

THE EFFECT OF DISCOUNTS AND SCARCITY MESSAGES ON IMPULSE BUYING IN SKINTIFIC CONSUMERS THROUGH LIVE SHOPEE (CASE STUDY OF FEB STUDENTS OF BANDAR LAMPUNG UNIVERSITY)

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Abstract

Shopee is a corporation in the field of electronic shopping. One of the beauty brands that attracts attention from Shopee users is Skintific. Skintific often holds flash sales in the form of discounts or discounts when live Shopee. This is what causes impulsiveness in buyers. This research aims to find out the impact of discounts and scarcity messages on impulse buying on Skintific consumers through live Shopee. This research uses associative research type, applying quantitative descriptive methods. The sample used in this research was 100 students of the Faculty of Economics and Business, Bandar Lampung University. The data in this study was taken using questionnaires. The research data that has been collected is then analyzed by applying multiple linear regression using the SPSS for windows application. Research findings show that rebates partially affect impulse buying. Research findings also show that scarcity messages partially affect impulse buying. While rebates and scarcity messages affect impulse buying simultaneously.

Keywords: Discount, Scarcity Message, Impulse Buying, Live Shopee

1. Introduction

The development of the world of technology makes anyone able to feel the ease of communication. Information and communication technology is currently widely used as an advertising tool to market brands, expand the market for merchants to buy and sell and shop through e-commerce. An example of e-commerce that is most in demand by the Indonesian people is Shopee. Shopee is an online shopping site that offers many conveniences to consumers and has various programs that can increase consumer interest in shopping. Shopee is an application that offers online outlets without renting a store, where the products offered include household needs, male and female needs, and others. Currently, the Shopee application is developing its features, one of which is live streaming during sales promotions. The live streaming feature is a feature that combines seller activities with videos that allow sellers to offer more interactive and varied product presentations (Rong, 2019). Through this live streaming feature, sellers can carry out more interactive activities, the communication formed is two-way communication so as to encourage customers to buy the products displayed (Xiao et al., 2019). Currently, all brands are trying to offer their goods through live streaming features, one of which is Skintific.

Skintific is one of the beauty brands that attracts the attention of Shopee users. Skintific products are also present in live streaming on the Shopee application. In the context of live streaming, this refers to things like exclusive prices or discounts given during the live stream. Discounts, also called discounts, are sales marketing tactics at affordable prices where customers are given the same product but the price is more affordable (Kusnanto

et al., 2020). When the live stream ends, the price of the product sold will return to the original price. Every live streaming host carries a scarcity message or scarcity message intentionally. The scarcity message strategy uses promotional messages that are used by customer psychology, so that it will cause feelings of anxiety or FOMO if a consumer fails to buy a product because it runs out. This makes consumers think that they have to make purchases faster than having to run out of the product, this scarcity message is what triggers consumers to make impulse purchases. According to Goetha (2020) by using scarcity messages, customers will believe that the products offered are rare and difficult to obtain, thus fostering a competitive environment among them to get them. The Skintific brand also often holds flash sales for best-selling products that are considered more attractive, expensive, and valuable because of the limited number and period of availability, thereby reducing consumer participation in finding product information (Zaidan & Sukresna, 2021). This creates impulse buying. Impulse buying behavior is a persuasive impulse and hedonic buying behavior, where the decision to buy a product does not depend on a deliberate process, this will only satisfy one's desires (Fitryani & Aristyanto, 2021). In addition, spontaneous shopping trips lead them to choose brands that offer desired features or advantages, resulting in rushed purchases.

In accordance with research (Pratiwi et al., 2023), (Wardani, 2023) states that rebates have a good and beneficial impact on impulse buying. Meanwhile, according to (Arafat et al., 2022) rebates have no influence on impulse buying. In accordance with Goetha's research, (2020), Zaidan & Sukresna, (2021) states that scarcity messages have a good and beneficial impact on impulse buying. Meanwhile, according to research by Sutrisno et al. (2022), scarcity messages have no influence on impulse buying. The problem statement of this study is whether the variable discounts and scarcity messages have an impact on impulse buying in Skintific consumers through live Shopee. To show the effect of variable discounts and scarcity messages on impulse buying on Skintific consumers through live Shopee (Case study of FEB students of Bandar Lampung University) is the purpose of this study.

