



# THE EFFECT OF SCARCITY MESSAGES AND NETWORK SIZE ON PURCHASE INTENTION OF SKIN CARE PRODUCTS IN TIKTOK LIVE STREAMING

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## ABSTRACT

*This research aims to determine the effect of message scarcity and network size in Tiktok Shop @somethincofficial on Somethinc purchase intention among Generation Z. According to iPrice (2020), Somethinc, Skintific, and The Originote on tiktok live streaming, @somethincofficial has a significant presence in the Gen Z market, however with Somethinc having a 13% penetration rate among 18-24 year olds, which this figure is smaller than @skintific\_id and @TheOriginote. In this research employed quantitative methods with purposive sampling techniques. The resolut found that the scarcity message variable has an influence on purchase intention with a significance of 0.000. Furthermore, the network size variable has an influence on purchase intention with a significance value of 0.000. And the independent variables (X1) and (X2) have an influence of 40.6% on the dependent variable (Y).*

### Keywords:

*Scarcity Message, Network Size, Purchase Intention, Generation Z*

## 1. INTRODUCTION

The use of live streaming is important in supporting business because it is interactive and marketers can directly demonstrate products to attract people's interest (Lund et al., 2021). Compared to regular online marketing, live streaming is attractive to marketers because it can build strong interactions with consumers (Kang et al., 2020). Live streaming itself is an internet-based activity that allows streamers and viewers to interact in real-time basis (Lu et al., 2018). Moreover, social media platforms in their development are integrating live streaming features, which are then used by companies in conducting promotions and building two-way communication with their customers to guide them to purchase intention (Primadewi & Fitriasari, 2022). Futhermore, Tiktok as one of the social media that also utilizes this live streaming feature, reported by Digicom.io (2023), is considered "The Future of Social Commerce", where Tiktok combines elements of entertainment and advertising (advertainment) in live streaming and has proven effective in marketing products, this makes consumers tend to spend their money up to 14% more than in other social media.

In relations to this, as reported from eMarketer report (2023), viewers of live streaming increased rapidly after the pandemic because it provided an easier way to communicate. According to data from Google Trends (2020), the frequency of keyword searches for "live streaming" increased 60% globally during the pandemic. Its popularity is also evident in Indonesia, as reported by an Ipsos study (2022) in the Indonesian market that 78% of consumers have heard and know about shopping alternatives through live streaming, 71% of them have accessed it, and 56% of them claim to be aware of it. to it, and 56% of them claimed to have purchased products via live streaming during the pandemic.

Tiktok's popularity is also marked by the valuation of the company, based on a report from Statista (2023) this short video platform has surpassed WhatsApp and Instagram in the most downloaded

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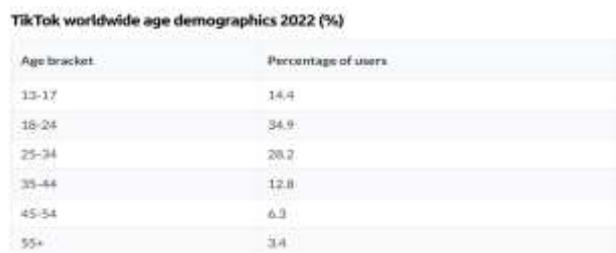
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mobile application category in 2022, with a brand valuation of 66 billion USD making Tiktok the most valuable unicorn company worldwide with a market capitalization of 200 billion USD. In developing this application, as reported by the Pandaily article (2022) Tiktok provides a subsidy budget of 60,000 USD for sellers who utilize the Tiktok Shop platform as their selling place and the amount will be adjusted according to the growth ratio of the seller.

The potential of Tiktok encourages brands of beauty and care products to take advantage of this feature in marketing their products, based on the Traackr report (2020) uploads from influencers regarding skin care increased by 39% and engagement from audiences experienced a spike of 164% from 2019 to 2020. In line with this, based on populix's "Unveiling Indonesian Beauty & Dietary Lifestyle" survey of 10,616 Indonesians, 45% of respondents in Indonesia buy basic skincare products once a month. 23% of respondents buy skincare products less than once a month and 12% of respondents buy basic skincare every day. Then, respondents with a frequency of buying basic skincare 2 to 3 times per month were 8%. As many as 5% of respondents buy basic skincare in a period of 2-3 times per week. There are 4% of respondents who buy basic skincare once a week. Meanwhile, 3% of respondents buy basic skincare 4-6 times per week (Populix, 2022).

