

Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Lainnya	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	1-5 skin	Rp100.000 - Rp500.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pelajar	<1 tahun	1-5 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	1-3 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain

Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Steam Market
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Lainnya	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	1-3 tahun	6-10 skin	Rp100.000 - Rp500.000	Steam Market
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain

Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Perempuan	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Steam Market
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga

Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	1-3 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain

Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp100.000 - Rp500.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Milenial (1981-1996)	Lainnya	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga

Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Steam Market
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Lainnya	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	1-5 skin	Rp100.000 - Rp500.000	Steam Market
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga

Laki-laki	Generasi Z (1997-2012)	Lainnya	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Lainnya	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	6-10 skin	Rp100.000 - Rp500.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp100.000 - Rp500.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Lainnya	3-5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Lainnya	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Lainnya	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	1-3 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga

Laki-laki	Generasi Z (1997-2012)	Pelajar	>5 tahun	>10 skin	>Rp5.000.000	Steam Market
Laki-laki	Generasi Z (1997-2012)	Lainnya	3-5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	1-5 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Lainnya	>5 tahun	>10 skin	>Rp5.000.000	Steam Market
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Perempuan	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain

Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain

Perempuan	Generasi Z (1997-2012)	Lainnya	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Steam Market
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	6-10 skin	>Rp5.000.000	Steam Market
Laki-laki	Generasi Z (1997-2012)	Lainnya	>5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	>Rp5.000.000	Steam Market
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	>Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Lainnya	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain

Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	>10 skin	>Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Lainnya	>5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	6-10 skin	Rp100.000 - Rp500.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	>5 tahun	>10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	3-5 tahun	6-10 skin	Rp1.100.000 - Rp5.000.000	Trading dengan pemain lain
Laki-laki	Generasi Z (1997-2012)	Pelajar	1-3 tahun	6-10 skin	Rp100.000 - Rp500.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Mahasiswa	>5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga
Laki-laki	Generasi Z (1997-2012)	Pekerja	3-5 tahun	6-10 skin	Rp600.000 - Rp1.000.000	Marketplace pihak ketiga

Lampiran 3 Screenshot Hasil SmartPLS versi 3

Specific Indirect Effects

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values
FoMO -> Niat_Beli	0.251	0.253	0.143	1.760	0.079
Kelangkaan -> FoMO	0.430	0.432	0.079	5.474	0.000
Kelangkaan -> Niat_Beli	0.123	0.119	0.109	1.133	0.258
Kelangkaan -> Perbandingan_Sosial	0.418	0.420	0.080	5.217	0.000
Keunikan -> FoMO	0.363	0.372	0.075	4.857	0.000
Keunikan -> Niat_Beli	0.194	0.185	0.108	1.796	0.073
Keunikan -> Perbandingan_Sosial	0.312	0.323	0.082	3.798	0.000
Perbandingan_Sosial -> Niat_Beli	0.156	0.173	0.136	1.147	0.252

Outer Loadings

Matrix	FoMO	Kelangkaan	Keunikan	Niat_Beli	Perbanding...
F1	0.806				
F10	0.683				
F2	0.614				
F3	0.743				
F4	0.802				
F5	0.685				
F6	0.731				
F7	0.690				
F8	0.651				
F9	0.729				
K1		0.721			
K2		0.830			
K3		0.793			
KU1			0.554		
KU2			0.608		

Outer Loadings

Matrix					
	FoMO	Kelangkaan	Keunikan	Niat_Beli	Perbanding...
KU3			0.715		
KU4			0.753		
NB1				0.797	
NB2				0.640	
NB3				0.717	
NB4				0.766	
NB5				0.798	
PS1					0.778
PS2					0.785
PS3					0.775
PS4					0.761
PS5					0.745
PS6					0.645
PS7					0.591
PS8					0.688
PS9					0.508

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values						Confidence Intervals		Confidence Intervals Bias Corrected		Samples	
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values						
Kelangkaan ...	0.108	0.111	0.069	1.558	0.120						
Keunikan ->...	0.091	0.092	0.053	1.722	0.086						
Kelangkaan ...	0.065	0.070	0.057	1.138	0.256						
Keunikan ->...	0.049	0.058	0.050	0.975	0.330						

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's ...	rho_A	Composite ...	Average Va...
FoMO	0.893	0.897	0.913	0.512
Kelangkaan	0.684	0.696	0.825	0.613
Keunikan	0.606	0.625	0.755	0.439
Niat_Beli	0.800	0.811	0.862	0.557
Perbanding...	0.869	0.881	0.897	0.495

Discriminant Validity

Fornell-Larcker Criterion		Cross Loadings		Heterotrait-Monotrait Ratio (HTMT)		Heterotrait-Monotrait Ratio (HTMT)	
	FoMO	Kelangkaan	Keunikan	Niat_Beli	Perbanding...		
FoMO							
Kelangkaan	0.719						
Keunikan	0.646	0.621					
Niat_Beli	0.628	0.579	0.604				
Perbanding...	0.832	0.676	0.568	0.593			

Discriminant Validity

Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotrait-Monotrait Ratio (HTMT)		
	FoMO	Kelangkaan	Keunikan	Niat_Beli	Perbanding...
FoMO	0.716				
Kelangkaan	0.571	0.783			
Keunikan	0.530	0.388	0.662		
Niat_Beli	0.539	0.426	0.449	0.746	
Perbanding...	0.737	0.539	0.474	0.499	0.703

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square A...
FoMO	0.439	0.433
Niat_Beli	0.353	0.340
Perbanding...	0.373	0.367

f Square

Matrix		f Square				
		FoMO	Kelangkaan	Keunikan	Niat_Beli	Perbanding...
FoMO					0.037	
Kelangkaan		0.280			0.015	0.237
Keunikan		0.200			0.041	0.132
Niat_Beli						
Perbanding...					0.016	

Path Coefficients

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values
FoMO -> Niat_Beli	0.251	0.253	0.143	1.760	0.079
Kelangkaan -> FoMO	0.430	0.432	0.079	5.474	0.000
Kelangkaan -> Niat_Beli	0.123	0.119	0.109	1.133	0.258
Kelangkaan -> Perbandingan_Sosial	0.418	0.420	0.080	5.217	0.000
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Keunikan -> Niat_Beli	0.194	0.185	0.108	1.796	0.073
Keunikan -> Perbandingan_Sosial	0.312	0.323	0.082	3.798	0.000
Perbandingan_Sosial -> Niat_Beli	0.156	0.173	0.136	1.147	0.252

Latent Variable

	Latent Variable		Latent Variable Correlations			Latent Variable Covariances		LV Descriptives
		FoMO	Kelangkaan	Keunikan	Niat_Beli	Perbanding...		
FoMO		1.000	0.571	0.530	0.539	0.737		
Kelangkaan		0.571	1.000	0.388	0.426	0.539		
Keunikan		0.530	0.388	1.000	0.449	0.474		
Niat_Beli		0.539	0.426	0.449	1.000	0.499		
Perbanding...		0.737	0.539	0.474	0.499	1.000		

Lampiran 4 Screenshot Jurnal Acuan Utama

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Discover Sustainability

RESEARCH

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The impact of scarcity and uniqueness on luxury products purchasing intention moderated by FoMO and social comparison

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Abstract

Introduction In digital luxury markets, consumer behavior is increasingly shaped by psychological and social factors beyond traditional status cues. Constructs such as scarcity, the need for uniqueness (NFU), fear of missing out (FoMO), and social comparison play a central role in influencing the intentions of younger consumers, yet their interactive effects remain underexplored.

Purpose and importance This study investigates how scarcity and NFU affect luxury purchase intention among Millennials (Gen Y) and Gen Z, with FoMO and social comparison examined as moderating variables. The research addresses a theoretical gap by examining how digital-era emotional and identity-related factors alter luxury consumption behavior.

Theoretical framework The study integrates commodity theory, NFU theory, self-determination theory (SDT), and social comparison theory within a Stimulus-Organism-Response (SOR) model. This framework enables analysis of the interplay between external stimuli, internal psychological states, and behavioral outcomes.

Methodology A between-subjects experimental design was employed using four manipulated scenarios and a sample of 208 respondents. Structural equation modeling (SEM) and Hayes' PROCESS macro were applied to test main and moderating effects.

