

ABSTRACT

This study analyzes the impact of product scarcity on impulse buying behavior, with Fear of Missing Out (FoMO) as an intervening variable. The research focuses on the phenomenon of thrift product purchases through live streaming features on TikTok in Semarang. Using the Stimulus-Organism-Response (S-O-R) model, this study explores how external factors such as product scarcity and social interactions in live streaming trigger consumers' psychological responses in the form of FoMO, ultimately leading to impulse buying decisions. A quantitative approach is applied, utilizing Partial Least Squares-Structural Equation Modeling (PLS-SEM) through the SmartPLS software. Data were collected through a survey using a questionnaire involving 100 respondents who actively purchase thrift products via TikTok live streaming in Semarang.

The analysis results indicate that scarcity has a significant effect on impulse buying, both directly and indirectly through Fear of Missing Out (FoMO) as an intervening variable. These findings confirm that the higher the perceived product scarcity, the stronger the sense of urgency and consumer anxiety about missing out on a purchase opportunity, thereby increasing their tendency to engage in impulse buying. Theoretically, this study contributes to understanding the psychological mechanism of FoMO in digital consumption behavior. From a practical perspective, the findings provide insights for business practitioners and marketers in designing promotional strategies that optimize product scarcity and real-time interactions to enhance sales effectiveness through live streaming platforms.

Keywords: Scarcity, Impulse buying, Fear of Missing Out, Thrift, Live streaming, TikTok.