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ANALYZING THE ROLE OF SOCIAL MEDIA SCARCITY MARKETING ON REPEAT PURCHASE BEHAVIOUR AMONG GEN Z CONSUMERS IN ANDHRA PRADESH

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ABSTRACT :

The digital economy is changing between companies' customers interaction now days. Generation Z is a generation born after 1995 who has been raised entirely online; therefore, they are more likely to respond strongly to certain types of advertising campaigns. The research focuses on analyzing how social media scarcity marketing techniques such as countdown timers and "low stock" alerts affect repeat purchases by young people from Andhra Pradesh. Through an interview with 47 participants via an online questionnaire, this study investigates what motivates people to buy quickly due mainly to fear of missing out (FOMO). In addition to this study's findings on consumer behavior research papers about brands' credibility, social media interaction rates and retention rate of customers over time were also analyzed for correlation purposes. While scarcity messaging does drive impulsive purchases from consumers, it is not enough for building an effective customer loyalty program; rather, authenticity matters more as well because customers want quality products over time. This article states that scarcity marketing is very effective at generating fast sales and customer retention when used by companies sincerely. Lastly, this paper provides useful tips on how to create an urgent feeling while maintaining trustworthiness among consumers.

Key words: Scarcity Marketing, Generation Z, Social Media Marketing, Repeat Purchase Behaviour, Consumer Psychology, Fear of Missing Out (FOMO), Brand Loyalty.

Introduction of the study

Recently, cheaper Internet access combined with high levels of mobile phone usage have negatively impacted India's retail industry. Instagram, Youtube and Facebook aren't merely social networking sites for chatting among people and watching videos anymore. Instead of that, these are now giant online stores through which customers find products to buy today. These advertising efforts succeed due to their effectiveness as both sides of an interaction between companies and consumers. While an advertisement on television is like that of a billboard; whereas, social media allows companies to communicate with customers instantly for instantaneous responses from them. Visual and interactive products play an important part when deciding on purchases by Indians. Generation Z is a generation that has grown up on social media platforms; it's an integral part of their lives as consumers, reviewers, and customers.

Marketers cut through all the noise on-line to capture young customers' interest by using various techniques that are psychologically effective. Scarcity Marketing is a popular strategy that works well for you too. It is an easy-to-understand concept that people generally desire something if they feel like it may not be available for them at all time. Companies use terms such as "limited-time offer," "sell now" or "exclusive release date", and also include an element of excitement by adding something like a clock that is counting down. Fear Of Missing Out (FOMO) is triggered by seeing scarcity cues from social media posts made available to them when they are young. The pressure forces individuals to abandon normal thought processes for buying products on impulse as soon as they run out of time.

Getting customers to do impulsive purchases is merely a first step towards achieving success as a company. Customer retention is an important factor for business success and longevity. The classic pattern of consumer behavior is that building trust by brands results in higher levels of customer satisfaction leading towards greater level of customer loyalty. When an item sells out quickly due to its limited availability for sale at any given moment, customers are more likely to return later on when they can purchase it from another retailer or online store. However on the other hand, if there is an issue of lack of supply or poor quality then customers may not be interested in buying products from this company ever after. This research is aimed at understanding

how such rapid depletion strategies affect more than a single sale; it focuses on consumer behavior towards repeat purchases over time for young people living in Andhra Pradesh.

Literature Review

Ku, Kuo and Kuo studied consumer behavior towards scarcity due to demand-side or supply-side factors. The study showed that its efficacy for scarcity appeal lies in motivation rather than being an unchanging factor. This paper is an extension of that research on social media where we move towards measuring repeat purchases rather than just purchase intentions.

Padival, M., and Hebbar used data from 217 consumers living in semi-urban areas of South India for this study which found that creativity and informativeness are important factors affecting people's attitudes towards advertisements through social media. This paper is about the importance of local marketing through social networks; however it doesn't deal with scarcity signals and repeat purchase behavior.

Chaudhary studied factors related to social media marketing and consumer purchasing behavior. This is an argument supporting a general idea about how digital marketing communications affect consumers' behavior but leaves space to further research on scarcity factors and repeat-purchase results.

Baranwal and Roy is an article about Generation Z of India's fashion industry that studies relationship between social media marketing, brand personality, brand equity and purchase intentions. The study supports the significance of social media for Gen-Z purchasing behavior; however it does not deal with scarcity marketing or repeat purchases specifically.

Singh and Dagur found that social media marketing has a significant impact on brand equity and purchase intentions among female Indian consumers of Generation Z. The significance of this paper is that it shows how important social media marketing is for young people today whereas our current work deals with scarcity and repeat purchases.

