meanwhile, scarcity serves as a moderating variable that amplifies the effects of these stimuli by adding

psychological pressure through perceived limitation. This theory provides a foundation for understanding how Gen Z consumers process promotional content and how it shapes their purchase intentions.

Double Date Campaigns

Double date campaigns are promotional strategies derived from China's Singles Day, which were later adopted by e-commerce platforms in Indonesia such as Shopee. These campaigns utilize mirrored date formats (e.g., 9.9, 11.11) to create memorable shopping moments. The strategy combines aggressive advertising, limited-time discounts, and intensive promotion to encourage immediate purchase decisions. This integrated approach has proven effective in raising consumer purchase intention by drawing attention and creating a sense of urgency (Putri & Ambardi, 2023; Ari Dewi et al., 2021).

Fear of Missing Out (FOMO)

FOMO is a mental health condition in which people are anxious about missing out on opportunities—particularly when others are perceived to be benefiting from them. In digital marketing, FOMO is leveraged to influence purchase decisions by triggering fear of being left behind from trends or exclusive offers. This emotional trigger makes consumers more inclined to make impulsive purchases (Radianto & Kilay, 2023; Indrabayu & Destiwati, 2022).

Purchase Intention

Purchase intention is a psychological response reflecting a person's tendency or readiness to buy a product. It is often assessed through indicators such as desire, interest in recommending the product, or curiosity to explore it further. Understanding purchase intention is crucial for evaluating the effectiveness of promotional strategies and predicting consumer behavior (Kotler & Keller, 2017).

Scarcity

Scarcity in marketing refers to the tactic of emphasizing limited availability to increase the perceived value of a product. Phrases like "limited stock" or "today only" are commonly used to generate a psychological sense of urgency that prompts consumers to act quickly. There are two primary types of scarcity: limited time and limited supply, into which this tactic falls (Cialdini, 2008; Aggarwal et al., 2011). In this study, scarcity is examined as a moderating factor that may intensify the influence of both FOMO and double date campaigns on purchase intention.

Hypothesis Development

Previous studies have consistently shown that double date campaigns are effective in increasing consumer purchase intention. Shopee, as a leading e-commerce platform, leverages these moments by offering large-scale discounts within a limited time frame. Research by Dewi (2024), Aulia et al. (2023), and Kholidah & Tawasuli (2023) confirms that the more frequently these campaigns are held, the higher the purchase intention among consumers, especially among Generation Z.

H1: Double date campaigns have an influence on purchase intention.

The Fear of Missing Out (FOMO) has also received attention in various studies on consumer behavior. FOMO reflects an individual's fear of missing out on opportunities or trends, often triggering impulsive or unplanned purchasing behavior. Studies by Wirasukessa & Sanica (2023), Ramadhani & El Halidy (2022), and Wachyuni et al. (2024) indicate that FOMO significantly affects purchasing decisions.

H2: FOMO has an influence on purchase intention.

Scarcity is a marketing strategy that leverages the perception of limitation to stimulate purchasing behavior. Studies by Barton et al. (2022), He & Oppewal (2018), and Teubner & Graul (2020) emphasize that scarcity fosters urgency and compels consumers to make quicker decisions, especially in competitive online shopping environments.

H3: Scarcity has an influence on purchase intention.

In addition to its role as an independent variable, scarcity can also serve as a moderating factor that strengthens the effect of promotional stimuli. Studies by Wulandjani et al. (2023), Aulia et al. (2023), and Dewi et al. (2021) demonstrate that time-limited promotions—such as double date events—become more effective when paired with elements of scarcity. Limited-time offers significantly enhance the urgency to purchase.

H4: Scarcity moderates the relationship between double date campaigns and purchase intention.

Similarly, scarcity may intensify the impact of FOMO on purchase intention. Research by Zhang et al. (2021) and Dahmiri et al. (2023) confirms that scarcity messages elevate consumer anxiety about missing out, which in turn drives purchasing decisions—especially in the context of time-sensitive or stock-limited promotions.