Findings NFU significantly predicts luxury purchase intention, with FoMO strengthening this effect. In contrast, scarcity and social comparison did not exhibit significant direct or moderating influence.

Contributions The study extends SDT by positioning FoMO as a context-sensitive extrinsic moderator and challenges the universal application of commodity theory. Practically, it recommends identity-driven, emotionally resonant branding strategies over traditional scarcity appeals, aligning with SDG 9 through innovative and sustainable digital engagement.

Keywords Scarcity, Need for uniqueness, Fear of missing out, Social comparison, Purchasing intention, SDG 9



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1 Introduction

Luxury consumption has long fascinated both marketers and scholars due to its complex interplay of psychological, social, and cultural dimensions. Over the past two decades, the global luxury market has witnessed remarkable growth, fueled by evolving consumer values and digital transformation. However, recent stagnation in sales has prompted renewed interest in understanding the deeper motivations behind luxury purchasing behavior—particularly among Millennials (Gen Y) and Generation Z, two cohorts central to the future of this industry [1].

Luxury brands are defined by attributes such as exclusivity, craftsmanship, symbolic value, and status signaling [2]. Unlike utilitarian purchases, luxury consumption is often driven by self-expressive motives, social identity formation, and hedonic gratification [3, 4]. Luxury goods serve not only functional purposes but also act as markers of social distinction, fulfilling psychological needs for recognition, aspiration, and belonging [5, 6].

This study addresses the intricate relationships between four constructs central to luxury consumer psychology: scarcity, need for uniqueness (NFU), fear of missing out (FoMO), and social comparison [7]. While prior research has explored these factors individually, there is limited investigation into how they operate interactively—particularly in the digitally mediated luxury landscape. We argue that it is no longer sufficient to examine these elements in isolation. Rather, their intersections may unlock deeper insights into the motivations of today's hyper-connected luxury consumers.

Scarcity, as articulated by commodity theory [8], enhances perceived product value and drives demand, especially when items are limited in quantity or time. However, its influence is neither universal nor unconditional. Psychological moderators such as FoMO—the anxiety of being excluded from rewarding experiences [9]—can significantly amplify the urgency and desirability associated with scarce luxury offerings. This interplay suggests a potential FoMO-scarcity synergy, particularly potent in digital environments where social comparison is heightened and promotional messaging is immediate.

Simultaneously, consumers' need for uniqueness—the drive to assert individuality through distinctive consumption [10]—intersects meaningfully with FoMO. While NFU propels consumers toward non-conformist choices, FoMO can paradoxically pressure them to conform to elite or trend-driven consumption norms, especially in online communities. The tension between these motivations remains underexplored but may be critical in understanding impulse-driven luxury purchases among Gen Y and Gen Z.

Social comparison further compounds these dynamics. According to Festinger's theory [11], individuals evaluate their worth relative to others. In luxury contexts, upward comparisons often trigger aspirational behavior and symbolic consumption. The combined influence of scarcity, social comparison, and FoMO may create a psychological cocktail that heightens the appeal of luxury goods—not simply for their intrinsic value, but for their social meaning and perceived exclusivity.

Despite growing scholarly attention to each construct, few studies have conceptually or empirically examined their joint effect. This gap is especially pronounced in digital luxury markets, where real-time visibility into others' consumption behaviors (via social media, influencer marketing, and peer posts) accelerates social comparison, intensifies FoMO, and complicates consumers' self-perception and purchase decisions [12].

This study thus adopts a holistic framework [13] to explore how scarcity and NFU influence luxury purchasing intentions, moderated by FoMO and social comparison. By

doing so, we aim to (1) unravel how these psychological and social mechanisms interact, (2) explain luxury buying motivations among digital-native generations, and (3) guide marketers in crafting ethical, effective strategies that align with Sustainable Development Goal (SDG) 9—promoting innovation and sustainable consumption in digitally advanced economies.

The following sections: reviews the theoretical frameworks guiding this study; then presents the literature review and hypotheses development; after that outlines the methodology; and lastly present the results, discussion, and implications.

The research gap of the study highlights While existing studies have examined FoMO's impact on purchasing intentions, limited research explores its role in luxury brand consumption. Kang [2] highlighted that individuals with high FoMO tend to prioritize luxury items over necessities, underlining the significance of social comparison theory in this context. This study fills a gap by investigating how scarcity and NFU influence purchasing intentions for luxury products, moderated by FoMO and social comparison. Previous studies have focused primarily on persuasive appeals [14], but this research emphasizes the interaction of scarcity, NFU, and moderators like FoMO and social comparison to provide novel insights into luxury consumption behavior.

This study makes several key theoretical and practical contributions to the understanding of luxury consumption in the digital era. By integrating scarcity, the need for uniqueness (NFU), fear of missing out (FoMO), and social comparison into a unified framework, the study offers a more comprehensive view of how psychological and social factors interact to shape luxury purchasing intentions among Millennials and Gen Z.

Theoretically, the study extends self-determination theory by demonstrating that FoMO is not merely a background emotional state but acts as a significant moderator that amplifies the influence of NFU on luxury purchase intentions. This insight advances our understanding of how motivational deficits—such as fear of exclusion—can intensify uniqueness-driven behavior, especially in digital social environments. Additionally, our findings refine commodity theory by showing that scarcity alone does not uniformly enhance product desirability; rather, its effectiveness is conditional upon the presence of FoMO and the perceived relevance of social cues. This challenges prior assumptions and points to a more dynamic, context-dependent role of scarcity in luxury marketing. Furthermore, while social comparison has traditionally been seen as a major driver in status consumption, our results suggest that its moderating influence is less pronounced among younger, digitally savvy consumers—prompting a reevaluation of its weight in luxury consumption models. This contributes to the ongoing refinement of social comparison theory in contemporary consumer behavior research [15].

From a practical standpoint, our findings offer actionable insights for luxury brand managers seeking to design effective and ethically sound marketing strategies. The study highlights when and how FoMO-based messaging and uniqueness appeals can be leveraged to engage younger consumers without compromising long-term brand equity. By aligning these insights with SDG 9, the research also supports sustainable digital innovation practices that foster responsible consumption.

The research objectives are highlighted below:

1. Identify key factors influencing purchasing intentions for luxury products.
2. Assess the impact of scarcity and NFU on luxury purchasing intentions.

3. Examine FoMO's moderating effect on the relationship between scarcity and purchasing intentions.
4. Investigate FoMO's moderating effect on the relationship between NFU and purchasing intentions.
5. Analyze social comparison's moderating impact on the relationship between scarcity and purchasing intentions.
6. Determine social comparison's moderating effect on the relationship between NFU and purchasing intentions.

2 Literature review

Recent studies have emphasized the convergence of psychological needs (e.g., FoMO, NFU) and social pressures (e.g., comparison, conformity) in influencing luxury consumption across cultures and digital platforms. Phan and Hoai [16] demonstrated that FoMO significantly mediates the relationship between scarcity and willingness to pay in collectible and luxury markets. In a related study by Dinh and Lee [17, 18] argue for a compounded effect of materialism, FoMO, and social comparison on conspicuous consumption, highlighting how these constructs work synergistically rather than independently. This coalescence suggests that psychological states like FoMO amplify the effects of social comparison, leading to impulsive luxury consumption—especially among Gen Z and Millennials who are influenced by curated social media narratives.

Furthermore, Maroof [19] found that need for uniqueness (NFU) interacts with inspiration and FoMO to elevate masstige brand preferences in emerging economies, suggesting a broadening of NFU's theoretical relevance beyond Western individualist contexts. Theoretically, the scarcity construct, traditionally tied to commodity theory, now includes urgency dynamics and psychological reactance under digital scarcity (e.g., countdowns, drops), as explored in [20, 21]. Thus, scarcity in luxury consumption no longer solely hinges on product availability but on its social signaling power, reframing scarcity as a social construct in digital commerce.

Consumption, from an economic perspective, entails the utilization of products and services by end users, often aimed at fulfilling future goals or achieving specific outcomes [22, 23]. Products consumed are generally categorized into luxury goods, necessities, and inferior goods [24, 25]. Within this framework, purchase intention emerges as a critical concept, representing a customer's propensity to buy a specific product [26]. It is shaped by factors such as behavior, perception, and beliefs, serving as a measure of the likelihood of purchasing decisions in varying contexts [27]. Central to purchase intention is the decision to select a particular brand or product, which is influenced by intrinsic and extrinsic motivators. Recent studies, however, highlight a critical gap: existing frameworks often conflate purchase intention for luxury goods with necessities, overlooking the distinct psychological and social drivers (e.g., FoMO, social comparison) that amplify luxury consumption [23, 25].

