

The Effect of Scarcity Appeal in Advertising on Purchase Intention through Customer Attitude of CEO Talk Products

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Abstract:- To analyze the effect of scarcity appeal advertising on consumer attitude and purchase intention on Master of Management (MM) at Airlangga University (UNAIR) in Surabaya either directly or indirectly. The population were master of management students who haven't bought CEO Talk products. This study used a sample of 150 respondents. The research variables were scarcity appeal in advertising, consumer attitude and purchase intention. The results showed that scarcity appeal in advertising had a significant effect on consumer attitude of CEO Talk products among MM UNAIR students, scarcity appeal in advertising had a significant effect on CEO Talk's Purchase intention among MM UNAIR students and consumer attitude significantly affected the purchase intention of CEO Talk products among MM UNAIR students.

Keyword:- Scarcity Appeal In Advertising, Consumer Attitude Dan Purchase Intention.

I. INTRODUCTION

One of the advertising appeals is scarcity appeal in advertising which is an effective neuroscience advertising technique to encourage strong sales for certain products or services (Mukherjee, 2016). Scarcity Appeal depends on the consumer's desire for the product or service and is connected with the underlying fear of not getting what they need. scarcity appeal advertising works well for products or services that are affordable or being sold. But Scarcity Appeal can be less successful for luxury products, which do not have the bulk appeal needed for strong sales (Mukherjee, 2016).

Advertising is related to the use of people (or special characters) who are believed to represent the product or better known as advertising stars (endorsers). The selection of the right endorser will have an impact on the product, such as trust in the product, up to purchase intention (Purchase intention) (Chi, Yeh, and Tsai, 2011). Purchase intention is part of consumer behavior.

Related to attitude is a positive or negative evaluation system, namely a tendency to approve or reject (A positive attitude will be formed if the stimulus that comes to someone gives a pleasant experience that is felt by consumers. One of them is through advertising appeal.

Bendixen (1993), that efforts to approach consumers so that messages are easily accepted and influence them, appeals need to be used. Wells et al (1995), explain that advertising is able to create an attraction that can make advertised products attractive to consumers, Faela and Munas (2012), stated that the attractiveness of advertisements is where advertisements can amaze and attract the attention of viewers, so advertisements need to be made as attractive as possible so that they have an attraction that can later build individual attitudes. expected to affect consumer attitudes Roy and Sharma (2015), prove that scarcity appeal has a positive effect on customer attitude. An empirical study of the effect of scarcity appeal has a positive effect on customer attitude, which is still relatively rare.

Theory of planned behavior explained that perceived behavioral control can affect intention (Ajzen, 1990). Based on the theory of planned behavior encourages the development of theories regarding the relationship of perceived value to purchase intention. Kotler and Keller (2016) explain that perceived value is the difference between prospective customer valuation of all benefits and costs of an offer to the alternative. Dikson and Sawyer (1990), also explained that the possibility of purchase intention will increase, when consumers get more benefits than they pay to obtain these products. Research Eisend (2013), Roy and Sharma (2015), and Haryantana and Ekawati (2015), prove that perceived value has a positive effect on purchase intention.

Based on the description above, there are several factors that influence disclosure of purchase intention, namely the appeal of advertising (appeal advertising) and consumer attitude. Some studies regarding the attractiveness of advertising are still relatively rare using scarcity appeal. The costumer attitude variable is relatively rare as a mediating variable in the scarcity appeal relationship to purchase intention. The empirical study that has been presented creates a research gap to be reviewed in this study.

The objectives of this study include 1) to analyze the effect of scarcity appeal in advertising on Consumer Attitude in MM Airlangga University Surabaya students; 2) to analyze the effect of scarcity appeal in advertising on purchase intention on MM Unair students in Surabaya; 3) to analyze the effect of Consumer Attitude on purchase intention on MM Unair students in Surabaya and 4) to

analyze the effect of scarcity appeal in advertising on purchase intention on MM Unair Surabaya students through Consumer Attitude.

The results of study are expected to be beneficial; 1) Academic Field, As an academic contribution to the development of research on models for motivating purchase intention, 2) Practical fields, this research can be used as a reference for companies in considering the use of scarcity appeal advertising and using it appropriately.