H5: Scarcity moderates the relationship between FOMO and purchase intention.

RESEARCH METHODS

This study employs a quantitative method using an explanatory design to investigate the impact of double date campaigns and fear of missing out (FOMO) on purchase intention, as well as assessing the moderating role of scarcity. The research was conducted in Malang City, selected due to its dominant Generation Z population and high volume of e-commerce transactions.

The population consists of Shopee users in Malang who belong to Generation Z. Purposive sampling is the method of sampling that is employed, with specific criteria: individuals aged 18–28, residing in Malang, aware of Shopee's double date campaigns, and having considered making purchases during those events. The sample size was set at 155 respondents, based on Malhotra's formula (number of indicators \times 5).

A 5-point Likert scale was used in an online survey to gather primary data. Online resources and pertinent literature were used to gather secondary data. SmartPLS version 4.0's Partial Least Squares (PLS) methodology was used to analyze the data.

Convergent validity, discriminant validity, and reliability tests were part of the model evaluation process. The structural model was assessed through R-square, Q-square, model fit (SRMR), and hypothesis testing via bootstrapping. As a moderating variable, scarcity was examined to ascertain the kind and degree to which it enhanced the influence of the two independent determinants on purchase intention.

RESULT AND ANALYSIS

Respondent Characteristics

Table 1
Respondent Characteristics

No	Group	Classification	Number of Respondents	Percentage
1	Gender	Male	63	41%
		Female	92	59%
	Total		155	100%
2	Age	18–21 Years	21	14%
		22–25 Years	116	75%
		26–28 Years	18	12%
	Total		155	100%
3	Jobs	Student	95	61%
		Freelancer	14	9%
		Wirausaha	18	12%
		Private Employee	18	12%
		Public Servants (ASN/BUMN)	10	6%
		Total	155	100%
	4		Income per Month	
4	Income per Month	< IDR 1.000.000	19	12%
		IDR 1.000.000 – IDR 1.999.999	47	30%
		IDR 2.000.000 – IDR 2.999.999	30	19%
		IDR 3.000.000 – IDR 3.999.999	26	17%
		IDR 4.000.000 – IDR 4.999.999	21	14%
		> IDR 5.000.000	12	8%
5	Domicile	Total	155	100%
		Malang	155	100%
	Total		155	100%

Source: Processed by researchers (2025)

Table 1 shows that the majority of research participants were female (59%) and aged between 22–25 years (75%), indicating a dominance of productive-age participants. The majority were university students (61%), reflecting the characteristics of Generation Z who are still pursuing higher education. In terms of monthly income, most respondents earned between IDR 1,000,000 – 1,999,999 (30%), followed by those earning IDR 2,000,000 – 2,999,999 (19%). All respondents resided in Malang, consistent with the geographical focus of this study.

Outer Model Analysis

a. Convergent Validity

Table 2
Loading Factor Value

Variables	Item	Loading Factor	Description
Twin date event (X1)	X1.1	0.922	Valid
	X1.2	0.781	
	X1.3	0.841	
	X1.4	0.759	
	X1.5	0.813	
	X1.6	0.769	
	X1.7	0.760	
	X1.8	0.856	
	X1.9	0.787	
	X1.10	0.793	
	X1.11	0.842	
Fear of Missing Out (FOMO) (X2)	X2.1	0.813	Valid
	X2.2	0.903	
	X2.3	0.908	
	X2.4	0.845	
	X2.5	0.809	
	X2.6	0.749	
	X2.7	0.756	
	X2.8	0.785	
	X2.9	0.912	
	X2.10	0.806	
	X2.11	0.796	
Purchase intention (Y)	Y1	0.929	Valid
	Y2	0.791	
	Y3	0.824	
	Y4	0.921	
Scarcity (M)	M1	0.799	Valid
	M2	0.811	
	M3	0.844	
	M4	0.842	
	M5	0.875	

Source: Processed by researchers (2025)

