The Effect of Scarcity Appeal in Advertising to Purchase Intention Through Customer Attitude on Box Set in Buying Physical Album

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Abstract:- **Advances in technology have changed the traditional music industry. Buying a physical compact disc is no longer the only way to buy music. But buying physical CDs, still accounts for more than 46% of global recorded music revenue. The purpose of this study was to analyze the effect of scarcity appeal in advertising on customer attitude, scarcity appeal in advertising on purchase intention, customer attitude affect purchase intention on Box Set products in Physical Album Purchases.**

This study uses data, which in this study were collected using survey methods. The population in this study is the music fans of artists who make Box Set albums on Buy Physical Albums. The sampling technique used in this study is purposive sampling is a sampling technique where the sample is chosen based on the criteria, among others: music fans of artists who make Box Set albums on Buy Physical Albums who have never bought Box Set products at Physical Album Buy and have never saw the Box Set product ad on the Physical Album Buy.

The results of the study on the Box Set product at Buy This Physical Album show that Scarcity Appeal in Advertising has a significant effect on customer attitude. Scarcity appeal in advertising also has a significant influence on Purchase intention. Likewise, Customer Attitude has a significant influence on Purchase Intention. This shows that the three research hypotheses were accepted as correct.

Keywords:- Box Set, Buy Physical Album, Scarcity Advertising In Advertising, Customer Attitude, Purchase Intention.

I. INTRUDUCTION

Technological advancements have changed the traditional music industry, by popularizing 3G, 4G, Wi-Fi, and mobile devices such as cellphones and tablets has given the music industry an opportunity to grow again, even exploding now. Buying a physical CD (Compact Disc) is no longer the only way to buy music (Sandulli, 2007). But whether digital music files can be obtained easily anytime and anywhere to download, why do people still have to pay for virtual goods that they can? On the other hand, if digital files can work easily with the device, then why do people still buy physical CDs,

which still contribute more than 46% of global recorded music revenue? (https://www.musicbusinessworldwide.com/global-record-industry-income-drops-below-15bn-for-first-time-in-history/).

One way to attract consumer interest is through advertising. In order for an advertisement to attract the attention of consumers, appeals are needed. There are many attractions that can be used in an ad. One advertising appeal is scarcity appeal advertising which is an effective neuroscience advertising technique to drive strong sales for certain products or services (Mukherjee, 2016). Scarcity appeals depend on consumers' desire for a product or service and are connected with a fundamental fear of not getting what they need. Scarcity appeal advertising works well for products or services that are affordable or are being sold. However scarcity appeals can be less successful for luxury products, which do not have the mass appeal needed for strong sales (Mukherjee, 2016).

Marketers have long used the concept of scarcity appeals to drive product demand (Lynn, 1991). Based on commodity theory which holds that "every commodity will be valued highly if the goods are difficult and not available" (Brock, 1968, 246). Therefore, it is not surprising such a phenomenon because 'almost sold out due to high demand' or 'already 80% of the stock has been sold', and 'limited edition' in daily marketing communication (Gierl and Huettl, 2010). A number of psychological processes can encourage the value of increasing the nature of scarcity appeals. Based on the reactance theory (Brehm 1966), scarcity is a heuristic gesture that signals premium quality and price (Lynn 1991).

Scarcity Appeal Advertising is part of seven forms of emotional advertising appeal, namely; Humor Appeal, Music Appeal, Scarcity Appeal, Rational Appeal, Emotional Appeal, Sex Appeal and Fear Appeal. Scarcity Appeal is a type of ad appeal that is easily adjusted and flexible. Scarcity Appeal is great for limited or time-sensitive issues such as new product launches, seasonal sales, certain events where advertising creativity can instill fear of loss. (https://crescendoagency.com/2015/09/29/7-advertising-appeals-improve-creative-response/).

The need for entertainment in art is now a very common thing. For music collectors of well-known bands, of course, the collection of their goods is the target. As a token of

appreciation and dedication to their fans, these well-known bands have re-released their albums in the form of Box Set to Buy Physical Albums in a limited number of unique. The Set Box for Buy Physical Album itself can be in the form of premium and collectible bundles. So, buyers don't just get CDs but also come with unique and limited merchandise such as t-shirts, speakers, musician documentaries, and so on. Buy a Physical Album is a container or a store that provides exclusive and collectible limited physical works from favorite artists.

The Box Set for Purchasing a Physical Album that is produced in a limited fashion not only shows scarcity, but can also reflect the perception of uniqueness. This can show the important benefits that consumers feel to have it. A limited number of products that are considered rare can be used as a choice to be able to manifest the uniqueness felt by consumers (Tian et al., 2001). Having a rare product can provide symbolic benefits about personal uniqueness. (Wu and Hsing, 2006; Impact of product scarcity and uniqueness 235 Lynn, 1992; Snyder, 1992; Snyder and Fromkin, 1980; Manson, 1981, 1992; Brock, 1968; Pantzalis, 1995; Wong and Ahuvia, 1998; Fromkin, 1998) 1972). This encourages consumers to buy goods of high quality or original designs (Amaldoss and Jain, 2005; Lynn, 1991).

