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Ineffectiveness of Price Sensitivity and Competitive Landscape in Luxury Goods Impulse Buying

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Price Discount; Scarcity Messages; Price Sensitivity; Competitive Landscape; Impulse Buying.

ABSTRACT

Purpose: *This study examines the moderating role of price sensitivity and competitive landscape on the relationship between price discount, limited-quantity scarcity, and limited-time scarcity with impulse buying in the context of luxury goods.* ***Methodology:*** *This research applied a quantitative approach. A purposive sampling technique was used to collect the sample, resulting in 210 Indonesian respondents being selected. A questionnaire with a seven-point Likert scale was used to collect data. Structural Equation Modeling (SEM) with AMOS 26 was used to process the data.* ***Results:*** *The results reveal that price discount, limited-quantity scarcity, and limited-time scarcity do not significantly influence impulse buying of luxury goods. Additionally, price sensitivity and competitive landscape do not moderate these relationships, indicating that the psychological drivers of impulsive purchasing for luxury products differ from those of mainstream goods. Findings: The absence of moderation by price sensitivity and competitive landscape suggests that luxury consumers prioritize brand value, exclusivity, and quality over promotion strategies.* ***Novelty:*** *The study contributes to a nuanced understanding of consumer behavior in the luxury market by demonstrating that price sensitivity and competitive landscape do not function as a key driver of impulse buying in this segment.* ***Originality:*** *This research explores the interaction between price sensitivity and scarcity tactics in the luxury goods sector, offering a new perspective on marketing strategies for high-end brands.* ***Conclusion:*** *Marketers of luxury goods should focus less on promotion tactics and more on emphasizing exclusivity and quality to drive consumer engagement.* ***Type of Paper:*** *Empirical Research Article.*

INTRODUCTION

The luxury goods market in Indonesia has generated revenues of USD 3.12 billion with an estimated CAGR of 3.41% (Statista, 2024) . According to Maslow's hierarchy of needs, consumers' demands for luxury products have progressed from needs for esteem to the greatest level of requirements for self-actualization. (Shahid & Paul, 2021). Xing et al. (2022) argue that most impulse buying of luxury goods is motivated by the desire to seek pleasure and impress others, as well as a lack of self-control. Therefore, impulse buying is often considered to trigger a sense of instant gratification that can help reduce stress or boredom.

Research conducted by Djamhari et al. (2024) shows that sales promotions can increase impulsive buying tendencies, especially when PayLater is used as a payment method. However, the

context in the experiment was still limited to other variations of sales promotion methods: discounts for monetary promotions and BOGO for non-monetary promotions. In another study, Ye (2024) found that recurring events have a positive impact on consumers' purchasing habits and effectively stimulate impulsive purchasing behavior. However, consideration of other market environment factors is needed to provide a complete understanding. Meanwhile, Cengiz & Şenel (2024) showed that perceived scarcity can increase impulse buying tendencies and the effect of scarcity messages may be context-specific. However, related research only focuses on investigating the impact of one variable on another without analyzing their relative effects.

Due to these limitations, this study looks at how different promotional cues, such as price discounts and scarcity messages affect impulsive buying, breaking scarcity messages into two parts; limited-quantity scarcity and limited-time scarcity to analyze the relative effects, and adding price sensitivity and competitive landscape as moderating variables to fill the gap. This research seeks to identify elements that are believed to influence impulse buying to provide more comprehensive knowledge.

PRICE DISCOUNT

Price discounts can attract consumers to try different brands (Razy & Lajevardi, 2015). Taslim Arif & Ali (2024) reveal that the price discount strategy offers bonuses or incentives to attract customers to immediately buy products that have been marketed. Meanwhile, Karbasivar & Yarahmadi (2011) show that promotional approaches, including discounts, have a favorable impact on impulsive purchasing. Furthermore, Steinberg et al. (2013) consider that consumers are inclined to make impulse buys when they notice special freebie offers and price reductions from a retailer. Therefore, the researcher proposes the following hypothesis.

H1. Price discount encourages impulse buying

LIMITED-QUANTITY SCARCITY

High demand and the need for immediate gratification might result from instilling a "fear" of particular products due to their limited supply (Patel et al., 2024) . Besides influencing regret and rejoicing in the context of live streaming, limited-quantity scarcity is also related to impulsiveness (Qu et al., 2023). Guo et al. (2022) showed a favorable correlation between consumers' propensity to make an impulse buy and scarcity advertising, including limited-quantity scarcity. Therefore, the researcher proposes the following hypothesis.

