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THE DARK SIDE OF MARKETING ON ONLINE CONCERT TICKETS: A MIXED METHODS APPROACH IN THE FRAMEWORK OF CONSUMER PROTECTION

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Abstract:
This study aims to analyze the influence of scarcity buying on immediate buying behavior through the mediation of Fear of Missing Out (FOMO) in online concert ticket consumers from a consumer protection perspective. The study used a mixed methods approach with a sequential explanatory design, combining quantitative and qualitative methods. Quantitative data were obtained by distributing questionnaires to 105 respondents who had purchased concert tickets online, then analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). Meanwhile, qualitative data were obtained through in-depth interviews to strengthen the interpretation of empirical results related to digital marketing practices and consumer protection. The results showed that scarcity buying had a positive and significant effect on FOMO and immediate buying behavior. In addition, FOMO was also proven to have a positive effect on immediate buying behavior and was able to mediate the relationship between scarcity buying and immediate buying behavior. These findings indicate that scarcity-based marketing strategies can create psychological pressure that encourages consumers to make quick and impulsive purchases. From a consumer protection perspective, digital marketing practices such as countdown timers, limited stock, and real-time purchase notifications have the potential to create psychological manipulation if not accompanied by adequate information transparency. Therefore, it is necessary to strengthen regulations and supervision of digital marketing practices to ensure that consumer rights remain protected in the digital economy era.

Keywords: Scarcity Buying, FOMO, Immediate Buying Behavior, Dark Marketing Cues, Consumer Protection.

INTRODUCTION

Modern developments have increased people's consumption levels, particularly in fulfilling their entertainment needs for personal enjoyment. Attending music concerts has become a primary option for people to unwind amidst the busyness of daily activities (Hapsari, 2022). It aligns with the phenomenon that humans inherently have unmet needs, from necessities to additional needs for pure enjoyment. Music has become a highly popular form of entertainment, making concert attendance a part of the modern lifestyle.

2023 marked the revival of the entertainment industry, with numerous national and international concerts held in Indonesia. However, this high level of enthusiasm often does not align with ticket availability on official platforms, giving rise to the phenomenon of "Personal Shopping Services" (Jastip) as an alternative for fans who cannot secure tickets. Unfortunately, this loophole is

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exploited by unscrupulous individuals to seek personal gain through illegal practices. Not all service providers are honest, resulting in many people falling victim to fraudulent Jastip accounts.

One major case that emerged was the NCT Dream concert ticket fraud in March 2023, involving a perpetrator identified as "ES," also known as Seala (Felix et al., 2024). The scam involved offering tickets with an additional commission of Rp 500,000 (approximately US$50) and offering an installment plan to attract potential buyers. The impact of this scam was significant, with 19 victims defrauded, resulting in a total economic loss of Rp 94 million (approximately US$94,000). This incident demonstrates that economic factors and a high-stakes lifestyle drive perpetrators to exploit the situation for personal financial gain.

Legally, this fraud constitutes a serious violation of consumer rights, particularly the right to truthful information and the right to transaction security (Idelia et al., 2023). The perpetrators in this case can be charged under Article 378 of the Criminal Code and the Electronic Information and Transactions Law (UU ITE) for spreading false news that harms consumers. In a sales transaction, a binding agreement should be reached, based on an agreement, in which the buyer has the right to receive goods or services in accordance with the exchange value paid.

Concert ticket fraud not only causes direct financial losses but also erodes public trust in the business ecosystem and electronic transactions. Therefore, a firm government role is needed in addressing online fraud cases to ensure consumer rights are properly protected. Consumers are also advised to be more selective and vigilant in choosing ticketing services and not to hesitate to report fraudulent activities to the authorities so that perpetrators can be promptly prosecuted. Consumer protection is crucial to ensure every business transaction is conducted with honesty and responsibility.

This consumer vulnerability is further exacerbated by the transformation of the digital entertainment industry, which uses marketing technology based on persuasive digital interfaces. Ticketing platforms now utilize various digital cues to influence consumer purchasing behavior in real time. In practice, consumers are often confronted with messages such as "Only a few tickets left," countdowns to purchase, and dynamic price spikes. It creates an unequal bargaining position between platform providers and buyers, where consumer sovereignty is often sacrificed for the sake of sales targets.