Empirical studies on scarcity appeal are still relatively rarely done in influencing purchase intention is a phenomenon that needs to be studied and developed. There are several types of attractiveness for advertising both rational appeal and emotional appeal, which is rarely done by research, such as emotional appeal, namely scarcity appeal.

Eisend (2013) conducted research on the effect of scarcity appeals on purchase intentions. This research was conducted aimed to determine the effect of scarcity appeals on purchase intentions mediated by consumer perceptions of value that increases the effect on purchase intentions. The results showed that scarcity appeals had a significant effect on purchase intentions.

Hsuan Ku (2011) examines 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 showed that scarcity appeal had a positive impact on purchase intention on hedonic and utilitarian products.

➢ *Scarcity Appeals*
On (2010) defines the word scarcity as "scarcity or short supply; shortage"; whereas rare adjectives are defined as "(a) (especially food, money, or other resources) insufficient for demand", (b) "occurring in small quantities or quantities; rare". The word Scarcity is listed as a rare adjective noun.

The effect of scarcity appeals is driven by various things. First, compared to demand for scarcity appeals, the supply of scarcity appeals can be considered more objective because marketers control their product distribution decisions (Aguirre-Rodriguez 2013). Second, consumers can assess the exclusivity of having rare products that can emphasize the

uniqueness of their products (Gierrl and Huettl 2010; Lynn 1991). For example, Gierrl and Huettl (2010) say that buying limited edition products can help consumers signal good taste, and be admired by others. Ownership of exclusive products also provides added value for people who want the effect of lifestyle or style (Irmak, Vallen, and Sen 2010). The principle of scarcity appeals can be evident at the point of sale, especially in fashion retail brands such as Primark, Zara, H and M, etc. (Gupta, 2012; Barnes and Lea-Greenwood, 2010; Byun, 2006). Fashion producers often do not use scarcity appeals, but products are updated with short renewal cycles and limited supply, thus leading to a sense of urgency among consumers (Gupta, 2012). Byun and Sternquist (2008: 135) define scarcity appeals as a marketing approach to responding to the latest fashion trends by regularly updating products with short update cycles and changing inventory quickly.

➢ *Customer Attitude*
Everyone has a tendency to behave in a way that is pleasant or unpleasant to a particular object. Attitude is one of the most important concepts that companies use to understand consumers. The company is very interested in consumer attitudes towards its products, because a positive attitude will result in purchases, not only from consumers concerned but recommendations to friends and family will also produce purchases that benefit the company. Conversely, a negative attitude towards a product will result in rejection, and this attitude will continue to influence others.

Kotler and Armstrong (2012) state that attitude is an evaluation, feeling, and tendency of someone who consistently likes or dislikes an object or idea. Attitude puts people on the frame of thinking about liking or disliking something, moving closer or away from it. Attitude is difficult to change. A person's attitude forms a pattern, and to change it requires many difficult adjustments in other attitudes. So, companies should try to match their products into real attitudes without changing them. Factors influencing the formation of attitudes include: (Kotler and Armstrong, 2012: 66): (1) Personal experience, (2) Influence of family and friends, (3) Direct Marketing, (4) Mass media, (5)) Individual characteristics.

➢ *Purchase Intention*
Purchase intention is the tendency to buy a brand and generally based on the suitability of the purchase motive with the attributes or characteristics of the brand that can be considered (Belch, 2009). According to Busler (2000), purchase intention can be measured through the likelihood dimension which is the consumer's purchase plan for a product, definitely would refer to the certainty of consumers in a product, and probable refers to the likelihood of consumers in buying a product.

➢ *Effect of Scarcity Appeal in Advertising on Customer Attitude*
Consumers develop their attitudes towards advertising, such as the attitudes of consumers towards a product. Consumer attitudes towards advertising can influence consumers' decisions in buying the product being marketed. Attitude towards advertising is defined as a tendency that is continually learned about the likes or dislikes of advertising in

general. Eisend (2013) and Roy and Sharma (2015) found that scarcity appeal advertising has a positive effect on consumer attitude. Based on the explanation above, the following hypothesis is made:

H1 : Scarcity appeal in advertising affects on customer attitude.

➤ *The Effect of Scarcity Appeal in Advertising on Purchase Intention*

Mukherjee and Lee (2016) define scarcity appeals as an attraction that indicates the limited availability of a product. The mechanism underlying this effect is caused by people's desire for uniqueness and uniqueness (Snyder and Fromkin, 1980 in Eisend, 2013). Purchase intention is a consumer's preference for purchasing goods or services where consumers will buy a product after making an assessment. Many factors affect consumer intentions when choosing a product and the final decision depends on consumer intentions influenced by other external factors (Keller, 2001).