H2. Limited-quantity scarcity encourages impulse buying

LIMITED-TIME SCARCITY

Creating 'fear' of certain products in terms of limited time can create high demand and the need to get goods instantly (Patel et al., 2024). Khetarpal & Singh (2023) show that using time-limited messaging in online promotions significantly affects consumers' impulsive purchases. Due to their scarcity and urgency, various types of limited-time scarcity, such as limited-time offers, flash deals, daily deals, countdown clocks, and coupons, can cause psychological reactions such as FOMO or fear of missing out, which can lead to impulse buying and an instant increase in sales (Oberoi, 2024). Therefore, the researcher proposes the following hypothesis.

H3. Limited-time scarcity encourages impulse buying

PRICE SENSITIVITY

People are typically attentive to the "prestige" cues of a product's pricing when making an impulsive purchase of something of interest (Aroean & Michaelidou, 2014) . Price-sensitive consumers tend to oppose impulse buying during promotions if the price is high (Nooshabadi, 2012).

Xu & Huang (2014) show that price cuts increase the likelihood of an impulse purchase when the product is cheap. Furthermore, Nagadeepa et al. (2015) found that rebate & discount offers and loyalty significantly influence impulsive purchasing behavior. Moreover, Jale Abay-abay et al. (2023) found that impulsive buying tendencies are influenced by price sensitivity. Therefore, the researcher proposes the following hypothesis.

H4. Price sensitivity moderates the impact of price discount on impulse buying

In addition, Roux et al. (2023) found that price-sensitive consumers with limited purchasing power are willing to spend more and tolerate less in exchange for avoiding stores where they perceive discrimination. Furthermore, Zhao et al. (2022) argue that marketers can use hunger marketing by providing attractive prices and limited quantities to encourage impulse buying. Therefore, the researcher proposes the following hypothesis.

H5. Price sensitivity moderates the impact of limited-quantity scarcity on impulse buying

When there is low scarcity, consumers with high price sensitivity are more likely to make a purchase, while when there is high scarcity, consumers with low price sensitivity are more likely to make a buy (Park, 2024) . Zhang et al. (2022) also considered that price-sensitive consumers' perceived trust, value, and purchase intention are all strongly impacted by promotional incentives, which are frequently greater than everyday purchasing activity. This encourages them to make purchases on impulse. Therefore, the researcher proposes the following hypothesis.

H6. Price sensitivity moderates the impact of limited-time scarcity on impulse buying

COMPETITIVE LANDSCAPE

Certain discounts may be used when competitive pressure increases (Becerra et al., 2013) . Managers risk missing out on around three times the lost profitability if they ignore the competitive effects of customer-specific discounts on rival buyers. (Crecelius et al., 2023). Furthermore, Rita et al. (2024) argue that competitive factors influence and contribute to impulsive purchasing movements. Therefore, the researcher proposes the following hypothesis.

H7. Competitive landscape moderates the impact of price discount on impulse buying

Meanwhile, Shao et al. (2024) showed that limited-quantity scarcity combined with competitive social cues could potentially lead to impulse buying. Malhotra (2010) found that the desire to win in online auctions increases when competition and time pressure coincide. Therefore, the researcher proposes the following hypothesis.

H8. Competitive landscape moderates the impact of limited-quantity scarcity on impulse buying

Khetarpal & Singh (2023) reflect that when customers are aware of the persuasive strategies used by retailers, they are less likely to make impulsive purchases in response to limited-time advertising. Furthermore, the combination of limited-time scarcity with competitive social cues may influence impulse purchases (Shao et al., 2024) . Therefore, the researcher proposes the following hypothesis.

H9. Competitive landscape moderates the impact of limited-time scarcity on impulse buying

IMPULSE BUYING

In a nutshell, impulsive purchases are unplanned purchases (Abdelsalam et al., 2020) . Consumer traits, motives, resources, and marketing stimuli are believed to be the main triggers of impulse purchases (Iyer et al., 2020). Redline et al. (2023) noted that customers' positive emotional reactions operate as mediators of impulse buying behavior and identified particular components that promote impulse purchases, including the marketing mix, store-related factors, and online peer influence.

