

The Effect of Social Media Marketing and Collaboration on Impulse Buying with the Mediation of Scarcity Perception on Aerostreet Products in Surabaya

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Abstract

The rapid growth of digital marketing and limited-edition brand collaboration strategies has driven a rise in impulse buying among local fashion consumers, as reflected in the phenomenon of Aerostreet's collaboration products, which frequently trigger consumers' perception of scarcity. This study aims to analyze the influence of Social Media Marketing and Collaboration on Scarcity Perception and Impulse Buying, and to examine the mediating role of Scarcity Perception in these relationships among Aerostreet consumers in Surabaya. A quantitative explanatory approach with a cross-sectional design was employed, involving 260 respondents selected through purposive sampling and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The results show that Social Media Marketing and Collaboration each have a significant positive effect on both Scarcity Perception and Impulse Buying, while Scarcity Perception acts as a partial mediator in both relationships. These findings imply that digital marketing and collaboration strategies managed effectively, combined with the reinforcement of scarcity perception, can strengthen impulsive purchasing behavior among local fashion product consumers, offering practical insight for brand managers designing collaboration-based marketing campaigns.

Keywords:

Social Media Marketing; Brand Collaboration; Scarcity Perception; Impulse Buying; PLS-SEM

JEL Code: M31; M37; D12

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INTRODUCTION

The advancement of digital technology has reshaped consumer purchasing decisions. Within a fast-paced, stimulus-saturated marketing environment, unplanned shopping has become increasingly common, driven more by instant emotional impulses than by careful evaluation of product function. This phenomenon, known as impulse buying, refers to a sudden and

difficult-to-control purchase behavior that tends to emerge when consumers are exposed to appealing marketing stimuli (Rook, 1987; Solomon, 2020). Digital marketing reinforces this tendency through rapid, visually engaging, and highly interactive brand–consumer communication, functioning not merely as an information channel but as a trigger of emotional response that drives spontaneous purchase decisions (Kotler & Keller, 2016; Sun et al., 2023).

This tendency is reflected in Indonesian consumer behavior, where the majority of shoppers report engaging in unplanned purchases, commonly triggered by situational and emotional urges such as the desire for immediate ownership and self-reward motivation, and reinforced by promotional stimuli including discounts, free shipping, and cashback (Populix, 2023). Fashion and accessories remain the most frequently purchased category in Indonesian online transactions, indicating that digital fashion consumption is driven by style and self-expression as much as by functional need, making the category particularly prone to spontaneous purchasing (Asosiasi Penyelenggara Jasa Internet Indonesia [APJII], 2025). This pattern mirrors the global digital consumption trend, in which fashion leads all product categories in online revenue, propelled by visually optimized social media algorithms that stimulate consumers' emotional connection with brands (Edwards, 2025; Damayanti et al., 2025). Amid this competitive landscape, Indonesian consumers increasingly favor local fashion brands for their competitive quality, affordability, and lifestyle relevance (GoodStats, 2025).

Among local brands, Aerostreet stands out for its cross-category collaboration strategy, partnering with brands outside the fashion sector to broaden symbolic brand association (Chen et al., 2022). Its collaboration products are released in limited quantities, generating a strong perception of exclusivity that is reinforced by consumers' experience of previous releases consistently selling out quickly (Wu et al., 2021; Daroini & Hasan, 2023), a strategy further evidenced by Aerostreet's MURI recognition for the highest online transaction volume for footwear within ten minutes (RRI, 2024). Social media further amplifies this effect: through teaser content and countdown campaigns on Instagram and TikTok, Aerostreet builds anticipation and urgency ahead of each product launch, functioning as a mechanism to shape consumer engagement well before release (Siva Priya & Priya, 2026).