II. LITERATURE REVIEW

According to The Oxford Dictionary of Economics "(Black et al., 2012) defines economic Scarcity as" property because of excess demand at zero prices. This means that in equilibrium the price of scarce goods or factors must be positive. "Commodity theory is contrary to the classical microeconomic theory and shows that the demand curve shifts in the opposite direction from the shift in the supply curve. In other words, if the supply of a product increases, the demand for a product declining, and vice versa; thus, it contradicts the assumption that the demand curve is independent of changes in supply in classical microeconomic theory. Webster's Unabridged "(2002) defines the word Scarcity as" a rare quality or condition: (a) sparingness, niggardliness, parsimony, (b) the small number or amount according to wishes or requests, supply is very limited, (c) lack of inventory, (d) conditions of insufficient inventory (such as necessities of life), poverty, (e) state of imperfection; f) scarcity, abnormality".

Scarcity Appeal based on excessive demand causes consumers to conclude that the product might be popular because consumers see other people buying the product (Gierrl and Huettl 2010). Scarcity Appeal products due to high consumer demand are market-driven phenomena and beyond the control of marketers because they cannot predict such demand beforehand (Aguirre-Rodriguez 2013). However, marketers often involve subjective signals (for example, almost sold out) as part of advertising, which is a tactic used to show the product's popularity to consumers (Aguirre-Rodriguez, 2013). As a result, when consumers are unsure about the value of a product, they may depend on indirect information based on popularity, and adopt consumption behavior that is well-known or popular (Pieters, and Zeelenberg 2009).

Scarcity appeal advertising will provide several effects (advertising effects) in a product. The effects that appear vary, can the positive can be negative depending on how the customer is delivered and received. Usually with interesting advertisements, consumers will remember the product more and can provide information to consumers. With the attraction of images or language, consumers will be more confident in the advantages of the product being promoted. In addition, advertising, can have an impact on sales volume, this is because through advertising, a company carries out promotions to arouse consumers' buying interest to make purchases, causing sales volumes to

increase.

Advertising as an activity is able to reveal the main key changes in values, beliefs, attitudes and patterns of purchasing behavior that affect a person's lifestyle. The choice of the type of advertisement must reflect the effectiveness of communication, and consider the characteristics for each of the different ad target groups. The attraction that arises in the advertisement will cause a response to the consumer. The response that arises is the attitude aimed at consumers in an advertisement or brand. Attitudes are evaluations, feelings of likes or dislikes, and tendencies that are relatively consistent from someone on an object or idea (Kotler and Armstrong, 2012). Attitude is the most important concept in the study of consumer behavior. Every year marketing managers spend a large amount of money to examine consumer attitudes towards purchasing decisions. Then incur additional costs in influencing attitudes encountered through advertising activities, sales promotions and other types of advertising. By influencing consumer attitudes, marketers hope to influence consumer buying behavior.

The attitude of consumers is an important psychological factor that needs to be understood by marketers because attitude is considered to have a positive and strong correlation with behavior. Even attitude is seen as an effective predictor of knowing consumer behavior (Suryani, 2008). Consumer attitudes are important psychological factors that need to be understood by marketers because attitudes are considered to have a positive and strong correlation regarding the value of information and buying decisions, this is because consumers who like or behave positively towards a product are obtained from the value of information contained in the product, so that you have strong buying confidence to choose and buy the product you like.

Advertising appeal refers to the approach used to attract consumers' attention and influence consumers on a product. Some elements of the appeal of advertisements such as music, scripts, endorsers, slogans, and product logos are used to attract consumers' attention and influence consumers emotionally about a product. Ads with high attractiveness will influence the judgment and attitudes of consumers. Advertising is a form of communication,

Long-Yi Lin (2011) conducted a study entitled the impact of advertising appeals and advertising spokespersons on advertising attitudes and purchase intentions. The results showed that (1) advertising appeals had a significant positive effect on advertising attitudes, and rational advertising appeal was more significant than emotional appeals; (2) spokespersons have a significant positive influence on advertising attitudes, and celebrities are more important than experts; (3) advertising attitude has a significant positive influence on purchase intention. Eisend (2013) conducted a study of the effect of Scarcity appeals on purchase intentions. This study aims to determine the effect of Scarcity appeals on purchase intentions mediated by consumer perceptions of values that

increase the influence of purchase intention. The results showed that Scarcity appeals had a significant effect on purchase intention. Hanuan Ku (2011) examined the effect of scarcity appeals on purchase intention on hedonic products and utilitarian products. This study aims to determine the effect of Scarcity appeals on purchase intention. The results of the study show that the Scarcity appeal has a positive impact on purchase intention on hedonic products and utilitarian products.