This consumer protection issue worsens when transparency becomes scarce in the transaction process. Consumers are often denied access to honest information regarding actual stock availability or fair queuing mechanisms. The inability of existing regulations to address systemic manipulation in cyberspace leaves consumers with insufficient protection against losses, both financially due to unfair prices and psychologically due to the pressure of a manipulatively designed system.

This phenomenon is a manifestation of the use of Dark Marketing Cues, design elements deliberately designed to manipulate users' cognition by exploiting limited time and information. In the context of concert tickets, the use of this tactic has become particularly aggressive because organizers recognize that tickets are an emotional commodity. The use of these misleading cues directly violates the principle of honesty in marketing, which should be guaranteed within a consumer protection framework.

One of the most obvious impacts of this tactic is the triggering of the psychological state of Fear of Missing Out (FOMO). Within the ticket sales ecosystem, FOMO is commodified to paralyze consumers' critical thinking through artificial scarcity indicators. This psychological pressure leads to the emergence of Immediate Buying Behavior, where consumers make purchases without careful financial consideration or checking the validity of the price. This state of "panic" causes consumers to ignore their own rights in order to secure a ticket.

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This situation is exacerbated by the problem of digital scalping, which uses bot technology to buy up tickets in seconds. This practice creates even more extreme artificial scarcity and forces consumers to turn to secondary markets at unreasonable prices. At this point, consumers lose all legal protection because transactions are conducted outside official channels, with a very high risk of fraud. The combination of platform manipulation (Dark Marketing Cues) and scalper exploitation creates a vicious cycle that squeezes consumers from both sides.

This research is urgently needed due to the legal vacuum and the lack of specific studies that map how modern digital marketing techniques can become predatory tools for consumers. If this practice continues without critical examination, exploitation in the digital sector will be considered normal business practice. This research is crucial for restoring consumer protection as an ethical driver of marketing innovation in the digital era.

Stimulus-Organism-Response. The Stimulus-Organism-Response (SOR) theory, introduced by Mehrabian and Russell (1974), explains that external stimuli can influence an individual's internal state, such as perception, emotion, and cognitive evaluation, which then results in specific behavioral responses (Herliani et al., 2025). SOR explains that an individual's emotional and cognitive state is influenced by various environmental elements, which in turn influence specific behaviors. Within the SOR theoretical framework, impulsive buying behavior is understood as a response resulting from the interaction between external stimuli and internal drives involving cognitive and emotional elements, such as perception, experience, and evaluation (Riska Lula Devi et al., 2024). In this study, marketing stimuli such as scarcity cues can influence consumers' psychological states in the form of a sense of urgency, FOMO, and emotional impulses, which then drive behavioral responses in the form of immediate buying behavior.

Immediate Buying Behavior. Immediate buying behavior is a form of short-term consumption behavior characterized by unplanned purchasing decisions and driven by a hedonic orientation, where consumers tend to make purchases quickly without thorough deliberation (Lv et al., 2022). Consumers tend to exhibit impulsive buying behavior, reflected in immediate purchasing decisions, driven by emotion, and lacking consideration of consequences (Gao et al., 2022). This phenomenon indicates that purchasing decisions are not always based on rational considerations but are often influenced by external stimuli and consumers' internal psychological states, such as perceived urgency, fear of missing out, and the drive to obtain the benefits offered (Gera, 2026) immediately. In the context of digital marketing, various marketing cues such as time constraints, limited product availability, and high market interest can strengthen consumers' tendency to make immediate purchases (Wigayha & Rolando, 2025).

Fear of Missing Out (FOMO). FOMO is an emotional response that reflects consumer anxiety or worry when they feel they might miss out on valuable opportunities, offers, or experiences that others are enjoying or having (Pham et al., 2025). This condition can drive consumers to act quickly to avoid being left behind, including when making purchasing decisions (Dahmiri et al., 2023). In consumer behavior, FOMO reflects consumers' anxiety about the possibility of missing out on products, experiences, or benefits that others are enjoying (Hong-Ngoc, 2025). This fear of missing out creates emotional pressure that accelerates the decision-making process, leading consumers to make spontaneous, impulsive, and immediate purchases (Cengiz & Şenel, 2024).