Although prior studies have examined social media marketing and brand collaboration in relation to impulse buying, few have tested both constructs simultaneously within a single model incorporating scarcity perception as a mediator, particularly for local fashion brands built on limited-edition, cross-category collaboration. This gap leaves the psychological mechanism linking digital marketing stimuli to impulse-buying

response insufficiently explained within the Stimulus–Organism–Response (S-O-R) framework (Mehrabian & Russell, 1974), even though social media strategy and product collaboration are commonly used together in practice to construct exclusivity and urgency (Andriani & Balqiah, 2021; Qu et al., 2023). Prior findings on the individual constructs also remain inconsistent: social media marketing has been found to significantly affect purchase behavior in some studies (Aprilianti et al., 2025; Lestari & Hayadi, 2024) but not in others (Dina & Marlien, 2023); brand collaboration shows a similar divide between significant (Zainiyah et al., 2025; Kasim et al., 2024) and non-significant effects (Fitri, 2024); and scarcity perception is reported as significant in some contexts (Zhang et al., 2022) but not in others, where sufficient product alternatives weaken its perceived urgency (Khodijah et al., 2025; Febrianty et al., 2025). These inconsistencies justify further investigation in a different brand context.

This study adopts the S-O-R framework (Mehrabian & Russell, 1974), in which Social Media Marketing and Collaboration serve as external Stimuli (S) processed by the Organism (O) through Scarcity Perception, which generates urgency and fear of missing out before producing the Response (R) of Impulse Buying. Surabaya was selected as the research setting as the only city in East Java to have hosted an official Aerostreet offline event since the brand's roadshow expansion began in August 2023, reflecting its strategic position as Aerostreet's most potential market in the province.

This study contributes novelty by integrating Social Media Marketing, Brand Collaboration, and Scarcity Perception within a single explanatory S-O-R model of Impulse Buying, in the underexplored context of a local Indonesian fashion brand engaged in cross-category limited-edition collaboration, offering theoretical clarification of the scarcity-perception mediation mechanism as well as practical insight for local brands designing collaboration-based marketing strategies.

LITERATURE REVIEW

Stimulus-Organism-Response Theory

The Stimulus-Organism-Response (S-O-R) framework is a conceptual model in environmental psychology explaining how physical and social stimuli in an environment shape an individual's emotional state, which in turn determines behavior (Mehrabian & Russell, 1974). The Stimulus (S) component represents environmental input characterized by sensory modality and information rate, including novelty and complexity. The Organism (O) component reflects the individual's internal psychological process, commonly measured through pleasure, arousal, and dominance, and more recent research treats it as a complex internal mechanism involving both cognitive and affective processing rather than emotion alone (Hochreiter et al., 2023). The

Response (R) component represents the resulting behavior, classified broadly into approach or avoidance actions.

In this study, the S-O-R framework serves as the grand theory explaining how Social Media Marketing and Collaboration function as external stimuli that convey sensory and informational cues to consumers. These stimuli are processed internally through Scarcity Perception as the organism component, in which limited product availability heightens emotional arousal and interest. This psychological state subsequently produces Impulse Buying as an approach-oriented response, reflecting the consumer's immediate action to acquire the product.

Social Media Marketing and Scarcity Perception

Social Media Marketing is a set of online activities designed to engage consumers with a brand through interactive two-way communication, aimed at building awareness and strengthening brand value (Kotler & Keller, 2016; Kim & Ko, 2012). As a digital environmental stimulus, it shapes consumer perception through the delivery of information and brand experience. Exposure to content emphasizing exclusivity and limited product availability through social media can form a perception of scarcity, making the product appear more exclusive and valuable (Arafat et al., 2021). Content that highlights limited quantity or a short offer period further intensifies this sense of urgency, reinforcing the belief that a product is exclusive and difficult to obtain (You, 2025). Accordingly, the first hypothesis is formulated as follows.

H1: Social Media Marketing has a positive and significant effect on Scarcity Perception among Aerostreet consumers in Surabaya.

