THE IMPACT OF SCARCITY MARKETING ON IMPULSE BUYING BEHAVIOR AMONG GEN Z CONSUMERS IN THE HYPE FASHION INDUSTRY

THAM JING WEI

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

DEPARTMENT OF INTERNATIONAL BUSINESS

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BY

THAM JING WEI

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(3) Sole contribution has been made by me in completing the FYP.

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TABLE OF CONTENTS

Copyright Page ii
Declaration iii
Acknowledgement iv
Table of Contents v
List of Tables vii
List of Figures viii
List of Abbreviations xi
List of Appendices x
Preface xi
Abstract xii
CHAPTER 1: RESEARCH OVERVIEW 1
1.1 Research Background 1
1.2 Research Problem 2
1.3 Research Objective and Research Questions 3
1.4 Research Significance 4
CHAPTER 2: LITERATURE REVIEW 6
2.1 Theory 6
2.1.1 Theory of Planned Behavior (TPB) 6
2.2 Variables 7
2.2.1 impulse Buying Behavior 7
2.2.2 Scarcity Marketing 8
2.2.3 Fear of Missing Out (FoMO) 8
2.2.4 influencer Impact 9
2.3 Conceptual Framework 10
2.4 Hypothesis 10
2.4.1 Scarcity Marketing and Impulse Buying Bahavior 10
2.4.2 Fear of Missing Out (FoMO) and Impulse Buying Behavior 11
2.4.3 Influencer Impact and Impulse Buying Behavior 12
CHAPTER 3: METHODOLOGY 13

3.1 Research Design 13
3.2 Sampling Design 14
3.2.1 Sample Size 14
3.2.2 Target Population 15
3.2.3 Sampling Frame 16
3.2.4 Sampling Technique 16
3.3 Data Collection Method 17
3.3.1 Primary Data 17
3.3.2 Research Instrument 17
3.3.2.1 Questionnaire Design 17
3.2.2.2 Questionnaire Development 19
3.4 Scale Measurement 22
3.4.1 Nominal Scale 22
3.4.2 Ordinal Scale 22
3.4.3 Likert Scale 23
3.5 Data Analysis Tool 23
CHAPTER 4: DATA ANALYSIS 24
4.1 Descriptive Analysis 24
4.1.1 Frequency Distribution for Demographic Characteristics 24
4.1.2 Frequency Distribution for General Information 27
4.1.3 Descriptive Statistics 31
4.2 Inferential Analysis 32
4.2.1 Hypotheses Testing 32
4.2.2 Multiple Regression 33
CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS 36
5.1 Discussions for Major Finding 36
5.2 Implications of the Study 38
5.3 Limitations of Study 39
5.4 Recommendations for Future Research 40
5.5 Conclusion 40
References 42
Appendices 48

LIST OF TABLES

Table 3.1: Construct Measurement 19
Table 3.2: Measurement Scale of Demographic Questions 22
Table 4.1: Frequency Distribution for Gender 24
Table 4.2: Frequency Distribution for Age 24
Table 4.3: Frequency Distribution for Race 25
Table 4.4: Frequency Distribution for Highest Education Level 25
Table 4.5: Frequency Distribution for Employment Status 26
Table 4.6: Frequency Distribution for Personal Income Level 26
Table 4.7: Descriptive Statistics for Scarcity Marketing, Fear of Missing Out (FoMO), Influencer Impact, and Impulse Buying Behavior 31
Table 4.8: Hypotheses Testing 32
Table 4.9: Model Summary 33
Table 4.10: ANOVA 33
Table 4.11: Coefficients 34
Table 5.1: Summary of Hypotheses Testing for the Pearson Correlation 36

LIST OF FIGURES

Figure 2.1: Conceptual Framework..... 10

Figure 3.1: Minimum Total Sample Size
..... 15

Figure 4.1: Pie Chart for the Question “Are you familiar with hype fashion brands”
..... 27

Figure 4.2: Pie Chart for the Question “How often do you purchase hype fashion products” 27

Figure 4.3: Pie Chart for the Question “Which platform influences you the most to get know about hype fashion”..... 28

Figure 4.4: Pie Chart for the Question “Do you follow influencers or celebrities who promote hype fashion products” 29

Figure 4.5: Pie Chart for the Question “Have you experienced feeling pressured to buy a product because it was labeled as “limited edition” or “low in stock” 29

Figure 4.6: Pie Chart for the Question “Do you regret making impulse fashion purchases”
..... 30

Figure 4.7: Pie Chart for the Question “How important is owning exclusive or limited-edition fashion to you”..... 30

LIST OF ABBREVIATION

SPSS	Statistical Package for Social Science
FoMO	Fear of Missing Out

LIST OF APPENDICES

Appendix 3.1: Ethical Clearance Approval Letter 48
Appendix 3.2: UTAR PDP Statement 50
Appendix 3.3: Questionnaire 52

PREFACE

This research examines the impact of scarcity-based marketing strategies on impulse buying behavior among Generation Z consumers in the hype fashion industry. In today's digital environment, marketing tactics such as limited-edition releases, countdown timers, and exclusive product drops have become increasingly common, particularly within hype fashion brands. These strategies often create a sense of urgency and exclusivity, influencing consumers to make rapid purchasing decisions. Therefore, it is important for businesses and researchers to understand how such marketing approaches affect consumer behavior, especially among young consumers who are highly engaged with digital platforms.

The rapid growth of social media, influencer marketing, and online shopping has significantly transformed the way Generation Z interacts with fashion brands. Hype fashion brands actively leverage scarcity cues and influencer promotions to stimulate demand and increase sales. As one of the most digitally connected consumer groups, Generation Z provides a relevant and dynamic context for examining impulse buying behavior. This study aims to provide a clearer understanding of how scarcity marketing, Fear of Missing Out (FoMO), and influencer impact shape purchasing decisions, contributing meaningful insights to both academic research and marketing practice.

ABSTRACT

Scarcity-based marketing strategies such as limited-edition releases, exclusive collaborations, and time-restricted product drops are widely used in the hype fashion industry to stimulate consumer demand. However, the psychological and emotional factors triggered by these strategies, including Fear of Missing Out (FoMO) and influencer influence, make it difficult to determine how strongly they affect impulse buying behavior among Generation Z consumers. This presents a significant research problem, as excessive reliance on urgency and exclusivity may influence consumers to make unplanned and emotionally driven purchases.

Therefore, this research investigates the impact of scarcity marketing, Fear of Missing Out (FoMO), and influencer impact on impulse buying behavior among Generation Z consumers in the hype fashion industry. This study adopts a quantitative research approach and data were collected through an online questionnaire survey. A total of 225 valid responses were analyzed using the Statistical Package for Social Sciences (SPSS). Descriptive analysis, reliability testing, correlation analysis, and multiple regression analysis were conducted to examine the proposed hypotheses.

The findings indicate that scarcity marketing, Fear of Missing Out (FoMO), and influencer impact all have a statistically significant positive relationship with impulse buying behavior. Among these variables, Fear of Missing Out (FoMO) was found to have the strongest influence on impulse buying behavior. Therefore, H1, H2, and H3 are supported. The results provide valuable insights for hype fashion brands and marketers in understanding how emotional and social factors drive Gen Z's purchasing decisions. Finally, this study recommends future research to adopt larger and more diverse samples, include other age groups or countries, and explore additional psychological or behavioral variables to further enrich understanding of impulse buying behavior.

Keywords: scarcity marketing, impulse buying behavior, Fear of Missing Out (FoMO), influencer impact, Generation Z, hype fashion

CHAPTER 1: RESEARCH OVERVIEW

1.1 Research Background

In today's fast-changing fashion industry, scarcity-based marketing strategies have become one of the most powerful tools for reaching consumer demand (Lynn, 1991). This is especially shown in the hype fashion industry, where exclusivity, urgency, and limited access define the value of the brand (Cengiz & Senel, 2024). Well-known hype fashion brand like Supreme, Off-White, KAWS, and Palace have become proficient in this approach through the practice of "drop culture", releasing products in limited stock and only for a very short period (Wu et al., 2022). These exclusive drops create a sense of urgency among consumers that leads them to make impulse purchases without rational thinking because of Fear of Missing Out (FoMO), peer pressure, and also the perception of rarity (Przybylski et al., 2013; Djafarova & Bowes, 2021).

Generation Z, those who born between the year of 1997 and 2012, is at the center of today's consumption trends (Priporas et al., 2017). Generation Z is growing up in a fully digital world that they spends much of their time on social media, where influencers and online communities play a major role in shaping what they buy and wear (Djafarova & Bowes, 2021). Unlike the generations before them, Gen Z cares deeply about showing themselves, expressing their identity, and getting quick satisfaction, and all these make hype fashion especially to them (Sofiana & Hayu, 2025).

Scarcity marketing works by triggering strong psychological and emotional responses. When items are label as "exclusive", "limited-edition", or "available only for a short time", people tend to view these items as more rare and valuable items (Lynn, 1991). For younger consumers, this sense of rarity often leads to impulsive or unplanned purchases as they do not want to be left out from the trend (Verplaken & Herabadi, 2001). Their buying choices are shaped not only by the product itself but also by some external factors such as time pressure, viral social media trends, and the influence of popular online personalities (Wu et al., 2022; Cengiz & Senel, 2024).

This study focus on Generation Z, an important customer's focus by hype fashion brands. Generation Z are highly active on social media, familiar with current trends, and are still

shaping their long-term buying habits and brand preferences in the future. (Priporas et al., 2017). Exploring how scarcity-based marketing affects their impulse buying behavior is not only valuable for enhancing marketing strategies but also good for encouraging more ethical practices in the hype fashion industry (Abbas et al., 2025).

By exploring how scarcity marketing shapes impulse buying behavior among Generation Z, this study contributes valuable insights to the fields of consumer behavior, fashion marketing, and youth culture. At the same time, it highlights the social and ethical implications of using urgency and exclusivity as marketing strategies to promote, offering practical guidance for hype fashion brands that seek commercial success while maintaining their responsible and ethical practices (Sudha & Sheena, 2017).