Roy and Sharma (2015) conducted a study with the title Scarcity appeal in advertising - exploring the moderating roles of need for uniqueness and message framing. The results of this study indicate that the pulling of ads on two levels has a significant difference in their interactions. David and Fitrianto (2015). This study proves that celebrity endorsers play a role in influencing the perception of consumer value, so that consumers have positive values towards the brand. Perception of value is very important because with the perception of values that will positively influence how consumers make decisions.

Haryantana and Ekawati (2015) found Celebrity endorser, brand image and perceived quality had a positive and significant effect partially on the intention to buy a Honda Scoopy motorcycle in Denpasar City. This shows that Celebrity endorser, brand image and perceived quality can increase the intention to buy a Honda Scoopy motorbike in Denpasar City Advice given to Honda Scoopy manufacturers, Honda Scoopy manufacturers should maintain and pay attention to the quality of Honda Scoopy motorbikes, so that consumer perceptions of bicycle quality the Honda Scoopy motorbike gets better, by making improvements to minimize the damage to the engine so that it can provide an overview to the consumers of the quality possessed by Honda Scoopy motorcycles.

III. METHOD

This research described the relationship between exogenous variables and exogenous variables or independent variables consisting of scarcity appeal advertising (X). Endogenous variable or dependent variable, consisting of Consumer Attitude (Z) and Purchase intention (Y). The population were MM Unair students who haven't bought CEO Talk products. This study used 15 indicators so that the sample size is 150 respondents. This study used The Structural Equation Modeling (SEM) of the AMOS statistical software package in the model and hypothesis assessment.

IV. RESULTS

The age of respondents was quite varied from 150 respondents ranging in age from below 30 years to 60 years. Where the dominant age of the respondents is the age between the ages of 31-40 years which is equal to 51.59% or the amount of 77%. While the least age as respondents are those aged 41-50 years as many as 14% or 9.42%. This data means that MM UNAIR Students who are respondents are relatively young and adult age groups of students. The

highest education level of respondents is S2 – S3 (post graduate and Doctoral), as many as 75% or 50%. This data means that MM UNAIR Students who are respondents are relatively young and adult age groups of students`

The results of the causality test indicate that the effect of scarcity appeal in advertising on Consumer Attitude with a path coefficient of 1.113 and p-value of 0.000. The effect of scarcity appeal in advertising on purchase intention with a path coefficient of 0.565 and a p-value of 0,000. While the effect of Consumer Attitude on purchase intention is indicated by the path coefficient of 0.401 with a p-value of 0,000.

The scarcity appeal in advertising has a significant effect on Consumer Attitude CEO Talk with a positive relationship direction. This can be seen from the positive path coefficient of 1.113 with a CR of 9,152 and obtained a significant probability (p) of 0,000 smaller than the significant level (α) required by 0,000.

Thus scarcity appeal in advertising has a direct effect on Consumer Attitude CEO Talk, which means that if the consumer's perception of scarcity appeal advertising increases, it will increase Consumer Attitude, and vice versa if the consumer perception of scarcity appeal advertising will decrease Consumer Attitude, this result supports (accept) the first hypothesis in this study which means that scarcity appeal advertising has a significant effect on Consumer Attitude CEO Talk products among MM UNAIR students.

Scarcity appeal in advertising has a significant effect on Purchase intention with a positive relationship direction. This can be seen from the positive path coefficient of 0.565 with CR of 2.423 and obtained a significant probability (p) of 0.015 smaller than the significant level (α) required 0.05. Thus scarcity appeal advertising has a direct effect on Purchase intention, which means that if the consumer perception of scarcity appeal in advertising increases, it will increase Purchase intention, and vice versa if the consumer perception of scarcity appeal in advertising will decrease the Purchase intention, this result supports (accepts) the second hypothesis in this study which means scarcity appeal in advertising has a significant effect on Purchase intention of CEO Talk products among MM UNAIR Students.

Consumer attitude has a significant effect on purchase intention with the direction of a positive relationship. This can be seen from the positive path coefficient of 0.688 with CR of 4.396 and obtained a significant probability (p) of 0.000 Smaller than the significant level (α) required 0.05. Thus Consumer Attitude has a direct effect on CEO Talk's Purchase intention, which means that if consumer perceptions of Consumer Attitude increase, it will increase Purchase intention, and vice versa if consumer perceptions of Consumer Attitude go down will reduce Purchase intention, this result supports (accepts) the third hypothesis in this study which means Consumer Attitude has a

significant effect on CEO Talk's Purchase intention among MM UNAIR students.