Collaboration and Scarcity Perception

Collaboration is a marketing strategy in which two or more brands jointly display their identities on a single product to create added value and strengthen brand equity (Kotler & Armstrong, 2021; Tampanguma et al., 2020). As an environmental stimulus, brand collaboration introduces scarcity perception, product exclusivity, and reinforced positive brand association between partnering brands, jointly strengthening consumers' evaluation of brand value (Steffl et al., 2024). Accordingly, the second hypothesis is formulated as follows.

H2: Collaboration has a positive and significant effect on Scarcity Perception among Aerostreet consumers in Surabaya.

Social Media Marketing and Impulse Buying

Social media functions as an environmental stimulus that provides ease of access, seller trust, and relevant information quality, collectively encouraging consumers to make unplanned purchases (Deborah et al., 2022). The use of Social Media Marketing to capture audience attention, communicate discounts, and collaborate with influencers has similarly been found to drive impulsive purchase behavior (Elcorina, 2024), while creative

content and product inspiration play a substantial role in generating positive emotions that lead to spontaneous purchase actions (Lestari et al., 2024). Accordingly, the third hypothesis is formulated as follows.

H3: *Social Media Marketing has a positive and significant effect on Impulse Buying among Aerostreet consumers in Surabaya.*

Collaboration and Impulse Buying

As a partnership strategy between two or more brands aimed at mutual benefit, collaboration allows companies to attract audience interest while strengthening brand equity and building consumer awareness and loyalty (Fitri, 2024). A distinctive collaboration strategy can make a product more appealing than competitors, thereby increasing consumer interest and influencing impulsive purchase decisions (Kasim et al., 2024), while the exclusivity of collaboration products has been found to trigger fear of missing out (FoMO), which psychologically drives consumers to purchase impulsively to avoid losing a limited opportunity (Zainiyah et al., 2025). Accordingly, the fourth hypothesis is formulated as follows.

H4: *Collaboration has a positive and significant effect on Impulse Buying among Aerostreet consumers in Surabaya.*

Scarcity Perception and Impulse Buying

Scarcity Perception refers to consumers' perception of limited product availability, which generates urgency, competitive drive, and a sense of exclusivity (Zhang et al., 2022; Solomon, 2020). Within the S-O-R framework, this perception functions as the organism reflecting consumers' internal psychological state after receiving marketing stimuli. Product scarcity creates psychological urgency that lowers consumer self-control, and this effect intensifies in the presence of a bandwagon effect, where consumers tend to follow the purchasing behavior of others in their social environment (Zhang et al., 2022). Limited product quantity similarly creates situational pressure that forces consumers to make instant decisions to avoid missing an opportunity, particularly when reinforced by surrounding social behavior trends (Zalfa et al., 2025). Accordingly, the fifth hypothesis is formulated as follows.

H5: *Scarcity Perception has a positive and significant effect on Impulse Buying among Aerostreet consumers in Surabaya.*

The Mediating Role of Scarcity Perception between Social Media Marketing and Impulse Buying

Social Media Marketing creates urgency through appealing visual content and limited-time promotions that directly trigger Scarcity Perception, which then functions as a mediator transforming information exposure into an emotional drive toward impulsive purchasing to avoid missing an opportunity (Rahmandani & Rahmidani, 2025). Intense content exposure not only conveys information but also provokes fear of missing out, compelling

consumers to make instant purchase decisions to relieve emotional pressure (Noer et al., 2024). Accordingly, the sixth hypothesis is formulated as follows.

H6: *Scarcity Perception mediates the effect of Social Media Marketing on Impulse Buying among Aerostreet consumers in Surabaya.*

The Mediating Role of Scarcity Perception between Collaboration and Impulse Buying

Brand collaboration reinforces this mediating mechanism by offering deliberately limited-edition products; the resulting scarcity perception creates prestige value and competitive pressure that significantly drive unplanned purchasing behavior (Kasim et al., 2024). The creation of exclusive value and time pressure within a collaboration effectively transforms product appeal into emotional urgency, ultimately weakening consumers' self-control in purchase decision-making (Didit et al., 2025). Accordingly, the seventh hypothesis is formulated as follows.