1.2 Research Problem

In recent years, hype fashion brands have increasingly relied on scarcity-based marketing strategies such as limited-edition release, exclusive collaborations, countdown timers, and frequent product drops to attract consumers' attention to increase their sales. Hype fashion brands such as Supreme, Off-white, KAWS, and Palace have built their brand identities around exclusivity and urgency, making scarcity as a core element in their marketing approach. While these strategies are effective in creating feelings like immediate excitement and encouraging quick purchase decision, the overreliance on scarcity marketing may raises an important questions about whether these tactics continue to influence consumers in a meaningful ways or just pushing them towards habitual impulse buying (Lynn, 1991; Wu et al., 2022). As scarcity cues become increasingly common across hype fashion industry, consumers may begin to see them as expected and usual marketing tactics rather than true indicator of exclusivity, potentially weakening their overall impact among consumers.

At the same time, there is growing uncertainty about the long-term effectiveness of scarcity-driven marketing strategies, particularly among Generation Z consumers. Gen Z is highly exposed to digital marketing messages, influencer promotion, and constant product release through social media platforms. While scarcity and urgency may initially trigger emotional responses such as excitement and Fear of Missing Out (FoMO), repeated exposure to these cues may lead to consumer fatigue, emotional desensitization,

or even distrust towards brands that continuously rely on scarcity (Sudha & Sheena, 2017; Abbas et al., 2025). Over time, impulse purchases driven by urgency may result in post-purchase regret, overspending, and reduced satisfaction after purchasing, which could harm the brand loyalty and sustainable consumption patterns of consumers. Despite these potential risks, there is limited empirical evidence explaining that whether scarcity marketing still remains effective in the long run or whether its influence decrease due to oversaturation in the market.

Furthermore, although previous studies have examined scarcity marketing and impulse buying behavior in general retail or e-commerce contexts, there still remains a significant research gap within hype fashion industry, where scarcity is not just a promotional tactic but a defining feature of brand value. Existing research often overlooks on how scarcity marketing interacts with psychological drivers such as Fear of Missing Out (FoMO) and influencer impact to shape impulse buying behavior among all consumers especially consumer form Generation Z. This gap is particularly obvious in emerging market like Malaysia, where cultural values, social media usage patterns, and purchasing power may influence consumer responses differently compared to Western markets (Priporas et al., 2017; Djafarova & Bowes, 2021). Addressing this gap is important to have better understanding that whether scarcity marketing continues to be sustainable and effective strategy in hype fashion brands or whether brands need to rethink their reliance on urgency and exclusivity to maintain long-term consumer engagement.

1.3 Research Objectives and Research Questions

The research objectives are listed as below:

1. To evaluate relationship between scarcity marketing and impulse buying behavior.
2. To investigate relationship between Fear of Missing Out (FoMO) and impulse buying behavior.
3. To determine the relationship between influencer impact and impulse buying behavior.

There are several questions that could guide the investigation into the impact of scarcity marketing on impulse buying behavior among Gen Z consumers in the hype fashion industry. These questions are listed below:

1. How does scarcity marketing influence impulse buying behavior among Gen Z consumers in hype fashion industry?
2. How does Fear of Missing Out (FoMO) influence impulse buying behavior among Gen Z consumers in hype fashion industry?
3. How does social media and influencer influence impulse buying behavior among Gen Z consumers in hype fashion industry?

1.4 Research Significance

Need

The need for this study arises from a clear gap in academic literature regarding the psychological and behavioral effects of scarcity marketing in the hype fashion industry, particularly on Generation Z consumers. Scarcity marketing relies on creating the perception that a product is rare, exclusive, or available only for a short period, strategies that commonly employed by brands like Supreme, Off-White, KAWS, and Palace to stimulate demand. While prior studies have explored scarcity as a marketing principle (Lynn, 1991) and impulse buying as a behavioral tendency (Verplanken & Herabadi, 2001), very few have examined how these concepts intersect within the digital, trend-driven and influencer-led ecosystem in which Gen Z operates. Given Gen Z's high digital culture and sensitivity to trends, they are easier to emotional, unplanned purcahses when faced with marketing that emphasizes exclusivityt and urgency (Priporas et al., 2017). Understanding how scarcity tactics drive impulse decisions in the group is crucial for both academic researchers and marketing practioners.

Urgency

The urgency of this research stems from the growing dependence on emotionally manipulative strategies in the hype fashion industry, particularly those that exploit Fear of Missing Out (FoMO), peer pressure, and social proof. In hype fashion, “drop culture” has become a defining features, where products are released in limited quantities for a very short periods. As to attract consumers to buy immediately or they will miss out from it (Wu et al., 2022). Social media platforms and influencers further enlarge this urgency, as limited release go viral within minutes. This environment pressures Gen Z consumers to make fast, emotionally drive decision without thinking twice, often resulting in impulse purchases, post-purchase regret, and even financial pressure in the future (Rinonce & Jannah, 2025). Without academic attention, such practices may reinforce unsustainable consumption habits, raise ethical concerns, and negatively impact young consumers’ financial well-being. This study is therefore timely and necessary, as it seeks to uncover the short-term and long-term effects of scarcity marketing on Gen Z’s behavior and overall consumer well-being.

Contribution to the Discipline

Finally, the contribution to the field lies in both academic advancement and practical relevance. Academically, this research extends current understanding of how scarcity-driven marketing influences impulse buying behavior, with a focus on Gen Z, a generation that will shape the future of consumer markets. It applies behavioral models and marketing theories in a modern, under-explored context, enhance the literature on consumer psychology and digital-age marketing. Practically, the insights from this study will help fashion marketers and brand strategies assess the effectiveness and ethical implications of scarcity-driven campaigns. These findings can guide the design of marketing strategies that not only drive sales but also support responsible consumption and raise long-term brand loyalty. Moreover, the study can inform policy discussion on digital consumer protection and marketing transparency (Abbas et al., 2025), ensuring that marketing practices balance commercial goals with ethical

CHAPTER 2: LITERATURE REVIEW

2.1 Theory

2.1.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) introduced by Ajzen (1991) is one of the most powerful frameworks in consumer behavior research and is often used to explain how attitudes, social influences, and perceived control guide decision-making by the consumers. According to TPB, behavioral intentions are shaped by three key components which are attitude toward the behavior, subjective norms, and also perceived behavioral control. Attitude reflects on whether an individual views a behavior as positive or even negative, subjective norms state that the role of peer and societal expectations, and perceived behavioral control refers on how confident an individual feels about to carry out such behavior that influenced by both internal beliefs and external constraints (Ajzen, 1991; Yadav & Pathak, 2017; Fishbein & Ajzen, 2010).

When applied on hype fashion and scarcity marketing, TPB provides a strong basis in understanding impulse buying behavior. Consumers often have a sense of favorable attitudes toward hype products because of the prestige, individuality, and exclusivity represented by the brand (Lynn, 1991; Priporas et al., 2017). Especially for Gen Z consumer, subjective norms are important to them as they are sensitive to peer approval, online trends, and also influencer endorsements, all of these will shape their sense of what is more fashion and what is socially valued (Djafarova & Bowes, 2021; Sudha & Sheena, 2017). Scarcity marketing strategies such as flash sales, countdowns, and limited-edition drops also play a role in perceived behavioral control, strengthen the mind of acting quickly is the only way for them to secure a product before it finish (Wu et al., 2022; Abbas et al., 2025).

2.2 Variables

2.2.1 Impulse Buying Behavior

Impulse buying behavior happens when people make quick, unplanned purchases, often driven by emotions rather than careful thought (Rook & Fisher, 1995). Instead of going through the usual process of comparing and weighing needs, consumers will just act on the sudden urge to make purchases without thinking, something that hype fashion brands intentionally encourage consumers to do. Strategies like limited-edition product drops, countdown timers, and exclusivity release create sense of urgency and excitement among consumers that will push them to make purchases before the opportunity disappears (Wu et al., 2022).

This trend is even stronger for Generation Z. As a group who spend large amount of time and effort on social media, they are constantly exposed to influencers, celebrities, and peers showcasing and unboxing the latest exclusive fashion items. This create a strong desire for Gen Z to join the current trend to avoid Fear of Missing Out (FoMO) and being left out (Djafarova & Bowes, 2021). Emotional triggers, such as excitement, anticipation, and social validation can easily surpass rational decision-making while consumers making quick purchases as this will let them feel rewarding in the moment (Rinonce & Jannah, 2025).

For Generation Z, impulse buying is more than simply purchase a product. It often serves as a way to express their own identity, seek social approval, and feel connected to the current cultural trends (Verplanken & Herabadi, 2001). At the same time, this behavior consumption to consumers, making it an important are of study when examining the impact of scarcity marketing on Gen Z consumers.

2.2.2 Scarcity Marketing

Scarcity marketing involves promotional strategies that create a sense of urgency, exclusivity, and limited availability, where ultimately increase the appeal of products (Lynn, 1991). Within the hype fashion industry, brands such as Supreme, Off-White, KAWS, and Palace had frequently use these scarcity marketing strategies such as limited-edition drops, exclusive collaborations, and countdown-driven sales events to increase excitement of consumers and encourage fast purchases from them (Wu et al., 2022). Such approaches tap into psychological triggers like the Fear of Missing Out (FoMO), social proof, and enhanced emotional arousal, which not only increase perceived product value but also shorten the time for consumers to think before they make a rational decision-making (Cialdini, 2009; Sofiana & Hayu, 2025). Scarcity marketing can be understood across different dimensions which includes quantity scarcity (restricting stocks), time scarcity (limited purchase duration), exclusivity (released tied to members or collaborations), and social influence which driven by peers and influencers (Aggarwal et al., 2011; Djafarovo & Bowes, 2021). Therefore, these elements shape consumer perceptions and drive impulse purchases which highly effects among Generation Z, who are highly active online and responsive to current trends.

