

Scarcity Marketing: The Impact of Limited-Edition Packaging on Purchase Intentions in the Syrian Market

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Abstract. Scarcity marketing is a tactic where marketers increase the value of a product by reducing the supply. The thought that people want something they cannot have driven them to desire the object even more. In other words, if something is not scarce, then it is not expected or valued that much. The Syrian market has relied on basic scarcity product tactics, but creativity and uniqueness have become more needed; hence, this paper aims to deliver by evaluating the effectiveness of limited-edition packaging as a scarcity product tactic. This study aims to examine the effect of scarcity messages on the consumer's purchase intention. Specifically, we explore the impact of LEPs on the consumer's purchase intention using limited time, limited quantity, and FOMO as moderators. How they affect consumers' purchase intention, and how the feeling of 'Fear of Missing Out' (FOMO) influences this relationship. For this research, an online questionnaire was conducted among 306 participants, focused on the context of food and beverages. The results show the positive impact of LEPs on consumer purchase intentions, in addition to the positive moderation effect that was found, strengthening the relationship further. These results indicate that LEPs are relatively applicable but should be used in the proper context of occasion, time, additional promotional appeals, and intensity.

Keywords: Scarcity marketing; limited-edition packaging; limited-time; limited-quantity; FOMO.

1. Introduction

Scarcity is one of the new, trendy, unique tactics that marketers widely use to encourage consumers to buy a certain product and increase sales. Scarcity marketing is the principle of making products and services seem rare and hard to obtain and thus encouraging consumers to buy. Jang et al. (2015) stated that limited quantity scarcity (LQS) and limited time scarcity (LTS) are the two forms of scarcity marketing offers. Recently, marketers started implementing these two scarcity messages on limited-edition products and limited-edition packaging (LEP). This research paper studies the relationship between LEP design and consumer purchase intention and examines LEP effectiveness as a tool of scarcity marketing in Syria's food and beverages sector. Also, this research aims to measure the effectiveness of limited quantity and limited time message appeals alongside LEPs and their effect on the purchase intention and to explore the relationship between the fear of missing out (FOMO) something and the purchase intention toward LEPs.

This paper aims to fill the gap by investigating the impact of LEPs on purchase intention in the context of food and beverages in the Syrian market, using moderating factors that are other scarcity appeals to examine how different scarcity appeals work on supporting each other in influencing the purchase intention of consumers positively. In addition, a new psychological aspect will be introduced in correspondence to LEPs: the fear of missing out rather than needing uniqueness.

2. Literature Review

Scarcity messages. Similar to the economic perspective of scarcity, the marketing concept of scarcity focuses on suppliers delivering messages that communicate to customers the shortage in supply of s products to increase their likeability, hence increasing demand. Scarcity messages often create a sense of urgency towards making a purchase (Bae & Lee, 2005; Eisend, 2008; Fromkin, 1972; Jung & Kellaris, 2004; Worchel et al., 1975; Wu & Hsing, 2006; Bae & Lee, 2005; Snyder, 1992; Cheema & Kaikati, 2010; Soni & Koshy, 2016).

Suppliers tend to use scarcity messages that would limit the product's availability to a limited time by specifying a time when the product will no longer be available after it ends; the duration of the promotional offer is limited. Or suppliers would use scarcity messages that inform consumers that the product is only available in a certain amount or quantity that is predefined; the number of products is limited, which is used mainly in limited-edition scenarios. Scarcity appeals further developed into producing products under the limited-edition label (Soni & Koshy, 2016; Jang et al., 2015).

Limited-edition packaging and consumer purchase intentions. When discussing limited-edition packaging, it is essential to note that it falls under the umbrella of scarcity marketing. Brands use this tactic by solely focusing on the aspect of packaging to create a limited offer. (Dörnyei, 2020). Product packaging act as a

promotional tool affecting the perceived quality of the product and positively stimulates the purchase intentions of consumers (Rundh, 2007; Khan et al., 2018).

An experiment by Gallopel-Morvan et al. (2011) attempted to study consumers' perceptions of tobacco packaging design; it was stated that limited-edition packaging proved to be more attention-grabbing and attractive, motivating youth consumers to purchase the tobacco product after the viewed comparison between packages. This showcases the positive effect that limited-edition packages have on the purchase intentions of consumers.

Objectives and implementations of limited-edition packaging. A previous study by Dörnyei identified and classified the strategic objectives into adopting a limited-edition packaging strategy mainly related to three categories: brand-related objectives, sales-related objectives, and product-related objectives (Dörnyei, 2020).