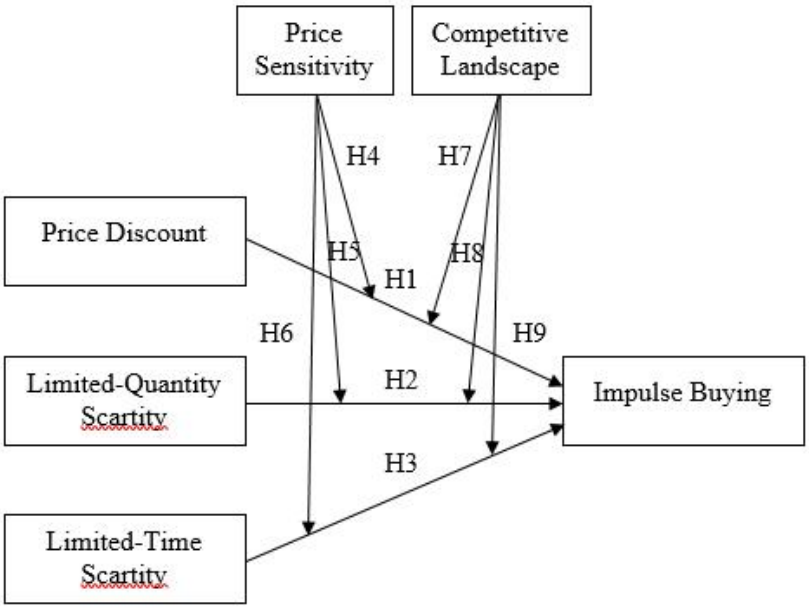

Figure 1. Conceptual Framework

METHOD

To explain, predict, or control pertinent elements, this research uses quantitative techniques, which necessitate the collection and analysis of numerical data. The sampling method employed was purposive sampling, while a Likert scale with seven points questionnaire was employed as a data collecting tool because it more likely to reflect respondents' true subjective evaluation of a usability questionnaire item than five-point options (Taherdoost, 2019). Hair (2019) emphasized that if Structural Equation Modeling (SEM) is used in research, there must be a minimum of five as many responders as question indications. Thus, a total of 210 Indonesian respondents who have purchased luxury goods, are set to be the sample of this study, with 31 indicators. All measurement items were pre-tested and customized to fit the context of purchasing luxury products. Nine price discount indicators are based on Raghubir & Inman (2004) . Three indicators of limited-quantity scarcity and limited-time scarcity, each adapted from Eisend (2008). Furthermore, six price sensitivity indicators are derived from Danes & Lindsey-Mullikin (2012) , while three competitive landscape indicators are derived from Chen & Miller (2015) . Finally, seven impulse buying indicators refer to Sharma et al. (2011).

RESULTS AND DISCUSSION

RESULTS

Validity Test Results

Table 1. Construct Validity

Variable	Indicator	Loading Factor	Information
Price Discount	PD1	0,874	Valid
	PD2	0,873	Valid
	PD3	0,854	Valid
	PD4	0,881	Valid
	PD5	0,881	Valid
	PD6	0,868	Valid
	PD7	0,833	Valid
	PD8	0,862	Valid
	PD9	0,868	Valid
Limited-Quantity Scarcity	LQS1	0,88	Valid
	LQS2	0,865	Valid
	LQS3	0,872	Valid
Limited-Time Scarcity	LTS1	0,871	Valid
	LTS2	0,849	Valid
	LTS3	0,868	Valid
Price Sensitivity	PS1	0,848	Valid
	PS2	0,871	Valid
	PS3	0,834	Valid
	PS4	0,824	Valid
	PS5	0,868	Valid
	PS6	0,835	Valid
Competitive Landscape	CL1	0,994	Valid
	CL2	0,991	Valid
	CL3	0,579	Valid
Impulse Buying	IB1	0,647	Valid
	IB2	0,845	Valid
	IB3	0,845	Valid
	IB4	0,854	Valid
	IB5	0,843	Valid
	IB6	0,838	Valid
	IB7	0,843	Valid

Source: Data Processed, 2024

Factor analysis is used to detect patterns in the correlation between indicators (Briggs & Cheek, 1986). The test criteria for the loading factor value in this study are > 0.5. Table 1 shows the construct validity results through factor analysis, where all indicators for variables such as Price Discount (PD), Limited-Quantity Scarcity (LQS), Limited-Time Scarcity (LTS), Price Sensitivity (PS), Competitive Landscape (CL), and Impulse Buying (IB) had loading factors above 0.5, indicating strong validity.

Table 2. Average Variance Extracted (AVE)

Variable	AVE	Information
Price Discount	0,75	Valid
Limited-Quantity Scarcity	0,761	Valid
Limited-Time Scarcity	0,744	Valid
Price Sensitivity	0,717	Valid
Competitive Landscape	0,768	Valid
Impulse Buying	0,671	Valid

Source: Data Processed, 2024

Construct validity testing is carried out in a confirmatory manner to show how effectively the measurement results of the instrument are defined using theoretical references (Triwidyati & Tentama, 2020). The test criteria for the AVE value is > 0.5. Table 2 further supports construct validity with Average Variance Extracted (AVE) values above 0.5 for each variable, confirming their valid measurement constructs.

Reliability Test Results

Table 3. Construct Reliability

Variable	AVE	Information
Price Discount	0,964	Reliable
Limited-Quantity Scarcity	0,905	Reliable
Limited-Time Scarcity	0,897	Reliable
Price Sensitivity	0,938	Reliable
Competitive Landscape	0,904	Reliable
Impulse Buying	0,934	Reliable

Source: Data Processed, 2024

Reliability testing is carried out to evaluate the internal consistency of the evaluation tool (Triwidyati & Tentama, 2020). According to Hair (2019), the composite reliability score must have a value > 0.7. Table 3 highlights the reliability of the constructs, where all variables surpass the 0.7 threshold for composite reliability, indicating consistent measurement. Thus, each instrument/variable can be declared reliable.