2.2.3 Fear of Missing Out (FoMO)

Fear of Missing Out (FoMO) is commonly defined as the anxiety or uneasy feeling that others may be enjoying rewarding experiences or obtaining desirable products which one is being left out (Przybylski et al., 2013). In the context of marketing, scarcity strategies intentionally tap into this dear by framing products as rare, time-limited, or available only through exclusive collaborations, which creates a strong sense of urgency and psychological pressure for consumers to make immediate purchase decision (Wu et al., 2022). This effect is particularly pronounced among Generation Z, who are highly active on social media platforms where peers, celebrities, and influencers constantly showcase hype fashion items, often highlighting their limited availability. Continuous exposure to such content increases social comparison and amplifies FoMO, making Gen Z feel that delaying to purchase may result in permanent exclusion from the trend or the community. As the result, Gen Z consumers are more likely to engage in impulsive, unplanned

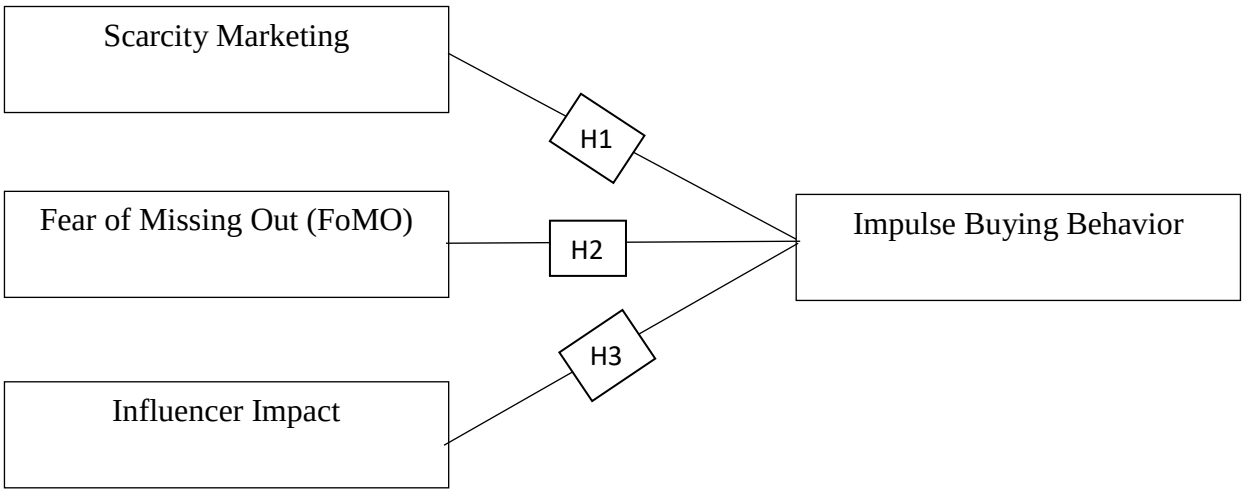
purchases driven by emotional responses rather than careful evaluation, especially when scarcity cues and social validation are combined (Priporas et al., 2017; Rinonce & Jannah, 2025).

2.2.4 Influencer Impact

Influencers play an important role in this process by actively promoting exclusive fashion "drops" through mechanisms such as countdown posts, styling videos, and unboxing content that emphasize limited availability and immediacy. For Generation Z, a group that spends a large amount of time online, constant expose themself to this type of content intensifies feelings of urgency and created psychological pressure to make quick purchasing decisions (Priporas et al., 2017). Moreover, seeing influencers and peers successfully obtain limited-edition products provides a strong sense of social validation. This reinforces the belief that owning such items is linked to social acceptance and trend relevance, motivating many young consumers to engage in spontaneously, making impulse purchases in order to feel included and maintain a sense of belonging within hype fashion culture (Djafarovo & Bowes, 2021).

2.3 Conceptual Framework

Figure 2.1: Conceptual Framework



The literature review mentioned before served as the basis for the development and testing of a theoretical framework. It is evident that factors such as Scarcity Marketing, Fear of Missing Out (FoMO), and influencer impact have direct relationship with impulse buying behavior and will influence impact on impulse buying behavior of Generation Z.

2.4 Hypothesis

2.4.1 Scarcity Marketing and Impulse Buying Behavior

Scarcity marketing is focus on creating perception of consumers that a product is rare, limited, or available for a short time only. When the product feel scarce, consumers will tend to value it higher, viewing it more special and rare. (Lynn, 1991). In the hype fashion industry, brands such as Supreme, Off-White, KAWS, and Palace rely heavily on scarcity-driven tactics, using limited release, exclusive collaboration, and sudden “drops” to generate sense of excitement and urgency to consumers (Wu et al., 2022). All these strategies will lead customer to make a quick, emotionally driven purchases, in order to get the products and will not be miss out (Aggarwal et al., 2011).

For Generation Z, who are always active on digital platforms, scarcity messages are especially effective. Features such as countdown timers, “sold out” tags, and limited drop announcements on social media raises their sense of urgency and encourage them to make a fast decision to avoid missing out (Priporas et al., 2017). As a result, scarcity marketing plays a direct role to encourage impulse buying behavior within hype fashion industry.

H1: There is a significant relationship between scarcity marketing and impulse buying behavior

2.4.2 Fear of Missing Out (FoMO) and Impulse Buying Behavior

Fear of Missing Out (FoMO) is defined as the anxiety that others may be experiencing something rewarding or gaining access to desirable products while one is left out (Przybylski et al., 2013). Hype fashion brands frequently focus on this by creating urgency through flash sales, countdowns, and exclusive collaborations, prompting consumers to act quickly before items become unavailable in the future (Wu et al., 2022).

Among Generation Z, Fear of Missing Out (FoMO) is particularly effective for them due to their constant exposure to social media. Watching influencers or peers showcasing limited-edition products online strengthen the pressure to buy, because missing out from that may also mean losing social belonging or cultural relevance (Sofiana & Hayu, 2025). Research further suggest that FoMO often overrides rational decision-making, driving individuals to make purchases impulsively just to stay included in a part of the hype fashion culture (Alt & Boniel-Nissim, 2018). Therefore, there is a hypothesis of “There is a significant relationship between Fear of Missing Out (FoMO) and impulse buying behavior.

H2: There is a significant relationship between Fear of Missing Out (FoMO) and impulse buying behavior

2.4.3 Influencer Impact and Impulse Buying Behavior

Influencers have also emerged as powerful drivers of consumer behavior, especially in the hype fashion industry. Their influence comes from the trust, authenticity, and relatability they establish with followers (Lim et al., 2017). When influencers promote hype fashion products through unboxing videos, styling tutorials, or countdown announcements, they reinforce exclusivity and urgency. This influence often bypasses rational evaluation, motivating consumers to make unplanned, impulse purchases in order to keep up with current fashion trends and align with the lifestyles promoted by these influencers.

For Generation Z, who spend a significant amount of time on digital platforms like Instagram, TikTok, and YouTube, influencers are seen not just an advertisers but as authentic trendsetters and role models (Djafarova & Bowes, 2021). Their endorsements carry social proof, making products feel more desirable and legitimate. When influencers showcase hype fashion deops, Gen Z consumers feel a strong pressure to keep up with these trends, which increase emotional excitement and drives spontaneous buying behavior (Priporas et al., 2017).

Studies have shown that influencer marketing significantly increase impulse buying, especially when combined with scarcity tactics like “limited stock” or “exclusive release” messages (Lou & Yuan, 2019). Because influencers blur the line between personal recommendation and marketing, their impact on consumer psychology is profound. This makes influencer endorsements a critical factor in understanding why Gen Z consumers are so easy to make impulse purchases in the hype fashion industry.

H3: There is a significant relationship between influencer impact and impulse buying behavior

CHAPTER 3: METHODOLOGY

3.1 Research Design

This study employs an explanatory research design, as the aim is not only to describe Generation Z consumers' buying habits but also to explain how scarcity marketing influences their impulse buying behavior. Explanatory research is especially valuable when researchers want to establish cause-and-effect relationships between independent and dependent variables, rather than stopping at simple description (Saunders, Lewis, & Thornhill, 2019). In this case, the focus is on determining how scarcity-driven strategies such as limited-edition drops, countdown timers, and influencer promotion affect Gen Z's purchase decision in the hype fashion industry.

A quantitative research approach has been adopted because it allows for the systematic collection and analysis of numerical data. Quantitative research is widely used in consumer behavior studies since it enables abstract concepts such as urgency, FoMO, and impulse buying to be measured through structured scale and survey item (Creswell & Creswell, 2018). By applying statistical techniques, relationships between scarcity marketing cues (independent variables) and impulse buying (dependent variable) can be tested to validate or reject the proposed hypothesis.

This research also applies a cross-sectional design, meaning data will be gathered at one point in time. A cross-sectional approach is appropriate because it provides a snapshot of Gen Z's current behaviors and attitudes, which is highly relevant in the fast-paced hype fashion industry where consumer preferences shift rapidly (Bryman, 2016). Since impulse buying often occurs in response to short-lived marketing campaign, a cross-sectional design effectively captures these immediate reactions.

The target population for this study is Generation Z as they represent one of the most active consumer segments in the digital space and they are a key audience aim for hype fashion brands. Their strong dependence on social media and highly participation in online communities makes them more responsive and attracted to scarcity-driven marketing strategies (Priporas et al., 2017). To gather their perception about this topics,

data will be collected through a structured questionnaire, which ensures consistency in responses and allows for meaningful comparisons across participants (Allen, 2017).

This study is guided by the principle of empiricism, highlight the conclusion drawn from observable evidence from the questionnaire rather than assumptions of people. Quantitative methods that included both descriptive and inferential statistical analyses, will be employed to identify and test the relationships between scarcity marketing tactics and impulse buying behavior (Salkind, 2010). This approach not only reinforce the academic contribution of the research but also provides a practical ways for the marketers that seeking chances to engage Generation Z in the highly competitive industry.

3.2 Sampling Design

This research aims to test the relationship between scarcity marketing strategies and impulse buying behavior, with a focus on Gen Z consumers in the hype fashion industry. However, the total number of Gen Z consumers in Malaysia is extremely large and this had make it difficult to study the entire population. Therefore, this study narrows its scope to Gen Z university students in Malaysia, as they are not only accessible but also highly relevant to the research. Gen Z students are among the most active online shoppers, heavily influenced by social media, and highly responsive to hype fashion brands, making them suitable for this study (Priporas et al., 2017).