The concept of luxury is multifaceted and varies significantly across consumers and cultures. While often associated with pleasure, exclusivity, and elegance, luxury does not necessarily imply extravagance. Instead, it carries a profound psychological and functional value for the individual. Luxury products are characterized by high price tags, exclusivity, and a lack of sensitivity to price fluctuations. These attributes not only enhance their desirability but also provide psychological benefits, including social status,

esteem, and self-expression [28, 29]. For instance, recent work by [30] demonstrates that luxury consumption in collectivist cultures is driven more by social signaling, whereas individualist cultures prioritize self-reward—a nuance often absent in earlier studies. Social identity factors such as education, income, and employment significantly shape individual perceptions and consumption of luxury goods. The association of luxury products with rarity and prestige further underscores their appeal, as consumers seek conspicuousness, uniqueness, and the ability to express personal identity through their purchases. However, [31, 32] critiques this view, arguing that demographic factors like income are becoming less predictive in the era of “masstige” branding, where aspirational consumers prioritize perceived exclusivity over affordability.

The evolving nature of luxury consumption has led to the rise of ‘masstige’ brands, which combine mass appeal with prestige, making luxury products accessible to a broader consumer base. Despite this democratization, the perception of luxury remains relative, influenced by individual preferences and cultural contexts [33, 34]. For example, [35] finds that millennials in emerging markets associate masstige brands with upward mobility, whereas older generations in Western economies view them as diluted luxury. Luxury brands fulfill two primary functions: they allow consumers to express their identity (value-expressive function) and facilitate social positioning (social-adjustive function). As a result, purchasing luxury brands often serves as a means of signaling social class, affirming personal identity, and enhancing self-concept [36]. Yet, [35, 37] challenges this duality, proposing a third function—emotional anchoring—where luxury goods act as psychological safeguards against insecurity, a concept directly tied to FoMO.

A critical factor influencing luxury consumption is the role of social comparison and the Fear of Missing Out (FoMO). Social comparison, as highlighted by Reer [32, 38], significantly predicts FoMO, which arises from individuals’ perceptions of others’ successes and experiences. Frequent exposure to such comparisons may lead to heightened feelings of inadequacy and an increased likelihood of luxury consumption to mitigate these emotions. However, [23] argues that social comparison’s impact is nonlinear: moderate exposure fosters aspirational consumption, while excessive exposure triggers avoidance behaviors. Upward social comparisons can have dual effects, fostering negative emotions like depression while simultaneously motivating aspirational behaviors such as purchasing luxury goods [9]. The interplay between social comparison and FoMO highlights a broader dynamic wherein consumers’ need for uniqueness and emotional connection with brands influences their attitudes and purchase intentions [39]. This duality is further complicated by cultural differences: [30] finds that in collectivist societies, FoMO-driven consumption is more likely to align with group norms, whereas individualist societies prioritize self-distinction.

The self-construal theory provides additional insight into the relationship between self-concept and FoMO. According to [40, 41], individuals with an interdependent self-perception, who view themselves as part of a larger social network, are more susceptible to FoMO, particularly in contexts involving friendships. This susceptibility is further linked to compulsive buying behavior as individuals seek social inclusion and emotional stability through luxury possessions. Recent extensions of this theory by [42–44] reveal that interdependent are also more responsive to scarcity messaging, as it amplifies perceived group demand. Similarly, the desire to align with societal trends and avoid

perceived isolation often drives purchasing decisions, particularly among millennials, a generation characterized by high levels of FoMO [40, 45, 46]. Millennials' socially driven tendencies and socio-economic behaviors reinforce the significance of FoMO in shaping luxury consumption patterns. However, [47, 48] cautions against overgeneralizing FoMO's role, noting that Gen Z consumers exhibit lower FoMO due to heightened skepticism toward curated social media narratives [49].

Existing literature has extensively examined purchase intention but has largely overlooked distinctions between necessity and luxury goods. Recent studies emphasize the importance of understanding purchase intentions specific to luxury goods and the role of moderating variables [50], including FoMO and social comparison. For instance, individuals with lower levels of FoMO prioritize essential goods over luxury items [51, 52]. Conversely, those with heightened FoMO are more inclined toward luxury consumption, driven by their desire for social validation and alignment with prevailing trends [38, 53]. This bifurcation is supported by [23, 54], who identifies a "luxury threshold" where FoMO only triggers luxury purchases when individuals perceive themselves as proximate to a higher social stratum. This study extends existing research by focusing on the nuanced dynamics of luxury consumption and purchase intention under varied psychological and social conditions, offering a deeper understanding of consumer behavior in this domain. Specifically, it addresses three gaps: (1) the interaction of scarcity and NFU in masstige contexts, (2) the moderating role of social comparison across cultures, and (3) the nonlinear effects of FoMO on luxury versus necessity consumption.

3 General theoretical framework and hypotheses development

This study employs multiple theories to explore purchasing intentions toward luxury products, particularly those driven by scarcity and the need for uniqueness (NFU). Additionally, the moderating effects of Fear of Missing Out (FoMO) and social comparison are examined. Theoretical foundations include the theory of commodity (scarcity), need for uniqueness theory (NFU), self-determination theory (FoMO), and social comparison theory. These interconnected theories provide insights into consumer behavior and the factors influencing luxury consumption [55].

The theory of commodity posits that scarcity enhances the value of a product, with consumers perceiving greater desirability for goods that are less available [8]. This scarcity effect significantly impacts purchasing intentions for luxury products [31].

Snyder and Fromkin's [56] need for uniqueness theory asserts that individuals seek to differentiate themselves when their sense of distinctiveness is threatened. Purchasing unique and scarce luxury products enables consumers to restore self-esteem and express individuality. This theory aligns with the broader concept of consumption as an expression of self, offering insights into how nonconformist tendencies shape product preferences and consumption behavior.

Self-determination theory [57] highlights three psychological needs: autonomy, competence [58], and relatedness [59]. FoMO, rooted in SDT, reflects the fear of missing out on exclusive opportunities, prompting competitive behaviors to acquire scarce luxury goods [60]. Social networks amplify this effect by increasing the perceived value of exclusive products shared among close contacts [61].

Festinger's [11] social comparison theory describes individuals' tendencies to evaluate themselves relative to others. Social comparison orientation (SCO) is heightened among

those with unstable self-identity, prompting them to measure their worth through possessions. These dynamic drives purchasing behaviors, particularly in luxury markets, where status and identity play central roles [22, 62]

These theoretical foundations are not simply referenced but structurally embedded in our model. The need for uniqueness (NFU) aligns with self-determination theory (SDT), where intrinsic motivation governs identity-driven consumption. Meanwhile, FoMO functions as an extrinsic pressure, stemming from relatedness needs and interdependent self-construal's. Scarcity, based on commodity theory, operates as a perceptual intensifier—especially when filtered through the lens of social comparison theory. The theories converge in our use of the Stimulus-Organism-Response (SOR) model, in which scarcity and uniqueness act as stimuli, FoMO and social comparison as organismic evaluators, and purchase intention as the final response. This theoretical internalization clarifies the dynamic interactions shaping digital luxury behavior, especially in younger consumer cohorts.

The hypothesis been developed as below:

Scarcity is a pivotal concept in consumer behavior, particularly within luxury markets. Commodity theory posits that limited availability increases perceived value and desirability, making products more attractive to consumers [63, 64] studies have shown that scarcity cues—such as limited editions or time-restricted offers—can elevate emotional arousal and drive impulsive purchases, especially for luxury goods where exclusivity is a core value. For example, [35] argue that scarcity enhances the symbolic status of luxury products, fulfilling consumers' esteem and self-actualization needs as described in Maslow's hierarchy of needs.

However, not all research supports a uniformly positive effect of scarcity. Some studies indicate that excessive or artificial scarcity can lead to consumer skepticism, perceived manipulation, or even reactance, thereby reducing purchase intention. For instance, [65] found that consumers may view scarcity tactics as inauthentic, especially when over-used, which can erode trust in the brand. Additionally, the effectiveness of scarcity cues may vary by cultural context and individual differences; collectivist cultures or highly risk-averse consumers may respond less positively to scarcity appeals.