Ansar (2013) explained that effective advertising also increases consumer interest in buying an existing brand and purchasing a brand that it might not choose. In this study found a positive relationship between scarcity appeal in advertising and purchase intention. Kong et al., (2013) said an ad that was displayed was able to create a positive belief in purchase intentions. Advertising is directed at the stages of buyers' readiness to buy a product, which is changing from not knowing to understanding, taking a stand, then buying. In this study found no significant effect between scarcity appeal in advertising and purchase intention. Based on the above explanation, the following hypotheses are made:

H2 : Scarcity appeal in advertising affects on purchase intention.

➤ *Effect of Customer Attitude on Purchase Intention*

Customer attitude shows the knowledge and positive or negative feelings about an activity or object and can also be seen as an overall evaluation that states how much we like or dislike an object, problem, person or action. To bring up the purchase intention of consumers towards Box Set products in the Physical Album Purchase, there needs to be a positive feeling felt by the consumer. Positive feelings that have been formed will be followed by an overall evaluation of the product. If the Box Set product purchased at a Physical Album is able to make consumers feel interested and happy, it will lead to a purchase intention.

In a study of consumers conducted by Ting and de Run (2015); Tarkiainen and Sundqvist (2005) show a parallel relationship between customer attitude and purchase intention (Lim et al., 2017). Chen (2007) suggests that the attitude of liking a particular product is a dominant predictor that can lead to purchase intention. Similar to research conducted by Roy and Sharma (2015) found that customer attitude influences purchase intention. Based on the above explanation, the following hypotheses are made:

H3 : Customer attitude affects on the purchase intention.

➤ *Research Conceptual Framework*

The relationship model of scarcity appeal in advertising to the purchase intention and customer attitude is explained as follows.
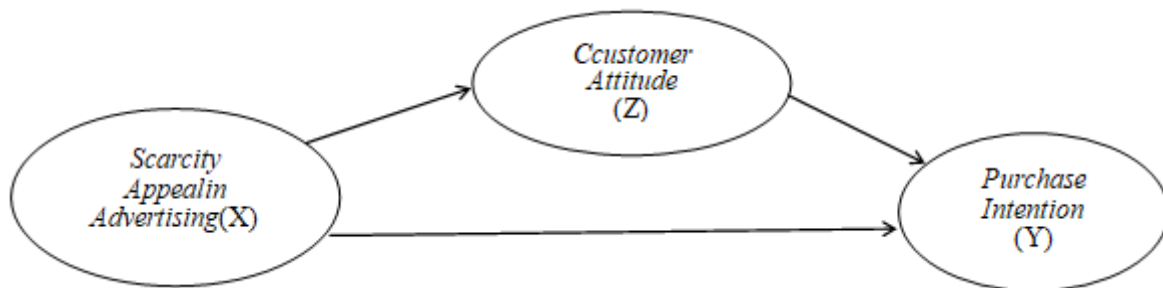

Fig 1:- Research Model

Based on a review of the theory and conceptual framework above, the following hypotheses can be proposed in this study:

H$_1$: Scarcity appeal in advertising affects on customer attitude.

H$_2$: Scarcity appeal in advertising affects on purchase intention.

H$_3$: Customer attitude affects on the purchase intention.

➤ *Research Methods*

This study attempts to describe the relationship between exogenous and endogenous variables. Exogenous or independent variables consisting of scarcity appeal in advertising (X). Endogenous or dependent variables, consisting of customer attitude (Z) and purchase intention (Y) as endogenous bound.

➤ *Research Results And Discussion*

Characteristics of research respondents in this study include the age of the respondent. The youngest is 17 years old because at that age they already have their own decision to make a purchase. The following is the description of the respondents in this study are the age of 17-30 years as much as 12.7%, ages 31-40 years as much as 54.7%, ages 41-50 years as much as 21.3% and ages 51-60 years as much as 11.3 %.

➤ *Description of Respondents Response*

Description of respondents response is the result of respondents' answers on each research variable. The rules used in categorizing are:

$$\text{Class Interval} = \frac{\text{Highest score - Lowest Score}}{\text{Number of class}}$$

The highest value is 5, the lowest value is 1, the number of classes is 5. Then:

$$\text{Class interval} = \frac{5-1}{5} = 0{,}8$$

With a class interval of 0.8, the criteria for evaluating the average respondent's answers are presented in Table 1 below:

Interval	Category
$1{,}00 \le X \le 1{,}80$	Very low
$1{,}81 \le X \le 2{,}60$	Lower
$2{,}61 \le X \le 3{,}40$	Medium
$3{,}41 \le X \le 4{,}20$	High
$4{,}21 \le X \le 5{,}00$	Very high

Table 1:- Rating Category

➢ *Description of Scarcity Appeal in Advertising (SAA)*

Description of the results of respondents' response on the scarcity variable shows the average value of the lowest 3.72 and the highest 3.95. All of these averages are included in the high category. This shows that respondents rated the level of scarcity appeal in physical album advertisements as high. Or in other words the respondent agreed that there was a scarcity appeal on the physical album advertisement. Overall, the average scarcity appeal is 3.8 which is also high. This can be seen in Table 2 below.