V. DISCUSSION

Based on the theory used as the theoretical foundation and previous research in this study, there are many factors that influence the Purchase intention, including scarcity appeal in advertising and Consumer Attitude. On this basis, the purpose of this study is to prove and analyze the influence of scarcity appeal in advertising influencing Consumer Attitude, scarcity appeal in advertising influences Consumer Attitude and scarcity appeal in advertising has an effect on Purchase intention of CEO Talk products among MM UNAIR Students. The three causality relationships that were built in this study are the results of several theories and the results of clear previous studies that have been discussed in the conceptual framework.

A. Effect of Scarcity Appeal in Advertising on Consumer Attitude

The path coefficient test results show that scarcity appeal in advertising has a significant effect on Consumer Attitude. Based on the results of these tests, the first hypothesis which states that scarcity appeal in advertising has a significant effect on Consumer Attitude is proven (accepted). It shows that the better the scarcity appeal in advertising, the higher the Consumer Attitude. scarcity appeal in advertising can be measured by looking at rational attraction which will later become an assessment for consumers so that it will lead to Consumer Attitude. Wang, Cheng and Chu (2012) say the attractiveness of advertising aims to motivate consumers to take specific actions or influence their attitude towards certain products. Based on the characteristics of the respondents, it was shown that the majority of CEO Talk respondents were young and had the status of employment as students. Consumers who have these characteristics are consumers who tend to have high expectations about a good scarcity appeal in advertising especially CEO Talk product as a limited product.

Based on the respondents' assessment and the reason for the scarcity appeal in advertising indicator, it can be said that scarcity appeal in advertising CEO Talk has a good rating from consumers that it will increase Consumer Attitude. The creation of satisfied consumers starts from the creation of a good scarcity appeal advertising, and finally consumers will feel a sense of satisfaction after using a service.

In addition, this result is consistent with Eisend's (2013) research and Roy and Sharma (2015) found that scarcity appeal advertising had a positive effect on Consumer Attitude.

B. Effect of Scarcity Appeal in Advertising on Purchase Intention

Purchase intention is evidence of a strong commitment to use again or subscribe to certain services or services in the future even though there are influences of situations and marketing efforts that have the potential to cause behavioral shifts ((Tjiptono, 2006: 57). Consumer attitudes towards goods or services certain depends on several factors the amount of cost to move to other goods or services, the similarity in quality, quality or service of the type of substitute goods or services, the risk of changes in costs due to substitute goods or services and changes in Consumer Attitude levels derived from new products compared to the experience of previous products that have been used, the Scarcity appeal has a positive impact on purchase intention on hedonic products and utilitarian products. Consumer buying behavior is influenced by scarcity appeal advertising, which is an important message for consumers scarcity appeal advertising is an emotional attraction draw from the experimental consumption side

The results of path coefficient testing show that scarcity appeal advertising has a significant effect on Purchase intention with a positive relationship direction. Based on the results of these tests, it can be concluded that the second hypothesis which states scarcity appeal in advertising has a significant effect on CEO Talk Purchase intention in MM UNAIR students, it is proven. This means that if the consumer's perception of scarcity appeal advertising increases, it will increase Purchase intention, and vice versa if the consumer's perception of scarcity appeal advertising will decrease the Purchase intention.

The results of the study consistent with Eze et al., (2012) define advertising as an attraction, an effort of creativity that inspires motives for purchasing and influences consumer attitudes toward certain products or services. In addition, these results are consistent with Roy and Sharma (2015) saying scarcity appeal advertising is currently widely used and makes contact with consumers. scarcity appeal in advertising can communicate functionally and emotionally, in which can affect buying intentions as seen from television advertising with exposure levels of the advertisement giving its own image to consumers.

VI. CONCLUSIONS

Based on the results of data analysis, the following points can be concluded. 1) scarcity appeal in advertising has a significant effect on consumer attitude of CEO Talk product among MM UNAIR students. It is based on the results of testing the path coefficient which shows that the first hypothesis which states that scarcity appeal in advertising has a significant effect on proven Consumer Attitude; 2) scarcity appeal in advertising has a significant effect on CEO Talk's purchase intention among UNAIR students. This is based on the results of path coefficient testing which shows that the second hypothesis which states that scarcity appeal in advertising has a significant effect on proven Purchase intention, and 3) Consumer

Attitude has a significant effect towards CEO Talk's Purchase intention among UNAIR students. It is based on the results of testing the path coefficient which shows that the third hypothesis which states that Consumer Attitude has a significant effect on proven purchase intention.

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