Research conducted (Cengiz & Şenel, 2024; Dahmiri et al., 2023; Hong-Ngoc, 2025; Pham et al., 2025; Rachman et al., 2024) shows that FOMO has a significant effect on immediate buying.
H3: FOMO has a positive and significant effect on immediate buying.
H4: FOMO mediates the effect of scarcity buying on immediate buying.

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Dark Marketing Cues. Scarcity signals are a form of marketing communication that emphasizes limited stock, time, or access to an offer. These scarcity signals can create a perception of urgency and trigger FOMO (Hakim & Farid, 2025), which is consumers' fear of missing out on a valuable opportunity if they do not act immediately (Dahmiri et al., 2023). Products with limited stock availability or limited time available tend to be perceived as scarce by consumers. Communication about this limited availability functions as a scarcity signal that can increase the sense of urgency and trigger FOMO, thus encouraging consumers to make purchasing decisions more quickly (Cengiz & Şenel, 2024). Scarcity is an important concept in consumer behavior, particularly in the premium or luxury market, where limited availability of a product can increase its perceived value and attractiveness in the eyes of consumers (Abdrabbo et al., 2025).

Scarcity signals not only create purchase urgency but also construct symbolic meaning in the form of exclusivity and competitive value in the eyes of consumers. When a product is perceived as limited, consumers tend to view it as a means to gain social recognition, enhance status, or avoid being left behind. This psychological state can strengthen FOMO and encourage more impulsive and immediate buying behavior (Cengiz & Şenel, 2024). Research conducted by Abdrabbo et al. (2025), Cengiz & Şenel (2024), Dahmiri et al., 2023 Zhang et al. (2022) shows that scarcity buying has a positive and significant effect on FOMO and immediate buying.

H1: Scarcity buying has a positive and significant effect on immediate buying

H2: Scarcity buying has a positive and significant effect on FOMO

Consumer Protection. Consumer protection is both a consequence and an integral part of technological development and industrialization. This progress has brought significant changes to people's lifestyles, from a traditional to a modern society (Hendarto & Setiawan, 2025). Through Law Number 8 of 1999 concerning Consumer Protection (UUPK), the Indonesian legal system guarantees legal certainty regarding consumer rights, which must be protected. This law is not intended to harm or restrict businesses, but rather to guarantee the protection of the universal rights of consumers and businesses (Siregar, 2024). Online concert ticket purchase agreements are a form of electronic agreement recognized under Indonesian civil law. According to Article 1313 of the Civil Code, an agreement is a legal relationship between two or more parties who are mutually binding. In online concert ticket transactions, this legal relationship occurs between consumers and concert organizers through a digital platform. However, unethical practices such as the use of bots in ticket purchases often result in unfairness and losses for consumers. In an agreement, the parties have an obligation to fulfill the agreed performance, whether in the form of delivery of goods, provision of services, or other specific obligations.

The validity of an agreement itself must meet the requirements stipulated in Article 1320 of the Civil Code, namely, the existence of an agreement, the capacity of the parties, a specific object, and a lawful cause. Furthermore, Article 1338 of the Civil Code emphasizes that a legally made agreement applies as law to the parties making it (Achmad & Maeyangsari, 2024). In the practice of purchasing concert tickets online, the elements of the validity of the agreement can be seen from the electronic transaction process carried out. An agreement is reached when consumers select tickets and make payments through a digital platform or in-person transaction. Legal capacity is assumed through the user's ability to conduct electronic transactions in accordance with applicable regulations. The object of the agreement is a concert ticket that entitles the buyer to attend a musical performance, while the purpose of the agreement is a legally valid cause because it is based on the consumer's interest in enjoying entertainment.