Indicator	Code	STS	TS	N	S	SS	Average
Box Set product advertisements on Buy Physical Albums in addition to showing limited products also feature unique products.	SAA1	0	2	32	88	28	3.95
Box Set Product Advertisement on Buy Physical Albums display products that have only been sold for a limited period of time.	SAA2	0	5	41	72	32	3.87
Box Set product advertisements on Buy Physical Albums inform a limited variety of product choices.	SAA3	0	12	42	71	25	3.73
Box Set product advertisements on Buy Physical Albums display typical products.	SAA4	0	12	45	66	27	3.72
The Box Set product advertisements on Buy Physical Albums reflect exclusive products.	SAA5	0	9	50	65	26	3.72
Scarcity Appeal in Advertising	3,80						

Table 2:-Description of Respondents Response in Scarcity Appeal in Advertising (SAA)

➢ *Description ofCustomer Attitude (CA)*

Indicator	Code	STS	TS	N	S	SS	Average
I like the idea of a Box Set product at Buy a Physical Album.	CA1	0	8	36	72	34	3.88
In my opinion, the idea of making a Box Set product on Buy a Physical Album is an interesting idea.	CA2	0	13	26	74	37	3.90
I like Box Set products on Buy Physical Albums after I saw the advertisements.	CA3	0	8	29	77	36	3.94
I was interested in Box Set products in Buy Physical Albums when I saw the advertisements.	CA4	0	6	26	90	28	3.93
When I saw the advertisements, I considered that the Box Set product at the Buy Physical Album had good quality.	CA5	0	8	34	77	31	3.87
When I saw the advertisements, I considered that the Box Set product in Buy Physical Albums could give a good impression to the buyers.	CA6	0	3	22	82	43	4.10
Customer attitude	**3,94**						

Table 3:- Description of Respondent Response in Customer attitude

Description of the results of respondents response on the variable customer attitude shows the average value of the lowest 3.87 and the highest 4.10. This shows that respondents rated the level of customer attitude in physical album advertisements as high. In other words the respondent agreed to all expressions of emotion on the physical album advertisement. Overall, the average customer attitude is 3.94, which is also high.

➢ *Description of Purchase intention(PI)*

From table 4 bellow, Description of the results of respondents response on the purchase intention variable shows the average value of the lowest 3.89 and the highest 3.92. All of these averages are included in the high category. This shows that respondents rated the level of respondents' desire to buy physical album products in physical album advertisements as high. Or in other words the respondent agreed and planned to make a purchase after watching a physical album advertisement advertisement. Overall, the average customer attitude is 3.9, which is also high.

Indicator	Code	STS	TS	N	S	SS	Average
After seeing the Box Set advertisements on Buy a Physical Album, I was interested in buying the product.	PI1	0	7	34	77	32	3.89
After seeing Box Set advertisements on Buy Physical Albums, I am willing to buy Box Set products at Buy Physical Albums.	PI2	0	12	26	74	38	3.92
After seeing Box Set advertisements on Buy Physical Albums, I am considering buying Box Set products at Buying Physical Albums in the future.	PI3	0	9	31	77	33	3.89
I intend to buy Box Set products at Buy Physical Albums.	PI4	0	5	30	90	25	3.90
Purchase intention	**3,9**						

Table 4:-Description of Respondent Response in Purchase Intention

➢ *The Assumption Test of Structural Equation Modeling*

The SEM assumptions condition that must be met (Ghozali, 2005: 128), are:

1) Sample size, i.e. the minimum sample size that must be met in this model, is 100 and then uses a comparison of 5 observations for each estimated variable. Therefore, if you develop a model with 20 variables, then a minimum of 100 samples will be used. In the study there were 150 samples. So the sample size was fulfilled to be tested with SEM AMOS.

2) Outlier, which is an observation that appears with extreme values both univariate and multivariate, because the combination of unique characteristics possessed and looks very much different from other observations. Outlier detection can be seen from the z score less than ± 3.

3) Normality, i.e. the distribution of data must be analyzed to see whether normality assumptions are met so that the data can be further processed for this SEM modeling. To test whether or not the normality assumption is violated, it can be seen with a significant value in the Test of Univariate Normality section, especially in the Skewness and Kurtosis columns. A data can be said to be normal if it has a Skewness value and kurtosis value between -2.58 and + 2.58.

