

The Effect of Discount and Scarcity Message towards Impulse Buying: A Study on Rosé All Day Cosmetics' Shopee Live

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ABSTRACT

Technological advancements have undeniably transformed consumer shopping behavior. Presently, numerous e-commerce platforms are fervently emphasizing the live shopping feature, including Shopee. Rosé All Day Cosmetics stands as a local cosmetic brand that has successfully increased its sales through Shopee Live. However, the beauty industry remains fiercely competitive. Therefore, Rosé All Day Cosmetics needs to implement appropriate strategies to enhance its sales through Shopee Live. This research aims to investigate the influence of discounts and scarcity messages on consumer impulse buying for Rosé All Day Cosmetics during Shopee Live sessions. The research objects are discounts and scarcity messages as independent variables, while impulse buying serves as the dependent variable. This study employs a descriptive-verification analysis with a survey research design. Non-probability sampling techniques were utilized to select a total of 130 respondents who meet the criteria of being Rosé All Day Cosmetics consumers that have made purchases during Shopee Live events. Multiple linear regression analysis was applied in this research. The research findings reveal a significant impact of both discounts and scarcity messages on impulse buying, both concurrently and individually.

Keywords: Price Discount, Scarcity Message, Impulse Buying, Live Shopping.

INTRODUCTION

Changes in consumer behavior have been evident since the surge of Covid-19 cases in Indonesia, accompanied by government policies ranging from PSBB to Level 4 PPKM, which restrict societal activities and interactions while reducing the direct mobilization of the Indonesian population. During the ongoing Covid-19 pandemic, the Indonesian populace has sought to adapt to the circumstances by transitioning to virtual or online modes of engagement, including shopping activities. The products purchased during online shopping are diverse and extend beyond secondary and tertiary needs to encompass primary products. One of the industries experiencing rapid growth due to the presence of Covid-19 is the beauty product category.

Many residents of Indonesia have embraced e-commerce as the primary platform for purchasing beauty products. According to statements from the Ministry of Communication and Informatics (2021), numerous beauty brands in Indonesia opt to sell their products through e-commerce platforms due to the vast market potential and the rapid growth of e-commerce in the country. E-commerce undeniably has positive impacts on both sellers and consumers. From the seller's perspective, the shift in consumer behavior towards a preference for online shopping is a key factor.

Additionally, by utilizing e-commerce applications, a beauty brand can reach a broader audience without being constrained by time and geographic location. On the consumer side, there are several advantages offered by e-commerce, as elucidated by Zakawali (2022), including the convenience of not having to expend time and energy to leave the house, relatively lower prices, attractive promotions from e-commerce applications, a greater variety of product choices, the ability for consumers to compare products conveniently and quickly, and flexible payment options. One of the e-commerce platforms widely chosen by many Indonesian people is Shopee.

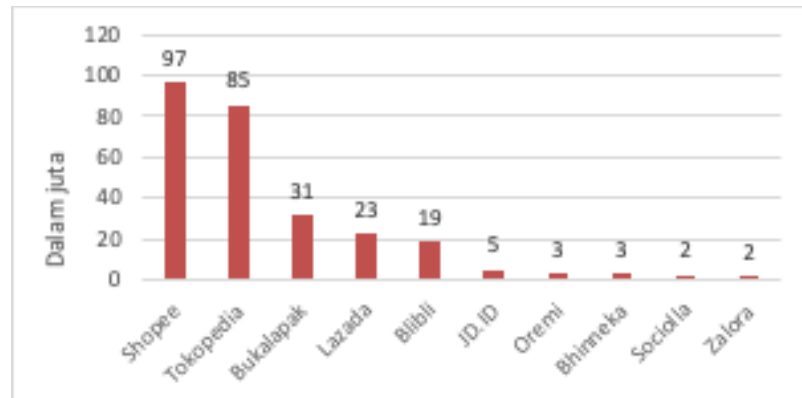


Figure 1. Leading E-commerce Apps in Indonesia

Source: Goodstats (2021)

This is supported by the visual data above, indicating that Shopee holds the top position as the number one e-commerce application with the highest number of users in Indonesia, surpassing several locally-made e-commerce applications such as Tokopedia and Bukalapak. According to Husaini (2020), there are several reasons why Shopee is more favored and ultimately becomes the first choice for consumers in online shopping. These reasons include unique features that differentiate it from its competitors, such as games, live features offering discounts of up to 50% during live sessions, monthly campaigns on twin dates that consistently provide abundant discounts, cashback, or free shipping on the Shopee app. Furthermore, Shopee's content is consistently more localized, promoting its services through catchy jingles with trending Indonesian celebrities as advertising ambassadors.

