

Influence of Scarcity Marketing and Perceived Value on Buying Decision Moderated by Collaboration

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Article History:

Received on 02 June 2025

1st Revision 05 June 2025

2nd Revision 19 June 2025

3rd Revision 22 June 2025

Accepted on 07 July 2025

Abstract

Purpose: This study aims to examine the influence of scarcity marketing and customer perceived value on purchasing decisions, with brand collaboration—specifically with the Aerostreet shoe brand—acting as a moderating variable. As consumer behavior continues to evolve in the digital era, understanding the psychological triggers that drive purchasing decisions becomes essential for marketers. This study focuses on how limited availability (scarcity) and perceived benefits (value) can influence buyer intent and how a well-known local brand collaboration may amplify these effects.

Methodology/approach: The study uses a quantitative research approach, with data collected through an online questionnaire targeting Aerostreet shoe consumers in Jakarta. A total of 121 respondents were selected using the Slovin formula for large, indefinite populations. The data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS application to assess the relationships among the variables.

Results/findings: The analysis reveals that both scarcity marketing and customer perceived value have a positive and significant influence on purchasing decisions. Furthermore, the presence of a brand collaboration with Aerostreet serves as a moderating variable that strengthens the impact of these marketing strategies on consumer behavior.

Conclusion: Scarcity and perceived value are key drivers in consumer decision-making, and their influence can be enhanced through strategic brand collaborations such as those involving Aerostreet.

Limitations: The study is limited to a specific brand and demographic region, so generalizability may be constrained.

Contribution: This study provides practical insights for marketers on leveraging scarcity and value perceptions, especially when paired with brand collaborations, to increase consumer engagement and purchase intent.

Keywords: Collaboration, Customer Perceived Value, Marketing Management, ScarcityMarketing

How to Cite: Setiawan, D., Diansyah, D., Kamaruddin, M, J. (2025). Influence of Scarcity Marketing and Perceived Value on Buying Decision Moderated by Collaboration, *Studi Akuntansi, Keuangan, dan Management* 5(1), 61-

1. Introduction

The development of the local shoe industry in Indonesia has experienced significant growth, necessitating smart marketing strategies to attract consumer interest. Shoes are not just footwear but a symbol of style highly valued by Indonesian society, especially the younger generation. As an inseparable fashion item, shoes are steadfast companions that accompany individuals every step of the

way, whether going to campus, school, or the office. There are many variations and designs of shoes available in the market, both in conventional stores and on social media platforms, providing appealing choices for buyers. Competing in the shoe industry, every company strives hard to create quality products that attract consumer interest. One successful example of a local brand that has penetrated the international market is Aerostreet, based in Klaten. Adhitya Caesarico, the founder of Aerostreet, started by selling school shoes from one store to another in the Klaten area, Central Java. Through educational approaches, training, and mentoring in digital business development, Adhitya Caesarico successfully elevated his business to a higher level, utilizing various platforms such as e-commerce and social media.

According to Junifanto et al. (2024) buying decision is a complex process involving various considerations made by consumers before deciding to purchase a product or service. Consumer purchasing decisions are influenced by several factors, including perceived product quality, price, and brand trust. In the competitive e-commerce market, collaboration between local and international brands can enhance positive perceptions of local products. For example, such collaborations can create the impression that local products are of equivalent quality to international ones, thereby increasing consumer attraction towards choosing local products. Moreover, these collaborations can also create a unique and differentiated shopping experience, which in turn can enhance consumer loyalty towards local brands.

Based on the findings of Manggarani et al. (2021) the use of Scarcity Marketing strategies has proven effective in increasing consumer interest and driving purchasing decisions across various industries. However, there are also studies indicating that the effects of these strategies may be temporary and not sustainable in the long term (Khairunnisa & Evanita, 2024). Previous research also highlights the importance of Customer Perceived Value in influencing buying decisions, emphasizing that consumers' perceived value significantly impacts brand loyalty and customer retention (Diansyah & Nadya, 2023). Meanwhile (Supardi, 2022) states that Customer Perceived Value alone may not drive purchasing decisions without being complemented by adequate product or service quality.