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METHODS

This research was conducted in Denpasar, focusing on consumer behavior in responding to scarcity-based marketing strategies (scarcity cues) that influence FOMO and immediate buying behavior. This study used a mixed-methods approach with a sequential explanatory design. The research began with a quantitative approach to examine the relationships between variables, then continued with a qualitative approach to deepen the interpretation of empirical results, particularly regarding aspects of consumer protection in scarcity-based marketing practices. In the quantitative stage, primary data were collected through questionnaires distributed to respondents who met the research criteria. The measurement items for the scarcity buying variable were adopted from (Zhang et al., 2022), the FOMO variable was adopted from (Burke et al., 2023) (Abdrabbo et al., 2025), and the immediate buying behavior variable was adopted from (Zhang et al., 2022). All items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The sample size in this study was 105 respondents, determined using the approach (Hair Jr et al, 2021) by considering the number of research indicators multiplied by 5 to 10. Quantitative data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS version 4 software. This analysis included testing the outer model and the inner model. Furthermore, in the qualitative stage, the study used an in-depth interview method with informants selected purposively to gain a more comprehensive understanding of the consumer protection perspective on marketing practices that exploit elements of scarcity, purchase urgency, and consumer psychological pressure. Qualitative data were analyzed thematically to identify patterns, meanings, and implications of consumer protection in the context of immediate buying behavior.

RESULTS AND DISCUSSION

Based on the construct validity and reliability test results in the table, the measurement model generally demonstrated good quality and met the criteria for SEM-PLS analysis. The Composite Reliability values for the Scarcity Buying variable were 0.876, Immediate Buying 0.874, and FOMO 0.921, indicating that all constructs have excellent internal reliability, exceeding the threshold of 0.70. It is reinforced by the Cronbach's Alpha values for each variable, which also met the reliability standard, exceeding 0.70. Therefore, the research instrument is considered consistent in measuring the constructs studied.

Furthermore, in terms of convergent validity, all variables had Average Variance Extracted (AVE) values above 0.50, with Scarcity Buying 0.629, Immediate Buying 0.694, and FOMO 0.695. These findings indicate that the indicators for each construct adequately explain the variance within the construct. Furthermore, the loading factor values for all indicators were above 0.70, indicating that each indicator made a strong contribution to representing the latent variable. Although several indicators, such as X1.1 and Y1.5, had values approaching the minimum threshold, these values were still acceptable as they remained within the recommended range for exploratory research and consumer behavior model development.

Table 1. Measurement Model Evaluation Results

Indikator	*Composite Reliability*	*cronbanch alpha*	AVE	R^2	*Loading Factor*
X1.1 <- *Scarcity Buying* (X)					0.753
X1.2 <- *Scarcity Buying* (X)	0.876	0.856	0.629	-	0.883
X1.3 <- *Scarcity Buying* (X)					0.786

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X1.4 <- *Scarcity Buying* (X)					0.762
X1.5 <- *Scarcity Buying* (X)					0.774
Y1.1 <- *Immediate Buying* (Y)					0.776
Y1.2 <- *Immediate Buying* (Y)	0.874	0.851	0.694	0.054	0.885
Y1.3 <- *Immediate Buying* (Y)					0.931
Y1.5 <- *Immediate Buying* (Y)					0.723
Z1.1 <- *FOMO* (Z)					0.728
Z1.2 <- *FOMO* (Z)					0.866
Z1.3 <- *FOMO* (Z)	0.921	0.893	0.695	0.410	0.893
Z1.4 <- *FOMO* (Z)					0.873
Z1.5 <- *FOMO* (Z)					0.797

In the structural model, the FOMO variable has an R2 value of 0.410, meaning that 41.0% of the variable is explained by exogenous variables, while the remainder is influenced by factors outside the research model. This value can be categorized as moderate in social and consumer behavior research. The Immediate Buying variable has an R2 value of 0.054, indicating that the independent variable's ability to explain variations in immediate buying behavior is still relatively low. This condition indicates the possibility of other variables that more dominantly influence Immediate Buying, such as emotional factors, digital promotions, consumptive lifestyles, and impulsive tendencies that were not included in the research model.

Based on the path analysis results in Table 2, all relationships between variables in this study demonstrate statistically significant effects. It is evidenced by the p-values, which are all below the 0.05 significance level, that the research hypothesis is accepted.