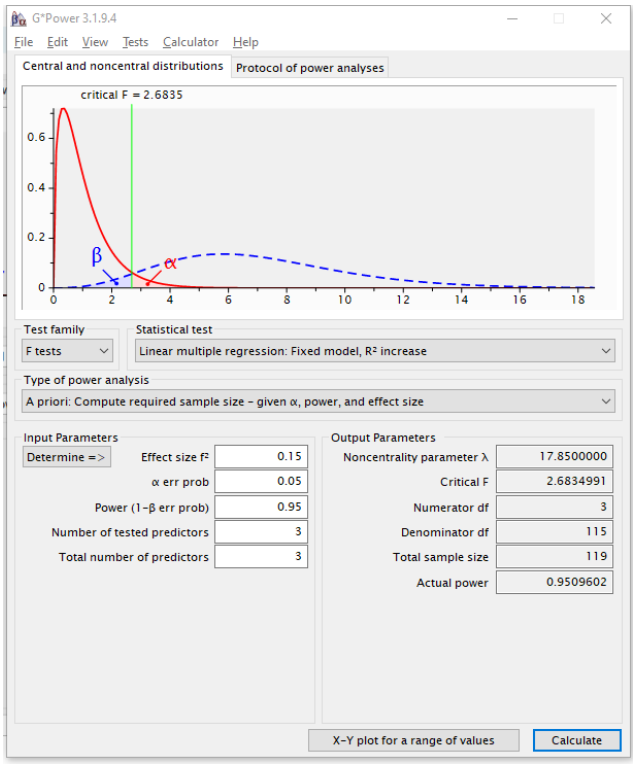
3.2.1 Sample Size

According to the Department of Statistics Malaysia (DOSM, 2023), the estimated population of Generation Z (individuals born between 1997 and 2012) in Malaysia is approximately 5.92 million people. Based on this population figure, and using a sample size calculator with a 95% confidence level and 5% margin of error, the recommended minimum sample size required for this study is 361 respondents (Calculation.net, n.d.).However, due to time constraint, this study collected 225 respondents.

To further validate this number, the GPower software was used to calculate the minimum required sample size based on the number of independent variables in this study. Since

there are four independent variables (scarcity marketing, FoMO, and influencer impact), the *G*Power analysis indicated that a minimum of 119 respondents was required as Figure 3.1. (Faul et al., 2007). Thus, 225 of respondents collected is still acceptable.

Figure 3.1: Minimum Total Sample Size



3.2.2 Target Population

The target population for this study is Generation Z in Malaysia that aged between 18 years old and 27 years old. This group is chosen as they are highly active in digital environment, heavily engaged with online shopping, and significantly influenced by hype fashion trends (Djafarova & Bowes, 2021) The target population included both male and female, regardless of their background, educational level, or income level. Generation Z are particularly relevant because they are in the stage of shaping their long-term consumption patterns and brand loyalties, making them highly responsive to scarcity marketing strategies (Priporas et al., 2017).

3.2.3 Sampling Frame

There is no fixed sampling frame for this study. Since Generation Z in Malaysia are spread all around the country, it is not possible to obtain a complete and comprehensive list of all potential respondents. However, due to time constraints, limitation of budget and accessibility, constructing a sampling frame in not realistic. Instead, this study relies on online distribution methods (e.g. social media, WhatsApp group, and online student forums) to reach respondents, which is practical and effective for accessing Generation Z (Bryman, 2016).

3.2.4 Sampling Technique

This study adopts a non-probability convenience sampling technique. In convenience sampling, participants are selected based on accessibility, availability, and willingness to respond (Taherdoost, 2016). This method is suitable because the study does not have access to a complete dampling frame of Generation Z. Moreover, since Gen Z are highly active on social media and frequently exposed to hype fashion campaigns, they are easy to reach through online survey distribution channels. Convenience sampling is also practical and cost-effective, making it the most appropriate approach for student-led research with limited resources (Etikan, Musa, & Alkassim, 2016).

The final sample includes Generation Z with different levels of education (High school, Diploma, Undergraduate, and Postgraduate), income level, and fashion consumption habits. By focusing on this segment, the study ensures that the results provides meaningful insights into the impact of scarcity marketing on impulse buying behavior among Generation Z for hype fashion industry.

3.3 Data Collection Method

3.3.1 Primary Data

According to Mazhar, Anjum, Anwar, and Khan (2021), primary data refers to the collection of firsthand, original information gathered directly from respondents to achieve specific research objectives. Unlike secondary data, which is already available and may not address the precise needs of study, primary data provides unrefined insights that are directly applicable to the research questions. Such data is particularly important in consumer behavior studies, as it captures the most current and context-specific responses from the target audience (Stewart, 2024).

In this study, primary data was collected using a structured online questionnaire to examine the relationship between scarcity marketing, Fear of Missing Out (FoMO), influencer impact, and impulse buying behavior among Gen Z consumers in hype fashion industry. An online questionnaire was chosen because Generation Z, defined as individuals born between the year of 1997 and 2012, are highly active on digital platforms and acceptable to engage with online forms. Moreover, online surveys provides efficiency, accessibility, and cost-effectiveness compared to traditional data collection methods such as face-to-face interviews or postal survey (Putranto, 2019). The questionnaire was distributed via social media and messaging platforms such as WhatsApp, WeChat, XiaoHongShu, and Instagram, which are widely used by Generation Z in Malaysia. This method ensured higher reach, convenience, and also relevance to the respondents' lifestyles.

3.3.2 Research Instrument

3.3.2.1 Questionnaire Design

The data collection instrument for this study was an online questionnaire designed using Google Forms. The questionnaire was structure into five different sections. Section A contain screening questions to filter out respondents who are not the target respondents of this study. Section B gathered demographic data, including gender, age, race, educational level, and income level of the respondents. Section C is general questions, which includes

question about their familiarity on hype fashion and purchase history. Section D focused on the independent variables, which are scarcity marketing, Fear of Missing Out (FoMO), and influencer impact. Section E is to measure dependent variable, impulse buying behavior, by capturing respondents' tendency to make spontaneous, unplanned purchase influenced by scarcity cues.

A 5-point Likert scale was used in Section D and section E, which 1 represent Strongly Disagree to five that represent Strongly Agree. This scaling method enables respondents to express carrying levels of agreement, providing a deeper understanding of their responses (TASO, n.d.).. The Likert scale is particularly useful for this study as it allows for the measurement of independent variables such as scarcity marketing, Fear of Missing Out (FoMO), and influencer impact, which are critical drivers of impulse buying behavior of Gen Z consumers in hype fashion industry.

3.3.2.2 Questionnaire Development

Table 3.1: Construct Measurements

No	Variables	Items Measurement	Sources
1	Scarcity Marketing	I feel more interested in buying hype fashion items when they are labeled as "limited edition."	Wu et al. (2022)
2		I am more likely to buy a product if I see that it is "almost sold out."	Lynn (1991)
3		Countdown timers or flash sales increase my urgency to buy.	Aggarwal et al. (2011)
4		I tend to purchase hype fashion products quickly to avoid missing out.	Wu et al. (2022)
5		Limited-edition hype fashion feels more valuable to me compared to regular items.	Lynn (1991)
6		When brands announce limited stock, I feel pressured to make a purchase.	Aggarwal et al. (2011)
7	Fear of Missing Out (FoMO)	I feel anxious when I cannot get limited-edition hype fashion products.	Przybylski et al. (2013)
8		I buy hype fashion items to avoid feeling left out when others own them.	Rinonce & Jannah (2025)

9		Social media posts of limited products increase my fear of missing out.	Priporas et al. (2017)
10		I often feel pressured to buy hype fashion items because others are talking about them.	Przybylski et al. (2013)
11		Missing a product release makes me feel like I lost an important opportunity.	Sofiana & Hayu (2025)
12	Influencer Impact	I am more likely to buy hype fashion products when promoted by influencers.	Lim et al. (2017)
13		Influencer unboxing or styling videos influence my buying decision.	Djafarova & Bowes (2021)
14		I trust influencers' recommendations when it comes to hype fashion.	Lou & Yuan (2019)
15		Limited-edition fashion feels more desirable when promoted by influencers.	Djafarova & Bowes (2021)
16		I follow influencers mainly to keep up with new fashion drops.	Lim et al. (2017)
17	Impulse Buying Behavior	I often purchase hype fashion products spontaneously.	Rook, D. W. (1987)
18		I buy without planning when I see a limited offer.	Verplanken, B., & Herabadi, A. (2001)

19		I feel excited when making quick purchases.	Weun, Jones, & Beatty (1998)
20		I rarely think twice before buying limited-edition items.	Amos, Holmes, & Keneson (2014)
21		I often feel a rush of emotions when making impulse purchases.	Beatty & Ferrell (1998)
22		Scarcity messages lead me to buy products I did not intend to buy.	Wu et al. (2022)
23		I sometimes regret my impulse purchases.	Hausman (2000)
24		I enjoy the thrill of buying hype fashion on the spot.	Dawson & Kim (2009)
25		I buy hype fashion to feel part of a trend.	Priporas, Stylos, & Fotiadis (2017)
26		I sometimes purchase items even if I do not immediately need them.	Peck & Childers (2006)

3.4 Scale Measurement

Table 3.2: Measurement Scale of Demographic Questions

Part	Items	Measurement Scales
B	Gender	Nominal
	Age	Ordinal
	Race	Nominal
	Highest Educational Level	Ordinal
	Employment Status	Nominal
	Personal Income Level	Ordinal

3.4.1 Nominal Scale

A nominal scale is the simplest type of measurement scale, where numbers or labels are used solely to classify responses into categories without implying any ranking or magnitude (Admin, 2024). In this study, gender, race, and employment status were measured using nominal scales, as these variables are purely categorical and classify respondents into distinct groups. For example, gender categorize as male, female, and prefer not to say; race categories reflect different ethnic groups; and employment status was categorized into employed, unemployed, or student. Since these classification have no inherent order, the nominal scale was the most appropriate choice for it.