➢ *Outlier Test*

Indikator	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(SAA1)	150	-2.891	1.564	0.000	1.000
Zscore(SAA2)	150	-2.402	1.445	0.000	1.000
Zscore(SAA3)	150	-2.069	1.526	0.000	1.000
Zscore(SAA4)	150	-2.018	1.502	0.000	1.000
Zscore(SAA5)	150	-2.097	1.561	0.000	1.000
Zscore(CA1)	150	-2.297	1.368	0.000	1.000
Zscore(CA2)	150	-2.177	1.260	0.000	1.000
Zscore(CA3)	150	-2.411	1.317	0.000	1.000
Zscore(CA4)	150	-2.684	1.481	0.000	1.000
Zscore(CA5)	150	-2.351	1.414	0.000	1.000
Zscore(CA6)	150	-2.950	1.264	0.000	1.000
Zscore(PI1)	150	-2.406	1.406	0.000	1.000
Zscore(PI2)	150	-2.224	1.251	0.000	1.000
Zscore(PI3)	150	-2.331	1.363	0.000	1.000
Zscore(PI4)	150	-2.705	1.566	0.000	1.000

Table 5:-Outlier Calculation Results

Outlier calculation results to assess observations that appear with univariate extreme values from the z score, show that all values are less than + 3. So it can be said that all indicators do not occur outliers.

➢ *Multicollinearity Test*

The results of multicollinearity calculations have the lowest values of 0.712 and the highest of 0.755. This value is still below 0.9. So that there is no multicollinearity between research variables.

			Estimate
Scarcity Appeal in Advertising	<-->	*Customer attitude*	0.755
Customer attitude	<-->	*Purchase intention*	0.712
Scarcity Appeal in Advertising	<-->	*Purchase intention*	0.742

Table 6:-Multicollinearity Test Results

➢ *Normality Test*

Variable	min	max	skew	c.r.	Kurtosis	c.r.
PI4	2.000	5.000	-0.443	-2.216	0.372	0.931
PI3	2.000	5.000	-0.482	-2.411	-0.129	-0.323
PI2	2.000	5.000	-0.599	-2.997	-0.161	-0.401
PI1	2.000	5.000	-0.391	-1.953	-0.189	-0.473
CA6	2.000	5.000	-0.482	-2.408	0.126	0.314
CA5	2.000	5.000	-0.409	-2.047	-0.179	-0.448
CA4	2.000	5.000	-0.549	-2.745	0.507	1.266
CA3	2.000	5.000	-0.512	-2.560	-0.075	-0.189
CA2	2.000	5.000	-0.596	-2.978	-0.198	-0.495
CA1	2.000	5.000	-0.366	-1.829	-0.366	-0.915
SAA1	2.000	5.000	-0.202	-1.010	-0.080	-0.200
SAA2	2.000	5.000	-0.203	-1.013	-0.496	-1.240
SAA3	2.000	5.000	-0.288	-1.438	-0.431	-1.078
SAA4	2.000	5.000	-0.215	-1.076	-0.567	-1.418
SAA5	2.000	5.000	-0.104	-0.519	-0.576	-1.439

Table 7:-Normality Test Results

❖ *Structural Equation Modeling Test Results with AMOS 22*

➢ *Measurement Model*

The measurement model process is a process of the CFA test that is confirmatory factor analysis. The CFA serves to identify whether the indicators are constituents of the research variables or in other words the indicators are a unity or have unidimensionality. Hair et al. (1995) and Kelloway (1998) recommend the use of covariance matrices in estimation models. In this measurement model test constructs are freed to correlate with each other, and the results of inter-construct tests will be used as a basis for analyzing validity and reliability.

The value generated from the measurement model is construct validity which includes convergent validity, construct validity and discriminant validity (Persada, et. Al., 2015). Convergent validity, construct validity and discriminant validity are measured by factor loading (FL), and average variance extracted (AVE). Factor loading are useful for showing the correlation value and the weight of each questionnaire variable as an observed indicator. The large factor loading value indicates the existence of dimension factors in the research model. Average variance extracted is the average number of variants in the observed variables (Lin, et. Al., 2017). While composite reliability is useful for measuring the reliability of a research model. The CR function is almost the same as Cronbach's αlpha, which gives a more precise estimation value using factor loading in the research model. Test criteria are CR greater than 0.7; Factor Loading is greater than 0.6; and AVE minimum of 0.5 (Hair, et. al., 2015). If all the questionnaire variables meet the criteria, then the factors or variables in this study have sufficient validity.