2. Theoretical Background

2.1 Discounts

Customers who buy goods on credit are entitled to cash discounts (Assauri, 2017: 5). The discount can be in the form of cash rebates or agreed selling price discounts if the payment is made before the credit period (Kasimin, Dhiana & Warso, 2014). While Kotler & Keller, (2017) discount is defined as a reduction in the price of goods made directly at the time of purchase of goods in quantity and within a certain period of time. The availability of discounts has the potential to encourage customers to make purchases, so it will have an impact on soaring sales of certain products. According to Kotler (2012: 327) the indicators or dimensions of discounts vary among others as follows: (1) Abundant products, (2) Market competition, (3) Price competition, (4) Increase in the number of purchases made, (5) Profit of many clients, (6) Support the market through lower prices, (7) Purchase of several items with large quantities.

2.2 Scarcity Message

The scarcity message is a message that draws attention to how scarce the advertised product is according to Aggarwal et al. (2011: 1). Scarcity messages are common in the community and are often used in marketing various products or services. By building a sense of scarcity, the intention behind posting scarcity messages is to attract the attention of customers in the hope of increasing sales of available goods. There are four types of scarcity messages, as stated by Oberstadt (2018) scarcity messages have 4 types, namely exclusivity, strangeness, urgency and excessive demand. Scarcity message according to Aggarwal et al. (2011: 2) there are 2 indicators, namely: (1) (LTS) Limited Time Scarcity, customers find that stores offer products only in short periods of time, and (2) (LQS) Limited Quantity Scarcity, customers feel that stores deliberately limit the number of products that can be available.

2.3 Impulse Buying

Individuals are said to make unplanned purchases when they are not considering making a purchase or when they are considering making a purchase but have not yet made a decision on the product to be purchased according to Mawardi in (Chakraborty, 2017). Heri et al. (2022) define unplanned purchasing behavior as actions or decisions taken while in a store without prior planning. Based on the description above, unplanned purchases or also called impulse purchases are purchases made by customers who have not made a decision to buy something before, so that the purchase action is done without prior planning. According to Assauri (2017: 78), some indicators of impulse buying are as follows: (1) Spontaneity of purchase, consumers are motivated spontaneously to take actions that have never been done before, (2) Purchases without consideration, consumers make spontaneous decisions without considering the risks of the purchase, (3) Buy something because of an attractive thing, impulse buying is something that motivates people to take action because of attractiveness Certain interests, tied to the attractiveness aspect, namely relevance to the appearance of attractive goods so that someone is eager to buy, as well as attractive prices, (4) There is a sense of direct ownership of the product or brand sold.

2.4 Live Streaming

According to (Xiao et al., 2019) live streaming is the sending of audio and video signals directly from a program over the internet in real time. Provide a hands-on experience to the audience so that they feel directly present at the event. Live streaming indicators are interaction, real-time and promotional tools. According to Fitryani and Aristyanto (2021), live streaming indicators are as follows: (1) Interaction, providing a forum for interaction between sellers and potential customers through live broadcasts, with the aim of providing more precise information to potential buyers about the products of interest, (2) Real time, prospective buyers can ask questions in real time through chat tools and will be answered by sellers during the broadcast, (3) Promotional tools, in the live broadcast, the seller will offer a promo that is valid at that time. There is a time limit for prospective customers to get discounts. This is used as a promotional tool.