Findings from (Shafwah et al., 2024) indicate that brand collaborations receive positive attention from consumers. They view such partnerships as intriguing because both parties have strong reputations. The results of these collaborations are also perceived as more beneficial compared to regular shoe products. Conversely, another study Agustina (2021) shows contrasting results, where collaborations between brands outside the shoe industry do not elicit positive responses from consumers. These studies demonstrate significant differences in the outcomes achieved by researchers. Therefore, the aim of this study is to investigate the impact of promotion and product quality on purchasing decisions regarding Aerostreet products. This research will contribute a state-of-the-art refresh with emphasis on research variables and the company under study.

2. Literature Review and Hypothesis Development

The development of the local shoe industry in Indonesia has experienced significant growth, necessitating smart marketing strategies to attract consumer interest. Shoes are not just footwear but a symbol of style highly valued by Indonesian society, especially the younger generation. As an inseparable fashion item, shoes are steadfast companions that accompany individuals every step of the way, whether going to campus, school, or the office. There are many variations and designs of shoes available in the market, both in conventional stores and on social media platforms, providing appealing choices for buyers. Competing in the shoe industry, every company strives hard to create quality products that attract consumer interest. One successful example of a local brand that has penetrated the international market is Aerostreet, based in Klaten. Adhitya Caesarico, the founder of Aerostreet, started by selling school shoes from one store to another in the Klaten area, Central Java. Through educational approaches, training, and mentoring in digital business development, Adhitya Caesarico successfully elevated his business to a higher level, utilizing various platforms such as e-commerce and social media. According to Junifanto et al. (2024) buying decision is a complex process involving various considerations made by consumers before deciding to purchase a product or service. Consumer purchasing decisions are influenced by several factors, including perceived product quality, price, and brand trust. In the competitive e-commerce market, collaboration between local and international brands can enhance positive perceptions of local products. For example, such collaborations can create the

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3. Research Method

This research investigates consumers who purchase local shoes through marketplaces. The sample, randomly selected, represents the population in providing responses to questions related to research variables. In this study, we used Hair's approach, where the sample size is determined to be 5 to 10 times the number of indicators (Hair & Alamer, 2022). The sample was chosen practically to facilitate the data collection process (Susanto et al., 2024), with the sample selected based on ease of access. The Partial Least Square (PLS) method, also known as path analysis, was used to test the relationships between variables in a model using a structural modeling approach (Cahyanto, 2022).

The software used was SmartPLS (Tambun & Haryati, 2022). The data analysis process included examining participant demographics, evaluating validity and reliability, hypothesis testing, and discussing the coefficient of determination (Sugiarto et al., 2022). Demographic analysis involved examining data on population characteristics such as gender and age range. The validity test assessed how accurately the questions in the questionnaire measured what they were supposed to measure. The reliability test ensured the consistency of respondents' answers. Hypothesis testing helped measure the accuracy of the formulated assumptions, while the coefficient of determination indicated the extent to which independent variables could explain variations in the dependent variable (Dukalang & Nugroho, 2022).

4. Result

In this study, the sample consisted of 121 participants from students to the general public, with 64 male participants (52.9%) and 57 female participants (47.1%). The age of participants was categorized into four groups: 17-20 years with 36 participants (29.8%), 21-25 years with 55 participants (45.5%), and >25 years with 30 participants (24.8%). The education levels of participants were as follows: junior high school with 27 participants (22.3%), high school/equivalent with 46 participants (38%), and university with 48 participants (39.7%). The quality of data analysis in this study employed Partial Least Square (PLS) analysis, a variance-based structural equation modeling (SEM) method. The software used for this analysis was SmartPLS.

4.1 Validity And Reliability

Before conducting hypothesis testing, the initial step is to test validity and reliability using several methods, including loading factor, AVE (Average Variance Extracted), Composite Reliability, and

Cronbach's Alpha. The analysis results indicate that based on the loading factor, each variable meets the validity criteria with outer factor loading values exceeding 0.50 for all statement items. Additionally, from the AVE results, each variable also shows adequate values, above 0.50, indicating good validity. Therefore, it can be concluded that the data used in this study are valid to proceed to the hypothesis testing stage

Table 1. Validity and Reliability

Hypothesis	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Decision
Scarcity Marketing	0.936	0.937	0.952	0.797	Valid & Reliabel
Customer Perceived Value	0.903	0.906	0.928	0.720	Valid & Reliabel
Buying Decision	0.910	0.913	0.933	0.736	Valid & Reliabel
Collaboration Brand	0.799	0.907	0.874	0.621	Valid & Reliabel
Moderation of Collaboration Brand on the Influence of Scarcity Marketing on Buying Decision	1	1	1	1	Valid & Reliabel
Moderation of Collaboration Brand on the Influence of Customer Perceived Value on Buying Decision	1	1	1	1	Valid & Reliabel