At this stage, it also tests existing indicators, making sure that no indicator assumptions are exceeding the limits. Assumptions that exceed the limits can be known from the value of goodness of fit or suitability of the model. If in the initial model the measurement model meets the model fit requirements, all indicators are part of the latent variable contract. And conversely if the model fit requirements are still not met then elimination of these indicators needs to be done. Elimination of indicators is done on indicators that exceed the limit can be known from the standardized value of less than 0.4. Measurement test results are as follows:
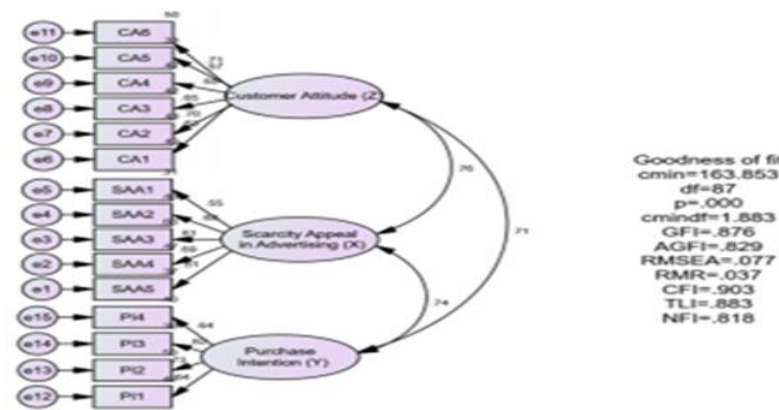
Fig 2:- Testing the Measurement Model

The first phase will be a goodness of fit test. Following are the results of the model suitability test:

Goodness of Fit Measure	Score	*Cut off*	Remarks
Cmindf	1,883	≤ 2	Fit
GFI	0,876	$\geq 0,9$	Marginal
RMR	0,037	$\leq 0,05$	Fit
RMSEA	0,077	$\leq 0,08$	Fit
AGFI	0,829	$\geq 0,9$	No fit
TLI	0,883	$\geq 0,9$	Marginal
CFI	0,903	$\geq 0,9$	Fit

Table 8:- Model Conformity Index in the Measurement Phase
Source: Appendix

After making sure the model is fit, the next step is to test for validity. The first validity test is convergent validity. The complete results are as follows:

Indicator ← Variable			Estimation / Standard Loading (Convergent Validation)	Remarks
SAA5	<---	X	0.608	Valid
SAA4	<---	X	0.686	Valid
SAA3	<---	X	0.811	Valid
SAA2	<---	X	0.676	Valid
SAA1	<---	X	0.553	Valid
CA1	<---	Z	0.631	Valid
CA2	<---	Z	0.696	Valid
CA3	<---	Z	0.647	Valid
CA4	<---	Z	0.649	Valid
CA5	<---	Z	0.570	Valid
CA6	<---	Z	0.710	Valid
PI1	<---	Y	0.645	Valid
PI2	<---	Y	0.727	Valid
PI3	<---	Y	0.622	Valid
PI4	<---	Y	0.635	Valid

Table 9:- Convergent Validity Test Results

The table shows loading factors for testing the convergent validity of all variables greater than 0.4. With this result, all indicator variables are valid. After seeing the convergent validity, the next step is to look at the validity of the extract, discriminant and reliability.

Variable	AVE (Construct Validity)	Akar AVE (Discriminant Validity)	CR (Construct Reliability)
Scarcity Appeal in Advertising	0.452	0.672	0.802
Customer attitude	0.425	0.652	0.815
Purchase intention	0.434	0.659	0.753

Table 10:- Results of Construct Validity, Discriminant Validity and Constructive Reliability

➢ *Structural Model*

After the measurement model stage is fulfilled, the next stage is the structural model. Structural stages of this model function to ensure the model is in accordance with the data and ensure the presence or absence of influence between the variables studied. In structural testing this model also uses the Maximum Likelihood model estimation.
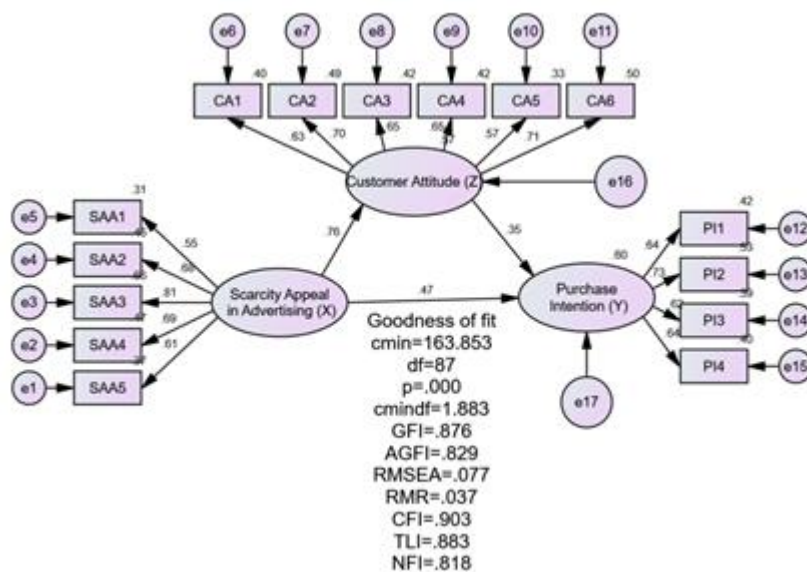

Figure 3:- Structural Results Model

Calculation results show that the cmindf, RMSEA, RMR, and CFI criteria provide a conformity index that matches the recommended limits. With the two assumptions of the fit of this model, the model is declared fit, and no modification of the index is needed.