2.5 Theoretical Framework

In order to facilitate the understanding of this research, the following research theoretical framework is applied:

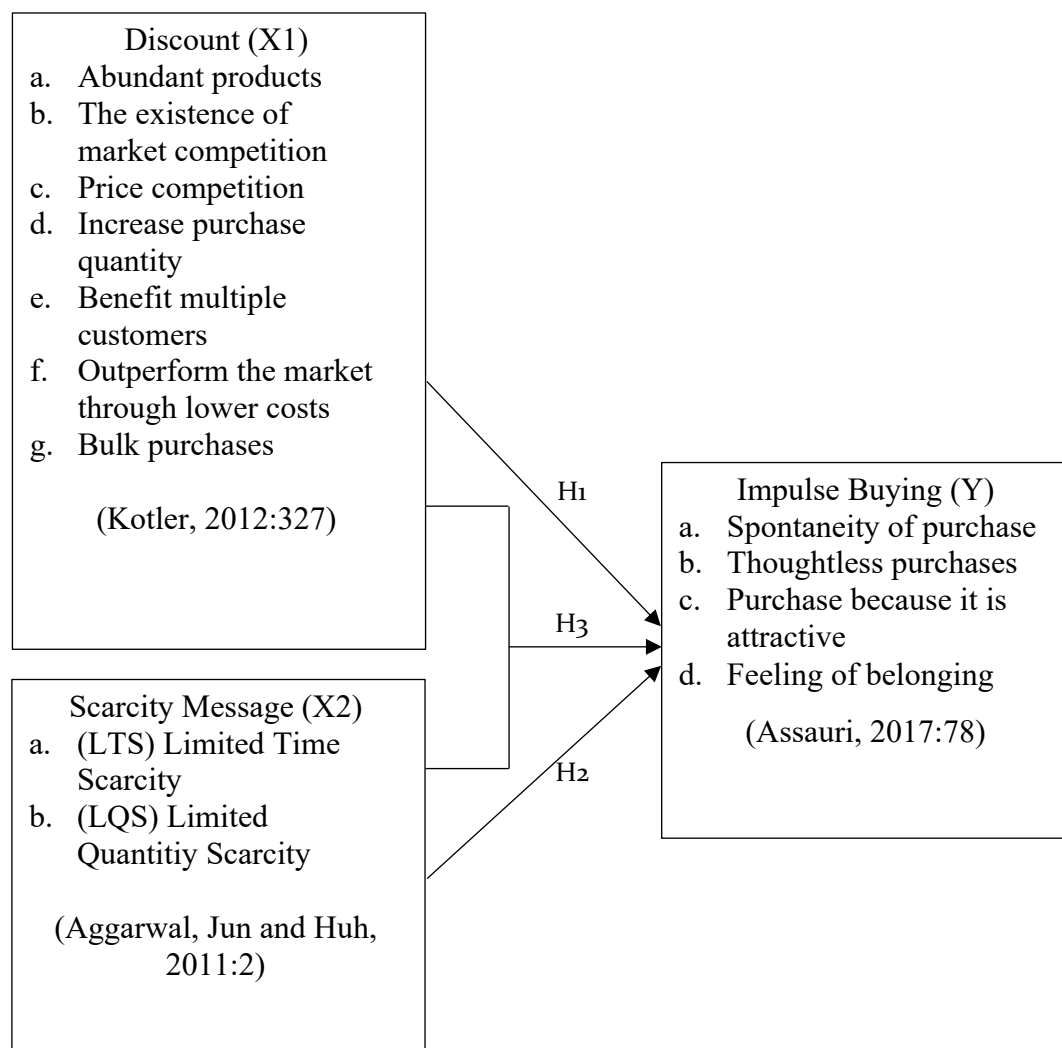


Figure 1. Theoretical Framework between Variables

Based on the theoretical framework compiled earlier, researchers set hypotheses including:

- H1 : There is a rebate impact on impulse buying.
- H2 : There is an impact of scarcity messages on impulse buying.
- H3 : There is an impact of rebates and scarcity messages on impulse buying.