In general, the live shopping feature combines activities from the seller's perspective with video, enabling sellers to deliver more interactive and distinctive product presentations (Wang, 2019). Through this live feature, a seller can engage in more interactive activities with consumers, fostering two-way communication that encourages consumers to purchase the presented products (Lu, Xia, Heo, & Wigdor, 2018). The development of live shopping features has led many local and international cosmetic brands to leverage these features on platforms such as Shopee, with Rosé All Day Cosmetics being one example. The proliferation of brands adopting live features signifies technological advancements, which undoubtedly have both positive and negative impacts.

One of the negative impacts for consumers is impulse buying. Kacen et al. (2002) posit that impulse buying behavior is a persuasive urge and hedonic purchasing behavior, where the decision to buy a product is not dependent on intentional processes but rather aims to satisfy an individual's desires. Impulse buying typically occurs with products that require minimal consideration, and cosmetic and beauty products fall into this category. This assertion is supported by research from Prakash & Sharma (2016), stating that consumers tend to become more impulsive when purchasing beauty and skincare products.

From the consumer's perspective, impulse buying can be considered one of the adverse effects of the proliferation of Shopee Live. This is because consumers can easily make purchases with just one click, representing a hedonistic lifestyle. Impulse buying does not always lead to satisfaction due to its very brief decision-making process, often occurring without prior consideration or planning. On the contrary, impulsive purchases have positive implications for Rosé All Day Cosmetics. For sellers, consumers are the primary source of income and profit. Hence, sellers benefit significantly from impulse buying as it can boost their sales. One of the strategies implemented by Rosé All Day Cosmetics to enhance its sales through impulse buying is by offering discounts and implementing scarcity messaging. Based on the background presented above, the researcher is interested in examining the influence of discounts and scarcity messaging during live sessions and their impact on impulse buying among consumers of Rosé All Day Cosmetics.

HYPOTHESIS DEVELOPMENT

The Effect of Discount towards Impulse Buying

The researcher found a direct correlation between discounts and impulse buying. Shamout (2016) identified that all promotional tools, including coupons, samples, and discounts, significantly influence consumer purchasing decisions. Additionally, sales promotion programs like discounts can impact impulse buying behavior. Research by Noor (2020) further emphasizes that enhancing unplanned purchases or impulse buying requires effective strategies, with one such strategy being the provision of discounts on the products. Noor elucidates the importance of offering discounts as a primary allure to induce impulsive purchases.

This assertion is reinforced by Lim & Yazdanifard (2015), highlighting that one external factor influencing impulse buying is discount programs provided to buyers. The term "discount" often entices consumers to make purchases with the perception that the paid price is lower, consequently prompting impulse buying. Moreover, according to Dawson and Kim (2010), there are several factors triggering online impulse buying. Two main factors include the presence of sales promotions such as discounts, free shipping, return policies; and idea categories, such as banners featuring new products, latest trends, popular items, and gift ideas, among other examples. Therefore, **H1 = Discount has a positive effect on impulse buying.**

The Effect of Scarcity Message towards Impulse Buying

The study conducted by Akram et al. (2018) explains that when a product is difficult to find or experiences scarcity, its value increases. This heightened value motivates a consumer to make impulsive purchases (impulse buying). A similar perspective is also asserted by Aggarwal et al. (2011), stating that time and product limitations can trigger impulsive buying behavior among consumers. When a product is rare and limited, consumers desire it more, prompting immediate purchases when the product becomes available. Research findings by Song et al. (2015) also indicate that scarcity messages play a significant and effective role in influencing impulsive buying behavior. Therefore, product availability constraints create a positive perception of the product in the eyes of consumers. Consequently, scarcity has a positive impact on impulsive buying online. As expressed by Jha et al. (2019), messages regarding limited availability can trigger unplanned impulsive purchases. This is attributed to the fact that messages about limited availability create a sense of urgency regarding the product, thereby encouraging impulsive buying actions. Therefore, **H2= Scarcity message has a positive effect on impulse buying.**