Furthermore, limited-edition packages (LEP) are strategically planned. When launching an LEP, a company is to have a theme or occasion that it wants to be part of by creating differentiated packaging that matches the theme, such as holidays, specific events, partnerships, or even the celebration of an anniversary. In correspondence, the frequency at which the LEP tactic is to be used would be specified, and the design would be worked on to grab the attention of customers and create a sense of emotional relevance to the theme and product (Dörnyei, 2020).

Marketing mix decisions related to limited-edition packaging. Essentially, marketing mix decisions are crucial to identify and set before launching any new product or service; hence, launching LEPs also requires selecting a supportive marketing mix the product is already determined (Dörnyei, 2020).

When discussing promotion, there are three possible approaches that Dörnyei identified which are solo, lead, and support. Similarly, three price strategies were identified as higher prices, the same regular price, or a not very common "Not for Sale" strategy. The distribution strategy entails identifying distribution areas, sales quantities, and selectivity for the LEP (Dörnyei, 2020).

3. Conceptual Framework

The limited-edition label tends to give a sense of exclusivity and greater value for consumers and accordingly influences the consumer purchase decision. According to Berhm's theory of psychological reactance (1996), individuals will be highly motivated when perceived freedom is threatened (Tucker, 2016). Moreover, according to the commodity theory (Brock, 1968; Lynn, 1991) and as mentioned before, people value a commodity more when it is hard to obtain and even unavailable (Jang et al., 2015). A famous experiment by Worchel in 1975 discovered that people perceived cookies as more tasty, likable, and attractive when there were only two cookies in a jar compared to when there was an abundant supply of them in another jar. We call this the bandwagon effect, which means believing something is true or acceptable because it is popular. In other words, "if everyone is trying it, it must be good" (Jang et al., 2015). Aggarwal et al. (2011) examined the relative

effect of the two types of scarcity messages (limited quantity and limited time) on consumers' purchase intentions. They concluded that limited-quantity messages are more effective than limited-time messages in influencing consumers' purchase intentions.

Fear of missing out (FOMO) is the fear of not being included in something, for instance, an enjoyable event or in certain activities. That would lead to a deep feeling of envy and jealousy. However, research to date has focused exclusively on FOMO as an individual trait that causes people to behave impulsively. Studies about the relationship between FOMO and its effect on the relationship between LEPs and purchase intentions are scarce. Still, when observing the Syrian market through the lens of an expert, it was concluded that FOMO plays a role in positively influencing this relationship. Observing the Syrian market within the context of food and beverages, an LEP design for the occasions of Halloween and Christmas was released by Epic Cheesecake. This Syrian business provides cheesecake as its primary product. An interview with the owner was arranged to get a better insight. "When receiving orders, in the notes section all the notes were from people insisting that we do not forget to send the order in the LEP design that we have been promoting, and some were even asking for extra packaging for they have more than one child each wanting one of his own... many stories were shared by people to show that they too have ordered and received this LEP making others feel left out as per the reviews we received", said Mr. Zeid Alajlani.

According to these theories developed by previous studies and the insights and data gathered from an interview with Epic Cheesecake's management team, a hypothesis was developed regarding the effect of LEP design on consumers' purchase intention, this paper's hypotheses were developed. The conceptual framework presents five variables, LEP (independent variable), purchase intention (dependent variable), and three moderating variables: limited quantity, limited time, and fear of missing out (FOMO).

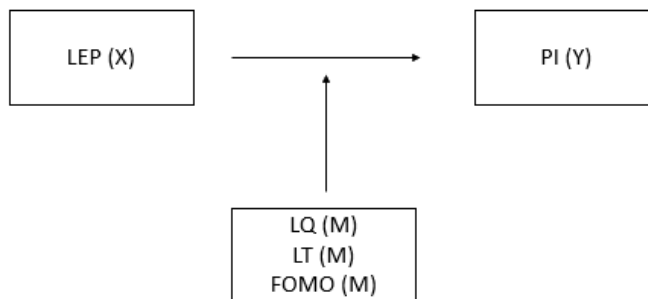


Fig. 1: Conceptual model of research

According to the theories developed by previous studies and the insights and data gathered from an interview with Epic Cheesecake's management team, three hypotheses were developed as follows:

H1. Limited edition packaging positively affects the purchase intentions of consumers.

H2a. LEPs are often accompanied by a limited time or limited quantity appeal creating a sense of urgency for purchase intentions, positively affecting the relationship between LEPs and purchase intention.

