

ABSTRACT

The peak of the COVID-19 outbreak in Indonesia occurred in 2020, causing a shortage of health supplement products which had a significant impact on consumers' impulsive purchases and disrupted public safety. It is important to identify the impact of scarcity on consumers' impulse buying during this difficult time. However, little research has been conducted on the impact of the scarcity of health supplement products on impulse buying by consumers in Indonesia. Therefore, it is imperative for consumer buying behavior during COVID-19 to better understand the phenomenon and provide management insights to policymakers and marketers. This paper examines the impact of scarcity of health supplement products on consumer impulse buying during the pandemic in Indonesia, based on scarcity theory and SOR. This study identifies mediation mechanisms (fear of missing out and perceived value) and moderation (social media use) in the relationship between scarcity and impulse buying. Researchers how in a panic situation create external stimuli such as scarcity which affects the fear of loss and the perceived value among people, which influences impulse buying behavior. Finally, 170 validity data were collected using an online survey and SmartPLS was used for data analysis. The results show that fear of missing out dominates the impact of the scarcity of impulse buying. In addition, our results show that social media use mediates the relationship between scarcity messages and impulse buying, while value mediates the relationship between scarcity and impulse buying in Indonesia. This study provides more information on consumer impulse buying, taking into account the scarcity of health supplement products during the pandemic. Marketers and the Indonesian government can take action to mitigate and maintain safety during the pandemic.

Keyword: Scarcity, Impulsive buying, Fear of missing out, Social Media Use, Perceived value, Pandemic, COVID-19