

Scarcity Appeal and Its Effects on Consumer Purchase Behavior on Online Shopping

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Resumo

The scarcity and stock-out (OOS) of a product are a recurring situation for consumers and retailers and can promote financial losses and damage the seller's image. Besides that, both can be used intentionally by retailers in order to provoke a buying stimulus. Focusing our attention on scarcity events, it will be analyzed the impact of appealing messages, comparing different types of stock-level depletion messages and its effects on consumer buying behavior. The present work covers a literature gap, which has not systematically approached the context of scarcity events in online purchases, for products with which the customer has little familiarity.