H2b. LEPs that are available in limited quantities are more appealing than LEPs that are available for a limited time only.

H3. The concept of fear of missing out positively influences the purchase intention toward LEPs.

4. Methodology

This paper aimed to better highlight the effectiveness of limited-edition packaging (LEP) as a scarcity tool alongside the typical limited-time and limited-quantity seasonal promotions in the Syrian market within the context of food and beverages. To fulfill this aim, a deductive research approach was adopted that would be used in an analytical manner. A deductive research approach entails that when carrying out an investigation, a researcher studies previous works by 23 other researchers, reads their theories, and then tests hypotheses that they have come up with based on those previous theories (Saunders et al., 2012).

Research design. To conduct this research, both qualitative and quantitative techniques were used for data collection. For the qualitative part, the Syrian market was observed, identifying a few businesses that have, in fact, started using the LEP strategy in their operations, such as Baflay Burger, Hwa Al-Sham, and Epic Cheesecake. To get further insight, observation was not enough; hence an interview with an expert in the field was conducted, the expert being Mr. Zeid Alajlani, Founder of Social Marketing Agency and owner of Epic Cheesecake, one of the pioneers in releasing limited-edition packaging to celebrate specific occasions in the Syrian market.

Mainly, this paper depended on the survey method as a means of quantitative data, with the main instrument being a questionnaire. Consequently, with insight taken from the interview and from previous studies, a questionnaire was designed and utilized as a major instrument for data collection.

This paper depended on both primary and secondary data, whereas the secondary data was the data gathered from previous studies, while the primary data was the data collected from the questionnaire.

Questionnaire design. The questionnaire, like previous studies in the same domain, adopted the Likert scale. However, it used the 5-point Likert scale rather than the 7-point for simplicity reasons. It ranged from Strongly Agree to Strongly Disagree for measurement in all questionnaire sections apart from the demographical section. There were three main sections to the questionnaire, first the demographic section with three items, then basic questions about packaging likeability in general with two

items using scales developed by Haidarzade and Taghipoorian (2012), Silayoi and Speece (2004), and Bahrainizad and Rajabi (2018). The third section was divided into two parts; the first included multiple examples of LEPs from international brands serving as stimuli, followed by a set of items to test consumer purchase intentions in relation to LEP based upon an existing scale by different researchers from different 25 studies such as Dornyei and Lunardo (2021), Khan et al., (2018), Gallopel-Morvan et al., (2011), and Ha (2021). The second part of this section consisted of the display of two posters presenting a scarcity message in relation to an LEP design for the celebration of Eid Al-Adha occasion; the first option presented an LEP under a limited-time condition, while the second option presented it under a limited-quantity condition. A set of questions then followed it to test the moderating variables using a set of scales developed by Aggarwal et al. (2011) for limited quantity scarcity condition-related items, Anh (2014) and Jasinski (2018) for items related to limited time scarcity conditions. At last, another scale developed by Martens (2021) was used for items related to FOMO.

Measures. The questionnaire was designed to study five variables, one independent variable, one dependent variable, and three moderating variables.

Independent variable. The main and sole independent variable in this study was the Limited-edition Packaging, with no further dimensions. The questionnaire was designed to study its effect on the dependent variable and the role of moderating variables plays in affecting the relationship between them.

Dependent variable. This paper had only one dependent variable with no further dimensions; namely, it is the consumer purchase intention.

Moderating variables. Additionally, three moderating variables were tested as they are limited time, limited quantity, and FOMO.

Data collection. The questionnaire was uploaded online, targeting groups concentrated by individuals only from the Syrian market for ease of reach and contact with participants. Responses came along from these online platforms over the period of five days, which ensured that respondents were strictly from the Syrian market and that each email was only allowed to give in only one response.

Sampling design. The study was based on non-probability sampling, employing convenience sampling where participants from the Syrian market were asked to fill up the online questionnaire. The questionnaire focused on products from the food and beverages market; hence it was distributed via online platforms populated by young adults. (Saunders et al., 2012) This resulted in a sample size of $N = 306$, where all the responses were valid, and none of them were excluded.

5. Data Analysis and Findings

This section will present how the data collected was analyzed, highlighting the main

findings through the analysis performed.