Relationship between Variables			*Standardized estimate*
Scarcity Appeal in Advertising	➔	*Customer attitude*	0.755
Customer attitude	➔	*Purchase intention*	0.353
Scarcity Appeal in Advertising	➔	*Purchase intention*	0.475

Table 11:- Coefficient Value of Relationships Between Variables
Source: Appendix

Here are the results of the calculation of the relationship of direct influence between variables:

Relationship between Variables			CR hitung	p	R *Square*
Scarcity Appeal in Advertising	➔	*Customer attitude*	5.265	0,000	57 %
Scarcity Appeal in Advertising	➔	*Purchase intention*	2.792	0,005	60,4 %
Customer attitude	➔	*Purchase intention*	2.154	0,031	

Table 12:- Hypothesis Testing Results
Source: Appendix

H_1: Scarcity Appeal in Advertising significantly influences customer attitude.

The estimated parameters of the variable scarcity appeal in advertising to customer attitude show significant results with a CR value of 5.265. with a significance level of 0,000 (p <0.05). So that the first hypothesis stating the scarcity appeal in advertising to customer attitude is accepted.

H_2: Scarcity Appeal in Advertising significantly influences purchase intention.

The estimated parameters of the variable scarcity appeal in advertising to purchase intention show significant results with a CR value of 2.792. with a significance level of 0.005 (p <0.05). So that the second hypothesis stating the scarcity appeal in advertising to purchase intention is accepted.

H_3: Customer attitude has a significant effect on purchase intention.

The results of the estimation of the variable parameters Customer attitude towards purchase intention showed significant results with a CR value of 2.154. with a significance level of 0.031 (p <0.05). So that the third hypothesis stating the customer attitude towards purchase intention is accepted.

The results of the coefficient of determination show the effect of scarcity appeal in advertising on customer attitude is 57%. This means that 57% of customer attitude changes are caused by scarcity appeal in advertising. The remaining 43% by other factors not examined. The coefficient of determination shows the effect of scarcity appeal in advertising on customer attitude and purchase intention is 60.4%. This means that 60.4% change in purchase intention is determined by customer attitude and scarcity appeal in advertising. The rest is 39.6% by other factors not examined.

II.   DISCUSSION

➢ *Effect of Scarcity Appeal in Advertising on Customer Attitude*

The results showed that the first hypothesis which states that the appeal of scarcity in advertising has a significant effect on customer attitudes is accepted as true. The results of this study support the research of Eisend (2013) and Roy and Sharma (2015) which found that the attractiveness of advertising scarcity has a positive effect on consumer attitudes.

Mukherjee and Lee (2016) define scarcity appeals as attractiveness indicating the limited availability of a product. The mechanism underlying this effect is caused by people's desire for uniqueness and uniqueness (Snyder and Fromkin, 1980 in Eisend, 2013). Customer attitude is an attitude that represents what consumers like and don't like, Blackwell et al., (2006); Schultz and Zelezny (2000), in Chen and Chai (2010). Scarcity appeal in advertising refers to the approach used to attract consumer attention and influence consumers to a product. Wang, Cheng, and Chu (2012) said the attractiveness

of advertisements aims to motivate consumers to take special actions or influence their attitudes towards certain products. Customer attitude or consumer attitude is an important psychological factor that marketers need to understand because attitudes are considered to have a strong and positive correlation with behavior. Even attitude is seen as an effective predictor of consumer behavior (Suryani, 2008). Consumer attitudes are important psychological factors that marketers need to understand 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 have a positive attitude towards a product are obtained from the value of information contained in the product. so that he has a strong buying confidence to choose and buy the products he likes.

Attitude to advertising is defined as a continually learned tendency to like or dislike advertising in general. Attitudes towards advertising can affect consumer attitudes towards brands both in conditions of low or high consumer involvement in making brand decisions and consumers who are familiar or unfamiliar with the product.

➢ *Effect of Scarcity Appeal in Advertising on Purchase Intention*

The results showed that the second hypothesis which states that scarcity appeal in advertising has a significant effect on purchase intention is accepted as true.

Purchase intention is the preference of consumers to purchase goods or services where consumers will buy a product after making an assessment. Many factors influence consumer intention when choosing a product and the final decision depends on consumer intention which is influenced by other external factors (Keller, 2001).