3. Methods

This research utilizes quantitative descriptive methods associatively. According to Sugiyono (2019), when conducting research on certain populations or samples, quantitative research is used whose type of research involves collecting data through the use of research instruments and quantitative data analysis to review hypotheses that have been prepared. According to the following explanation, this type of quantitative research aims to examine a hypothesis that describes the influence of social phenomena that occur. The selection of quantitative research types aims to find out whether the hypothesis determined is supported from empirical evidence or not. If the evidence that has been

gathered supports then the hypothesis is acceptable. Conversely, if the evidence that has been collected does not support it, it is rejected and needs to be reviewed again. The research population is students of the Faculty of Economics and Business, Bandar Lampung University, totaling 1,391 people. Sample measurements were carried out using the slovin formula with an error margin of 10%. After making the necessary adjustments and applying the slovin formula to the calculation, it was determined that there were a total of 100 participants who would respond to the survey via google form. The selection criteria used as a sample are to be an active student of the Faculty of Economics and Business, Bandar Lampung University, have the Shopee application and have shopped on the Shopee application. A method known as purposive sampling was used for the purpose of this research sampling procedure. Sample selection through purposive sampling techniques, as described by Sugiyono (2015), is carried out with certain considerations based on desired criteria. This technique allows researchers to determine the number of samples to be studied according to certain needs and characteristics relevant to the study. Two different types of data were applied in this research: primary and secondary data. Data on research findings published by authors who did not conduct initial research are known as secondary data. In the primary data, respondents who were specifically targeted by researchers provided answers. Then using the coefficient of determination (R²), t-test analysis and f test analysis, as well as multiple linear regression analysis, the collected data is examined to find out the impact that exists between the independent variable and the dependent variable.

4. Results and Discussion

4.1 Characteristics of Respondents

The following are the characteristics of respondents used in this study:

Table 1. Characteristics of Respondents

Characteristic	Category	Sum	Percentage (%)
Gender	Man	22	22%
	Woman	78	78%
Courses	Management	86	86%
	Accountancy	14	14%
Semester	Semester 1	1	1%
	Semester 5	15	15%
	Semester 7	84	84%

Source: Data Processed by Researchers, 2023

Table 1 presents data that respondents are dominated by women, namely 78 people compared to men, which are 22 people. Meanwhile, if reviewed based on the study program, the majority of respondents are management majors, which are as many as 86 respondents, while the rest are accounting majors as many as 14 respondents. Table 1 also shows that the majority of respondents are from semester 7, namely 84 respondents, and semester 5 is 15 respondents, the rest of semester 1 is 1 respondent.

4.2 Validity Test Results

To determine the validity test by looking at pearson correlation as recalculate then compare it with rtable. If $r \text{ counts} > r \text{ table}$ and the value of $\text{sig.} < 0.05$ means the statement used in the questionnaire is valid, vice versa when $r \text{ counts} < r \text{ table}$ and the value of $\text{sig.} > 0.05$ means that the statement used in the questionnaire is invalid.

Table 2. Validity Test Results

Variable	Statement Item	r calculate	r table	Information
Discounts (X1)	X1.1	0,460	0,1966	Valid
	X1.2	0,389	0,1966	Valid
	X1.3	0,601	0,1966	Valid
	X1.4	0,520	0,1966	Valid
	X1.5	0,651	0,1966	Valid
	X1.6	0,433	0,1966	Valid
	X1.7	0,455	0,1966	Valid
	X1.8	0,514	0,1966	Valid
	X1.9	0,430	0,1966	Valid
	X1.10	0,458	0,1966	Valid
Scarcity message (X2)	X2.1	0,493	0,1966	Valid
	X2.2	0,691	0,1966	Valid
	X2.3	0,789	0,1966	Valid
	X2.4	0,809	0,1966	Valid
	X2.5	0,643	0,1966	Valid
Impulse buying (Y)	Y.1	0,727	0,1966	Valid
	Y.2	0,787	0,1966	Valid
	Y.3	0,832	0,1966	Valid
	Y.4	0,843	0,1966	Valid
	Y.5	0,751	0,1966	Valid
	Y.6	0,578	0,1966	Valid
	Y.7	0,720	0,1966	Valid
	Y.8	0,843	0,1966	Valid

Source: SPSS Processed Data, 2023

Table 2 shows r of this research table showing that when the dF of N-2 becomes 98, the finding is 0.1966. The variables rebate (X1), scarcity message (X2), as well as impulse buying (Y) can all be reviewed in the table above have r count > rtable also the level of significance < 0.05. So that the validity of each item in the statement can be accepted.