Waworuntu, Mandagi and Pangemanan states that using 184 Gen Z respondents showed positive effects of social media marketing on brand image and purchase intention where brand image was an intermediary variable. This research highlights how important social media is to Generation Z; however it focuses on first-time buyers instead of repeat customers.

Barton et al., 2022 This paper is a meta-analysis of 131 studies showing that scarcity effects vary by source, product type, and purchase conditions. Time based scarcity is more important for high involvement products whereas demand-supply based scarcity has varying impacts on various types of goods. Khetarpal and Singh studied short-term promotional offers on websites to find out if they lead to more impulsive buying behavior due to fear of missing out (FOMO). This paper has a lot of similarity with this current issue's FOMO aspect but it doesn't involve any kind of repeat buying behavior like an impulse buy instead.

Ladeira et al., 2023 A meta-analysis of product scarcity found that scarcity affects purchasing behavior, although its impact varies depending upon the kind of scarcity cue and product context. It is more appropriate to be conservative about this issue instead of considering all scarcity messages equal.

Research gap

Four main problems are identified by this research paper. First of all, there are few research papers that deal with scarcity issues related to social media but not much attention has been given towards studying repeat purchase behaviors. Secondly, Gen Z research is more concerned with general social media marketing, brand image, brand equity or fashion rather than an exclusive scarcity based strategy for advertising purposes. Thirdly, FOMO and urgency lead to immediate purchasing behavior but further studies would be required for understanding their relationship with repeat purchases. Also fourthly, there is little research about it among young people of Andhra Pradesh.

The purpose of this article is to fill these gaps by incorporating scarcity-related social media data for items' repeat purchases made by young people living in certain areas. Scarcity does not mean loyalty; it is about whether people who feel a lack of availability will be more inclined towards buying again later on.

Objectives of the study

This study is guided by some goals such as these.

To analyze the impact of scarcity-based social media messages such as limited time offers and countdown timers on urgency among young people buying products from Andhra Pradesh.

Measurement for fear-of-missing-out effect due to social-media related impulsive purchasing behavior.

To figure out what attracts customers towards products due to time-limited offers or scarcity techniques on them is important for understanding customer loyalty as well as repeat purchases by consumers of that particular company.

For instance, is there a difference between using an app like Instagram versus another such as YouTube when it comes to effectiveness of scarcity marketing.

Hypothesis

Based on the literature and the gaps identified above, the following hypotheses were created to be tested:

- H1: Scarcity-based marketing messages on social media significantly increase the feeling of purchase urgency among Gen Z consumers.
- H2: There is a strong, positive link between the FOMO created by social media and how often people make unplanned purchases.

- H3: Offering attractive limited-time promotions positively affects a consumer's decision-making, making them more likely to buy from that brand again in the future.

Research methodology

Research Design: To answer the research questions, this study used a descriptive, cross-sectional research design. This approach was chosen because it does a very good job of painting an accurate picture of the specific habits, traits, and attitudes of the target audience regarding scarcity marketing at this current moment in time.

Sample Design and Target Population: Because of the specific geographical and age requirements of the study, a convenience sampling method was used. Even though it is a non-probability method, convenience sampling is very practical and widely used in digital marketing research to gather real-time insights. The target population consists strictly of active social media users who are part of Generation Z (defined here as people between 18 and 26 years old) and who currently live in Andhra Pradesh. In total, data was collected from 47 valid respondents, which gives a solid base for running descriptive statistics.

Data Collection Procedure: This research leans heavily on primary data, which was collected entirely online to match the normal habits of the people being studied. A structured questionnaire was built using Google Forms and shared naturally across different social networks, including WhatsApp study groups, Instagram direct messages, and LinkedIn. To make sure the study had a strong background, secondary data was also collected by reading recent academic journals, industry reports, and published articles focused on consumer psychology.

Questionnaire Preparation: The survey was split into two main parts. Section A was all about capturing basic demographic details and everyday digital habits, like Age, Gender, Location, Favorite Platform, and Daily Screen Time. Section B was built around a standard 5-point Likert scale (where 1 means Strongly Disagree and 5 means Strongly Agree). This section asked specific questions to measure complex ideas like how urgent a purchase felt, how strong the FOMO was, how often they bought things on impulse, and if they planned to buy again because of scarcity marketing cues.

Data analysis and Interpretations

Descriptive statistics were used to clean up and analyze this information from 47 respondents. These chapters describe demographics, social media usage patterns among them, and psychological reactions towards scarcity marketing strategies. For better comprehension of results, we are including pie chart and bar graph data visualization toolboxes here.

Demographic Profile of the Respondents

It is important to understand who exactly took the survey to give context to their buying habits. As shown in Figure 1 and Figure 2, the sample is made up of young people who have grown up with the internet.