Table 2. Path Analysis

Variable	Original sample (O)	T statistics (|O/STDEV|)	P values
FOMO (Z) -> *Immediate Buying* (Y)	0.353	3.582	0.000
Scarcity Buying (X) -> *FOMO* (Z)	0.232	2.261	0.024
Scarcity Buying (X) -> *Immediate Buying* (Y)	0.459	5.791	0.000

The relationship between the FOMO variable and Immediate Buying shows a path coefficient value of 0.353 with a t-statistic value of 3.582 and a p-value of 0.000. These results indicate that FOMO has a positive and significant effect on Immediate Buying behavior (H3 is accepted). It means that the higher the level of fear of missing out on trends or information in consumers, the tendency to make quick or spontaneous purchases will also increase. From the S-O-R perspective, this condition shows that the emotional state of consumers as organisms will determine how behavioral responses are formed. Consumers who experience FOMO tend to make quick purchasing decisions due to the emotional urge not to miss out on certain trends, opportunities, or consumption experiences. This finding is relevant to the characteristics of modern consumer behavior that tends to be responsive to digital trends, limited promotions, and social influences in digital media. Research conducted (Cengiz & Şenel, 2024; Dahmiri et al., 2023; Hong-Ngoc, 2025; Pham et al., 2025; Rachman et al., 2024) shows that FOMO significantly influences immediate buying.

Furthermore, the relationship between scarcity buying and FOMO obtained a path coefficient of 0.232, with a t-statistic of 2.261 and a p-value of 0.024. These results indicate that scarcity buying has a positive and significant influence on the emergence of FOMO in consumers (H2 is accepted). This condition indicates that strategies of product scarcity, limited purchase time, and limited stock

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can trigger consumers' fear of missing out on the opportunity to obtain a particular product. Thus, the perception of scarcity has been shown to increase consumers' psychological pressure during the purchase decision-making process. These findings support the S-O-R theory, which explains that external stimuli from the marketing environment can trigger psychological reactions in consumers. Scarcity strategies create emotional pressure in the form of a fear of missing out, thus encouraging consumers to pay more attention to the product or promotion being offered. Research conducted by Abdrabbo et al. (2025), Cengiz & Şenel (2024), Dahmiri et al., 2023 Zhang et al. (2022) shows that scarcity buying has a positive and significant effect on FOMO and immediate buying.

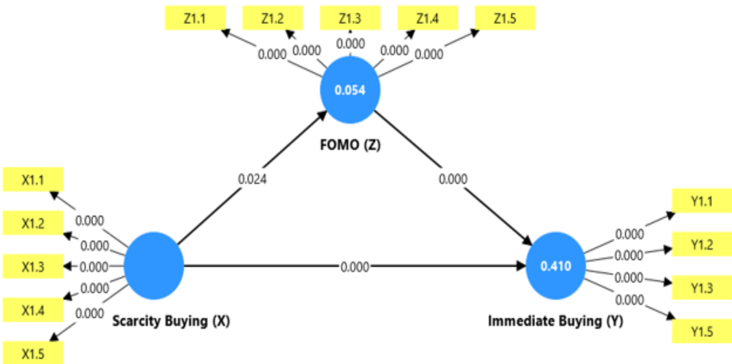

Figure 1. Path Analysis

Meanwhile, the direct relationship between Scarcity Buying and Immediate Buying showed the strongest influence compared to other relationships, with a path coefficient of 0.459, a t-statistic of 5.791, and a p-value of 0.000 (H1 is accepted). Based on the SOR perspective, this finding indicates that the stimulus of perceived scarcity not only influences consumer psychology but also directly drives an immediate purchasing response. In modern marketing practices, scarcity strategies have proven effective in creating urgency that accelerates consumer decision-making. Research conducted by Abdrabbo et al. (2025), Cengiz & Şenel (2024), Dahmiri et al., 2023 Zhang et al. (2022) shows that scarcity buying has a positive and significant effect on FOMO and immediate buying.

The test results indicate that the FOMO variable is able to mediate the effect of scarcity buying on immediate buying. It is evident from the significant relationship between scarcity buying and FOMO, with a p-value of 0.024 (<0.05), as well as the significant influence of FOMO on immediate buying, with a p-value of 0.000 (<0.05) (H4 is accepted). This finding indicates that the higher the perception of product scarcity, the higher the consumer's fear of missing out, which ultimately drives quick and spontaneous purchasing behavior. Theoretically, scarcity conditions create psychological pressure on consumers because the product is perceived to have limited time and quantity. This situation gives rise to anxiety about missing out, so that consumers are encouraged to immediately make purchases without further consideration. Thus, FOMO acts as a psychological mechanism that bridges the influence of scarcity buying on immediate buying decisions. This finding strengthens the view that scarcity-based marketing strategies are effective in increasing instant purchases when consumers experience an emotional impulse in the form of FOMO.