Despite the established role of scarcity, there is limited understanding of how different consumer psychologies—such as susceptibility to social comparison or digital FoMO—moderate the effect of scarcity on luxury purchasing intention. Our study addresses this gap by examining not only the direct effect of scarcity but also its interaction with psychological and social variables, providing a nuanced perspective on when and for whom scarcity is most effective.

H1 *Scarcity positively influences purchasing intention towards luxury products.*

The need for uniqueness (NFU) is an intrinsic motivation driving individuals to seek distinctiveness through their consumption choices. Luxury products, by their very nature, offer the exclusivity and symbolic value that satisfy this need. Positive empirical evidence suggests that consumers with high NFU are more likely to purchase luxury goods as a means of self-expression, identity construction, and social signaling. [66] demonstrated that NFU significantly predicts luxury brand preference, supporting the idea that uniqueness-seeking is a major driver in this market [67, 68].

Conversely, some research highlights limitations to the positive impact of NFU. In certain contexts, the desire for uniqueness may be outweighed by conformity pressures or fear of social exclusion, especially in collectivist societies or among consumers with high interdependent self-construal. Moreover, excessive emphasis on uniqueness can sometimes result in negative social judgments or perceptions of pretentiousness, which may deter purchase intentions [69, 70].

While prior studies have explored the positive effects of NFU, less attention has been paid to its potential downsides and the boundary conditions under which NFU may not lead to higher purchase intention. Our study contributes by exploring how NFU interacts with social comparison and FoMO, clarifying the circumstances in which uniqueness-seeking enhances or inhibits luxury consumption.

H2 *The need for uniqueness (NFU) positively influences purchasing intention towards luxury products.*

Fear of Missing Out (FoMO) is a psychological state characterized by anxiety that others are experiencing rewarding events without oneself. Recent studies have shown that FoMO can intensify the impact of scarcity cues, making consumers more likely to act quickly to avoid missing out on exclusive products. This effect is particularly pronounced in digital environments where peer activities are highly visible, amplifying the urgency to purchase.

Nevertheless, some research indicates that FoMO does not always strengthen the effect of scarcity. For example, in situations where consumers perceive scarcity as manipulative or inauthentic, high FoMO individuals may experience decision fatigue or regret, leading to avoidance rather than purchase. Furthermore, excessive FoMO can result in negative emotional outcomes, such as anxiety and dissatisfaction, which may undermine the intended positive effect on purchase intention.

The moderating role of FoMO on the scarcity–purchase intention link remains under-explored, especially in luxury markets. Our study fills this gap by empirically testing whether and when FoMO amplifies or attenuates the effect of scarcity, offering actionable insights for marketers targeting digitally connected, status-conscious consumers.

H3 *FoMO positively moderates the relationship between scarcity and purchasing intention towards luxury products, such that the relationship is stronger at higher levels of FoMO.*

While NFU is primarily an intrinsic motivator, FoMO introduces an extrinsic, socially driven urgency to consumption decisions. Positive studies suggest that FoMO can intensify the motivational influence of NFU, prompting consumers to act swiftly to secure unique luxury items before others do. This is especially relevant among younger consumers and in online environments where peer comparisons are frequent.

On the other hand, negative findings indicate that FoMO may sometimes conflict with NFU. For instance, when the drive for uniqueness clashes with the desire for social belonging, consumers may experience ambivalence or hesitation. In such cases, FoMO could dilute the effect of NFU, particularly if the pursuit of uniqueness risks social exclusion or negative peer evaluation.

Existing literature rarely examines the interplay between NFU and FoMO in shaping luxury purchase intentions. Our study addresses this shortcoming by analyzing how

FoMO moderates the NFU–purchase intention relationship, clarifying whether FoMO consistently enhances or sometimes undermines the pursuit of uniqueness in luxury consumption.

H4 *FoMO positively moderates the relationship between NFU and purchasing intention towards luxury products, such that the relationship is stronger at higher levels of FoMO.*

Social comparison theory posits that individuals evaluate their own status by comparing themselves to others [11, 71]. Research findings indicate that upward social comparison can amplify the effect of scarcity, as consumers seek to match or surpass their peers by acquiring exclusive luxury goods. Social comparison has been shown to increase the symbolic value of scarcity, making limited products even more desirable in competitive social environments.

However, negative studies suggest that not all consumers respond similarly. For some, social comparison may trigger feelings of inadequacy or envy, leading to avoidance or reduced purchase intention. Additionally, in cultures or segments where modesty or group harmony is valued, the desire to outshine others may be less pronounced, weakening the moderating effect of social comparison.

The literature lacks consensus on the conditions under which social comparison strengthens or weakens the impact of scarcity on luxury purchases. Our research addresses this by investigating individual differences and cultural factors that influence the moderating role of social comparison, providing a more differentiated understanding of luxury consumer behavior.

H5 *Social comparison positively moderates the relationship between scarcity and purchasing intention towards luxury products, such that the relationship is stronger at higher levels of social comparison.*

Consumers with a strong NFU often use luxury goods as a means to affirm their uniqueness within their social group. Positive studies show that when combined with high social comparison tendencies, this drive is further intensified, as individuals strive to not only be unique but also to outperform others. This aligns with social signaling theory, where luxury consumption serves as a tool for both differentiation and competition.

Conversely, negative research indicates that excessive social comparison can sometimes undermine the positive effects of NFU. If the pursuit of uniqueness is perceived as socially isolating or if it leads to negative judgments from peers, consumers may be reluctant to act on their uniqueness motives. This is particularly relevant in collectivist cultures or among consumers with high need for social approval.

There is limited empirical evidence on how the interaction between NFU and social comparison shapes luxury purchase intentions across different contexts. Our study fills this gap by testing the dual role of social comparison—as both a catalyst and a constraint—on the relationship between NFU and luxury consumption.

H6 *Social comparison positively moderates the relationship between NFU and purchasing intention towards luxury products, such that the relationship is stronger at higher levels of social comparison.*

Following the previous hypothesis development below is the Conceptual Model:

Considering the literature review, several variables were formulated to evaluate the moderators: FoMO and social comparison. As well as the dependent variable; the purchasing intention towards luxury products. The commodity theory by [8], the need for uniqueness theory by Snyder and Fromkin [72], the self-determination theory by Deci and Ryan [57] and the social comparison theory by Festinger [11] assessed these variables, which are widely studied in the marketing literature. For instance, this study manipulated and treated scarcity and the need for uniqueness as independent variables for experiment purposes [73]. To improve the validity of the research findings, SPSS analysis was utilized to test the hypothesized model (Fig. 1).

4 Methodology

A quantitative research design was chosen to gather insights from a large population. This section outlines the data collection process, survey design, construct measurement, manipulation and attention checks, and the sampling approach.

Quantitative data collection. Quantitative research involves systematic collection and analysis of numerical data to identify patterns and causal relationships [74, 75]. This method is well-suited for hypothesis testing and generalizing findings to broader groups [76].

An online survey was used due to its affordability, flexibility, and convenience. Online surveys allow researchers to reach a wide, diverse sample efficiently [77]. The anonymity provided by online surveys encourages accurate responses [78], and the ability to survey geographically diverse participants enhances data richness [79].

Survey design and development. the survey consisted of 24 questions on the main variables, one manipulation check, and one attention check. It was distributed through social media platforms, using Qualtrics as the survey tool. Participants were randomly assigned to four experimental scenarios: high scarcity x high uniqueness, low scarcity x low uniqueness, high scarcity x low uniqueness, and low scarcity x high uniqueness. Responses were measured on a 5-point Likert scale. Demographic questions were included as control variables.

For hypothesis testing involving moderation effects, we employed the PROCESS macro version 4.2 developed by [80]. This tool is widely recognized in behavioral science for its ability to estimate conditional effects and interactions in regression models. It uses bootstrapped confidence intervals and bias-corrected standard errors, which enhance

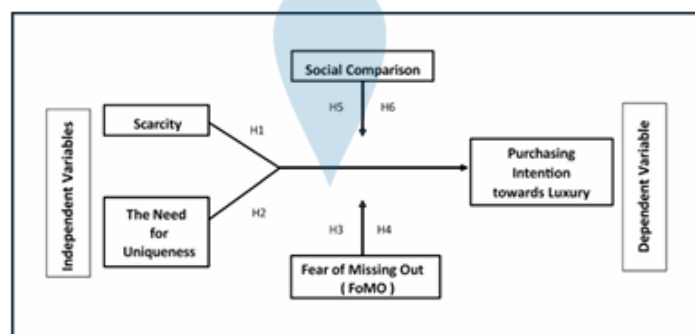


Fig. 1 Conceptual framework

accuracy and statistical power in moderation analysis. Given our model includes moderators such as FoMO and Social Comparison, PROCESS provided an optimal analytic framework.