Figure 1: Age Distribution of Respondents

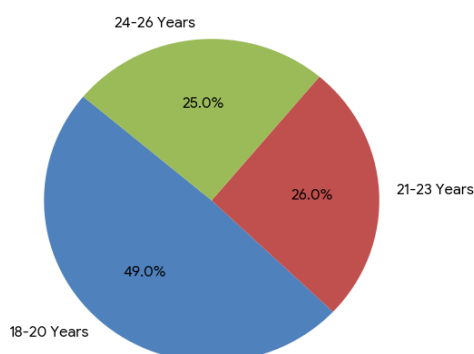
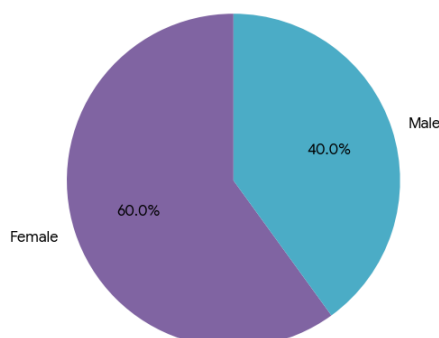


Figure 2: Gender Distribution of Respondents



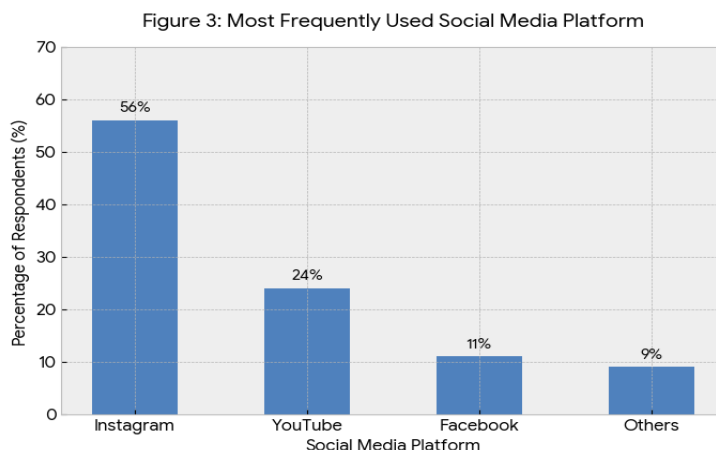
Interpretation:

From an age group perspective, there are many young people among this population who make up a large percentage of them. About half of those who were interviewed (49%) are aged between 18 and 20 years old. The other half is split pretty evenly between the 21-23 age group (26%) and the 24-26

age group (25%). Females constitute about 60% of the population whereas males are around 40%. The analysis is very useful because it demonstrates how young women are more likely to use visually rich social networks like Instagram, whatsapp, youtube which would be interesting subjects for studying consumer behavior towards products in an online setting. Also, all participants stated that they are from Andhra Pradesh which is consistent with our research objectives.

Social Media Preferences and Baseline Conversion Rates

To see where scarcity marketing works best, we asked respondents to tell us which platform they spend the most time on and if they have ever actually bought something because of an ad.

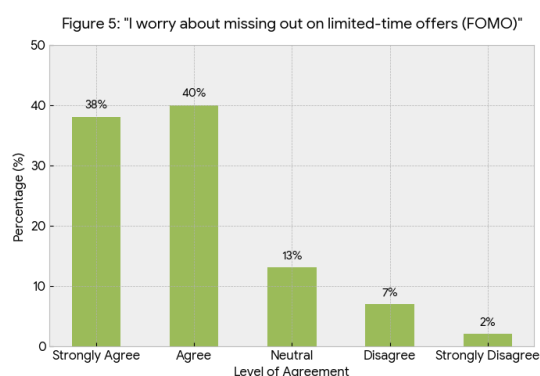
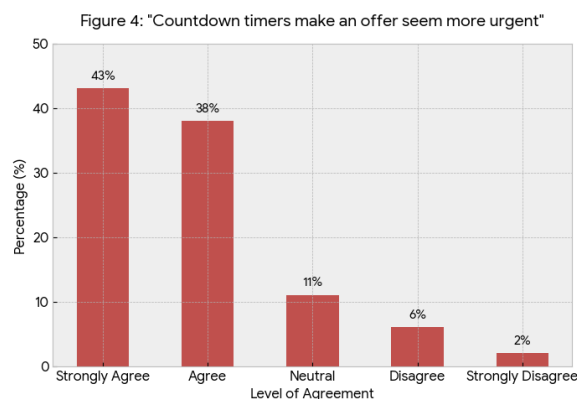


Interpretation:

Figure 3 shows clearly that Instagram is a popular choice among this group, as it captured 56% of their responses. Youtube is second with 24%. It is an important piece of information about marketing strategy. The Instagram design, particularly its "Stories" feature that automatically deletes content after 24 hours, is essentially designed for scarcity marketing purposes. One of the most interesting findings from this study is that 95 percent of those surveyed (45 out of 47 people) said they had purchased an item after seeing it advertised on social media. With a 99 percent success rate, this shows how effective digital marketing is for Gen Z in India today. This indicates their familiarity with purchasing items from an internet store which makes it ideal to use scarcity triggers on this group of people.