The results of this study indicate that consumer behavior is formed through a process of external stimuli that influence an individual's psychological state before producing a specific behavioral response. In the context of this study, scarcity buying acts as a stimulus (S), namely marketing stimuli in the form of limited stock, limited promotional time, or the perception of product scarcity created by the company. This stimulus then influences the consumer's internal state

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or organism (O), represented by the variable FOMO (Fear of Missing Out). Meanwhile, immediate buying behavior acts as a response (R), namely, the consumer's response in the form of a quick or spontaneous purchasing decision. Next, the goodness-of-fit and fit of the model, consisting of Q-square prediction, SRMR, and PLS prediction, are evaluated as follows.

Table 3. Goodness-of-Fit and Fit of the Model

	Q² Predict
Immediate Buying (Y)	0,260
Fomo (Z)	0,018
	SRMR
SRMR	0,119

Based on the results of the predictive relevance and model fit evaluations in the table, the Q2 value for the Immediate Buying variable is 0.260, indicating that the model has moderate predictive ability. A Q2 value greater than 0 indicates that the research model has good predictive relevance in explaining the dependent variable (Hair Jr et al., 2021). Thus, the exogenous constructs in this study can contribute to predicting Immediate Buying behavior in consumers. Meanwhile, the FOMO variable has a Q2 value of 0.018, indicating relatively weak predictive ability, although still above zero. It indicates that the variables in the model only contribute slightly to predicting the formation of FOMO, so it is possible that other factors outside the model are more dominant in influencing this psychological state.

Table 4. PLS Predict

Indicator	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
Z1.1	1.149	0.953	1.102	0.883
Z1.2	1.228	1.056	1.265	1.043
Z1.3	1.247	1.063	1.310	1.106
Z1.4	1.166	1.003	1.193	1.002
Z1.5	1.165	0.963	1.210	0.956
Y1.1	1.092	0.889	1.136	0.923
Y1.2	1.033	0.794	1.097	0.834
Y1.3	0.986	0.787	1.018	0.801
Y1.5	1.160	0.956	1.152	0.940

Based on the results of the PLS Predict analysis in Table 4, the model's predictive ability can be evaluated by comparing the RMSE (Root Mean Square Error) and MAE (Mean Absolute Error) values between the PLS-SEM model and the comparison model (Linear Model/LM). For the Immediate Buying variable, almost all indicators show lower PLS-SEM RMSE and PLS-SEM MAE values than those in the LM model. For example, indicator Y1.2 has a PLS-SEM RMSE value of 1.033, which is lower than the LM RMSE of 1.097, and a PLS-SEM MAE value of 0.794, which is also smaller than the LM MAE of 0.834. Similar findings are seen for indicators Y1.3 and Y1.5, indicating that the PLS-SEM model is able to provide a more accurate level of prediction than the simple linear model. Meanwhile, for the FOMO variable, several indicators still show relatively weak predictive ability. It is evident from the similar prediction error values between the PLS-SEM and LM models. It indicates that the variables in the study are not fully able to explain consumers' psychological state

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related to fear of missing out. Therefore, it is possible that other factors outside the model influence the formation of FOMO in consumers.

Overall, the PLS Predict results indicate that the research model has adequate predictive power, particularly in explaining Immediate Buying behavior. From the perspective of Stimulus–Organism–Response (S-O-R) theory, the stimulus in the form of Scarcity Buying and the psychological state of FOMO have been shown to be quite effective in predicting consumer purchasing behavior. However, the model still requires further development, particularly in strengthening its predictions regarding consumer psychological aspects, to provide more comprehensive research results and greater predictive power.