4.3 Reliability Test Results

From the findings of data processing using SPSS 20, reliability test findings are obtained in this table:

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Limits of Reliability	Information
Discounts	0,656	0,60	Reliable
Scarcity message	0,729	0,60	Reliable
Impulse buying	0,897	0,60	Reliable

Source: SPSS Processed Data, 2023

To determine the reliability test decision is to look at Cronbach Alpha, when the Cronbach Alpha value > 0.60, it is stated that the variables used are reliable to measure the variables to be tested. Seen in the SPSS output above, the value of Cronbach Alpha variable rebate (X1) is worth 0.656 > 0.60, Cronbach Alpha variable scarcity message (X2) is worth 0.729 > 0.60 and variable impulse buying (Y) is worth 0.897 > 0.60. So it can be concluded from the overall statements used in the questionnaire for the variables discount (X 1), scarcity message (X2), and impulse buying (Y) are reliable.

4.4 Multiple Linear Regression Analysis

In identifying relationships to evaluate the relationship and impact between two and more independent variables on the dependent variable, this study uses multiple linear regression tests. Multiple linear regression analysis methods were implemented to assess the relationship of rebates (X1) and scarcity messages (X2) to impulse buying (Y). The following displays the multiple linear regression coefficient equation as follows:

Table 4. Multiple Linear Regression Analysis Test Results

Type	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	-11.827	5.287		-2.237	.028
Discounts	.448	.128	.278	3.499	.001
Scarcity message	1.187	.176	.534	6.731	.000

Source: SPSS Processed Data, 2023

$$\hat{Y} = -11.827 + 0.448X_1 + 1.187X_2 + e$$

The magnitude of the impulse buying variable (Y) is indicated by the value of the variable constant Y which shows the number -11.827. The rebate (X1) as well as the scarcity message (X2) if in constant circumstances will result in -11,827 impulse buying (Y). The value of the rebate regression coefficient (X 1), which is 0.448, shows a positive correlation between rebate (X1) and impulse buying (Y). Impulse buying (Y) would increase by 0.448 if the rebate variable (X1) increased by one unit, assuming that the other variables of the study remained constant. The value of the scarcity message regression coefficient (X2) is 1.187 showing a positive impact on impulse buying (Y). Impulse buying (Y) would increase by 1.187 if the scarcity message variable (X2) increased by one unit, assuming that the other variables of the study remained constant.

4.5 Test Results of Coefficient of Determination (R2)

Table 5. Test Results of Coefficient of Determination (R2)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.685a	.469	.458	4.653311

Source: SPSS Processed Data, 2023

From the SPSS output, there is an R square value of 0.469. This indicates that the discount variables (X 1) and scarcity message (X2) together have an influence of 46.9% on impulse buying changes (Y), while the remaining 53.1% are influenced by other variables that in this study were not studied.

4.6 Partial Test Result (t)

Table 6. Partial Test Result (t)

Type	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	-11.827	5.287		-2.237	.028
Discounts	.448	.128	.278	3.499	.001
Scarcity message	1.187	.176	.534	6.731	.000

Source: SPSS Processed Data, 2023

Based on the results of data analysis, it was found that the calculated t value for the rebate variable (X 1) was 3.499, greater than the table t value of 1.660, with a significance value of $0.001 < 0.05$ meaning that H 1 was accepted, implying that the discount variable (X 1) partially had a positive impact on impulse buying (Y). Furthermore, the calculated t value for the scarcity message variable (X2) is 6.731, also greater than the table t-value of 1.660, with a significance value of $0.000 < 0.05$ meaning that H2 is received, implying that the scarcity message variable (X2) partially has a positive impact on impulse buying (Y).