Research demographic analysis. The gender distribution of the sample was 59.5% female and 40.5% male. The age groups were distributed between 53.9% age group 16-22, 36.3% for 23-29, and 2.6% for 40+. There were no missing data elements in the received and completed responses. An IBM SPSS statistic was used for data processing. The responses were grouped into models where the mean and ratio for each statement from each model were obtained, and the following tests were conducted:

- A. Percentages, Frequencies (descriptive study), and the relative weight.
- B. One sample T-test.
- C. Regression Analysis.
- D. Moderation analysis (Limited quantity, limited time, FOMO) by the study model using the process procedure for SPSS version 4.0 (Hayes).

Table 1: Cell length and relative weight

Cell length	Relative weight Corresponding to it	Extent of adoption and evaluation
From 1-1.80	From 20% -36%	Strongly Disagree
Greater than 1.80 - 2.60	Greater than 36%-52%	Disagree
Greater than 2.60-3.40	Greater than 52% -68%	Neutral
Greater than 3.40 - 4.20	Greater than 68% - 84%	Agree
Greater than 4.20 -5	Greater than 84-100%	Strongly Agree

Stability and validity of the study's instrument. Internal validity is concerned with the consistency between each module of the questionnaire, whereas each question should be consistent with the variable it intends to study. The internal validity was measured by the calculation of the correlation coefficient between each section of the questionnaire module and the total score of each module, and they are as follows: packaging, consumer purchase intention, FOMO, and limited quantity.

Table 2: The correlation coefficient between each of the modules and the total score of the module

			Packaging	I like attractive and interesting packaging	I often purchase products based on their packaging
Spearman's rho	Packaging	Correlation Coefficient	1.000	.817**	.860**
		Sig. (2- tailed)		0.000	0.000

Table 3: The correlation coefficient between each of the modules and the total score of the module

	purchase Intention	The probability that I would consider buying a limited-edition packaged product is high	The limited-edition packaging of the product motivates me to buy it	I would give priority to purchasing a limited-edition packaged product	I would only buy it if it is a required product	I would recommend to my friends and family to buy the LEP product
Correlation Coefficient	1.000	.700**	.540**	0.469	.465**	.786**
Sig. (2-tailed)		0.000	0.000	0.032	0.000	0.000

Table 4: The correlation coefficient between each of the modules and the total score of the module

		I feel like I would miss something important or special if I don't buy the limited-edition packaging	I may feel like I missed out on a great opportunity if a large number of people bought the limited-edition packaged product.
FOMO	Correlation Coefficient	.873**	.924**
	Sig. (2-tailed)	0.000	0.000

Table 5: The correlation coefficient between each of the modules and the total score of the module

		I think the availability of the packaging of the product is limited	I may lose the opportunity to purchase the product if others buy it first
Limited quantity scarcity	Correlation Coefficient	.878**	.827**
	Sig. (2-tailed)	0.000	0.000

Alpha Cronbach. This method was used to measure the internal consistency, which is how closely related a set of items is as a group for the scale's reliability and purpose. In this study, it expressed the average internal correlation between the terms it measures, and its value ranges between (0-1); the acceptable value for it is 0.60 or more, where the nearer it is to true 1 the more acceptable or valid it is. The results are shown in the following table.

Table 6: The results of the Alpha-Cronbach test to measure resolution stability

Variable	Alpha Cronbach coefficient
Packaging	0.620
Purchase Intention	0.716
Limited Quantity	0.640
Limited Time	0.66
FOMO	0.787

One-Sample T-Test. We used the one-sample T-test to determine whether the mean of each response of all the questionnaire modules is equal to the mean value of 3 or fundamentally different.

Table 7: Statistical functions to evaluate packaging level

	N	Mean	Std. Deviation	t	Wight %	Sig
I like attractive and interesting packaging	306	4.21	0.82	25.70	84	0.000
I often purchase products based on their packaging .	306	3.67	0.94	12.44	73	0.000
Packaging	306	3.94	0.75	22.02	79	0.000

Table 8: Statistical functions to evaluate the level of consumer purchase intention

	N	Mean	Std. Deviation	t	Wight %	Sig
The probability that I would consider buying a limited-edition packaged product is high.	306	3.68	0.98	12.10	74	0.000
The limited-edition packaging of a product motivates me to buy it	306	3.46	0.99	8.15	69	0.000
I would give priority to purchasing a limited-edition packaged product	306	3.07	1.07	1.18	61	0.240
I would only buy it if it is a required product	306	3.66	0.93	12.42	73	0.000
I would recommend to my friends and family to buy the LEP product	306	2.68	1.08	-5.25	54	0.000
Purchase Intention	306	3.31	0.69	7.82	66	0.000

Table 9: The statistical functions to evaluate the level of the limited quantity case

