

ABSTRACT

This study aims to analyze the effect of perceived scarcity on impulse buying tendencies, with fear of missing out (FOMO) as a mediating variable among fast fashion customers in Semarang. This research employs an experimental method with a posttest-only control group design, involving high school students divided into four groups based on scarcity types: Limited-Quantity Scarcity (LQS) and Limited-Time Scarcity (LTS).

Data analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) reveals that perceived scarcity significantly affects impulse buying tendencies, both directly and through FOMO as a mediator. These findings suggest that scarcity increases urgency and fear, influencing impulsive purchase decisions.

These results provide implications for the fast fashion industry in designing scarcity-based marketing strategies. By understanding FOMO's mediating role, brands can more effectively encourage impulsive consumer behavior.

Keywords: Perceived Scarcity, FOMO, Impulse Buying, Fast Fashion, Experiment