RESEARCH FRAMEWORK

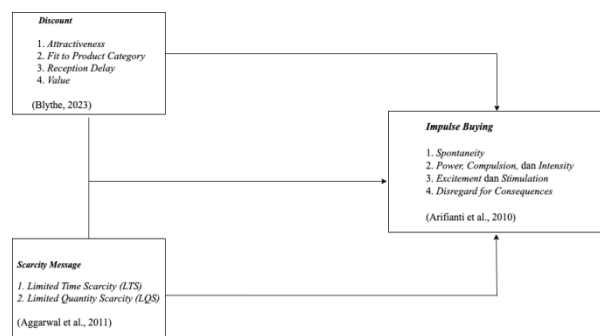


Figure 2. Research Framework

METHOD

The research method used in this study is a quantitative approach. Quantitative study is a method used to examine a specific population or sample, where sampling techniques are generally carried out randomly, and data will be collected using research instruments. The analysis of this data will be conducted through statistical testing to assess the constructed hypotheses (Sugiyono, 2019). Data were collected from past customers who bought RADC products through Shopee Live who lives in Indonesia. The sample in this study was measured with homogenous sampling using the Iteration formula, and a total of 130 users were selected. The research instrument used was a questionnaire in an online form, designed to analyze the customers' experiences regarding *discount*, *scarcity messages*, and *impulse buying*. Hypotheses were tested using multiple linear regression technique.

Convergent Validity Test

To test for convergent validity, the loading factor or correlation between the item score/component score and the latent variable score is analyzed. Convergent validity is assessed using the Rank Spearman method, with a threshold of the critical value > 0.3.

Table 1. Convergent Validity Test

Variable	Indicator	r-value	Critical Value	Information
Discount (X1)	X1.1	0,671	0,3	Valid
	X1.2	0,570	0,3	Valid
	X1.3	0,581	0,3	Valid
	X1.4	0,679	0,3	Valid
	X1.5	0,449	0,3	Valid
	X1.6	0,572	0,3	Valid
	X1.7	0,449	0,3	Valid
	X1.8	0,659	0,3	Valid
	X1.9	0,448	0,3	Valid
	X1.10	0,819	0,3	Valid
	X1.11	0,604	0,3	Valid
	X1.12	0,634	0,3	Valid
	X1.13	0,812	0,3	Valid
Scarcity Message (X2)	X2.1	0,615	0,3	Valid
	X2.2	0,509	0,3	Valid
	X2.3	0,695	0,3	Valid
	X2.4	0,733	0,3	Valid
	X2.5	0,738	0,3	Valid
	X2.6	0,749	0,3	Valid
Impulse Buying (Y)	Y.1	0,519	0,3	Valid
	Y.2	0,490	0,3	Valid
	Y.3	0,488	0,3	Valid
	Y.4	0,691	0,3	Valid
	Y.5	0,612	0,3	Valid
	Y.6	0,469	0,3	Valid
	Y.7	0,768	0,3	Valid
	Y.8	0,458	0,3	Valid
	Y.9	0,539	0,3	Valid
	Y.10	0,473	0,3	Valid
	Y.11	0,545	0,3	Valid
	Y.12	0,618	0,3	Valid
	Y.13	0,489	0,3	Valid

Reliability Test

This research involved 30 respondents for the reliability test. Based on the reliability test calculations, the Cronbach's Alpha for each variable has values greater than 0.60, namely *discount* (0.861), *scarcity message* (0.760), and *impulsive buying* (0.809). These values indicate that the variables used are reliable.