	N	Mean	Std. Deviation	t	Wight %	Sig
I think the availability of the packaging of the product is limited	306	3.45	0.993	7.960	69	0.000
I may lose the opportunity to purchase the product if others buy it first	306	3.68	0.896	13.290	74	0.000
Limited quantity scarcity	306	3.56	0.811	12.202	71	0.000

Table 10: Statistical functions to evaluate the level of the limited-time case

	N	Mean	Std. Deviation	t	Wight %	Sig
Limited time scarcity	306	3.06	0.93	1.035	61	0.301

Table 11: Statistical functions to evaluate the FOMO level

	N	Mean	Std. Deviation	t	Wight %	Sig
I feel like I would miss something important or special if I don't buy the limited-edition packaging	306	2.20	1.031	-13.490	44	0.000
I may feel like I missed out on a great opportunity if a large number of people bought the limited-edition packaged product.	306	2.61	1.098	-6.155	52	0.000
FOMO	306	2.40	0.967	-10.685	48	0.000

Regression analysis. A simple linear regression test was conducted between the independent and the dependent variables to test the first hypothesis of this study which is as follows: the LEP positively affects the purchase intentions of consumers.

Table 12: Correlation and interpretation functions between the independent variable (packaging) and the dependent variable (purchase intention)

Model	R	R ²	Adjusted R Square	F	Sig.
1	0.477 ^a	0.227	0.225	89.354	0.000 ^b

Table 13: Statistical functions of the independent variable (LEP) and dependent (Consumer purchase intention) equation

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.568	0.187		8.363	0.000
	Packaging	0.442	0.047	0.477	9.453	0.000

Dependent variable: Consumer intent

The dimension of the independent variable (LEP) is significant in this model at the t-model where the significance function is $SIG < 0.05$ with $SIG = 0.000$. The estimated regression equation is:

$$\text{Consumer intention} = 1.5 + (0.44) \text{ LEP}$$

Moderation analysis results are represented in the following Tables.

Table 14: Correlation and determination functions between the moderator variable (limited quantity scarcity case) and independent (LEP) and (consumer purchase intention); through process procedure for SPSS version 3.5.3, Hayes

Model : 4	
Y: YY2 purchase intention	
X : XX1 Packaging	
M : MMM3 limited quantity scarcity case	
OUTCOME VARIABLE:	
YY2	
Model Summary	
RR-sqMSEFdf1df2	p
.5475.2998.337464.64232302	<u>.0000</u>
Model	
coeffsetpLLCI	ULCI
constant1.0067.20514.9 .0000.6032	1.4103
XX1.3699.04667.9305.0000.2781	.4616
MM3.2365 .04285.5203.0000.1522	.3209
Indirect effect(s) of X on Y:	
EffectBootSEBootLLCIBootULCI	
MM3.0741.0198.0398.1170	

Partially standardized indirect effect(s) of X on Y:				
	Effect	BootSE	BootLLCI	BootULCI
MM3	.1071	.0278	.0580	.1656
Completely standardized indirect effect(s) of X on Y:				
	Effect	BootSE	BootLLCI	BootULCI
MM3	.0799	.0209	.0432	.1243

Table 15: Correlation and determination functions between moderator variable (limited time scarcity case) and independent (LEP) and (consumer purchase intention)

Model : 4
Y: YY2 purchase intention
X : XX1 Packaging
M : MM5 Limited time scarcity case
OUTCOME VARIABLE:
YY2
Model Summary
RR-sqMSEFdf1df2p
.5167.2670.3532552.302.0000
Model
coeffsetpLLCIULCI
constant1.32.19246.0000.9471 1.70
XX1.4006.04708.52.0000.3081 .4931
MM5 .1318.03343.95.0001.0662 .1974

Table 16: Correlation and interpretation functions between FOMO and Independent (LEP) and (consumer purchase intention)

Y: YY2 purchase intention		
X : XX1 Packaging		
M: MM4 FOMO		
OUTCOME VARIABLE:		
YY2		
Model Summary		
RR-sqMSE	Fdf1df2	p
.592.3514.3125	81.802.00302.00	.0000
Model		
coeffse	tp LLCI	ULCI
constant1.26.1766	7.1. 0000 .9186	1.61
XX1.3603.0444	8.1. 0000 .2729	.4476
MM4.2583.034	7.54. 0000 .1909	.3257

Regarding the statistical results through the tests conducted through the use of SPSS, the following statements were concluded in Table 17.