Consumer purchasing behavior is influenced by the scarcity appeal in advertising, which is an important message for consumers. Scarcity appeal in advertising to emotional appeal arises from the experimental side of consumption. Armstrong and Kotler (1991) state that emotional attraction is to activate either positive or negative emotions from consumers that motivate purchase intentions. Advertising can be a cost-effective way of distributing messages, whether with the aim of building brand preferences or educating people. Even in today's challenging media environment, good advertising will produce satisfying results (Kotler and Keller, 2016).

Hsuan Ku (2011) found that scarcity appeal has a positive impact on purchase intention for hedonic and utilitarian products. This study found a positive relationship between scarcity appeal in advertising and purchase intention. This is in line with research by Eze et al., (2012) defining advertising as attractiveness, a creative effort that inspires motives for purchase and influences consumer attitudes towards certain products or services. This study found a positive relationship between scarcity appeal in advertising and purchase. intention. This is in line with research by Roy and Sharma (2015), which states that scarcity appeal in advertising is currently widely used and makes contact with

consumers. Scarcity appeal in advertisings can communicate functionally and emotionally, in which it can influence purchase intentions as seen from television advertising with the level of advertising exposure providing its own image for consumers. This study found a positive relationship between scarcity appeal in advertising and purchase intention.

Kong et al., (2013) said that an advertisement displayed is able to create positive trust in purchase intentions. Advertising is directed at the stages of buyer's readiness to buy a product, namely changing from not knowing to understanding, taking a stand, then buying. For that, of course, advertisements should be presented in an attractive manner, easy to hear, see and understand, also be trusted, informative and feel useful. If an advertisement is perceived as merely giving empty promises, consumers will immediately ignore the messages contained in the advertisement, and the product offered will have a poor response to influence consumer purchase intentions. In this study, it was found that there was no significant effect between scarcity appeal in advertising and purchase intention.

➢ *Effect of Customer Attitude on Purchase Intention*
The results showed that the third hypothesis which states that customer attitude has a significant effect on purcahse intention is accepted. Customer attitude attitude is an action that represents what consumers like and don't like. Blackwell et al., (2006); Schultz and Zelezny (2000), in Chen and Chai (2010). Purchase intention is consumer preference to purchase goods or services where consumers will buy a product after making an assessment. Many factors influence consumer intention when choosing a product and the final decision depends on consumer intention which is influenced by other external factors (Keller, 2001).

Customer attitude shows positive or negative knowledge and feelings about an activity or object and can also be seen as an overall evaluation which states how much we like or dislike an object, problem, person or action. To bring up consumer purchase intention for Box Set products in Buying Physical Albums, it is necessary to have a positive feeling felt by consumers. The positive feelings that have been formed will be followed by an overall evaluation of the product. If the Box Set product in Buy a Physical Album is able to make consumers feel interested and happy, it will lead to a purchase intention. Similar to research conducted by Roy and Sharma (2015), it was found that customer attitude has an effect on purchase intention.

III. CONCLUSIONS AND SUGGESTIONS

❖ *Conclusion*
The results of research related to the scarcity appeal in advertising to purchase intention through customer attitude on the Box Set in Buying Physical Albums have been analyzed and produced the following conclusions :
1. There is a significant effect of scarcity appeal in advertising on customer attitude towards Box Set products in Buying Physical Albums. So that the first research hypothesis is supported. This shows that the higher the scarcity appeal in advertising, the higher the consumer's attitude towards Box Set products in Buying Physical Albums.
2. There is a significant effect of scarcity appeal in advertising on purchase intention. So that the second research hypothesis is supported. This shows that the higher the scarcity appeal in advertising, the higher the purchase intention of consumers for Box Set products in Buying Physical Albums.
3. There is a significant effect of customer attitude on purchase intention on Box Set products in Buying Physical Albums. So that the third research hypothesis is supported. This shows that the higher the customer attitude, the higher the purchase intention of consumers for Box Set products in Buying Physical Albums.
4. Carcity appeal in advertising has a greater coefficient than customer attitude and purchase intention.

❖ *Suggestion*
Based on the research conclusions and analysis of the discussion results, the following can be suggested:

➢ *Practical*
1. The company management can use the scarcity appeal strategy in selling physical albums so the company must know what the company should do to make it look more rare. And this can be done on several other related albums and other related products such as movies, books and others.
2. In order for the advertising strategy to be accepted by consumers, producers or companies need to look at psychological factors that exist in consumers. This psychological factor is one of the ways to be able to make the right advertising strategy.

➢ *Theoretical*
1. Future research may be carried out on different objects or products which are also quite sensitive or require the theme of scarcity appeal. In addition, future research can develop other neuroscience advertising techniques that are considered effective in driving strong sales for a particular product or service.
2. In this study, the respondents have not specified whether the respondent is a member of the artist's fan club or not, so future research can be conducted on respondents who are really the artist's fan club so that the effect can be seen on the product's scarcity appeal with respondents who are fan clubs. artist club.

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