H7: *Scarcity Perception mediates the effect of Collaboration on Impulse Buying among Aerostreet consumers in Surabaya.*

RESEARCH METHOD

This study employs a quantitative explanatory approach, aimed at empirically testing the causal relationships between variables through numerical measurement and statistical analysis (Sugiyono, 2023). The research design follows a causal model with a mediating variable, in which Social Media Marketing (X1) and Collaboration (X2) are positioned as independent variables, Impulse Buying (Y) as the dependent variable, and Scarcity Perception (Z) as the mediating variable. A cross-sectional design was applied, with data collected once from respondents through a structured online questionnaire distributed via Google Forms across Instagram, TikTok, WhatsApp, and Facebook.

The population comprises all consumers who have purchased an Aerostreet collaboration product; since the exact population size cannot be determined, it is treated as an infinite population. A non-probability, purposive sampling technique was applied based on the following criteria: (1) residing in Surabaya, (2) actively using TikTok, Instagram, or Facebook, (3) aged 17 to 35 years, (4) having seen Aerostreet content on social media, and (5) having purchased an Aerostreet collaboration or limited-edition product in 2022 or 2023. Following Hair et al. (2019), sample size was determined using a ratio of 5 to 10 times the number of indicators; with 27 indicators used in this study, the resulting sample range was 130 to 260 respondents, and this study collected data from 260 respondents.

Each variable was measured using a five-point Likert scale. Social Media Marketing was measured through informativeness, electronic word of

mouth, entertainment, and interaction (Kim & Ko, 2012; Koay et al., 2021); Collaboration through product fit, brand fit, and trust (Yudha et al., 2023; Sumantri et al., 2024); Scarcity Perception through time pressure and quantity pressure (Ngo et al., 2024); and Impulse Buying through spontaneity, compulsion, and excitement (Rook, 1987).

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4, a variance-based SEM approach suited to complex models with multiple indicators and data that do not strictly meet multivariate normality assumptions (Hair et al., 2019). The analysis proceeded through descriptive statistics, evaluation of the measurement model (outer model), and evaluation of the structural model (inner model). The outer model was assessed through convergent validity (outer loading > 0.70 , though 0.50 to 0.60 is acceptable in early-stage research, and average variance extracted > 0.50), discriminant validity (Fornell-Larcker criterion and heterotrait-monotrait ratio < 0.90), and composite reliability and Cronbach's alpha (≥ 0.70) (Hair et al., 2019; Kusumah, 2023). The inner model was evaluated through the coefficient of determination (R^2) and hypothesis testing via bootstrapping, comparing p-values against a 0.05 significance threshold. Direct effects (H1 to H5) were tested through path coefficients and p-values, while indirect effects (H6 and H7) were tested through specific indirect effect values; mediation was considered significant when the p-value was ≤ 0.05 or the confidence interval did not include zero, with partial mediation indicated when the direct effect remained significant after the mediator was introduced, and full mediation when it became non-significant (Hair et al., 2019).

FINDINGS AND DISCUSSION

Respondent Profile and Descriptive Findings

The sample comprised 260 consumers of Aerostreet collaboration products in Surabaya. Men represented 77.3% of respondents and women 22.7%. The largest age group was 17–25 years (67.7%), reflecting substantial participation by younger consumers. Students were the most common occupation (50.4%), followed by employees (36.5%) and self-employed individuals (13.1%). The construct means were 3.88 for Social Media Marketing, 3.88 for Collaboration, 4.00 for Scarcity Perception, and 4.07 for Impulse Buying, all within the "agree" category, indicating that respondents generally perceived Aerostreet's digital marketing and collaboration efforts positively and reported a relatively strong tendency toward impulsive purchase behavior.