Table 2. Reliability Test

Variable	N of Items	Cronbach's Alpha	Cut Off	Information
<i>Discount (X1)</i>	13	0.861	0.60	Reliable
<i>Scarcity Message (X2)</i>	6	0.760	0.60	Reliable
<i>Impulse Buying (Y)</i>	13	0.809	0.60	Reliable

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.78	2.214		2.61	0.01
	<i>Discount (X1)</i>	0.458	0.057	0.424	8.042	<.001
	<i>Scarcity Message (X2)</i>	0.939	0.088	0.564	10.687	<.001

a. Dependent Variable: *Impulse Buying (Y)*

The regression equation to be formed is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 5,780 + 0,458 X_1 + 0,939 X_2$$

Based on the multiple linear regression equation, it is known that *Discount (X1)* and *Scarcity Message (X2)* have regression coefficients with positive values, where the higher *Discount (X1)* and *Scarcity Message (X2)*, it is predicted that *Impulse Buying (Y)* will increase. Statistically, the values in the regression equation above can be explained as follows:

1. The constant of 5.780 indicates the score for *Impulse Buying (Y)* when *Discount (X1)* and *Scarcity Message (X2)* are 0 (zero).
2. The regression coefficient for *Discount (X1)* is 0.458 with a positive coefficient, indicating that for every one-unit increase in the *Discount (X1)* score, assuming other variables remain constant, it is predicted to increase the *Impulse Buying (Y)* score by 0.458.
3. The regression coefficient for *Scarcity Message (X2)* is 0.939 with a positive coefficient, indicating that for every one-unit increase in the *Scarcity Message*

(X2) score, assuming other variables remain constant, it is predicted to increase the Impulse Buying (Y) score by 0.939.

Hypothesis Testing

F Test

Table 4. F Test

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3856.78	2	1928.39	168.499	<.001 ^b
	Residual	1453.46	127	11.445		
	Total	5310.24	129			
a. Dependent Variable: Impulse Buying						
b. Predictors: (Constant), Scarcity Message (X2), Discount (X1)						

The obtained information indicates that the F-test value is 168.499 with a significance value of < 0.001, which is less than 0.05 (α). The calculated F-value (168.499) > F-table (3.068), thus rejecting the null hypothesis (H0). Therefore, with a confidence level of 95%, it can be decided to reject H0 and accept Ha, implying that there is a simultaneous influence of Discount (X1) and Scarcity Message (X2) on Impulse Buying (Y).

T Test

Table 5. T Test

Coefficients			
	Model	t	Sig
1	(Constant)	2.61	0.01
	Discount (X1)	8.042	<.001
	Scarcity Message (X2)	10.687	<.001
a. Dependent Variable: Impulse Buying (Y)			

Formulation of partial hypotheses to be tested are as follows.

Hypothesis I

H0: $\beta_1 = 0$: There is no influence of Discount on Impulse Buying.

H1: $\beta_1 \neq 0$: There is an influence of Discount on Impulse Buying.

Based on the analysis results, it is found that the t-test value is 8.042 with a significance value of < 0.000. The t-value (8.042) > t-table (1.979) or the significance value < 0.000, which is less than 0.05 (α), meaning H0 is rejected. Therefore, with a confidence level of 95%, it can be decided to reject H0 and accept H1, indicating that there is an influence of Discount on Impulse Buying.

Hypothesis II

H0: $\beta_2 = 0$: There is no influence of Scarcity Message on Impulse Buying.

H2: $\beta_2 \neq 0$: There is an influence of Scarcity Message on Impulse Buying.

Based on the analysis results, it is found that the t-test value is 10.687 with a significance value of < 0.000 . The t-value (10.687) $>$ t-table (1.979) or the significance value < 0.000 , which is less than 0.05 (α), meaning H0 is rejected. Therefore, with a confidence level of 95%, it can be decided to reject H0 and accept H2, indicating that there is an influence of Scarcity Message on Impulse Buying.

Coefficient of determination

Furthermore, we also assessed the coefficient of determination of the study. This statistical test presents the amount of contribution of discount and scarcity message in impacting impulse buying.

Table 6. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 ^a	0.726	0.722	3.38298
a. Predictors: (Constant), Scarcity Message (X2), Discount (X1)				
b. Dependent Variable: Impulse Buying				

We can observe that the R-squared value is 0.726. This number indicates that the contribution of discount and scarcity message is 72.6% in explaining customers' impulse buying through Shopee Live. The remaining 27.4% is attributed to other variables that were not studied in this research.