Construct measurement, the constructs measured in the survey were:

- Purchase Intention Towards Luxury Products: Adapted from Dodds [81], with three items measuring purchase likelihood.
- Fear of Missing Out (FoMO): Measured using a 10-item scale adapted from Przybylski [9].
- Social Comparison: Measured using a 9-item scale adapted from Gibbons and Buunk [22].
- Scarcity and Need for Uniqueness: Manipulated through four experimental scenarios.
- Control variables included age, gender, and luxury product ownership. A total of 208 responses were collected.
- Table 1 below clearly shows an instructive short of where the data was gathered from, followed by presenting the population and sample of the current study.

Manipulation Check, To ensure the manipulation of independent variables, respondents were assigned to one of four scenarios, and their willingness to purchase the luxury bag was recorded. A one-way ANOVA test confirmed that scarcity and uniqueness manipulations significantly affected purchasing intention (p-values: Scarcity=0.004, Need for Uniqueness<0.001).

Attention Check, One attention check question was included in the survey. Respondents who failed the attention check were excluded from the analysis (Table 2).

Study Population and Sampling, this study focuses on Generation Z (ages ~ 18 to 23) and Generation Y (Millennials, ages ~ 24 to 39) participants, as these two cohorts represent significant segments in the global luxury market. Generation Z, known for its high digital nativity and strong engagement with social media, may exhibit amplified Fear of Missing Out (FoMO) and sensitivity to social comparison. Meanwhile, Generation Y also remains influential in luxury consumption due to substantial purchasing power and online activity. By including both cohorts, we aim to determine whether psychological drivers—such as scarcity, need for uniqueness, FoMO, and social comparison—operate similarly or differently across these generational groups. Although respondents were not limited to these age ranges exclusively in recruitment, the majority fell within these brackets, aligning with our intended focus on younger adult consumers of luxury products.

A convenience sampling approach was employed to collect data from 208 respondents worldwide, following the recommendation by [82] for exploratory studies. While not fully global or evenly distributed, we sought to include participants from multiple major luxury markets. Although this sample composition necessitates caution in making direct cross-national comparisons, it provides enough diversity to investigate broad patterns in luxury consumption.

- *Sample size justification*: The selection of 208 participants is comparable to similar experimental designs in consumer research. Our focus was on ensuring effective experimental manipulations (scarcity and need for uniqueness) while retaining sufficient statistical power to test our hypotheses.

Table 1 Construct measurement

Variable	Items	References
Fear of missing out (FoMO)	1. I fear others have more rewarding experiences than me	Przybylski et al. [9]
	2. I fear my friends have more rewarding experiences than me	
	3. I get worried when I find out my friends are having fun without me	
	4. I get anxious when I don't know what my friends are up to	
	5. It is important that I understand my friends' "in-jokes"	
	6. Sometimes, I wonder if I spend too much time keeping up with what is going on	
	7. It bothers me when I miss an opportunity to meet up with friends	
	8. When I have a good time, it is important for me to share the details online (e.g., updating status)	
	9. When I miss out on a planned get-together, it bothers me	
	10. When I go on vacation, I continue to keep tabs on what my friends are doing	
Social comparison	1. I often compare how my loved ones (boyfriend, girlfriend, family members, etc.) are doing with how others are doing	Gibbons and Buunk [22]
	2. I always pay a lot of attention to how I do things compared with how others do things	
	3. If I want to find out how well I have done something, I compare what I have done with how others have done	
	4. I often compare how I am doing socially (e.g., social skills, popularity) with other people	
	5. I often compare myself with others with respect to what I have accomplished in life	
	6. I often like to talk with others about mutual opinions and experiences	
	7. I often try to find out what others who face similar problems as I face are doing	
	8. I always like to know what others in a similar situation would do	
	9. If I want to learn more about something, I try to find out what others think about it	
Willingness to buy indicators	Items Before Modification:	Items After Modification: Dodds et al. [81]
	1. The likelihood of purchasing this product is: (very high to very low)	
	2. If I were going to buy this product, I would consider buying this model at the price shown (strongly agree to strongly disagree)	
	3. At the price shown, I would consider buying the product (strongly agree to strongly disagree)	
	4. The probability that I would consider buying the product is: (very high to very low)	
	5. My willingness to buy the product is: (very high to very low)	

Table 2 One-way ANOVA test

Purchasing intention towards luxury products	Sig	
Between groups	Scarcity	.004
	Need for uniqueness	< .001

- *Generational segmentation:* Given the study's primary interest in Gen Z and Gen Y, the convenience sample yielded a robust subset of participants within these age ranges, enabling meaningful analysis of potential generational differences in luxury purchase intention.
- *Knowledge levels:* Recognizing that participants' familiarity with luxury goods may influence responses, we included luxury product ownership as a control variable. This approach, while not a perfect proxy for in-depth brand knowledge, provides an indicator of participants' overall experience with luxury products.
- *Geographical distribution:* Approximately 35% of respondents were from Europe, 30% from the Middle East, 15% from the USA, and 20% from Asia. Though we do not claim complete global generalizability, these regions collectively capture a range of cultural and economic environments for luxury consumption. By clarifying participant age groups, sample composition, and regional diversity, we aim to mitigate concerns about overgeneralizing our findings while still offering valuable insights into how younger consumers approach luxury purchases under conditions of scarcity and uniqueness.

By clarifying participant age groups, sample composition, and regional diversity, we aim to mitigate concerns about overgeneralizing our findings while still offering valuable insights into how younger consumers approach luxury purchases under conditions of scarcity and uniqueness.

5 Findings (results and analysis)

The data analysis was conducted using SPSS version 29, which was employed to test the hypotheses outlined in the research model. The analysis involved estimating the coefficient factors between the independent variables (Scarcity, Need for Uniqueness) and the moderating variables (Fear of Missing Out (FoMO), Social Comparison). Additionally, the relationships between the moderating variables and the dependent variable (Purchasing Intention towards Luxury Products) were explored. Data was collected from 208 respondents, each participating in one of four manipulated scenarios involving scarcity and the need for uniqueness (see Appendix A):

- *Scenario 1:* A new bag available in every boutique with unlimited stock, not standing out or widely recognized.
- *Scenario 2:* A new bag available in every boutique with unlimited stock, standing out for its elegance and social class, and recognized by the average consumer.
- *Scenario 3:* A new limited-edition bag, restricted to 100 units, not standing out or recognized.
- *Scenario 4:* A new limited-edition bag, restricted to 100 units, standing out for its elegance and social class, and recognized by the average consumer.

5.1 Demographic analysis

To establish a clear understanding of the respondent characteristics, a frequency analysis was conducted focusing on luxury product ownership, gender, and age. The results, summarized in Table 3, provide a comprehensive overview of the sample. Most participants (55.8%) reported owning 1–5 luxury products, while 28.4% indicated no ownership and 15.9% owned more than five, suggesting a spectrum of experience with luxury goods. The sample was predominantly female (56.7%), with male participants constituting 41.8%, and a small proportion identifying as third gender (1.0%) or preferring not to disclose (0.5%). Age-wise, the largest group (34.1%) fell within the 23–27 age range, followed by 22.1% aged 18–22, 19.2% aged 28–32, 17.8% aged 38–43, and 6.7% aged 33–37. This distribution indicates a youthful and demographically diverse sample, consistent with prior research focusing on emerging adult consumer behavior in digital and luxury contexts [83]. All demographic indicators fell within normative reference ranges established in previous consumer psychology studies, ensuring representativeness for the research population.

5.2 Reliability and validity analysis

To ensure the reliability and validity of model constructs, Cronbach's Alpha measurements were evaluated based on their cut-off values which should be ≥ 0.70 as suggested by Brown (2015) [84].