3.4.2 Ordinal Scale

Ordinal scales, on the other hand, rank responses in a logical order but do not measure the exact distance between categories (Allen, 2017). Variables such as age, highest educational level, and personal income level were measured using ordinal scales, since these can be meaningfully arranged into progressive categories (e.g., age ranges, education levels, and income brackets). While these groupings indicate rank, they do not reveal precise differences between respondents, making them suitable for demographic comparisons in social science and marketing research (Jamieson, 2004; Clason & Dormody, 1994).

3.4.3 Likert Scale

To measure attitudes and behaviors, this study employed a 5-point Likert scale, one of the most widely used tools in consumer behavior research (Joshi et al., 2015). This scale help to collect respondents' level of agreement with items related to the independent variables such as scarcity marketing, influencers impact, and Fear of Missing Out (FoMO) and the dependent variable which is impulse buying behavior. Responses ranged from scale 1 to 5 that 1 represented Strongly Disagree and 5 represented Strongly Agree. This approach allowed diverse perspectives to be combine into quantifiable data that enables statistical analysis.

3.5 Data Analysis Tool

Data that collected through online questionnaire was analyzed by using IBM SPSS Statistics, a software that widely used in social science research for both descriptive and inferential analysis. Descriptive statistics including frequencies, percentages, means, and standard deviations were first used to summarize demographic data and provide an overview of respondents' characteristics, such as gender, age range, income level, and educational level. Inferential statistics were applied to test the study's hypothesis. Multiple linear regression analysis was conducted to examine the relationship between independent variables factors such as scarcity marketing, Fear of Missing Out (FoMO), and influencer impact and the dependent variable of impulse buying behavior. This analysis help to determine both the meaning and strength of each independent variables in predicting impulse buying behavior (Nagaiah & Ayyanar, 2016). In addition, ANOVA and regression coefficient tests were used to assess whether the effects of the independent variables were statistically significant. Together, all these analytical methods ensured that the study could provide empirical evidence on which scarcity marketing strategies bring along the strongest influence on Gen Z's purchasing behavior in the hype fashion industry.

CHAPTER 4: DATA ANALYSIS

4.1 Descriptive Analysis

4.1.1 Frequency Distribution for Demographic Characteristics

Table 4.1: Frequency Distribution for Gender

	Frequency	Percentage
Male	120	53.3
Female	105	46.7

Based on Table 4.1, there are 120 respondents (53.3%) stated that they were male. On the other hand, there are 105 respondents (46.7%) stated that they were female. The total number of respondents used in this table is 225 respondents.

Table 4.2: Frequency Distribution for Age

	Frequency	Percentage
18 – 21 years old	60	26.7
22 – 25 years old	113	50.2
26 – 28 years old	52	23.1

Based on Table 4.2, there are 60 respondent (26.7%) stated that they were between 18 and 21 years old. Furthermore, 113 respondents (50.2%) stated that they were between 22 and 25 years old. Moreover, 52 respondents (23.1%) stated that they were between 26 and 28 years old. The total number of respondents used in this table is 225 respondents.

Table 4.3: Frequency Distribution for Race

	Frequency	Percentage
Malay	41	18.2
Chinese	135	60
Indian	49	21.8

Based on Table 4.3, there are 41 respondents (18.2%) stated that they were Malay. Furthermore, 135 respondents (60%) stated that they were Chinese which have the highest number of respondents. Moreover, 49 respondents (21.8%) stated that they were Indian. The total number of respondents used in this table is 225 respondents.

Table 4.4: Frequency Distribution for Highest Education Level

	Frequency	Percentage
High School	18	8
Diploma	47	20.9
Undergraduate (Bachelor's Degree)	100	44.4
Master's Degree	41	18.2
Doctoral Degree	19	8.4

Based on Table 4.4, 18 respondents (8%) stated that their highest education level were High School. Besides, 47 respondents (20.9%) stated that their highest education level were Diploma. Furthermore, 100 respondents (44.4%) stated that their highest education level were Undergraduate (Bachelor's Degree). Next, 41 respondents (18.2%) stated that their highest education level ware Master's Degree. Last but not least, 19 respondents (8.4%) stated that their highest education level were Doctoral Degree. The total number of respondents used in this table is 225 respondents.

Table 4.5: Frequency Distribution for Employment Status

	Frequency	Percentage
Full-time Employment	29	12.9
Part-time Employment	45	20
Self-Employed	49	21.8
Student	78	34.7
Unemployed	24	10.7

Based on Table 4.5, 29 respondents (12.9%) stated that they were full-time employment. Next, 45 respondents (20%) stated that they were part-time employment. Furthermore, 49 respondents (21.8%) stated that they were self-employed. Moreover, 78 respondents (34.7%) stated that they were student. Last but not least, 24 respondents (10.7%) stated that they were unemployed. The total number of respondents used in this table is 225 respondents.

Table 4.6: Frequency Distribution for Personal Income Level

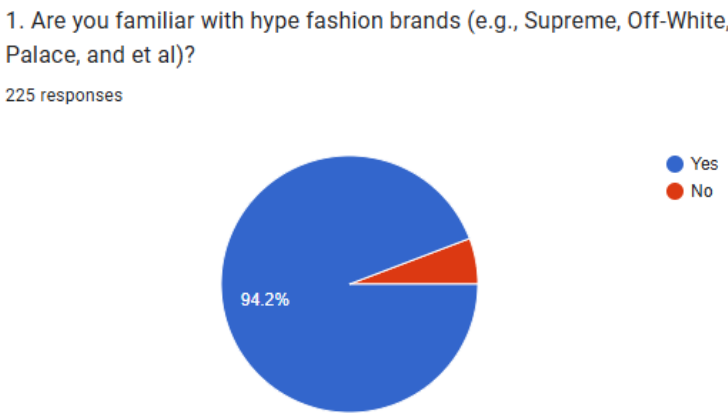
	Frequency	Percentage
Below RM 1,000	38	16.9
RM 1,001 – RM 2,000	32	14.2
RM 2,001 – RM 3,000	45	20
RM 3,001 – RM 4,000	34	15.1
RM 4,001 – RM 5,000	26	11.6
Above RM 5,000	24	10.7
Prefer not to say	26	11.6

Based on Table 4.5, 38 respondents (16.9%) stated that they were below RM 1,000. Next, 32 respondents (14.2%) stated that they were between RM 1,001 and RM 2,000. Besides, 45 respondents (20%) stated that they were between RM 2,001 and RM 3,000. Furthermore, 34 respondents (15.1%) stated that they were between RM 3,001 and RM 4,000. Moreover, 26 respondents (11.6%) stated that they were between RM 4,001 and

RM 5,000. Besides that, 24 respondents (10.7%) stated that they were above RM 5,000. Last but not least, 26 respondents (11.6%) stated that they prefer not to say. The total number of respondents used in this table is 225 respondents.

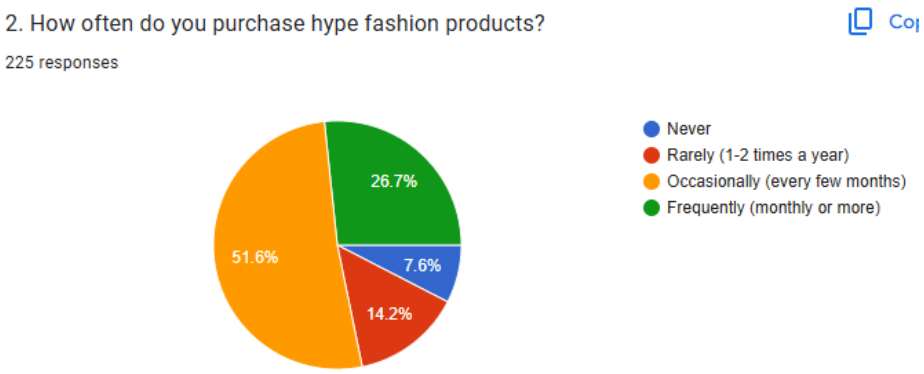
4.1.2 Frequency Distribution for General Information

Figure 4.1: Pie Chart for the Question "Are you familiar with hype fashion brands"



Based on Figure 4.1, the majority of respondents (212 respondents, 94.2%) answered that they are familiar with hype fashion brands. However, the remaining 13 respondents (5.8%) answered that they are not familiar with hype fashion brands.

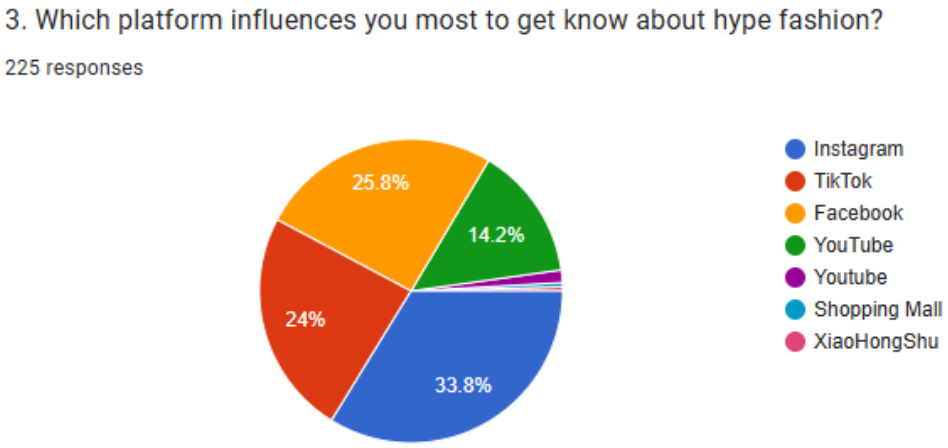
Figure 4.2: Pie Chart for the Question "How often do you purchase hype fashion products"



Based on Figure 4.2, there are 17 respondents (7.6%) stated that they had never purchase hype fashion products. Besides, there are 32 respondents (14.2%) stated that they rarely

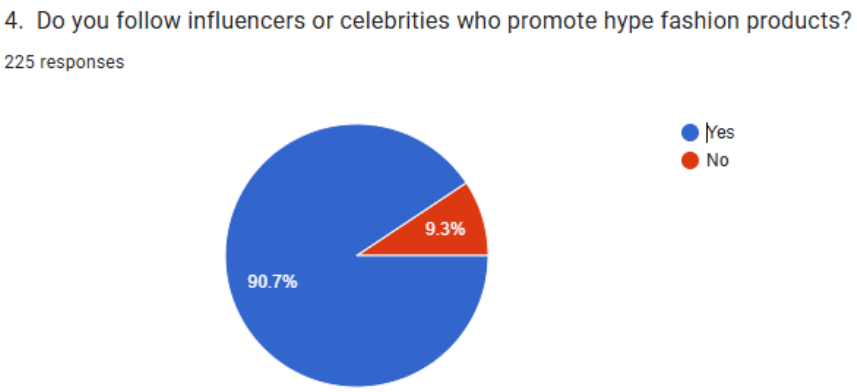
(1 to 2 times a year) purchase hype fashion products. Furthermore, the majority of the respondents (116 respondents, 51.6%) stated that they occasionally (every few months) purchase hype fashion products. In addition, 60 respondents (26.7%) stated that they frequently (monthly or more) purchase hype fashion products.