Source: Data processed by the author using SmartPLS (2024)

Next, reliability testing was conducted using Composite Reliability and Cronbach's Alpha in Smart-PLS. Variables such as scarcity marketing, customer perceived value, purchase decision, and brand collaboration are considered reliable if their Composite Reliability and Cronbach's Alpha values exceed 0.70. From the table above, it is evident that all constructs have Composite Reliability and Cronbach's Alpha values greater than 0.70, indicating that all variables are considered reliable.

Tabel 2. R-Square

	<i>R-Square</i>	<i>R-Square Adjusted</i>
<i>Buying Decision</i>	0.825	0.820

Source: Data processed by the author using SmartPLS (2024)

Based on the previously displayed Table 2, the R-Square value is 0.825. Therefore, this research model can be considered strong, indicating that the use of Scarcity Marketing, Customer Perceived Value, and the moderating effect of Collaboration Brand effectively explain the Buying Decision process with a coefficient of determination of 82.5%. Analysis of five hypotheses in this study, based on the data analysis conducted, indicates that the results can be used to answer the proposed hypotheses. Hypothesis testing was performed by examining the T-statistics and P-value. A hypothesis is accepted if the T-statistics value is greater than 1.96 and the P-value is less than 0.05. The following are the hypothesis testing results found in this study.

Table 3. Hypothesis Testing

Hypothesis	Original sample	Sample mean	Standard deviation	T statistics	P values	Decision
Scarcity Marketing -> Buying Decision	0.306	0.308	0.092	3.325	0.001	Accepted
Customer Perceived Value -> Buying Decision	0.244	0.237	0.112	2.178	0.03	Accepted
Collaboration Brand -> Buying Decision	0.338	0.347	0.074	4.553	0	Accepted
Moderation Collaboration Brand x Scarcity Marketing -> Buying Decision	0.159	0.145	0.079	2.025	0.043	Accepted
Moderation Collaboration Brand x Scarcity Marketing -> Buying Decision	-0.2	-0.186	0.077	2.579	0.01	Accepted

Source: Data processed by the author using SmartPLS (2024)

Through analysis of the table of hypothesis test results, it is evident that path coefficients were tested using the bootstrapping method. From the original data sample, relationships between variables exhibit both positive and negative correlations. For instance, results from the original sample show that Scarcity Marketing (0.306), Customer Perceived Value (0.244), and Collaboration Brand (0.338), as well as the moderation effect of Collaboration Brand on Scarcity Marketing (0.159), indicate positive values, signifying that these variables positively influence Buying Decision. However, the moderation effect of Collaboration Brand on Customer Perceived Value (-0.2) shows a negative value, indicating a negative influence on Buying Decision.

In the table, path coefficients not only depict relationships between variables but also highlight their significance through T-statistic values, which determine the significance level of these relationships. Relationships between variables are considered significant if the T-statistic exceeds the critical threshold (1.96). Additionally, significance levels are reflected in P-values, which are considered significant if they are less than 0.05. Analysis of the five variables shows significant results: Scarcity Marketing has a T-statistic of 3.325 with a P-value of 0.001, Customer Perceived Value has a T-statistic of 2.178 with a P-value of 0.03, Collaboration Brand has a T-statistic of 4.553 with a P-value of 0, the moderation effect of Collaboration Brand on Customer Perceived Value has a T-statistic of 2.579 with a P-value of 0.01, and the moderation effect of Collaboration Brand on Scarcity Marketing has a T-statistic of 2.025 with a P-value of 0.043. These findings confirm the significance of the relationships among the variables under study. Data quality analysis in this study was conducted using Partial Least Squares (PLS), an approach in Structural Equation Modeling (SEM) that focuses on component-based variance or structural model. Data processing was performed using SmartPLS software (Partial Least Squares). From the analysis results, it is concluded that all five hypotheses proposed have a significant influence on purchase decisions.