Table 17: Hypotheses testing results

No.	Statement	Result
H1	Limited edition packaging positively affects the purchase intentions of consumers.	Accepted
H2a	LEPs are often accompanied by a limited time or limited quantity appeal creating a sense of urgency for purchase intentions, positively affecting the relationship between LEPs and purchase intention.	Accepted
H2b	LEPs that are available in limited quantities are more appealing than LEPs that are available for limited time only.	Accepted
H3	The concept of fear of missing out positively influences the purchase intention towards LEPs.	Accepted

6. Discussion

As shown earlier, the hypotheses that were set were mainly accepted, illustrating the positive impact that LEPs have on the purchase intentions of consumers, in addition to the positive moderation effect that was found, strengthening the relationship furthermore. The theoretical background proved beneficial, for the hypotheses were based on previous theories that were developed by earlier studies, such as Brehm's theory of psychological reactance and the commodity theory. In other words, LEPs proved that similar to other scarcity product tactics, it is rather effective and plays a great role in motivating consumers to make purchase decisions. However, it is important to note that LEPs need further promotional support to be more effective. This study found that some of these tools include those three moderating factors that were considered, which are limited quantity appeals, limited time appeals, and FOMO. Limited quantity, similar to previous studies and their hypotheses, proved to have a greater effect on the relationship between LEPs and purchase intention, rather than when an LEP is accompanied by a time limitation. These results were applied within the context of food and beverages in the Syrian market.

In contradiction to a study by Dö ngyei (2020) where LEPs were studied within the context of food and beverages, but with the moderating variable of the need for uniqueness and the emotional value consumers tend to have for the regular packaging of products, leading to negative effects of LEPs. However, this study was instead focused on different moderating variables, leading to a positive result due to the nature of the Syrian market. There was no comparison between regular packaging and LEPs of brands, and typically the population in the Syrian market does not have that much brand awareness or brand loyalty.

These results served the aim of this study, which was to include further scarcity product tactics that are unique and creative, rather than the typical seasonal promotions depending solely on the limited time appeals which are majorly used in the Syrian market, and even sometimes the application of limited quantity appeals those new brands have been adopting lately. LEPs proved to be applicable.

Concerning the results and the discussion, several recommendations were drawn, including that the FCMG sector is to increase their use of the LEP strategy in the coming years, for they are considered more applicable in comparison to other limited-

edition products especially in the Syrian market. The use of the LEP strategy is highly beneficial for companies who wish to create a greater awareness and engagement with their customers and generate higher sales. For individuals who seek novelty products and uniqueness, LEP within a limited quantity context is a better option for companies. However, companies must be aware that the intensive use of the LEP tactic might decrease its effectiveness in the long run; thus, the intensity of LEP releases must be considered closely.

7. Conclusions

In conclusion, this paper aimed to acquire new insights on the effects of LEPs as a scarce product tactic on consumers' purchase intention and investigate whether limited quantity, limited time, and FOMO moderate this relationship. The results highly supported the hypotheses of the study. This paper sets a foundation for future studies that investigate the effect of LEPs within the context of other markets under additional moderating variables and their effect on the LEP's relationship with consumer purchase intention. The significance of the results of this paper supports its validity; however, further elaboration could be done on the studied relationship.

This paper has various notable limitations. This study examines LEPs in the sole context of food and beverages, limiting the study's ability to conduct this examination with consideration of deep psychological aspects, such as the need for uniqueness and emotional value, for food and beverages are not considered products of novelty or sign of status. However, sectors in the Syrian market that could be examined are limited since there is no such thing as luxury or even the cosmetics sector that is explorable. As for the study instrument that was used, which is the questionnaire, items of measurement were hard to find due to the new nature of the study; hence it was impossible to create a questionnaire that would measure the relationship between the variables that were studied more deeply and thoroughly. Additionally, to provide more precise and valid results, a real-life campaign in collaboration with a local company was desired; however, it was not possible due to time and funding limitations.

Moreover, the study did not test the effects of LEP on a specific brand or product to eliminate any biases that may occur to the subjected brand or product, even though it may have given the results higher validity. Still, for this study, the aim was to test the effectiveness and applicability of LEP as a scarcity product tactic in the Syrian market, acting as a foundation for future studies to study LEPs more closely, focusing on design aspects, typicality and atypicality and how they may affect the purchase intentions of consumers.

Various challenges were faced by the researchers when conducting this research, including the short-time span in which this research was supposed to be submitted. The main challenge was that previous studies on this topic were relatively scarce.

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