Figure 4.3: Pie Chart for the Question "Which platform influences you most to get know about hype fashion"



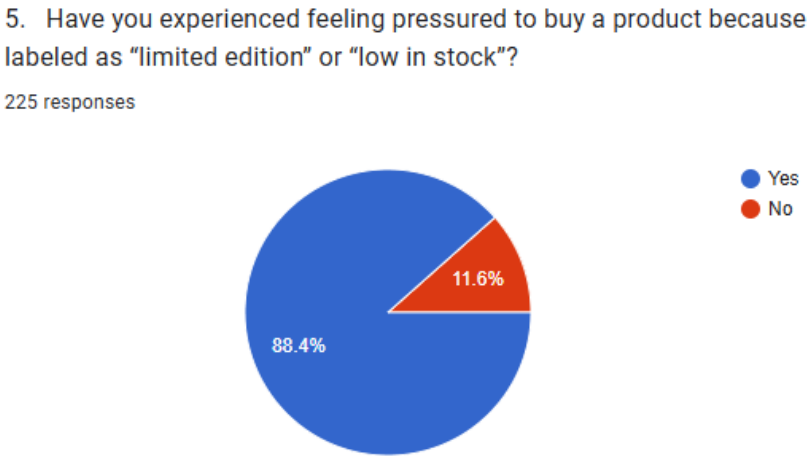
Based on Figure 4.3, the majority of respondents (76 respondents, 33.8%) stated that Instagram influences them the most to get know about hype fashion. Besides, 54 respondents (24%) stated that TikTok influences them the most to get know about hype fashion. Furthermore, 58 respondents (25.8%) stated that Facebook influences them the most to get know about hype fashion. Moreover, 35 respondents (15.5%) stated that YouTube influences them the most to get know about hype fashion. Last but not least, there is 1 respondent (0.4%) stated that Shopping Mall and XiaoHongShu influences them the most to get know about hype fashion respectively.

Figure 4.4: Pie Chart for the Question "Do you follow influencers or celebrities who promote hype fashion products"



Based on Figure 4.4, the majority of respondents (204 respondents, 90.7%) stated that they have follow influencers or celebrities who promote hype fashion products. However, 21 respondents (9.3%) stated that they have not follow influencers or celebrities who promote hype fashion products.

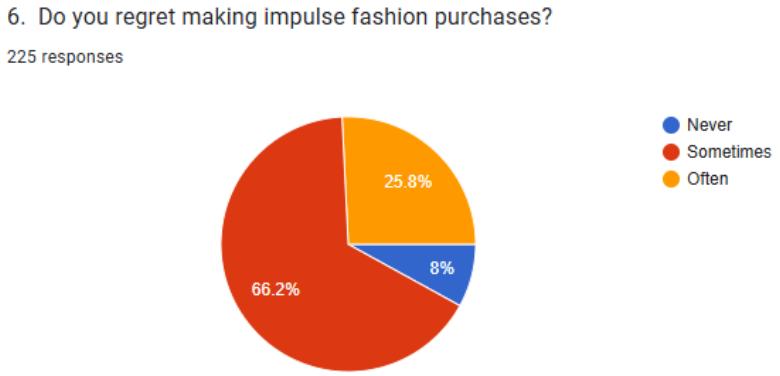
Figure 4.5: Pie Chart for the Question "Have you experienced feeling pressured to buy a product because it was labeled as "limited edition" or "low in stock"



Based on Figure 4.5, the majority of respondents (199 respondents, 88.4%) stated that they had experienced feeling pressured to buy a product because it was labeled as "limited edition" or "low in stock". However, 26 respondents (11.6%) stated that they

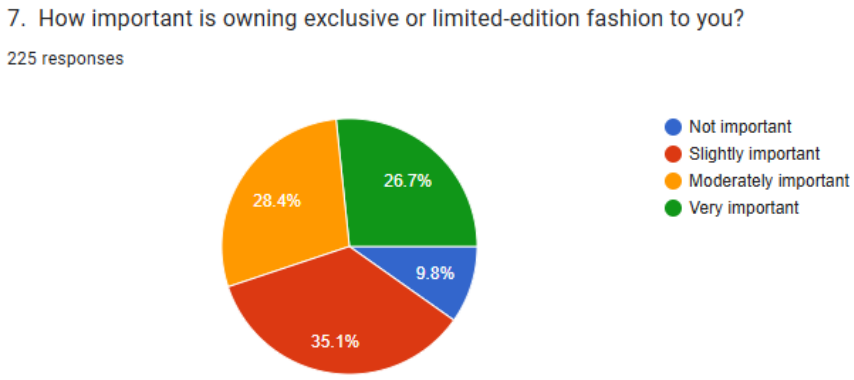
have not experienced feeling pressured to buy a product because it was labeled as "limited edition" or "low in stock".

Figure 4.6: Pie Chart for the Question "Do you regret making impulse fashion purchases"



Based on Figure 4.6, 18 respondents (8%) stated that they never regret making impulse fashion purchase. Besides, the majority of respondents (149 respondents, 66.2%) stated that they sometimes regret making impulse fashion purchase. Moreover, 58 respondents (25.8%) stated that they often regret making impulse fashion purchases.

Figure 4.7: Pie Chart for the Question "How important is owning exclusive or limited-edition fashion to you"



Based on Figure 4.7, 22 respondents (9.8%) stated that owning exclusive or limited-edition fashion were not important for them. 79 respondents (35.1%) stated that owning exclusive or limited-edition fashion were slightly important for them. 64 respondents (28.4%) stated that owning exclusive or limited-edition fashion were moderately

important for them. Furthermore, 60 respondents (26.7%) stated that owning exclusive or limited-edition fashion were very important for them.

4.1.3 Descriptive Statistics

Table 4.7: Descriptive Statistics for Scarcity Marketing, Fear of Missing Out (FoMO), Influencer Impact, and Impulse Buying Behavior

		Cronbach's Alpha	Mean	Median	Std. Deviation	Minimum	Maximum	N
Statistics	Scarcity_Marketing	0.889	4.1474	4.500	0.76206	1.00	5.00	225
	Fear_of_Missing_Out(FoMO)	0.926	4.0676	4.400	0.95938	1.00	5.00	225
	Influencer_Impact	0.890	4.1858	4.400	0.78773	1.00	5.00	225
	Impulse_Buying_Behavior	0.929	4.1387	4.500	0.76775	1.00	5.00	225

According to Hair et al. (2010), a very reliable for the Cronbach's Alpha score is between 0.8 and 1.0 as well as a reliable for the Cronbach's Alpha is between 0.6 and 0.8. Scarcity Marketing has a Cronbach's Alpha of 0.889 which is a very reliable Cronbach's Alpha. Fear of Missing Out (FoMO) has a Cronbach's Alpha of 0,926, which is also a very reliable score for Cronbach's Alpha. Furthermore, influencer impact have a score of 0.890 for Cronbach's Alpha, which is a very reliable score. Lastly, impulse buying behavior also have a very reliable score for Cronbach's Alpha, which is 0.929. Besides that, scarcity marketing, Fear of Missing Out (FoMO), influencer impact, and impulse buying behavior have the mean score of 4.1474, 4.0676, 4.1858, and 4.1387 respectively. This shows that influencer impact have the highest score in mean, indicating that influencer impact can affect impulse buying behavior most effectively. The total number of respondents used in this table is 225 respondents.

4.2 Inferential Analysis

4.2.1 Hypothesis Testing

H1: There is a significant relationship between scarcity marketing and impulse buying behavior among Gen Z consumers.

H2: There is a significant relationship between Fear of Missing Out (FoMO) and impulse buying behavior among Gen Z consumers.

H3: There is a significant relationship between influencer impact and impulse buying behavior among Gen Z consumers.

Table 4.8: Hypothesis Testing

Correlations

		Scarcity_Marketing	Fear_of_Missing_Out	Influencer_Impact	Impulse_Buying_Behavior
Scarcity_Marketing	Pearson Correlation	1	.902***	.822***	.901***
	Sig. (2-tailed)		<.001	<.001	<.001
	N	225	225	225	225
Fear_of_Missing_Out	Pearson Correlation	.902***	1	.804***	.932***
	Sig. (2-tailed)	<.001		<.001	<.001
	N	225	225	225	225
Influencer_Impact	Pearson Correlation	.822***	.804***	1	.825***
	Sig. (2-tailed)	<.001	<.001		<.001
	N	225	225	225	225
Impulse_Buying_Behavior	Pearson Correlation	.901***	.932***	.825***	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	225	225	225	225

***. Correlation at 0.001(2-tailed)

Bivariate correlation in SPSS was run to examine and test if there is a relationship between scarcity marketing, Fear of Missing Out (FoMO), influencer impact, and impulse buying behavior. Based on Table 4.7, it indicates that there is a relationship between scarcity marketing and impulse buying behavior ($r = 0.901$, $p < 0.001$, $N = 225$), so did Fear of Missing Out (FoMO) and impulse buying behavior ($r = 0.932$, $p < 0.001$, $N = 225$), and influencer impact and impulse buying behavior ($r = 0.825$, $p < 0.001$, $N = 225$). Furthermore, all independent variables have a strong positive correlation as their correlation coefficient, r value are between the value of 0.5 and 0.99. The total number of respondents used in this table is 225 respondents.