All variables in the model—double date campaigns (X1), fear of missing out (X2), purchase intention (Y), and scarcity (M)—showed outer loading values above 0.70. Hair et al. (2014) state that an outside loading greater than 0.70 indicates strong correlation between indicators and their respective latent constructs. Thus, all indicators are considered to have high convergent validity.

b. Discriminant Validity

Table 3
Cross Loading Value

Item	Twin Date Event	FOMO	Purchase Intention	Scarcity
X1.1	0.922	0.624	0.551	0.121
X1.2	0.759	0.516	0.482	0.113
X1.3	0.813	0.557	0.536	0.212
X1.4	0.769	0.587	0.442	0.056
X1.5	0.760	0.519	0.445	0.118
X1.6	0.856	0.594	0.567	0.148
X1.7	0.787	0.582	0.459	0.105
X1.8	0.793	0.566	0.519	0.139
X1.9	0.842	0.516	0.517	0.128
X1.10	0.781	0.491	0.501	0.140
X1.11	0.841	0.553	0.518	0.174
X2.1	0.607	0.813	0.528	0.219
X2.2	0.550	0.845	0.501	0.243
X2.3	0.567	0.809	0.468	0.169
X2.4	0.523	0.749	0.437	0.200
X2.5	0.512	0.756	0.397	0.137
X2.6	0.522	0.785	0.452	0.139
X2.7	0.644	0.912	0.562	0.241
X2.8	0.470	0.806	0.447	0.185
X2.9	0.536	0.796	0.435	0.106
X2.10	0.623	0.903	0.565	0.165
X2.11	0.631	0.908	0.547	0.186
Y1	0.574	0.541	0.929	0.418
Y2	0.503	0.514	0.791	0.247
Y3	0.519	0.472	0.824	0.385
Y4	0.561	0.528	0.921	0.450
M1	0.095	0.115	0.298	0.799
M2	0.216	0.231	0.400	0.811
M3	0.140	0.229	0.385	0.844
M4	0.121	0.180	0.375	0.842
M5	0.099	0.145	0.349	0.875

Source: Processed by researchers (2025)

The cross loading values verified that every indicator had the maximum loading on its own construct and exceeded the 0.70 threshold, fulfilling the requirements for strong discriminant validity. This indicates that each construct was measured distinctly and did not overlap with others.

Table 4
Average Variance Extracted (AVE) Value

Variables	Average variance extracted (AVE)
Twin date event (X1)	0.661
Fear of Missing Out (FOMO) (X2)	0.685
Purchase intention (Y)	0.754
Scarcity (M)	0.696

Source: Processed by researchers (2025)

Each construct accounted more than half of its indicators' variance, as indicated by the AVE values over 0.50 for all constructs. The convergent validity of the measurement tools employed is further supported by this outcome.

c. Construct Reliability and Validity

Table 5
Cronbach's Alpha dan Composite Reliability Values

Variables	Cronbach's Alpha	Composite Reliability
Twin date event (X1)	0.948	0.955
Fear of Missing Out (FOMO) (X2)	0.953	0.960
Purchase intention (Y)	0.889	0.924
Scarcity (M)	0.891	0.920

Source: Processed by researchers (2025)

As shown in Table 5, the Cronbach's Alpha values for the purchase intention ($Y = 0.889$) and scarcity ($M = 0.891$) variables were above 0.70, indicating strong and acceptable internal consistency. These values confirm that the instruments used to measure these constructs were reliable. However, the Cronbach's Alpha values for the twin date event ($X1 = 0.948$) and FOMO ($X2 = 0.953$) variables were notably high. According to Hair et al. (2022), alpha values exceeding 0.95 may suggest redundancy, meaning that several indicators may be measuring very similar or overlapping aspects. Although the values in this study are still marginally within the acceptable range, future studies should consider evaluating the item formulations to reduce possible repetition. Nonetheless, the results confirm that all constructs demonstrate sufficient reliability, and the high consistency of $X1$ and $X2$ does not compromise the integrity of this research.