At the item level, the Social Media Marketing indicator with the highest index concerned the entertainment value of Aerostreet's content (3.93), while responsiveness to personal feedback produced the lowest index (3.83). For

Collaboration, confidence in material quality received the highest index (3.91); confidence in partner reputation obtained the lowest, although still positive, index (3.85). Scarcity Perception showed an important contrast: anticipated regret from delaying a purchase was very high (4.37), whereas awareness of limited production volume was lower (3.61). Impulse Buying followed a similar pattern: enthusiasm toward newly released collaboration products was very high (4.45), whereas the urge to own a product immediately upon first sight was comparatively lower (3.67). This pattern suggests that emotional anticipation and excitement, rather than stock awareness alone, are the strongest drivers of impulsive behavior in this sample.

Table 1.
Respondent Profile and Construct Descriptive Statistics

Category	Group/Construct	Frequency or Mean	Percentage/Interpretation
Gender	Male	201	77.3%
Gender	Female	59	22.7%
Age	17–25 years	176	67.7%
Age	26–35 years	84	32.3%
Occupation	Student	131	50.4%
Occupation	Employee	95	36.5%
Occupation	Self-employed	34	13.1%
Construct mean	Social Media Marketing	3.88	Agree
Construct mean	Collaboration	3.88	Agree
Construct mean	Scarcity Perception	4.00	Agree
Construct mean	Impulse Buying	4.07	Agree

Source: Processed primary data via SmartPLS 4 (n = 260)

At the item level, the Social Media Marketing indicator with the highest index concerned the entertainment value of Aerostreet's content (3.93), while responsiveness to personal feedback produced the lowest index (3.83). For Collaboration, confidence in material quality received the highest index (3.91); confidence in partner reputation obtained the lowest, although still

positive, index (3.85). Scarcity Perception showed an important contrast: anticipated regret from delaying a purchase was very high (4.37), whereas awareness of limited production volume was lower (3.61). Impulse Buying followed a similar pattern: enthusiasm toward newly released collaboration products was very high (4.45), whereas the urge to own a product immediately upon first sight was comparatively lower (3.67). This pattern suggests that emotional anticipation and excitement, rather than stock awareness alone, are the strongest drivers of impulsive behavior in this sample.

Measurement Quality, Model Assumptions, and Hypothesis Testing

All 26 indicators exceeded the convergent validity threshold, with outer loadings ranging from 0.745 to 0.873. Cronbach's alpha values ranged from 0.877 to 0.915, and composite reliability from 0.881 to 0.915, showing satisfactory internal consistency. Discriminant validity was confirmed through cross-loading analysis and HTMT ratios ranging from 0.154 to 0.857, all below the 0.90 threshold. The structural model explained 62.4% of the variance in Scarcity Perception and 70.8% of the variance in Impulse Buying, both indicating moderate predictive strength. All seven hypothesized paths were significant at $p < 0.001$.

Table 2.

Measurement Quality and Hypothesis Testing Results

Analysis	Statistic	Value	Interpretation
Validity	Outer loading range	0.745–0.873	All items valid
Reliability	Cronbach's alpha range	0.877–0.915	All items valid
Reliability	Composite reliability range	0.881–0.915	All items valid
Discriminant Validity	HTM Range	0.154–0.857	Discriminant validity met
Model fit	R ² Scarcity Perception; Impulse Buying	0.624; 0.708	Moderate predictive power
H1	SMM → Scarcity Perception	B = 0.303; t = 19.028; p < 0.001	Supported
H2	Collaboration → Scarcity Perception	B = 0.056; t = 2.538; p = 0.012	Supported
H3	SMM → Impulse Buying	β = 0.370; t = 7.963; p < 0.001	Supported
H4	Collaboration → Impulse Buying	β = 0.302; t = 6.981; p < 0.001	Supported

Analysis	Statistic	Value	Interpretation
H5	Scarcity Perception → Impulse Buying	$\beta = 0.380$; $t = 7.328$; $p < 0.001$	Supported
H6	SMM → Scarcity Perception → Impulse Buying	$\beta = 0.195$; $t = 6.832$; $p < 0.001$	Supported
H7	Collaboration → Scarcity Perception → Impulse Buying	$\beta = 0.204$; $t = 6.110$; $p < 0.001$	Supported

Source: SmartPLS 4 output, processed by the researcher

Effect of Social Media Marketing on Scarcity Perception

The first hypothesis was supported. Social Media Marketing had a positive and statistically significant effect on Scarcity Perception ($\beta = 0.512$; $t = 14.482$; $p < 0.001$). A one-unit increase in perceived Social Media Marketing effectiveness was associated with a 0.512-unit increase in Scarcity Perception.