4.2.2 Multiple Regression

Table 4.9: Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.946[a]	.894	.893	.25111	2.142

a. Predictors: (Constant), Influencer_Impact, Fear_of_Missing_Out, Scarcity_Marketing

b. Dependent Variable: Impulse_Buying_Behavior

According to Table 4.8, there are three predictors (Scarcity Marketing, Fear of Missing Out (FoMO), and Influencer Impact) and a single dependent variable (Impulse Buying Behavior). The R-squared value is 0.894, while the adjusted R-square is 0.893. This suggest that 89.4% of the variation of impulse buying behavior is accounted for by the independent variables (Scarcity Marketing, Fear of Missing Out (FoMO), and Influencer Impact). Additionally, the small discrepancy between R-square (0.894) and adjusted R-square (0.893) values indicates a strong model fit. The total number of respondents used in this table is 225 respondents.

Table 4.10: ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.098	3	39.366	624.304	<.001[b]
	Residual	13.935	221	.063		
	Total	132.034	224			

a. Dependent Variable: Impulse_Buying_Behavior

b. Predictors: (Constant), Influencer_Impact, Fear_of_Missing_Out, Scarcity_Marketing

According to Table 4.9, the F-value stands at 624.304 with a significance level of <0.001. Additionally, the p-value is <0.001, which is below $\alpha = 0.05$. As a result, the findings are significant, and the hypothesis can be validated. The total number of respondents used in this table is 225 respondents.

Table 4.11: Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.580	.102		5.700	<.001
	Scarcity_Marketing	.253	.055	.251	4.603	<.001
	Fear_of_Missing_Out	.470	.042	.587	11.234	<.001
	Influencer_Impact	.143	.039	.147	3.691	<.001

a. Dependent Variable: Impulse_Buying_Behavior

According to Table 4.10, the standardized coefficient for Fear of Missing Out (FoMO) is $\beta = 0.587$, making it the highest among all the factors examined. Consequently, the Fear of Missing Out (FoMO) demonstrates the strongest connection to impulse buying behavior. Following this, scarcity marketing has a coefficient of $\beta = 0.251$, and influencer impact has a coefficient of $\beta = 0.147$. Furthermore, the p-value for scarcity marketing is <0.001, as well as Fear of Missing Out (FoMO) and influencer impact, which have the same p-value of <0.001, indicating that all three independent variables are below $\alpha = 0.05$. Therefore, we embrace that all three hypothesis (H1, H2 and H3). There is sufficient evidence to assert that all these variables significantly influence the dependent variable (impulse buying behavior). In brief, all three variables (scarcity marketing, Fear of Missing Out (FoMO), influencer impact) have influential factors to affect impulse buying behavior of Generation Z as they have high coefficients and strong statistical significance. The total number of respondents used in this table is 225 respondents.

In addition, based on Table 4.10, the regression equation is derived from the unstandardized coefficients. The multiple regression equation is as follow:

Impulse Buying Behavior = 0.580 + 0.253 (Scarcity Marketing) + 0.470 (Fear of Missing Out (FoMO) + 0.143 (Influencer Impact)

For the constant (0.580), it is a baseline value for impulse buying behavior when independent variables (scarcity marketing, Fear of Missing Out (FoMO), influencer impact) are equal to zero. Furthermore, by assuming other variables remain constant,

every 1 unit increase in scarcity marketing, the impulse buying behavior increases by 0.253 units; for every 1 unit increase in Fear of Missing Out (FoMO), impulse buying behavior increase by 0.470 units; for every 1 unit increase in influencer impact, impulse buying behavior increases by 0.143 units.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION

5.1 Discussion of Major Findings

Table 5.1: Summary of Hypothesis Testing for the Pearson Correlation

Research Hypothesis	Significant Value	Results
H1: There is a significant relationship between scarcity marketing and impulse buying behavior among Gen Z consumers.	p-value = <0.001 ($p<0.05$)	Supported
H2: There is a significant relationship between Fear of Missing Out (FoMO) and impulse buying behavior among Gen Z consumers.	p-value = <0.001 ($p<0.05$)	Supported
H3: There is a significant relationship between influencer impact and impulse buying behavior among Gen Z consumers.	p-value = <0.001 ($p<0.05$)	Supported

Objective 1: To evaluate the relationship between scarcity marketing and impulse buying behavior

H1: There is a significant relationship between scarcity marketing and impulse buying behavior among Gen Z consumers.

Since H1 is supported, there is enough evidence to conclude that scarcity marketing has a statistically significant impact on impulse buying behavior among Generation Z in the hype fashion industry. Furthermore, the regression analysis shows that scarcity marketing have a strong relationship with impulse buying behavior. This suggests that when hype fashion brands emphasize limited stock, exclusive releases, or short purchasing windows, Gen Z consumers are more likely to act quickly without careful planning. Scarcity creates

a sense of urgency and competition, making products appear more valuable simply because they are harder to obtain. This finding supports scarcity theory, which explains that limited availability increases perceived value and motivates consumers to buy before the opportunity disappears (Lynn, 1991). Previous studies have also shown that scarcity cues such as countdown timers and "almost sold out" messages significantly increase impulsive purchasing behavior, especially in online retail settings (Aggarwal et al., 2011; Wu et al., 2022). In the context of hype fashion, where exclusivity is a core brand value, scarcity marketing continues to be an effective strategy for encouraging impulse buying among Gen Z consumers.

Objective 2: To investigate the relationship between Fear of Missing Out (FoMO) and impulse buying behavior

H2: There is a significant relationship between Fear of Missing Out (FoMO) and impulse buying behavior among Gen Z consumers.

The findings strongly agree H2, which demonstrate that Fear of Missing Out (FoMO) has the strongest relationship with impulse buying behavior among all the independent variables that had been examined in this study. Fear of Missing Out (FoMO) recorded highest standardized beta value, indicating that emotional and psychological pressure plays an important role in driving impulsive buying behavior of Gen Z consumers. Gen Z consumers often experience anxiety when they believe others are participating in exclusive trends or owning a limited-edition products while they are left out. This emotional discomfort oushes them to make quick purchase decision to avoid regret or social exclusion. This result aligns with the definition of Fear of Missing Out (FoMO) as the fear that others are having rewarding experiences without one's involvement (Przybylski et al., 2013). Prior research also supports the strong link between FoMO and impulse buying behavior, particularly on social-media-driven environments where Gen Z consumers are always exposed to peer comparison and influencer content (Priporas et al., 2017; Sofiana & Hayu, 2025). In the hype fashion industry, FoMO amplifies the effects of scarcity marketing by turning limited product availability into a powerful emotional trigger that overrides rational thinking.

Objective 3: To determine the relationship between influencer impact and impulse buying behavior

H3: There is a significant relationship between influencer impact and impulse buying behavior among Gen Z consumers.

The result also support H3, indicating that influencer impact has a significant positive relationship with impulse buying behavior, although its influence is weaker compared to scarcity marketing and Fear of Missing Out (FoMO). Influencers play an important role in shaping consumer perceptions by showcasing limited-edition items, sharing unboxing videos, and promoting upcoming products drops. These actions help create awareness and excitement, making products appear more desirable and socially approved. However, the lower standardized beta value suggests that influencer may not always be sufficient to trigger impulse buying when it comes alone unless it is combine with scarcity strategies or FoMO. This findings is consistent with earlier studies which suggest that influencers are more effective when their endorsements reinforce scarcity cues and exclusivity rather than acting as standalone promotional tools (Lim et al., 2017; Lou & Yuan, 2019). For Generation Z consumers, influencers often act as trend validators, encouraging impulsive purchases when a product is perceived as both scarce and socially desirable.

5.2 Implication of the Study

This study provides several important implications for theory, practice, and society, particularly in understanding how scarcity marketing, Fear of Missing Out (FoMO), and influencer impact shape impulse buying behavior among Generation Z consumers in hype fashion industry. The findings contribute theoretically by strengthening existing knowledge on consumer psychology. Specifically, the results support prior evidence that emotional and social triggers strongly influence unplanned purchasing behavior, especially in hype fashion industry (Przybylski et al., 2013; Verplanken & Herabadi, 2001). The study also expands academic discussions by showing how scarcity cues such as limited-edition and countdown timers intensify FoMO and accelerate decision-making. This reinforces the relevance of scarcity theory (Lynn, 1991) in modern hype fashion settings dominated by fast digital communication.

Practically, the findings highlight meaningful insights for fashion brands, digital marketers, and influencers. For marketers, understanding that scarcity strategies significantly drive impulse purchases helps them design more effective campaigns, such as product drops, exclusive collaborations, and limited-time offer (Wu et al., 2022). Meanwhile, the strong influence of social media personalities indicates that influencer marketing continues to be essential strategy in shaping Gen Z consumer decisions (Djafarova & Bowes, 2021). However, the findings also imply a need for responsible marketing practices. Because Generation Z often experiences emotional pressure, brands and influencers should consider the ethical impact of overly aggressive scarcity tactics that may lead to overspending and buyer's regret decision.

Socially, this study focus on the psychological vulnerabilities of Generation Z. The result show that hype fashion consumption is often driven by social comparison, pressure to fit in, and the desire for digital validation (Priporas et al., 2017). Understanding these influences can help educators, policymakers, and consumer protection groups design programs that promote healthy spending habits and reduce the negative effect of impulsive buying behavior. More importantly, awareness campaigns can be developed to guide young consumers toward making informed and financially responsible choices.

5.3 Limitation of the Study

Although the study provides valuable insights, several limitations should be acknowledged. First, the sample size, while meeting the minimum requirement for statistical analysis, it still remains relatively small compared to Malaysia's broader Gen Z population. A larger sample size would allow for more accurate results (Taherdoost, 2016). Second, the study focuses exclusively on Gen Z consumers, which means the findings may not be applicable to other generation groups like Millennials or older demographic groups that might have a different motivations and buying behaviors. Another limitation lies in the use of self-reported data collected through online questionnaires. Such methods may introduce bias because respondents might misinterpret questions or provide socially desirable answers (Putranto, 2019).