Table 5. Multi-Group Analysis (MGA)

Connection	Original (Gender_1)	Original (Gender_2)	Difference (Gender_1 - Gender_2)	1-Tailed (Gender_1 Vs Gender_2) P Value	2-Tailed (Gender_1 Vs Gender_2) P Value
FOMO (Z) -> Immediate Buying (Y)	0.455	0.329	0.125	0.227	0.454
Scarcity Buying (X) -> FOMO (Z)	0.231	0.272	-0.041	0.550	0.900
Scarcity Buying (X) -> Immediate Buying (Y)	0.481	0.452	0.029	0.414	0.829

Based on the results of Multi Group Analysis (MGA), there is no significant difference in influence between male and female respondents on all relationships between variables, because all p-values > 0.05. It indicates that the influence of Scarcity Buying on FOMO and Immediate Buying, as well as the influence of FOMO on Immediate Buying, tends to be the same for both male and female consumers. From the perspective of the Stimulus-Organism-Response (S-O-R) theory, the process of forming a purchasing response due to the stimulus of product scarcity occurs consistently in both genders, so gender does not play a role as a differentiator in this research model.

A Qualitative Approach from A Consumer Protection Perspective. Based on the results of a survey of respondents regarding digital marketing practices in online concert ticket sales, it was found that the majority of respondents believed digital marketing strategies had a significant influence on consumer behavior and psychology in the transaction decision-making process. The majority of respondents stated that consumers have the right to obtain correct, clear, and honest information in electronic transactions, particularly regarding ticket stock, prices, promotions, and the purchasing mechanisms used by digital platforms. One respondent stated that "consumers have the right to receive clear, honest, and non-misleading information in online concert ticket transactions" (Respondent 2), while another respondent emphasized that "business actors are required to provide factual information regarding ticket stock, prices, and transaction mechanisms" (Respondent 7). These statements indicate that consumers have a fairly high level of legal awareness of the right to information as stipulated in Article 4 of the Consumer Protection Law. From a legal perspective, information transparency is a crucial element in creating a balanced position between businesses and consumers, particularly in digital transactions that require minimal direct interaction. The right to information is a form of preventive protection so that consumers are able to make rational transaction decisions and are not harmed by unfair trade practices. In addition to preventive protection, the UUPK also provides repressive protection. In general, the regulations contained in the UUPK indicate that consumers' protection against dishonest advertising,

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promotions, and all kinds of scarcity marketing strategies is an integral part of the state's efforts to create a healthy, fair, and transparent business climate (Febrianty & Sawitri, 2025).

Furthermore, the survey results also show that scarcity marketing strategies such as limited stock, countdown timers, flash sales, and live purchase notifications have been shown to influence consumer psychology when purchasing concert tickets online. Several respondents admitted to being driven to make quick purchases due to fear of missing out on tickets or certain promotions. One respondent stated that "there is an urge to buy immediately because I am afraid tickets will run out" (Respondent 3), while another respondent said that "if there is a sign that the promotion will end soon, I will rush into making a decision" (Respondent 8). This condition indicates that digital marketing strategies can create a perceived urgency that influences consumers' freedom to consider transaction decisions objectively. In the context of consumer protection, such practices have the potential to reduce consumer rationality because purchasing decisions are made under certain psychological pressures. The development of e-commerce has created a new pattern of relationships between businesses and consumers where marketing technology is used to influence consumer behavior through psychological and emotional approaches, where emotions are complex psychological responses involving thoughts, feelings, and body physiology (Yusran et al., 2025). It encourages consumers to shop longer and more, and emotions play a role in shaping consumer decisions, especially when there is a FOMO influence.

The research also shows the influence of FOMO on consumer behavior in online concert ticket transactions. Some respondents stated that ticket purchases are often made not solely out of necessity, but also out of fear of missing out on social trends or certain experiences. One respondent stated that "sometimes people buy tickets because they are afraid of missing out on social trends or experiences" (Respondent 9), while another respondent revealed that "FOMO makes people buy things they do not necessarily need" (Respondent 5). These findings indicate that consumer decisions are not always based on rational considerations, but are also influenced by social and emotional pressures created through digital marketing strategies. From a consumer protection law perspective, this condition indicates an imbalance in the position between consumers and businesses because businesses have access to technology, algorithms, and consumer behavior data that can be used to influence people's consumption patterns. Consumers in the digital era are at a higher level of vulnerability due to the development of technology-based marketing systems that can systematically influence consumer behavior. The transformation of the digital economy has become a global phenomenon that is shifting conventional transactions towards digital-based ones (Amory et al., 2025).