Inner Model Analysis

a. Coefficient of Determination (R-Square)

Table 6
R-Square Value

	R-square	Adjusted R-square
Purchase intention (Y)	0.568	0.553

Source: Processed by researchers (2025)

The endogenous variable purchasing intention's R-square value was 0.568, meaning that 56.8% of the variance could be explained by the predictors (double date campaigns, FOMO, and scarcity). According to Hair et al. (2014), This number is in the medium range., suggesting moderate explanatory power.

b. Model fit testTable 7
SRMR Value

	Saturated model	Estimated model
SRMR	0.048	0.048

Source: Processed by researchers (2025)

The Standardized Root Mean Square Residual (SRMR), which was used to assess the model fit, came out to be 0.048. The model shows a decent match because this is below the 0.10 cutoff.

c. Hypothesis Test**Direct influence**Table 8
Path Coefficient Value (direct)

	Original sample (O)	T statistics (O/STDEV)	P values
Twin date event -> Purchase intention	0.472	5.204	0.000
FOMO -> Purchase intention	0.194	2.359	0.018
Scarcity -> Purchase intention	0.338	3.521	0.000

Source: Processed by researchers (2025)

- H1 is accepted.** The effect of double date campaigns on purchase intention yielded a coefficient of 0.472, with a *t*-statistic of 5.204 and a *p*-value of 0.000. Since the result meets the significance criteria (*p* < 0.05 and *t* > 1.96), the first hypothesis is supported.
- H2 is accepted.** The influence of fear of missing out (FOMO) on purchase intention showed a coefficient of 0.194, *t*-statistic of 2.359, and *p*-value of 0.018. These results meet the criteria for significance, thus supporting the second hypothesis.
- H3 is accepted.** The scarcity variable showed a significant impact on purchase intention, with a coefficient of 0.338, *t*-statistic of 3.521, and *p*-value of 0.000. Because *p* < 0.05 and *t* > 1.96, the third hypothesis is accepted.

Indirect influenceTable 9
Path Coefficient value (indirect)

	Original sample (O)	T statistics (O/STDEV)	P values
Scarcity x Twin date event -> Purchase intention	0.192	2.281	0.023
Scarcity x FOMO -> Purchase intention	-0.045	0.512	0.609

Source: Processed by researchers (2025)

- H4 is accepted.** The interaction between scarcity and double date campaigns yielded a coefficient of 0.192, *t*-statistic of 2.281, and *p*-value of 0.023. Since both significance thresholds are met (*p* < 0.05 and *t* > 1.96), the fourth hypothesis is accepted.

2. **H5 is rejected.** Scarcity's moderating influence on the association between purchase intention and FOMO yielded a p-value of 0.609, a t-statistic of 0.512, and a coefficient of -0.045. It is not possible to support the fifth hypothesis because $p > 0.05$ and $t < 1.96$.

The Effect of Twin Date Event Purchase intention.

The findings of this study, which confirm a strong influence of twin date campaigns on purchase intention, are consistent with prior research by Tawasuli & Khalifah (2023), Karolina Dewi (2024), and Aulia et al. (2023), all of whom observed a positive relationship between promotional events and consumers' purchase decisions. However, these results diverge from Enriza & Putra (2024), whose study found that twin date events only contributed 7.7% to purchase intention, implying the presence of other influential factors. This inconsistency may be attributed to differences in sample characteristics and geographic contexts—while Enriza & Putra's study examined a broader population, this research specifically targeted Generation Z in Malang, a digitally native demographic with high online shopping engagement and a stronger emotional response to promotional triggers. The recurring nature of Shopee's twin date campaigns likely reinforces anticipation among this group, thereby intensifying their purchase intentions. These contextual nuances highlight the importance of demographic segmentation and location-based behavior in evaluating the effectiveness of digital marketing strategies.