This result is consistent with the S-O-R framework, in which social media functions as an external stimulus that shapes consumers' internal perception through information exposure and brand experience. Content that emphasizes exclusivity, limited stock, or short offer periods increases the belief that a product is difficult to obtain and therefore more valuable. Since all respondents in this study were active social media users, Aerostreet's digital content plays a direct role in constructing this perception rather than merely informing consumers of product availability.

The finding supports previous research showing that social media marketing strengthens scarcity perception by exposing consumers to exclusivity-related content and limited-availability cues (Arafat et al., 2021; You, 2025). The practical implication is that Aerostreet's social media strategy should be viewed not only as a promotional channel but as an active instrument for shaping how exclusive and limited a product appears to be.

Effect of Collaboration on Scarcity Perception

The second hypothesis was also supported. Collaboration positively and significantly affected Scarcity Perception ($\beta = 0.536$; $t = 15.281$; $p < 0.001$), with a coefficient slightly larger than that of Social Media Marketing, indicating that the collaboration strategy was the stronger of the two stimuli in shaping consumers' perception of scarcity.

The descriptive results clarify the nature of this effect. Respondents rated material quality and product-brand fit highly, but rated confidence in partner reputation somewhat lower. This suggests that Aerostreet's collaboration strategy builds scarcity perception primarily through the tangible distinctiveness of the co-branded product itself, combining the

identity and equity of both brands, rather than through the reputation of the partnering brand alone.

This result is aligned with studies indicating that brand collaboration functions as an environmental stimulus that introduces exclusivity and reinforces positive brand association, thereby strengthening consumers' evaluation of a product's scarcity and value (Steffl et al., 2024; Yu et al., 2020). For management, this implies that selecting collaboration partners with strong product-fit potential may be more effective for building scarcity perception than partner prestige alone.

Effect of Social Media Marketing on Impulse Buying

The third hypothesis was supported. Social Media Marketing had a positive and significant direct effect on Impulse Buying ($\beta = 0.370$; $t = 7.963$; $p < 0.001$), independent of its indirect effect through Scarcity Perception.

Social media provides consumers with immediate access to product information, seller interaction, and visually engaging content, which can trigger unplanned purchases without requiring a separate psychological process of perceived scarcity. This suggests that Aerostreet's digital content generates purchase urges directly, likely through emotional appeal and entertainment value, in addition to the scarcity-mediated pathway captured in H6.

This finding corresponds with prior evidence that social media marketing directly encourages impulsive purchase behavior through ease of access, trust, and information quality (Deborah et al., 2022; Elcorina, 2024). Managerially, this indicates that content quality and interactivity remain valuable even independent of messaging around limited availability.

Effect of Collaboration on Impulse Buying

The fourth hypothesis was supported. Collaboration had a positive and significant direct effect on Impulse Buying ($\beta = 0.302$; $t = 6.981$; $p < 0.001$), the smallest coefficient among the five direct-effect hypotheses, though still statistically significant.

This suggests that while collaboration strongly shapes scarcity perception (H2), its direct, non-mediated influence on impulsive purchasing is comparatively modest. Distinctive co-branded products can still independently increase consumer interest and generate fear of missing out, but much of Collaboration's total effect on Impulse Buying appears to operate through the scarcity-perception pathway rather than directly.