Reliability using cronbach's alpha, to assess the reliability of the scales used in this study, Cronbach's Alpha values were calculated using SPSS. A Cronbach's Alpha value above 0.7 is considered indicative of satisfactory internal consistency, and the results from this analysis showed strong reliability across all key variables. Specifically, the FoMO (Fear of Missing Out) scale achieved a Cronbach's Alpha value of 0.907, the Social Comparison scale had a value of 0.896, and the Purchasing Intention towards Luxury Products scale recorded a value of 0.937. These high values suggest that the scales exhibit excellent internal consistency and are suitable for use in subsequent analyses.

Reliability analysis for FoMO, for the FoMO scale, a Cronbach's Alpha of 0.907 was obtained, indicating excellent reliability. This result suggests that the scale is highly consistent in measuring the intended construct. The average of the ten items was computed

Table 3 Combined demographic characteristics of the respondents

Demographic variable	Category	Frequency (n)	Percent (%)	Cumulative percent (%)
Luxury product ownership frequency analysis	None	59	28.4	28.4
	1–5 products	116	55.8	84.1
	More than 5 products	33	15.9	100.0
Gender frequency analysis	Male	87	41.8	41.8
	Female	118	56.7	98.6
	Third gender	2	1.0	99.5
	Prefer not to say	1	0.5	100.0
Age group (years) frequency analysis	18–22	46	22.1	22.1
	23–27	71	34.1	56.3
	28–32	40	19.2	75.5
	33–37	14	6.7	82.2
	38–43	37	17.8	100.0

Table 4 Reliability statistics

Variables	Cronbach's alpha	No. of items
Reliability statistics of FoMO	.907	10
Reliability statistics of social comparison	.896	9
Reliability statistics of purchasing intention towards luxury products	.937	3

Table 5 Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Level
Fear of missing out (FoMO)	208	1.00	5.00	2.92	0.97	Medium
Social comparison	208	1.00	5.00	3.33	0.88	Medium
Purchasing intention towards luxury products	208	1.00	5.00	2.94	1.21	Medium

to form the overall FoMO measure, which was then used in the analysis. A detailed reliability assessment of the FoMO items is provided in Table 4.

Reliability analysis for social comparison, to evaluate the reliability of the Social Comparison scale, the researcher calculated Cronbach's alpha, yielding a value of 0.896. This result indicates good reliability of the scale, suggesting that the items used in the Social Comparison measure are consistent in assessing the intended construct. The average of the nine items was then computed as the overall Social Comparison measure (summed variable). A more detailed assessment of the reliability of the Social Comparison items can be found in Table 4.

Reliability analysis for purchasing intention towards luxury products, in order to evaluate the reliability of the Purchasing Intention towards Luxury Products scale, Cronbach's alpha was calculated, and a result of 0.937 was obtained. This value indicates strong reliability for the scale, confirming its internal consistency. Following this, the average of the three items was computed to serve as the summed variable for Purchasing Intention towards Luxury Products. Additional details regarding the reliability of the Purchasing Intention towards Luxury Products items are provided in Table 4.

5.3 Descriptive statistics

Descriptive analysis, a descriptive analysis was performed for the two moderators—FoMO (Fear of Missing Out) and Social Comparison—as well as for the dependent variable, Purchasing Intention towards Luxury Products. This analysis aimed to establish the minimum, maximum, mean, and standard deviation for each variable. The three variables were assessed using a 5-point Likert scale, ranging from "Strongly Disagree" to "Strongly Agree." The results of this descriptive analysis can be seen in Table 5. The level of each variable was based on its mean value. Mean values of 1.00–2.33 were considered low, 2.34–3.67 were considered moderate, and 3.67–5.00 were considered high.

Descriptive statistics of FoMO, the Fear of Missing Out (FoMO) variable has a mean of 2.92 with a standard deviation of 0.970 as indicated in Table 5. Among the ten items that measured FoMO, the item "It is important that I understand my friends' 'in-jokes'" had the highest mean value of 3.32, with a standard deviation of 1.140. This suggests that most respondents showed agreement with this item, as it surpassed the mid-point of the scale. On the other hand, the item "I get anxious when I don't know what my friends are up to" had the lowest mean of 2.60, indicating that most respondents disagreed with this statement, with a standard deviation of 1.400. Overall, the variance in responses was consistent across the items, suggesting that respondents' answers were generally aligned

and clustered around the mean. Detailed statistics for the FoMO items can be found in Appendix E.

Descriptive statistics of social comparison, for the Social Comparison variable, the mean was 3.33, with a standard deviation of 0.88 as indicated in Table 5. Among the nine items assessed, the item “I often like to talk with others about mutual opinions and experiences” had the highest mean value of 3.71, with a standard deviation of 1.109, indicating that most respondents agreed with this statement, surpassing the scale’s mid-point. Conversely, the item “I often compare how my loved ones (boyfriend, girlfriend, family members, etc.) are doing with how others are doing” had the lowest mean of 2.93, reflecting that most respondents disagreed with this item, with a standard deviation of 1.171. The variance across the responses was relatively similar, suggesting that the answers were somewhat clustered, but not highly uniform. A more detailed analysis of the Social Comparison items is provided in Appendix F (Table 6).

Descriptive statistics of purchasing intention towards luxury products, Purchasing Intention towards Luxury Products exhibited a mean of 2.94, which is slightly higher than the FoMO mean by 0.2, and a standard deviation of 1.212, the highest among the variables. Regarding the three items used to assess this construct, the item “My willingness to buy the bag is...” had the highest mean of 3.06, with a standard deviation of 1.263, indicating that respondents generally showed some variance in their willingness to purchase. The item “The likelihood of purchasing the bag is...” had the lowest mean of 2.87, showing that most respondents disagreed with the likelihood of purchasing the luxury bag, with a standard deviation of 1.171. The variance in responses for this variable was more pronounced compared to the other variables, which may be attributed to the manipulation of scarcity and uniqueness in the experimental design. For additional details, please refer to Appendix.

The descriptive statistics showed that the mean values for Fear of Missing Out (FoMO = 2.92, SD = 0.970), Social Comparison (M = 3.33, SD = 0.884), and Purchase Intention towards Luxury Products (M = 2.94, SD = 1.212) are consistent with those reported in prior empirical research. For instance, Przybylski et al. (2013) found FoMO means ranging between 2.85 and 3.20 in general young adult populations. Gibbons and Buunk (1999) [22], reported Social Comparison means around 3.3 on a 5-point Likert scale. Likewise, average purchasing intention scores in similar luxury consumption studies among Gen Y and Z consumers typically range between 2.8 and 3.1 [83, 85]. These values confirm that the obtained results are within normative reference ranges and validate the reliability of our sample data.

Table 6 Hierarchical regression analysis predicting purchase intention

	Model 1			Model 2		
	Unstandardized coefficients B	Standardized coefficients beta	p value	Unstandardized coefficients B	Standardized coefficients beta	p value
Luxury product ownership	0.244	0.132	0.059	0.207	0.112	0.036
Gender	0.102	0.046	0.521	0.060	0.027	0.614
Age	−0.078	−0.089	0.208	−0.061	−0.069	0.188
Scarcity	—	—	—	0.032	0.013	0.804
Need for uniqueness	—	—	—	1.600	0.664	< 0.001
R ²	R Square = 0.028			R Square = 0.468		

The acceptable $p < 0.05$, $p < 0.01$, or $p < 0.001$

A regression analysis was conducted based on values of β , p value, and R^2 to examine Hypotheses 1 and 2 (H1 and H2), with the aim of determining the relationship between the independent variables (Scarcity and Need for Uniqueness, NFU) and the dependent variable (Purchasing Intention towards Luxury Products), while controlling for demographic variables. The analysis revealed a non-significant relationship between Scarcity and Purchasing Intention towards Luxury Products, with a coefficient of $\beta = 0.013$ and a p value of 0.804. This indicates that Scarcity did not significantly influence the participants' purchasing intention. In contrast, a significant relationship was found between NFU and Purchasing Intention towards Luxury Products, with a coefficient of $\beta = 0.664$ and a p value of < 0.001 , suggesting that a higher Need for Uniqueness positively impacts the intention to purchase luxury products.