According to the "Skin Care Products Market" report, the skin care products market was valued at \$170.7 billion in 2021, and is expected to reach \$241.5 billion by 2031, growing at a CAGR (Compound Annual Growth Rate) of 3.6% from 2022 to 2031 (Allied Market Research, 2022). In this regard, based on the results of Sirclo data (2022), it was found that there was a shift in the product categories that consumers were most interested in when shopping via live streaming, where on the first place transactions for beauty products increased to 40.1% during the covid-19 pandemic, second place was fashion products and accessories, which increased by 37%, and third place was household products by 25%. Buyers of beauty products are increasing among the younger age group who want to improve their appearance by using beauty products, making changes that occur in the trend of using skincare which has increased significantly (Kompas, 2021).

Based on an iPrice survey (2020), Somethinc, Skintific and The Originote are brands selling beauty products that have the highest average live-streaming viewers with an average audience of 100+ viewers every day. In connection with this, based on the FastData Tiktok Analytics report (2023), on the live streaming of @somethincofficial tiktok shop, it turns out that the penetration rate one the age of group 18-24 years is only 13%, this percentage is small compared to other fellow brands that engaged in the same field such as @skintific\_id by 30% and @TheOriginote by 55%.



Age bracket	Percentage of users
13-17	14.4
18-24	34.9
25-34	28.2
35-44	12.8
45-54	6.3
55+	3.4

**Figure 1.1** Tiktok Worldwide Age Demographics

Whereas the majority of TikTok users for the age group and gender of TikTok users according to the Business of Apps report (2023), in the first place is dominated by the 18-24 age group with an amount of 34.9%, then followed by the 25-34 age group of 28.2%, there are also 14.4% of users aged 13-17 years, 12.8% aged 35-44 years and 6.3% aged 45-54 years. With gender demographics of 43% male, 55% female and 2% other.

In this regard, Somethinc under PT Beaute Haul Indonesia on its demographic segmentation targets the age group of 15 years and over by aggressively promoting on social media which emphasizes visual marketing aspects to attract the attention of potential customers (Allysia, 2021). Where in the Tiktok live streaming platform, Somethinc is live for 24 hours offering flash sales with massive discounts that are only carried out for a limited time in each live stream session which ultimately creates a sense of urgency for the audience to immediately take advantage of the opportunity before the offer ends (Marketeers, 2022). In addition, Somethinc also limits the

number of products sold at a lower price during flash sales, this limitation makes the offers made by the host on Somethinc's live stream seem exclusive and rare, which then stimulates the audience to shop immediately so as not to miss the opportunity to get products at low prices (Subakti, 2023).



(a) Product Display (b) Product Detail Presentation  
**Figure 1.2** Tiktok Live Streaming Overview

In the context of this research, the buying and selling activities in the TikTok live stream illustrate sales promotion, which is one of the components in the communication mix, defined as a form of short-term promotion through the provision of incentives (coupons, discounts, and other forms of price reductions) by marketers to encourage consumers to try or purchase products (Kotler & Armstrong, 2017: 440). According to Pradana (2012), short-term promotions or limited-time offers in sales promotions create a scarcity message in the sense that this message creates conditions of scarcity so that it can attract consumer attention, which leads to increased purchases of the offered products.

The following are some of the results of research examining the effect of scarcity messages, Song et al. (2021) found that scarcity messages affect consumer responses in increasing sales, where the use of scarcity messages positively affects purchase intention. Meanwhile, Breider & Wentink (2022) found that limited-time product promotions increase the perception of product scarcity but have no positive effect on purchase intention.

Relatedly, the number of viewers in a livestream is categorized as network size, which is thought to explain user intention in the context of livestream shopping (Ma, 2021). Scholars have also consistently found that the larger the network size of the seller, the more consumers perceive the product or service offered to be of high quality (Strader et al., 2007). In line with this, a phenomenon has emerged where buzzers are used to enliven the promotion of a product and service aimed at shaping public opinion on social media (Fauliana et al., 2020).

Based on the research of Gao et al. (2021), it is found that audience participation increases consumers' persuasive perceptions that lead to purchase intention, where the large number of viewers in the live stream gives the audience the impression that the product is of good quality. Netrawati et al (2021) found that live streams with a large number of viewers are considered effective and efficient to use as a strategy to offer and market products, which leads to consumer purchase interest. This is consistent with the findings of Ma (2021), who said that network size in live-streaming shopping has a positive effect on purchase intention in China.