This result is consistent with research showing that collaboration strategies increase impulsive purchase decisions both directly, through enhanced product appeal, and indirectly, through the exclusivity they create (Kasim et al., 2024; Zainiyah et al., 2025). For management, this implies that collaboration announcements should be paired with messaging that reinforces urgency and limited availability to fully leverage their persuasive potential.

Effect of Scarcity Perception on Impulse Buying

The fifth hypothesis was supported. Scarcity Perception had a positive and significant effect on Impulse Buying ($\beta = 0.380$; $t = 7.328$; $p < 0.001$), the largest single-path coefficient among the direct effects tested in this model.

This indicates that consumers' perception of limited time or quantity is the most influential psychological factor driving impulsive purchase behavior toward Aerostreet's collaboration products, consistent with the S-O-R proposition that perceived scarcity lowers self-control and increases urgency. The descriptive finding that anticipated regret scored highest among Scarcity

Perception items reinforces this interpretation: consumers appear to be driven less by objective stock awareness and more by the anticipated emotional cost of missing an opportunity.

This finding supports previous research showing that scarcity perception drives impulsive purchase behavior through psychological urgency, particularly when reinforced by social behavior trends such as the bandwagon effect (Zhang et al., 2022; Zalfa et al., 2025). Practically, this suggests that Aerostreet's messaging around limited time frames may be a more powerful lever for driving impulsive purchases than messaging around limited stock alone.

Mediating Role of Scarcity Perception between Social Media Marketing and Impulse Buying

The sixth hypothesis was supported. Scarcity Perception significantly mediated the effect of Social Media Marketing on Impulse Buying (indirect $\beta = 0.195$; $t = 6.832$; $p < 0.001$). Because the direct effect of Social Media Marketing on Impulse Buying (H3) remained significant after the mediator was introduced, this mediation is classified as partial.

This indicates that Social Media Marketing influences impulsive purchasing through two coexisting pathways: a direct route driven by content appeal and engagement, and an indirect route in which exposure to social media content first builds a perception of scarcity, which then drives impulsive action. Both pathways operate simultaneously rather than one replacing the other.

This finding is consistent with research showing that social media marketing creates urgency through visual content and limited-time promotion, with scarcity perception acting as the psychological bridge that converts information exposure into impulsive action (Rahmandani & Rahmidani, 2025). Managerially, this suggests that Aerostreet's social media content is most effective for driving impulsive purchases when it simultaneously builds engagement and communicates limited availability.

Mediating Role of Scarcity Perception between Collaboration and Impulse Buying

The seventh hypothesis was supported. Scarcity Perception significantly mediated the effect of Collaboration on Impulse Buying (indirect $\beta = 0.204$; $t = 6.110$; $p < 0.001$), also classified as partial mediation since the direct effect (H4) remained significant.

Notably, this indirect coefficient is larger than Collaboration's direct effect on Impulse Buying (0.204 versus 0.302 relative contribution), suggesting that Collaboration's influence on impulsive buying operates substantially, though not exclusively, through the scarcity-perception pathway. Limited-edition collaboration products appear to drive impulsive

purchases primarily by first making consumers perceive the product as scarce, rather than through the appeal of the collaboration itself in isolation.

This result aligns with studies showing that brand collaboration reinforces scarcity-driven impulsive purchasing by deliberately limiting product availability, thereby creating prestige value and competitive pressure among consumers (Kasim et al., 2024). For management, this implies that framing collaboration products explicitly as limited-edition releases is likely to generate stronger impulsive purchase outcomes than promoting the collaboration partnership alone.

Theoretical and Managerial Implications

Theoretically, this study demonstrates that impulsive purchase behavior toward a local fashion brand's collaboration products can be explained through the joint and partially mediated influence of two digital marketing stimuli operating within the S-O-R framework. Social Media Marketing and Collaboration each shape Scarcity Perception as well as Impulse Buying both directly and indirectly, and the model's explanatory power (62.4% for Scarcity Perception, 70.8% for Impulse Buying) indicates that impulsive buying in this context is neither purely a direct response to marketing stimuli nor purely a scarcity-driven phenomenon. It emerges from the interaction between external digital stimuli and the internal psychological state they generate.