Furthermore, the survey also revealed respondents' skepticism about information transparency in digital marketing practices, particularly regarding the use of countdown timers and limited stock claims, which are considered potentially misleading. One respondent stated that "if the countdown ends and then reappears, it becomes confusing whether it is truly limited or just a marketing strategy" (Respondent 5), while another respondent stated that "limited stock promotions keep appearing, so it feels like a gimmick" (Respondent 10). These findings indicate the potential for misleading scarcity claims, which can create a false perception of scarcity in electronic transactions. From a consumer protection law perspective, this practice can conflict with consumers' rights to correct, clear, and honest information. Providing information that is not factual in electronic transactions can be categorized as a violation of consumer protection principles because consumers conduct transactions based on misleading information. Business actors can be subject to sanctions as stipulated in the Consumer Protection Law, such as fines or even criminal sanctions according to the level of violation committed by the business actor (Cahya & Sudiro, 2024).

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Furthermore, the majority of respondents also believed that businesses are responsible for any losses suffered by consumers due to incorrect information in online concert ticket transactions. One respondent stated that "businesses must be legally responsible if the information provided is detrimental to consumers" (Respondent 4), while another respondent stated that "if there is false information regarding stock or promotions, consumers have the right to demand accountability" (Respondent 6). These findings indicate that the public has high expectations regarding the legal responsibilities of businesses in e-commerce. In the Consumer Protection Law, business actors' responsibilities are regulated in Article 19, which requires businesses to provide compensation for consumer losses resulting from the use of traded goods and/or services. The Consumer Protection Law essentially regulates consumer protection, but also guarantees the basic rights and responsibilities of business actors, which are important instruments for creating a balanced legal relationship between consumers and businesses so that consumers are not disadvantaged due to an imbalance in information and economic power (Nasution & Harris, 2025). Beyond legal liability, the survey also showed that respondents desired a clear, easy-to-understand, and accessible refund mechanism in the event of concert cancellations, system errors, or other transactional losses. Respondents considered the refund mechanism a crucial component of consumer legal protection because it provides legal certainty for consumers in electronic transactions. It demonstrates that consumer protection in the digital era extends beyond the right to information and also encompasses guarantees of effective dispute resolution and recovery.

Furthermore, the survey results showed that the majority of respondents believed the government needed to implement stricter oversight and regulation of manipulative digital marketing practices. One respondent stated that "countdown timers and limited stock practices need to be regulated so they do not become tools of manipulation" (Respondent 7), while another respondent stated that "there needs to be more specific regulations regarding digital consumer protection" (Respondent 13). These findings indicate the need to strengthen consumer protection regulations in the digital era to anticipate the development of increasingly complex technology-based marketing strategies. The development of electronic transactions demands reform of consumer protection regulations to be able to anticipate various forms of misuse of digital technology in e-commerce activities. Therefore, the urgency to create legislation governing electronic transactions with consumer protection must be followed up on immediately (Muhidin, 2025). Thus, consumer protection in online concert ticket transactions is not only related to protection against economic losses, but also includes protection against psychological manipulation, emotional pressure, and exploitation of consumer behavior through modern digital marketing strategies.

CONCLUSION

Based on the research results, it can be concluded that digital marketing practices in online concert ticket sales have a significant influence on consumer behavior and psychology. Digital marketing strategies such as countdown timers, limited stock, flash sales, and real-time purchase notifications have been shown to create psychological pressure that encourages consumers to make impulsive purchases without careful consideration. Furthermore, the FOMO phenomenon is also a significant factor influencing consumer decisions due to social pressure and the fear of missing out on certain experiences. The results show that most respondents have a fairly high legal awareness of the right to correct, clear, and honest information in electronic transactions. However, respondents also assessed that there are still digital marketing practices that have the potential to mislead consumers, particularly related to the use of scarcity claims and countdown promotions

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that do not always reflect the real situation. From a consumer protection perspective, this condition indicates an imbalance between businesses and consumers in digital transactions because businesses have access to technology and stronger psychologically based marketing strategies. Therefore, strengthening regulations and government oversight of digital marketing practices is needed to prevent them from developing into forms of psychological manipulation of consumers. In addition, business actors must also implement the principles of transparency, good faith, and legal responsibility in carrying out electronic transactions to ensure the protection of consumer rights in the digital era.

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