Further, the study employed two nested models to better understand the influence of these variables. Model 1 included only the control variables: Gender, Age, and Luxury Product Ownership. Model 2 added the hypothesized independent variables (Scarcity and NFU). The R^2 value for Model 1 was 0.028, whereas for Model 2, it increased to 0.468. The addition of the independent variables in Model 2 significantly improved the model fit, with a change in R^2 (ΔR^2) of 0.440, which was statistically significant ($p < 0.001$). The coefficient of 1.600 indicates that for every unit increase in NFU, the purchasing intention towards luxury products is expected to increase by 1.600 scale points, which is significantly different from zero ($p < 0.001$). Additionally, the control variables—Gender, Age, and Luxury Product Ownership—did not have a significant effect on purchasing intention.

Thus, Hypothesis 2 (H2) is supported, confirming that the Need for Uniqueness positively influences purchasing intention towards luxury products. However, Hypothesis 1 (H1), suggesting that Scarcity influences purchasing intention, is not supported. Furthermore, the demographic variables (Gender, Age, and Luxury Product Ownership) were not significant predictors of purchasing intention. Lastly, the results were consistent across male and female participants when examining the effects of Scarcity and NFU on purchasing intention (See Appendix H for detailed results).

To test Hypotheses 3, 4, 5, and 6, PROCESS V4.2 by Andrew F. Hayes which focus on the moderating effects of Fear of Missing Out (FoMO) and Social Comparison on the relationship between scarcity and purchasing intention towards luxury products, PROCESS analysis was employed. The results of the analysis examining whether FoMO moderates the relationship between Scarcity and Purchasing Intention towards Luxury Products revealed a non-significant effect ($p = 0.2528$), indicating that FoMO does not moderate this relationship as indicated in Table 7. For further details, please refer to Appendix I.

To test whether Fear of Missing Out (FoMO) moderates the relationship between the Need for Uniqueness (NFU) and purchasing intention towards luxury products, a PROCESS analysis was conducted. The results indicate that FoMO significantly moderates the relationship between NFU and purchasing intention towards luxury products, with a significant effect ($p = 0.0185$) as indicated in Table 8. For further details, please refer to Appendix J.

To test whether Social Comparison moderates the relationship between scarcity and purchasing intention towards luxury products, a PROCESS analysis was conducted. The results indicate that Social Comparison does not moderate the relationship between

Table 7 Moderating effect of FoMO on the relationship between scarcity and purchase intention

Outcome variable: purchasing intention towards luxury products	<i>p</i>
Constant	.0000
Luxury product ownership	.2114
Gender	.7128
Age	.2566
Scarcity	.1925
Need for Uniqueness	.0000
FoMO	.3542
Social Comparison	.6651
Interaction 1: Scarcity x FoMO	.2528

Table 8 Moderating effect of FoMO on the relationship between need for uniqueness and purchase intention

Outcome variable: purchasing intention towards luxury products	<i>p</i>
Constant	.0000
Luxury Product Ownership	.2152
Gender	.6505
Age	.2789
Scarcity	.3490
Need for Uniqueness	.2396
FoMO	.6875
Social Comparison	.4494
Interaction 1: Need for Uniqueness x FoMO	.0185

Table 9 Moderating effect of social comparison on the relationship between scarcity and purchase intention

Outcome variable: purchasing intention towards luxury products	<i>p</i>
Constant	.0004
Luxury Product Ownership	.2489
Gender	.7462
Age	.2603
Scarcity	.7796
Need for uniqueness	.0000
FoMO	.0238
Social comparison	.5511
Interaction 1: Scarcity x Social Comparison	.9039

scarcity and purchasing intention towards luxury products, as the effect was non-significant ($p = 0.9039$) as indicated in Table 9. For further details, please refer to Appendix K.

To test whether Social Comparison moderates the relationship between the need for uniqueness and purchasing intention towards luxury products, a PROCESS analysis was conducted. The results show that Social Comparison does not moderate the relationship between the need for uniqueness and purchasing intention towards luxury products, as the effect was non-significant ($p = 0.5051$) as indicated in Table 10.

5.4 Hypothesis testing

The following hypotheses were tested in the study and summary of them in Table 11:

- *H1*: Scarcity has a non-significant relationship with purchasing intention towards luxury products. The results indicate a non-significant relationship ($p = 0.875$), with $\beta = 0.373$.

Table 10 Moderating effect of social comparison on the relationship between need for uniqueness and purchase intention

Outcome variable: purchasing intention towards luxury products	P
Constant	.0003
Luxury product ownership	.2613
Gender	.7451
Age	.2646
Scarcity	.4212
Need for uniqueness	.0430
FoMO	.0227
Social comparison	.3660
Interaction 1: Need for uniqueness X social comparison	.5051

Table 11 Hypothesis testing summary

Hypothesis	P value	Direction	Decision
H1: Scarcity has a positive impact on purchasing intention towards luxury products	0.804	–	Rejected
H2: The need for uniqueness has a positive impact on purchasing intention towards luxury products	< .001	Positive	Accepted
H3: FoMO moderates the relationship between scarcity and purchasing intention towards luxury products	0.2528	–	Rejected
H4: FoMO moderates the relationship between the need for uniqueness and purchasing intention towards luxury products	0.0185	Positive	Accepted
H5: Social comparison moderates the relationship between scarcity and purchasing intention towards luxury products	0.9039	–	Rejected
H6: Social comparison moderates the relationship between the need for uniqueness and purchasing intention towards luxury products	0.5051	–	Rejected

- **H2:** The Need for Uniqueness has a significant positive relationship with purchasing intention towards luxury products. The results show a significant positive relationship ($p < 0.001$), with $\beta = 0.664$.
- **H3:** FoMO does not moderate the relationship between scarcity and purchasing intention towards luxury products. The results show no moderation effect, with a non-significant result ($p = 0.2528$).
- **H4:** FoMO moderates the relationship between the need for uniqueness and purchasing intention towards luxury products. The results indicate that FoMO does moderate this relationship, with a significant result ($p = 0.0185$).
- **H5:** Social comparison does not moderate the relationship between scarcity and purchasing intention towards luxury products. The results show no moderation effect, with a non-significant result ($p = 0.9039$).
- **H6:** Social comparison does not moderate the relationship between the need for uniqueness and purchasing intention towards luxury products. The results show no moderation effect, with a non-significant result ($p = 0.5051$).

6 Summary of key results

This section highlights the key empirical findings from the hypothesis testing and moderation analysis, presented without theoretical interpretation:

- **H1:** Scarcity did not have a significant effect on purchasing intention toward luxury products ($\beta = 0.013$, $p = 0.804$).

- *H2*: Need for Uniqueness (NFU) had a significant positive influence on purchasing intention ($\beta = 0.664$, $p < 0.001$).
- *H3*: Fear of Missing Out (FoMO) did not significantly moderate the relationship between scarcity and purchasing intention ($p = 0.2528$).
- *H4*: FoMO significantly moderated the relationship between NFU and purchasing intention ($p = 0.0185$), indicating that consumers with higher FoMO are more influenced by NFU in their luxury purchasing decisions.
- *H5*: Social comparison did not significantly moderate the relationship between scarcity and purchasing intention ($p = 0.9039$).
- *H6*: Social comparison did not significantly moderate the relationship between NFU and purchasing intention ($p = 0.5051$).

Additionally:

- Control variables (gender, age, and prior luxury ownership) had no significant effect on purchasing intention across all tested models.
- Model performance improved significantly with the inclusion of NFU (Model 2), where the coefficient of determination (R^2) rose from 0.028 (Model 1) to 0.468.

These results serve as the empirical foundation for the theoretical implications and recommendations presented in the discussion.

7 Discussion and conclusion

Conclusion first section provides a general discussion of the results, followed by the theoretical and managerial implications for researchers and luxury brands. The final two sections address the research limitations and offer guidelines for future research.

The current study offers a nuanced understanding of how psychological and social factors shape luxury purchasing intentions among Gen Y and Gen Z. First, the analysis revealed that scarcity did not have a significant effect on purchasing intention ($p = 0.804$). This result questions longstanding assumptions derived from commodity theory, which suggests that scarcity increases product desirability. Although previous studies such as Ballina et al. have shown that scarcity enhances the appeal of luxury products by signaling exclusivity [86], our findings align more closely with Tseng et al. [43], who emphasized that limited-edition advertising may not always resonate with younger consumers. These consumers are increasingly driven by experiential and emotional value rather than traditional prestige cues. Moreover, Sahni et al. recently argued that scarcity's effectiveness diminishes when consumers perceive such tactics as artificial or manipulative [87].