DISCUSSION

Discount on Impulse Buying

The results of this research align with several previous studies, such as the research conducted by Risma & Sukmawati (2023), which proves that price discounts have a positive and significant impact on impulse buying among Shopee App users. The results of this study also reflect that the level of discounts on the Shopee App influences the perception and desire to engage in impulse buying. These findings are consistent with previous research conducted by Habibi (2020) on the impact of discounts on impulse buying among students at the University of North Sumatra using the Tokopedia app. In his study, Habibi concluded that discounts have a positive and significant influence on impulse buying decisions. Another study in line with these findings was conducted by Sudjawoto et al. (2024), with the research results showing that discounts provide attractive offers to consumers, leading them to try purchasing products, ultimately resulting in impulse buying. Dawson and Kim (2010) identified various sales incentives such as gifts, free delivery, competitions, quick return procedures, or promotional cues as crucial indicators of online impulse shopping in e-commerce platforms. A recent study by Hasim, Ishak, and Hassim (2019) contended that there exists a positive correlation between sales promotional stimuli and online

impulse purchases. Previous literature emphasized the effectiveness of promotions and their potential contribution to unplanned transactions, often seen as a significant source of sales growth (Zheng, Liu, and Zhao, 2013). The term "impulse purchasing" denotes a sudden desire to buy something, while "unplanned buying" indicates a lack of premeditation before making a shopping transaction (Beatty and Elizabeth Ferrell, 1998). In contrast to unplanned transactions, there has been limited research on the impact of sales promotions on impulse buying behavior, especially within the context of various products and services over several weeks as part of e-commerce marketing stimuli.

Scarcity Message on Impulse Buying

This study proves that the scarcity message strategy, including limited time scarcity and limited quantity scarcity, successfully influences consumers to engage in impulse buying through Shopee Live. The scarcity message, as one of RADC's promotional strategies during Shopee Live, aims to encourage consumers to engage in impulse buying. Consumers perceive products marketed with time and quantity limitations as exclusive and hard to obtain, creating the perception that obtaining them requires extra effort. This results in competition among consumers, often leading to impulse buying. The flash sale segment during live sessions is one of RADC's key strategies in implementing limited time scarcity. During these flash sale sessions, discounts are only valid for a specified and limited time, and once the flash sale ends, the applicable discount becomes unavailable. Combined with real-time updates on dwindling product stock by the system, creating a sense of urgency among potential buyers, ultimately driving them to engage in impulse buying.

The research findings from Goetha (2020) state that the study shows that the scarcity message variable has a positive and significant impact on consumer impulse buying in the retail sector in the city of Kupang. These results are also consistent with research conducted by Ismaya (2018), indicating that stimuli during flash sale programs, such as coincidental information, scarcity messages, and discounted prices, can trigger perceived enjoyment, influencing impulse buying behavior and encouraging consumers to engage in impulse buying. A similar phenomenon was found in the research by Zaidan & Sukresna (2021), explaining that scarcity messages have a positive and significant impact on online impulse buying among millennials in the city of Malang. This phenomenon may occur because consumers perceive scarce products as unavailable in the future.

CONCLUSION

The results of the hypothesis testing in this study indicate that both discount and scarcity message have a positive and significant influence on consumer impulse buying behavior through Shopee Live Rosé All Day Cosmetics. In the future, the author hopes that RADC can pay more attention to the awareness stage initially, to distribute information about discounts from Rosé All Day Cosmetics.

1. Simultaneous test results show that discount and scarcity message is proven to simultaneously have a positive effect on the impulse buying of Rosé All Day Cosmetics consumers. This means that the higher the discount value and scarcity message, the higher the consumer's tendency to impulse buy.
2. Partial test results show that discounts are proven to have a positive effect on the impulse buying of Rosé All Day Cosmetics consumers who make purchases through Shopee Live, where the higher the discount value, the higher the consumer's urge to impulse buy.
3. Partial test results show that the scarcity message is proven to have a positive effect on the impulse buying of Rosé All Day Cosmetics consumers who make purchases via Shopee Live, where the higher the scarcity message applied, the higher the consumer's urge to impulse buy.

SUGGESTION

Future recommendations include Rosé All Day Cosmetics diversifying campaign discount days, experimenting with new promotional channels through Shopee affiliates, and scheduling push notifications through the Shopee application.

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