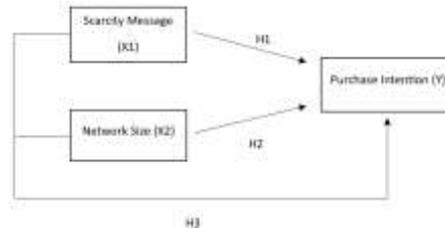
This research is focused on the effects of scarcity message and network size of @somethinofficial live stream on the purchase intention of Somethinc products. Besides, this study aims to give insight to small enterprises that sell their product in e-commerce about consumers' behavior towards live streaming.

## 2. METHODS

This study is using quantitative approach. The data will be provided in the form of statistical numbers that can describe a problem (Sugiyono, 2013). The survey method is used as a strategy in this

study, according to Ibrahim et.al (2018) survey research is a type of research that bring together data from samples in describing all aspects of the population.

Data were collected among Gen Z (18-24 years old) in Indonesia, gathered through self-administered questionnaire using a four-point likert scale anchored with (1) “strongly disagree” to (4) “strongly agree,”. The questionnaire distribution was conducted online through social media groups and social media platforms using provided google forms link to respondents who ever watched @somethincofficial Tiktok live stream.



**Figure 2.1 Hypothesis**

Figure 2.1 is a hypothesis of the effect of live streaming on purchase intention that draws from previous literature. Furthermore, (H1) there is a significant influence of the scarcity message on the live streaming tiktok shop @somethincofficial on purchase intention of Somethinc products among Generation Z. (H2) there is a significant effect of network size on live streaming tiktok shop @somethincofficial on purchase intention in Somethinc products among Generation Z. (H3) there is a significant influence of scarcity message and network size on live streaming tiktok shop @somethincofficial on purchase intention in Somethinc products among Generation Z.

### 3. RESULTS AND DISCUSSIONS

#### Results

From the total of 152 participants in this research, the composition of gender and working status can be seen in Table 3.1. In regards to the gender composition of the respondents, more than half (78.3%) were women and the remaining 21.7% were male. Furthermore, in terms of working status, the majority of respondents were students (64.5%), followed by private sector employees (16.4%), higher than public sector/government employees that reached only less than 10%. At least 9.9% of respondents reported they were entrepreneurs, while a small percentage of participants (0.7%) did not identify to a particular working status group.

**Table 3.1 Respondent Socio-Demographic**

Variables	Categories	Frequency	Percentage
Gender	Female	119	78.3%
	Male	33	21.7%
Working Status	Student	98	64.5%
	Private Employee	25	16.4%
	Public/Government Employee	13	8.6%
	Entrepreneur	15	9.9%
	Other	1	0.7%

The instrument is valid if  $r_{count} > r_{table}$ , where the instrument can be said to be valid if the value is more than  $r_{table}$  and the significance value is  $< 0.05$ . This test uses Pearson Correlations using the  $r_{table}$  value of 0.158.

**Table 3.2 Assesment of measurement model (Validity)**

Variable	Item	Loadings	r Table	Reliability	Description
Scarcity Message (X1)	1	0,158	0,158	0,000	Valid
	2	0,971	0,158	0,000	Valid
	3	0,961	0,158	0,000	Valid
	4	0,990	0,158	0,000	Valid
	5	0,990	0,158	0,000	Valid
	6	0,977	0,158	0,000	Valid
	7	0,989	0,158	0,000	Valid
	8	0,989	0,158	0,000	Valid
	9	0,940	0,158	0,000	Valid
	10	0,970	0,158	0,000	Valid
Network Size (X2)	11	0,999	0,158	0,000	Valid
	12	0,999	0,158	0,000	Valid
	13	0,999	0,158	0,000	Valid
	14	0,979	0,158	0,000	Valid
	15	0,999	0,158	0,000	Valid
	16	0,989	0,158	0,000	Valid
Purchase Intention (Y)	17	0,999	0,158	0,000	Valid
	18	0,999	0,158	0,000	Valid
	19	0,999	0,158	0,000	Valid
	20	0,999	0,158	0,000	Valid
	21	0,999	0,158	0,000	Valid

The validity test results in the table show that the overall statement instrument in this study is valid with the results of the t value > t table (0.158) and a significance value of 0.000 < 0.05. Furthermore, the instrument is also reliable with Cronbach's alpha value  $\geq 0.60$ , as shown in the table below.

**Table 3.3** Assesment of measurment model (Reliability)

Variable	Loadings	r Table (Cronbach's Alpha)	Description
Scarcity Message (X1)	0.723	0.60	Reliable
Network Size (X2)	0.618	0.60	Reliable
Purchase Intention (Y)	0.715	0.60	Reliable

The results in the table above show that scarcity message(X1), network size (X2) and purchase intention (Y) have a Cronbach's value  $\geq 0.60$ , meaning that the measuring instrument will provide consistent results when used again to examine the same object and this can conclude that all instruments are reliable.