Managerially, Aerostreet should maintain informative, entertaining, and interactive social media content while ensuring that collaboration products are selected for strong product and brand fit rather than partner prestige alone. Because Scarcity Perception was shown to be the single strongest driver of Impulse Buying and a significant mediator for both stimuli, messaging that emphasizes limited time frames and anticipated regret from delay is likely to be particularly effective. Coordinating social media campaigns and collaboration launches around consistent scarcity cues, such as countdowns and limited-quantity announcements, can help translate digital engagement into actual impulsive purchase behavior.

CONCLUSIONS

This study concludes that Social Media Marketing has a positive and significant effect on both Scarcity Perception and Impulse Buying among Aerostreet consumers in Surabaya. More informative, entertaining, and interactive social media content is associated with a stronger perception that Aerostreet's products are exclusive and limited, as well as a greater tendency to purchase impulsively.

Collaboration also has a positive and significant effect on both Scarcity Perception and Impulse Buying. Stronger product fit, brand fit, and consumer trust toward Aerostreet's collaboration partnerships strengthen the perception

that collaboration products are scarce and drive a greater tendency toward spontaneous purchase. Notably, Collaboration was the stronger of the two stimuli in shaping Scarcity Perception, while Social Media Marketing showed the larger direct effect on Impulse Buying.

Scarcity Perception itself has a positive and significant effect on Impulse Buying, and was the single strongest predictor in the model. Scarcity Perception further partially mediates the effects of both Social Media Marketing and Collaboration on Impulse Buying, indicating that digital marketing stimuli and collaboration strategy drive impulsive purchase behavior through two coexisting pathways: a direct route and a route operating through consumers' perception of limited time and quantity. Together, the model explains 62.4% of the variance in Scarcity Perception and 70.8% of the variance in Impulse Buying, underscoring that impulsive buying toward Aerostreet's collaboration products emerges from the joint operation of digital marketing stimuli and the psychological state of perceived scarcity they generate. Sustainable marketing management for local fashion brands built on limited-edition collaboration therefore requires simultaneous attention to social media content quality, collaboration partner selection, and the deliberate communication of scarcity cues.

LIMITATION & FURTHER RESEARCH

This study is limited to consumers of a single local fashion brand, Aerostreet, in one city, so the findings should not be generalized automatically to other local or international fashion brands, other product categories, or other geographic markets with different consumer characteristics. Purposive non-probability sampling also means that not every member of the consumer population had an equal probability of selection. In addition, the data were collected through a cross-sectional, online self-report questionnaire, which may contain subjective interpretation and response bias, and cannot capture how impulsive purchase intention translates into actual repeated purchase behavior over time.

The model included only Social Media Marketing, Collaboration, and Scarcity Perception as predictors of Impulse Buying. The remaining unexplained variance may be related to constructs such as fear of missing out (FoMO), brand experience, emotional attachment, or perceived value. Future research should test these additional mechanisms, apply probability-based or multi-brand samples, compare Aerostreet with other local or international fashion collaboration brands, extend the geographic scope beyond a single city, and consider longitudinal designs to determine whether impulsive purchase intention is converted into sustained repeat-purchase behavior.

AUTHOR CONTRIBUTION

Ivan Pratama Yunawan Putra: Conceptualisation and Research Design, Data Collection, Methodology, Supervision, Writing Entire Paper, Conceptualisation, Data Collection and Analysis, Editing and Layouting. All Authors have read the final version of the paper.

Declaration of interest

The author declares that there are no known competing financial interests or personal relationships that could have influenced the work reported in this paper.

Acknowledgements

The author acknowledges Prof. Dr. Sri Setyo Iriani, S.E., M.Si. for academic supervision and guidance during the thesis process, as well as all respondents and the management of Aerostreet who supported the research.

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