The Psychological Impact of Scarcity on Urgency and FOMO

The heart of this study is figuring out how marketing tools like ticking clocks and 'limited stock' warnings mess with a consumer's sense of time.



Interpretation:

Figure 4 and Figure 5 provide strong evidence to support our research hypothesis. Figure 4 shows that a large majority of respondents, 'Strongly Agree', 43%, 'Agree', 38%, said that countdown timers make a deal feel much more urgent. It directly supports Hypothesis 1 (H1) by showing that watching a clock tick down helps consumers feel like they have less time to react.

Like that, Figure 5 shows just how prevalent FOMO is among youth. 78 percent of respondents stated that they are concerned about missing out on an opportunity due to its expiration date. It is not merely a theoretical concept; it has real-world implications too. Also according to this study, 72 percent of respondents admitted that they made an unplanned, impulse purchase due to scarcity promotions. It supports Hypothesis 2 (H2) which states that the fear of missing out - intentionally created by marketers - is a major cause for why individuals abandon their pre-planned shopping list purchases to make impulsive buys.

Turning Scarcity into Brand Loyalty and Repeat Business

While getting a quick impulse buy is great for short-term sales, the ultimate goal of the research was to see if these consumers actually come back to the brand after experiencing a scarcity-driven purchase.

Statement / Variable	Strongly Agree / Agree (%)	Neutral (%)	Disagree / Strongly Disagree (%)
Likely to purchase the same brand again after a positive initial experience	89%	9%	2%
More likely to purchase again from a brand offering attractive limited-time promotions	85%	11%	4%
Overall, scarcity marketing influences my decision to return to a brand	79%	15%	6%

Interpretation:

This is an overview to you about what happens after a sale from this chart. Most people said 89 percent were satisfied with their initial visit to this place. However, it is directly related to Hypothesis 3 (H3), as 85% of respondents stated that they would be much more inclined to purchase from a company which provides appealing, time-limited offers.

In reality it means that scarcity marketing is not an inexpensive gimmick to annoy people. On the other hand, when a company provides quality products to customers so they remain loyal (building trust) rather than just selling items for profit it becomes more interesting as an experience which encourages repeat business from clients. The Gen Z shopper of Andhra Pradesh seems to see such deals as fun opportunities for getting a bargain if they are genuine brands.

Findings:

Instagram is an unbeatable king to digital marketing among young people from Andhra Pradesh. A 95 percent conversion rate from seeing an ad to purchasing products makes social media the main shopping mall of today's generation.

Scarcity marketing is effective as it creates a sense of urgency among consumers. With countdown timers and low stock alerts, brands are able to generate fear of missing out that results in a lot more unplanned impulse buying (72%).

The Scarcity-Retention Loop might be an interesting discovery. Impulse Buyers usually regret buying something then they leave out of it later on. But according to our research, 85 percent of Gen Z customers would be more inclined to purchase from companies offering discounts on their products if those items were available for a limited time period.

Suggestions:

Honesty is ain't important for today's Gen Z consumers because they're so savvy on the Internet. Ensure should be accurate for saying "Only 2 items left". When customers find out that brands are creating artificial shortages, their confidence is destroyed right away and they won't return again.

Match the platform match for marketers is to target high-quality visuals such as Instagram. Features such as Instagram stories are perfect for scarcity marketing since they're meant to be temporary; their contents will vanish within 24 hours.

Focus on product quality because scarcity only gets customers to click 'buy'. For turning an impulsive buyer into a loyal fan, it needs to have excellent products like quick delivery rates and great customer care. The customers would not be interested in any future promotions if they are unhappy.

Conclusion:

In conclusion, it's clear from our study that social media scarcity marketing is an effective method for shaping consumer behavior among young people living in Andhra Pradesh when they buy goods or services online. Tapping into people's fear of missing out on something great is an effective way for companies to sell more products quickly without having to wait as long as normal customers do when making decisions about buying things online. Also important is showing how scarcity marketing doesn't harm customer loyalty compared to other studies on it. Actually, if customers perceive themselves as receiving an authentic, high-quality limited time deal that is supported by quality products then this would lead them back towards buying more of those brands' items once again. With increasing competition for customers' time online today, companies which strike a balance between authentic scarcity marketing strategies and high-quality images are likely going to have better chances at building long-term customer relationships within India's marketplace.

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