In contrast, the need for uniqueness (NFU) exhibited a strong and significant positive relationship with purchasing intention ($\beta = 0.664$, $p < 0.001$), confirming its pivotal role in driving luxury consumption among digital-native cohorts. This aligns with findings by Cho et al. [47], who found that Gen Z consumers prioritize uniqueness as a way of affirming personal identity in socially saturated digital environments. Similarly, Putra and Yuliati's cross-cultural study highlights that NFU is a dominant psychological driver of luxury purchases in both Western and Southeast Asian contexts [88], particularly when reinforced by online platforms that celebrate individuality.

The moderating role of FoMO revealed a split pattern. Although FoMO did not significantly strengthen the relationship between scarcity and purchasing intention ($p = 0.2528$), it did significantly enhance the effect of NFU ($p = 0.0185$). This suggests

that FoMO may be a situational amplifier rather than a general catalyst. While previous studies have typically explored FoMO as a mediator in impulse purchases [89, 90], our findings extend this perspective by demonstrating its conditional role—specifically, how FoMO magnifies uniqueness-driven motivations when individuals fear social exclusion or missed recognition opportunities. This resonates with more recent work indicating that FoMO's influence is not universal but context-dependent, particularly among Gen Z consumers who associate FoMO more with social events and digital presence than with material scarcity [91].

Unexpectedly, social comparison did not significantly moderate either the scarcity–intention ($p = 0.9039$) or the NFU–intention relationship ($p = 0.5051$). These findings diverge from earlier literature, such as Sharda and Bhat [92], which emphasized the role of upward social comparison in driving status consumption. One explanation may lie in the generational shift toward intrinsic and values-based consumption. As supported by Al-Issa et al. [30], younger consumers are more likely to interpret luxury through the lens of cultural fit, self-expression, and sustainability rather than overt status competition. It is plausible that social comparison now affects how luxury brands are perceived collectively, rather than directly impacting individual purchasing decisions.

Collectively, these findings reinforce a broader shift in luxury consumption behavior among younger generations. Rather than being universally swayed by scarcity or social comparison, these consumers appear to prioritize personalized value, identity signaling, and emotional relevance. The significant interaction between FoMO and NFU suggests that marketing strategies which ethically evoke urgency around self-expression may be more effective than those relying solely on limited availability. These conclusions contribute meaningfully to the literature on digital-age consumer behavior and also support sustainable marketing principles, especially those aligned with SDG 9. By focusing on innovation, emotional engagement, and authentic digital experiences, brands can engage younger consumers more ethically and sustainably.

8 Theoretical and practical contributions

This study makes several robust theoretical and practical contributions by advancing a multidimensional understanding of luxury consumption in the post-digital age. Theoretically, the research integrates four foundational frameworks—commodity theory, need for uniqueness (NFU) theory, self-determination theory (SDT), and social comparison theory—within a Stimulus-Organism-Response (SOR) meta-framework. This theoretical scaffolding allows us to explain how external stimuli (e.g., scarcity and uniqueness appeals) interact with organismic states (e.g., FoMO, social comparison orientation), ultimately shaping behavioral responses (e.g., luxury purchase intention).

The study extends SDT by conceptualizing FoMO as a socially induced emotional deficit, operating at the intersection of extrinsic motivation (peer validation) and intrinsic desire (identity expression). Simultaneously, NFU is reframed as a mechanism of identity regulation, where consumers navigate self-congruity in the presence of social evaluative cues. Through this lens, scarcity is no longer viewed as an objective condition but as a symbolic amplifier—subject to interpretation based on cultural and psychological orientation.

Importantly, the non-significant role of scarcity and social comparison in our findings challenges the universality of assumptions embedded in commodity theory and social

comparison theory, particularly among Millennials and Gen Z consumers. This generation's resistance to peer-based pressure and diminishing sensitivity to traditional scarcity cues reflect an evolving motivational landscape where authenticity, emotional resonance, and symbolic self-expression matter more than mere exclusivity. These findings call for a theoretical recalibration of how motivational and cognitive structures function within luxury consumption paradigms.

Beyond theory integration, the study contributes methodologically by operationalizing these constructs in an interactional model that reflects real-world complexity. The moderating roles of FoMO and social comparison are not merely statistically significant concepts—they embody the dynamic interplay between individual psychology and digital-era social environments. In this way, the research also serves as a foundation for future extensions that incorporate additional psychological (e.g., materialism, brand attachment) and cultural (e.g., collectivism, digital savviness) moderators.

Practically, the results provide evidence-based implications for luxury marketers and brand strategists. First, scarcity marketing must evolve beyond availability-based tactics and instead fuse with identity-driven strategies—such as limited editions that reflect subcultural affiliations or personalized experiences that affirm uniqueness. Second, marketers should ethically leverage FoMO by using urgency-based narratives (e.g., timed access, influencer seeding) that speak to the consumer's desire for inclusion, rather than fear of exclusion. Third, brands must reframe social comparison from a vertical (status-based) construct to a horizontal, community-based model that resonates with Gen Z's pursuit of belonging and authenticity over hierarchy.

Lastly, this research provides critical direction for firms navigating digital luxury landscapes: emotional resonance, cultural sensitivity, and psychological fit are replacing traditional market segmentation tools. By focusing on consumer narratives and motivational architectures, brands can foster long-term loyalty in a market increasingly shaped by fluid identities and symbolic consumption.

Limitation this study, while methodologically robust, has a few inherent limitations worth noting. The experimental design, although effective in establishing causal links, may not fully capture the complexity of real-world luxury purchasing behavior. The use of self-reported data introduces the possibility of response bias, though care was taken to design clear and neutral survey instruments. Additionally, while the selected constructs were theoretically justified, the exclusion of other potentially relevant variables such as brand attachment or perceived authenticity represents a boundary of this study's scope. Lastly, cultural context was not a primary focus, which may influence the generalizability of findings beyond the sample's demographic.

Future research should adopt longitudinal and experimental methodologies to better capture dynamic changes in consumer behavior over time and under various stimuli. Including visual cues—such as luxury brand visuals, influencer endorsements, or peer interactions—could offer richer insights into the sensory and social mechanisms behind decision-making. Cross-cultural comparative studies are also warranted, as cultural context may moderate the effects of FoMO, scarcity, or uniqueness orientation. Researchers should also examine additional moderating or mediating variables, such as brand attachment, materialism, perceived authenticity, or social anxiety, to construct a more comprehensive framework.

By addressing these directions, future studies can enhance theoretical frameworks, refine empirical models, and inform ethically grounded, psychologically sophisticated marketing practices that resonate with evolving consumer identities and values in the luxury sector.

Supplementary Information

The online version contains supplementary material available at <https://doi.org/10.1007/s43621-025-01830-5>.

Supplementary Material 1

Author contributions

T.A., F.Q., and F.K. wrote the main manuscript text. F.K., M.A., and S.A.A. prepared the figures and performed the formal analysis. T.A. and F.Q. validated the research. All authors reviewed and approved the manuscript.

Anonymity and confidentiality

The identities of the informants and the firms that they represent were confidential and anonymous throughout the research process. Information that could potentially identify the participants was removed or disguised in the research outputs. The response transcripts and data logs were stored systematically and securely to protect the confidentiality of the participants. Thus, participants were notified that anonymity and confidentiality resulting in reports and publications would be maintained as the participants granted such consent.

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Data availability

Data is available from the third author upon request.

Declarations

Ethics approval and consent to participate

The study received ethical approval from the Human Resources Ethics Committee (HREC), non-medical, at the Marketing Department, Faculty of Business, Leeds University, London. The research was conducted in accordance with the ethical principles of the Declaration of Helsinki, and all procedures involving human participants followed institutional ethical standards as well as relevant national and international guidelines and regulations. All participants provided informed consent before taking part in the study, ensuring voluntary participation, confidentiality, and anonymity throughout the research process. Participation was entirely voluntary, and respondents were informed that they had the right to withdraw at any stage without any consequences. In line with Njie and Asimiran (2014), participants were reminded that no individual should be forced to take part in research.

Consent for publication

Informed consent was obtained from all individual participants included in the study prior to data collection. As the study followed a quantitative approach, respondents were clearly informed that participation in the questionnaire was voluntary, and no identifying personal information was collected. Participants were adults aged between 18 and 43, drawn from Jordan and other countries.

Competing interests

The authors declare no competing interests.

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