5.4 Recommendations for Future Study

Based on the limitations of this study, several suggestions can be made for future research to gain a deeper and complete understanding of impulse buying behavior in the hype fashion industry. Firstly, future studies should consider using a larger and more diverse sample. Although this research focuses on Generation Z, including other age groups such as Millennials in the future study could offer meaningful comparisons and help identify whether sensitivity to scarcity marketing and FoMO is specific to Generation Z or shared across different generations. Since digital exposure and shopping habits differ by age, comparing multiple generations may provide a clearer picture of how consumers respond to limited-edition products and influencer promotions (Priporas et al., 2017; Djafarova & Bowes, 2021).

Besides, future researchers are encouraged to adopt a mixed-method approach. While online surveys are useful for measuring patterns and relationships between variables, they may not fully capture the emotions, thoughts, and personal experiences behind impulse buying. Combining quantitative surveys with qualitative interviews or focus group discussions could allow researchers to explore why consumers feel pressured to buy, how they experience Fear of Missing Out (FoMO), and how they feel after making impulsive purchases. This approach would provide richer insights into the psychological processes that influence buying decisions and offer a more realistic understanding of consumer behavior (Creswell & Plano Clark, 2018).

5.5 Conclusion

In summary, the result indicate that Fear of Missing Out (FoMO) has the most significant correlation with impulse buying behavior, followed by scarcity marketing and influencer impact. The summary of hypothesis testing reveal that H1, H2, and H3 are supported. Consequently, there is enough evidence to suggest that the scarcity marketing, Fear of Missing Out (FoMO), and influencer impact significantly influences impulse buying behavior of Generation Z consumers in hype fashion industry. Additionally, the implication of study suggest that it will be advantageous in three different sectors which are theoretical, practical and social implication. Conversely, the study's limitation include

a small sample size of focus population and method of data collection. Furthermore, recommendations are provided to overcome these limitations, such as broadening sample size, include another target population, and use a mix-method approach for data collection.

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Appendices

Appendix 3.1: Ethical Clearance Approval Letter

UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-597/2025

26 September 2025

Dr Fitriya Binti Abdul Rahim
Head, Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your student's research projects from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Impact of Scarcity Marketing on Impulse Buying Behavior Among Gen Z Consumers in the Hype Fashion Industry	Tham Jing Wei	Dr Fitriya Binti Abdul Rahim	26 September 2025 – 25 September 2026

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

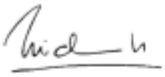
(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia
Tel: (605) 468 8888 Fax: (605) 466 1313
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia
Tel: (603) 9086 0288 Fax: (603) 9019 8868
Website: www.utar.edu.my

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



Professor Dr Zuraidah Abd
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
Director, Institute of Postgraduate Studies and Research

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia
Tel: (605) 468 8888 Fax: (605) 466 1313
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia
Tel: (603) 9086 0288 Fax: (603) 9019 8868
Website: www.utar.edu.my

Appendix 3.2: UTAR PDP Statement

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

   a) Name
   b) Identity card
   c) Place of Birth
   d) Address
   e) Education History
   f) Employment History
   g) Medical History
   h) Blood type
   i) Race
   j) Religion
   k) Photo
   l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

   a) For assessment of any application to UTAR
   b) For processing any benefits and services
   c) For communication purposes
   d) For advertorial and news
   e) For general administration and record purposes
   f) For enhancing the value of education
   g) For educational and related purposes consequential to UTAR
   h) For replying any responds to complaints and enquiries
   i) For the purpose of our corporate governance
   j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at jingwei0123@1utar.my.

Acknowledgment of Notice

[/] I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

[ ] I disagree, my personal data will not be processed.

……
Name: Tham Jing Wei
Date: 16 October 2025

Appendix 3.3: Questionnaire

The Impact of Scarcity Marketing on Impulse Buying Behavior among Gen Z Consumers in the Hype Fashion Industry

Dear valued respondents,

I am a final-year undergraduate student from Universiti Tunku Abdul Rahman (UTAR), Sungai Long Campus, currently pursuing a Bachelor of International Business (Honours). I am conducting a Research Project survey, a correlational study of The Impact of Scarcity Marketing on Impulse Buying Behavior among Gen Z Consumers in the Hype Fashion Industry

There are four (4) sections in this questionnaire. Please answer ALL questions in ALL sections. Your participation and input will make a significant contribution to the field of knowledge. This survey is voluntary. The contents of this questionnaire will be kept strictly confidential. Your participation in this questionnaire is highly appreciated. Thank you for taking the time to complete this survey.

Yours faithfully,

Tham Jing Wei

Student ID: 22UKB00732

Email: jingwei0123@1utar.my

Personal Data Protection Notice

Please be informed that in accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1.Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

a)Name
b)Identity card
c)Place of Birth
d)Address
e)Education History
f)Employment History
g)Medical History
h)Blood type
i)Race
j)Religion
k)Photo
l)Personal Information and Associated Research Data

2.The purposes for which your personal data may be used are inclusive but not limited to:

a)For assessment of any application to UTAR
b)For processing any benefits and services
c)For communication purposes
d)For advertorial and news
e)For general administration and record purposes
f)For enhancing the value of education
g)For educational and related purposes consequential to UTAR
h)For replying any responds to complaints and enquiries
i)For the purpose of our corporate governance
j)For the purposes of conducting research/ collaboration

3.Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4.Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

6.By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7.If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

8. You may access and update your personal data by writing to us at jingwei0123@1utar.my

1. Acknowledgement of Notice

□ I have been notified and I hereby understand, consent and agree to UTAR's above notice.

□ I disagree; my personal data will not be processed.

PART A: SCREENING QUESTION

1. Are you Generation Z (Age between 13-28)?

□ Yes

□ No. Thank you for your participation.

2. Do you heard about hype fashion brands

(Hype fashion: label that thrives on exclusivity and high demand driven by trends and limited release. e.g., Supreme, Off-White, KAWS, Palace, and et al)?

□ Yes

□ No. Thank you for your participation.

PART B: DEMOGRAPHIC PROFILE

Please select the answer that best describe you.

1. Gender

- Male
- Female
- Prefer not to say

2. Age

- 18-21 years old
- 22-25 years old
- 25-28 years old

3. Race

- Malay
- Chinese
- India
- Other:

4. Highest Educational Level

- High school
- Diploma
- Undergraduate (Bachelor's Degree)
- Master's degree
- Doctoral Degree
- Other:

5. Employment Status

- Full-time employment
- Part-time employment
- Self-employed
- Student

7. Personal Income Level (RM per month before tax)

- Below RM 1,000
- RM 1,001 – RM 2,000
- RM 2,001 – RM 3,000
- RM 3,001 – RM 4,000
- RM 4,001 – RM 5,000
- Above RM 5,000
- Prefer not to say

PART C: GENERAL QUESTIONS

1. Are you familiar with hype fashion brands (e.g., Supreme, Off-White, KAWS, Palace, and et al)?

- ☐ Yes
- ☐ No

2. How often do you purchase hype fashion products?

- ☐ Never
- ☐ Rarely (1–2 times a year)
- ☐ Occasionally (every few months)
- ☐ Frequently (monthly or more)

3. Which platform influences you most to get know about hype fashion?

- ☐ Instagram
- ☐ TikTok
- ☐ Facebook
- ☐ YouTube
- ☐ Others (please specify)

4. Do you follow influencers or celebrities who promote hype fashion products?

- ☐ Yes
- ☐ No

5. Have you experienced feeling pressured to buy a product because it was labeled as "limited edition" or "low in stock"?

- ☐ Yes
- ☐ No

6. Do you regret making impulse fashion purchases?

- ☐ Never
- ☐ Sometimes

- ☐ Often

7. How important is owning exclusive or limited-edition fashion to you?

- ☐ Not important
- ☐ Slightly important
- ☐ Moderately important
- ☐ Very important

PART D: INDEPENDENT VARIABLE

This section uses the Likert Scale (Noted that: strongly disagree-1, disagree-2, neutral-3, agree-4, strongly agree-5).

Scarcity Marketing						
		SD				SA
No.	Description	1	2	3	4	5
1	I feel more interested in buying hype fashion items when they are labeled as "limited edition."					
2	I am more likely to buy a product if I see that it is "almost sold out."					
3	Countdown timers or flash sales increase my urgency to buy.					
4	I tend to purchase hype fashion products quickly to avoid missing out.					
5	Limited-edition hype fashion feels more valuable to me compared to regular items.					
6	When brands announce limited stock, I feel pressured to make a purchase.					

Fear of Missing Out (FoMO)						
		SD				SA
No.	**Description**	**1**	**2**	**3**	**4**	**5**
7	I feel anxious when I cannot get limited-edition hype fashion products.					
8	I buy hype fashion items to avoid feeling left out when others own them.					
9	Social media posts of limited products increase my fear of missing out.					
10	I often feel pressured to buy hype fashion items because others are talking about them.					
11	Missing a product release makes me feel like I lost an important opportunity.					

Influencer Impact						
		SD				SA
No.	Description	1	2	3	4	5
12	I am more likely to buy hype fashion products when promoted by influencers.					
13	Influencer unboxing or styling videos influence my buying decision.					
14	I trust influencers' recommendations when it comes to hype fashion.					
15	Limited-edition fashion feels more desirable when promoted by influencers.					
16	I follow influencers mainly to keep up with new fashion drops.					

PART E: DEPENDENT VARIABLE

This section uses the Likert Scale (Noted that: strongly disagree-1, disagree-2, neutral-3, agree-4, strongly agree-5).

Impulse Buying Behavior						
		SD				SA
No.	**Description**	**1**	**2**	**3**	**4**	**5**
17	I often purchase hype fashion products spontaneously.					
18	I buy without planning when I see a limited offer.					
19	I feel excited when making quick purchases.					
20	I rarely think twice before buying limited-edition items.					
21	I often feel a rush of emotions when making impulse purchases.					
22	Scarcity messages lead me to buy products I did not intend to buy.					
23	I sometimes regret my impulse purchases.					
24	I enjoy the thrill of buying hype fashion on the spot.					
25	I buy hype fashion to feel part of a trend.					
26	I sometimes purchase items even if I do not immediately need them.					