The Effect of Fear of Missing Out on Purchase intention

The statement that best reflects FOMO behavior is the fear of missing an opportunity during a big promo. Respondents who feel anxious if they miss a promotion tend to be driven to make purchases immediately, even without careful rational consideration. Falajunah & Hendayani's (2024) research affirms these results by claiming that FOMO has an important role in shaping the buying impulse in consumers. In general, this psychological condition creates a strong internal social pressure, where consumers feel they must act immediately so as to avoid being abandoned by others. FOMO turns as an emotional force in the setting of e-commerce that influences consumptive behavior in a tangible way.

The Effect of Scarcity on Purchase intention

The item with the highest average value illustrates the tendency of consumers to buy immediately when they see a signal that the product will run out soon or the promotion will end. Research by Barton et al. (2022) and Heriyanto et al. (2021) supports this finding, showing that scarcity in quantity and time can increase purchase urgency. This effect can be explained through psychological mechanisms that trigger urgency and enhance perceived value. According to Cialdini (2008), scarcity makes products appear more valuable due to limited availability. This aligns with the Psychological Reactance Theory (Teubner & Graul, 2020), which suggests that restrictions can intensify desire. In digital marketing, limited-time offers and "only few left" messages—such as in Shopee's double-date campaigns—create urgency and exclusivity, especially among Generation Z, ultimately increasing purchase intention.

Scarcity as a Moderating Variable between Twin Date Event and Purchase Intention

The findings show that scarcity can make the relationship between twin date events and purchase intention. Research by Sutrisno et al. (2022) claims that a successful marketing tactic to boost appeal is to provide the impression that a product has limitations. Additionally, Xu et al. (2012) noted that highly motivated customers are typically more receptive to scenarios involving scarcity. These findings suggest that the impact of advertising can be significantly strengthened by adding an element of scarcity, because it can engender a feeling of exclusivity and urgency that triggers buying behavior faster.

Scarcity as a Moderating Variable between Fear of Missing Out and Purchase Intention

There was no mitigating influence of shortage on the association between FOMO and purchase intention. Although FOMO is proven to have an effect, the presence of scarcity does not have an additional effect. This finding is different from Zhang et al. (2021) who assert that the impact of FOMO on impulsive purchases might be amplified by scarcity. This finding suggests that FOMO's emotional pull is so powerful that the shortage signal no longer reinforces the purchase intention.

CONCLUSION

Based on the testing and analysis results, this study concludes that twin date events, FOMO, and scarcity each have a significant effect on purchase intention. Moreover, scarcity was found to moderate the influence of twin date events on purchase intention, but not the relationship between FOMO and purchase intention. These findings underline the importance of urgency-driven promotional strategies in shaping consumer behavior, particularly among Generation Z.

From a practical standpoint, Shopee is encouraged to continue leveraging twin date campaigns by incorporating scarcity elements—such as limited-time deals, low-stock indicators, and countdown timers—to heighten consumers' perception of urgency and exclusivity. Additionally, emotion-based marketing strategies should be refined to better activate the FOMO effect. For example, integrating real-time user-generated content, social proof, and personalized reminders during promotional periods can intensify consumers' fear of missing out and drive faster purchase decisions.

However, it is important to acknowledge the contextual limitations of this research. The study was conducted exclusively in Malang City and focused on Generation Z consumers, a segment that is highly responsive to digital marketing stimuli and e-commerce activities. As such, the findings may not be fully generalizable to other geographic regions, generational cohorts, or consumer segments with different cultural and technological characteristics. These demographic and geographic boundaries should be considered when interpreting the results.

Future research is encouraged to incorporate additional psychological variables such as emotional urgency, which reflects the consumer's impulsive drive to act under time pressure, and brand trust, which may influence whether scarcity-based promotions are perceived as authentic or manipulative. Moreover, future studies could explore the influence of social and cultural factors, such as collectivism, peer influence, or regional shopping habits, which may further moderate the relationship between FOMO, scarcity, and purchase intention. Expanding the object of study to include multiple cities, different generations, or alternative e-commerce platforms such as Tokopedia or Lazada can also provide a broader and more comprehensive understanding of online consumer behavior in Indonesia.

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