4.2 First Hypothesis Testing

The results of the path coefficient calculation in Scarcity Marketing testing indicate that the original sample is 0.306, with a T-statistic of 3.325, exceeding the threshold of 1.96, and a P-value of 0.001, lower than 5. This shows that Scarcity Marketing has a positive impact on Buying Decision. Therefore, it can be concluded that Scarcity Marketing influences Buying Decision with a path coefficient of 0.306, indicating that the presence of Scarcity Marketing can increase Buying Decision by 30.6%. This confirms the results of H1, which states that the effect of Scarcity Marketing on buying decision is accepted. This finding is consistent with previous research by Siregar (2022), highlighting the role of scarcity-based marketing strategies in consumer purchasing decisions.

4.3 Second Hypothesis Testing

In the path coefficient calculation for Customer Perceived Value testing, the original sample obtained is 0.244 with a T-statistic of 2.178, which is greater than 1.96, and a P-value of 0.03. This indicates that Customer Perceived Value influences Buying Decision, with a path coefficient of 0.244, meaning that Customer Perceived Value can increase Buying Decision by 24.4%. Therefore, hypothesis H2, which states that Customer Perceived Value influences Buying Decision, is accepted. This finding is consistent with the study by Sarasuni & Harti (2021), which also found a positive relationship between customer perceived value and purchase decision.

4.4 Third Hypothesis Testing

Based on the path coefficient calculation, testing on Collaboration Brand shows an original sample of 0.338 with a T-statistic of 4.553 > 1.96 and a P-value of 0.000. This indicates that Collaboration Brand affects Buying Decision, with a path coefficient of 0.338, meaning that Collaboration Brand can increase Buying Decision by 33.8%. Therefore, hypothesis H3, stating that Collaboration Brand affects the buying decision market, is accepted. This research result is consistent with the study by Permatasari & Arviani (2023), which found that rare brand collaborations influence consumer purchasing decisions.

4.5 Fourth Hypothesis Testing: In the path coefficient calculation for the moderation of Collaboration Brand on the influence of Scarcity Marketing on Buying Decision, the original sample obtained is 0.159 with a T-statistic of 2.025 > 1.96 and a P-value of 0.043. This indicates that the ability of Collaboration Brand to moderate Scarcity Marketing significantly influences Buying Decision with a path coefficient of 0.159. This means that Collaboration Brand moderation on the impact of Scarcity Marketing can influence Buying Decision by 15.9%. This result supports hypothesis H4, stating that Collaboration Brand moderation on Scarcity Marketing influences Buying Decision. Therefore, this research finding is consistent with the study by Ridwal et al. (2023) which emphasizes the importance of moderation in understanding the complex relationships between various market factors.

4.6 Fifth Hypothesis Testing

In the path coefficient calculation for the moderation of Collaboration Brand on the influence of Customer Perceived Value, the original sample obtained is -0.2 with a T-statistic of 2.579 > 1.96 and a P-value of 0.01. Thus, it can be interpreted that the ability of Collaboration Brand to moderate Customer Perceived Value affects Buying Decision with a path coefficient of 0.200, meaning that Collaboration Brand moderation on Customer Perceived Value can influence Buying Decision by 20.0%. Therefore, hypothesis H5, stating that Collaboration Brand moderation on Customer Perceived Value influences the market's buying decision, is accepted. Thus, the results of this study align with what has been researched by Mertaningrum et al. (2023) which indicates that brand collaboration plays a significant role in influencing customer perceived value and purchase decisions.

5. Conclusion

This study found that scarcity marketing and customer perceived value influence buying decisions, with the moderating role of collaboration brands. The findings of this study confirm that scarcity marketing plays an important and significant role in influencing buying decisions. Then customer perceived value has a positive and significant impact on buying decisions, and the influence of collaboration brands has a positive and significant effect on buying decisions. Apart from that, the role of collaboration brands in changing the effect of scarcity marketing on buying decisions is also significant. In addition, the effect of customer perceived value in the moderating role of brand collaboration on buying decision shows a significant but not positive effect or it can be said to weaken it. Nevertheless, this study has several limitations, such as the limited sample size of respondents which may not fully represent the influence of several variables on buying decisions. Therefore, future research is recommended to use a larger sample to increase the validity of the results. In addition, it is necessary to carry out continuous monitoring and evaluation of changes in consumer behavior to gain a deeper understanding through continuous research

Limitations and Further Studies

This study aims to identify the impact of the application of scarcity marketing and customer perceived value from the consumer's perspective on buying decisions, with Aerostreet shoe brand collaboration as a moderating factor.

Acknowledgment

We would like to thank the customers of Aerostreet shoes in Jakarta, who helped in this research.

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