Goodness of Fit Test Results

Table 4. Goodness of Fit

Index	Value Cutoff	Result	Information
Chi-Square	As small as possible	1,025.87	Poor Fit
Probability	≥ 0.05	0.000	Poor Fit
CMIN/DF	≤ 2.00	1.803	Good Fit
RMSEA	≤ 0.08	0.062	Good Fit
GFI	≥ 0.90	0.798	Poor Fit
AGFI	≥ 0.90	0.750	Poor Fit
TLI	≥ 0.95	0.950	Good Fit
CFI	≥ 0.95	0.957	Good Fit

Source: Data Processed, 2024

Table 4 evaluates the model's fit through various indices. While some indices such as CMIN/DF, RMSEA, TLI, and CFI indicate a good fit, others like Chi-Square, Probability, GFI, and AGFI

suggest a poor fit. According to Hair (2019), achieving a good fit across 4-5 indices is sufficient for model acceptability, and this study's model meets this standard.

Hypothesis Test Results

Table 5. Regression Weights

Hypothesis	Path	β	p-value
H1	PD → IB	-1.53	0.701
H2	LQS → IB	1.702	0.571
H3	LTS → IB	-0.019	0.993

Source: Data Processed, 2024

Hypothesis testing is an important activity in empirical and evidence-based research (Banerjee et al., 2009). Table 5 outlines the regression weights for direct relationships, showing that none of the tested hypotheses (H1, H2, H3) were supported as the p-value < 0.05.

Hypothesis Test Results (Effect of Moderating Variables)

Table 6. Regression Weights

Hypothesis	Path	β	p-value
H4	PD*PS → IB	0.604	0.72
H5	LQS*PS → IB	-1.322	0.556
H6	LTS*PS → IB	0.058	0.938
H7	PD*CL → IB	1.804	0.759
H8	LQS*CL → IB	-0.237	0.896
H9	LTS*CL → IB	-0.524	0.713

Source: Data Processed, 2024

Similarly, Table 6 provides regression weights for moderation effects, indicating that none of the moderating relationships involving Price Sensitivity or Competitive Landscape (H4 to H9) significantly impacted Impulse Buying as the p-value < 0.05.

DISCUSSION

The results demonstrate that price discounts, limited-quantity scarcity, and limited-time scarcity do not significantly drive impulse buying in this study's context. This contrasts with some prior findings, such as Kotler et al. (2018) and Ittaqullah et al. (2020), who found that consumer reactions to price discounts can vary based on brand positioning and individual perceptions of value. In addition, research by Mishra & Mishra (2011) shows that some people have a negative view of price discounts. For limited-quantity and limited-time scarcity, prior research by Lee et al. (2015) and Xing et al. (2022) corroborates the idea that scarcity messages may not always lead to impulsive purchases. As for arousal as a mediating variable, it may be necessary to explain the connection between limited-quantity scarcity and impulse buying (Lamis et al., 2022). Besides, the country as a moderating variable is also believed to explain the relationship between limited-time scarcity and impulse buying Eeee.

The moderating role of Price Sensitivity and Competitive Landscape also failed to produce significant results. This suggests that consumers' impulse-buying behaviors may be influenced by factors beyond price and scarcity signals, such as product involvement and social motivations (Gong & Jiang, 2023; Zafar et al., 2021). Previous studies (Nichols, 2012; J. Zhang et al., 2022) highlighted that scarcity-induced competitiveness could encourage purchases, but its effects may depend on perceived urgency or fear of missing out. In certain situations, consumers care about product usability and purchase convenience, but are not sensitive to product prices C. H. Lee & Chen 2021). Furthermore, Ampadu et al (2022) consider that product quality can encourage consumers' impulse buying. Moreover, Barton et al. (2022) found that limited-quantity scarcity is considered the most effective for utilitarian, meanwhile limited-time scarcity is considered most effective for high-involvement products. In addition, Ishihara et al. (2021) showed that scarcity messages both limited-quantity scarcity and limited-time quantity do not affect consumer purchasing behavior.

CONCLUSION

This study aimed to analyze the effect of price discounts, limited-quantity scarcity, and limited-time scarcity on impulse buying with moderation by Price Sensitivity and Competitive Landscape. The results indicate no significant moderating influence, suggesting that other factors may better explain impulse buying behaviors. Future research is encouraged to explore different moderating variables, such as product quality, cognitive engagement, or affective product attributes, and to apply this model in other sectors like the food or fashion industry for a more comprehensive understanding.

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