4.7 Simultaneous Test Results (F)

Table 7. Simultaneous Test Results (F)

Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1852.629	2	926.315	42.779	.000b
Residuals	2100.371	97	21.653		
Total	3953.000	99			

Source: SPSS Processed Data, 2023

Table 7 shows that the sig value is 0.000 greater than 0.05. With the F value of the table $n-1 = 3 - 1 = 2$ for the numerator of the count and $N - k = 100 - 2 = 98$ for the denominator of the count, the finding of Ftable with a significance level of 5% or 3.09 was obtained. This research resulted in a sig value of $0.000 < 0.05$ and a calculated F value of $42.779 > 3.09$. This shows H3 received. Thus, rebate (X 1) and scarcity message (X2) which are independent variables have a good impact on impulse buying (Y).

4.8 Discussion

The first hypothesis (H 1) is that rebates (X1) partially have a good impact on impulse buying (Y), according to research findings. The sig value of $0.001 < \alpha$ determined is 0.05 indicating that the discount (X1) has a beneficial impact on impulse buying (Y) based on the test findings carried out. So, H 1 is accepted or in other words, the discount (X1) partially has a good impact on the impulse buying (Y) of Skintific consumers through live Shopee (FEB student study Bandar Lampung University). The conclusion is that the Skintific discount during live streaming will affect impulse buying attitudes at the FEB Bandar Lampung University student level. This research finding is in line with research by Kusananto et al. (2020) which shows that discounts have a good impact and are also beneficial for impulse buying.

The second hypothesis (H2), namely scarcity messages (X2), partially has a good impact on impulse buying (Y), according to research findings. Based on the test findings, scarcity message (X2) has a good impact on impulse buying (Y) which is indicated by a sig value of $0.000 < \alpha$ set at 0.05. So, H 2 is received or in other words, scarcity message (X2) partially has a good impact on impulse buying (Y) of Skintific consumers through live Shopee (Study on FEB students of Bandar Lampung University). Therefore, it can be concluded that Skintific scarcity messages during live streaming will affect impulse buying attitudes in FEB Bandar Lampung University students. The findings of this research are in line with research by Mitang et al. (2020), which shows that scarcity messages partially have a good impact as well as benefit impulse buying.

The third hypothesis (H3), namely rebates (X 1) and scarcity messages (X2) simultaneously has a good and significant impact on impulse buying (Y), according to research findings. Based on the results of the tests that have been done, rebates (X 1) and scarcity messages (X2) have a good impact on impulse buying (Y) which is indicated by

a sig value of $0.000 < \alpha$ of 0.05 and the calculated F value in this study is $42.779 > 3.09$. This shows that H3 is received or in other words, discounts (X 1) and scarcity messages (X2) simultaneously have a good and significant impact on impulse buying (Y) of Skintific consumers through live Shopee (FEB student study Bandar Lampung University). It can be concluded that discounted prices (X 1) and scarcity messages (X2) during live streaming will affect impulse buying attitudes at the FEB Bandar Lampung University student level.

5. Conclusion

Based on the description of the findings as well as the analysis, the conclusion is that rebates affect impulse buying significantly. This shows that good discounts also play an important role in impulse buying Skintific consumers through live Shopee Student Study of Bandar Lampung University. In addition, it is also known that scarcity messages affect impulse buying significantly. This means that scarcity messages have a good impact and also play an important role in impulse buying Skintific consumers through live Shopee Student Study of Bandar Lampung University. As well as discounts and scarcity messages simultaneously have a good impact, it also plays an important role in impulse buying Skintific consumers through live Shopee Student Study of Bandar Lampung University.

The advice for Bandar Lampung University students is that students are expected to improve their self-control and minimize the tendency to make impulse purchases and students must be wiser in using e-commerce. Suggestions for further research are expected to find and add other independent variables that can be used in deepening further research.

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