**Table 3.4** Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 <sup>a</sup>	.406	.398	3.647

a. Predictors: (Constant), X2, X1

In regards to examine the structural model and hypothesis testing after examining the measurement model and meeting the criteria for validity and reality. The coefficient of determination obtained from R Square is 0.406 or 40.6%, it shows that all independent variables (X1 and X2) are able to have an impact of 40.6% on the dependent variable (Y) and the other 59.4% is influenced by other factors not included in this study. R-squared (R<sup>2</sup>) is a statistical measure representing the proportion of the variance for a dependent variable explained by an independent variable in the regression model.

**Table 3.5** Analysis of Multiple Linear Regression

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients			Standardized Coefficients	
		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.274	2.251		-0.189	.800
	X1	.398	.076	.505	5.208	.000
	X2	.631	.104	.612	6.044	.000

a. Dependent Variable: Y

As it shown on table 3.5 it defines a substantial portion of the variance, with a coefficient of regression of 0.398 for scarcity message, 0.631 for network size. This indicates that when the X2 variable increases by 1 point while the other variables are constant, X2 will provide an increase in the value of the purchase interest variable worth 0.631.

In relation to this, the effect of the Scarcity Message variable (X1) as an independent variable on the Purchase Interest variable (Y) as the dependent variable shows t count 5.208 and a significance value of t 0.000. By using a significance level of 0.05, the t-table result is 1.975. So, because the t value is  $5.208 > t \text{ table } 1.975$  and the significance value of t is  $0.000 < 0.05$ , it can be concluded that the Scarcity Message variable (X1) has a significant influence on the Purchase Intention variable (Y).

**Table 3.6 F-test Analysis**

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	1352.879	2	676.439	50.908	.000 <sup>b</sup>
Residual	1991.364	149	13.364		
Total	3344.243	151			

a. Dependent Variable: Minat Beli  
b. Predictors: (Constant), Network Size, Pesan/ingatan

Furthermore, for the effect of the Network Size variable (X2) as an independent variable on the Purchase Intention variable (Y) as the dependent variable shows a T value 6.044 and a significance value of t 0.000. So, because the t value is  $6.044 > t \text{ table } 1.975$  and the significance value of t is  $0.000 < 0.05$ , it can be concluded that the Network Size (X2) variable has a significant effect on the Purchase Intention (Y) variable.

According to the processed data, the calculated f value is 50.905 and the significance value is 0.000. With a significance level of 0.05 ( $\alpha = 5\%$ ), the results of f table 3.06 are obtained. So, because the calculated f value is  $50.905 > f \text{ table } 3.06$  and the significance value is  $0.000 < 0.05$ , it can be concluded that the independent variable has a significant effect on the dependent variable. Therefore,  $H_0$  is rejected  $H_a$  is accepted, in other words, there has been a simultaneous influence between message scarcity (X1) and network size (X2) on purchase intention (Y). This implies that  $H_3$  is indirectly accepted.

## Discussion

This study shows that the scarcity message has a significant influence on the purchase intention of Somethinc products in Tiktok shop @somethincofficial. This is shown from the T-test results which show that the t value is  $5.208 > t \text{ table } 1.975$  and the significance value of t is  $0.000 < 0.05$ , therefore it can be concluded that the Scarcity Message variable (X1) has a significant influence on the Purchase Interest variable (Y). In increasing sales in the context of live streaming in real-time is to give the impression of scarcity to the product being offered through the ability of the live stream host (Liu et al., 2022). The scarcity deliberately created by the host is considered capable of stimulating buying interest from consumers.

In the SOR (Stimulus-Organism-Response) theory, there are two responses given by the organism after receiving a stimulus, namely affective and cognitive reactions, cognitive reactions refer to the usefulness perceived by consumers and ultimately affect consumer shopping behavior and affective reactions refer to the emotional or entertainment aspects felt (Chan et al., 2017).

The next discussion is about the effect of network size in tiktok shop @somethincofficial on purchase intention in Somethinc products among Gen Z significantly has an influence. This is indicated from the results of the t test showing that the t count is 6.044 and the t significance value is 0.000. So, because the value of t count  $6.044 > t \text{ table } 1.975$  and the significance value of t  $0.000 < 0.05$ , therefore it can be concluded that network size in Tiktok shop @somethincofficial has an influence on purchase intention in Somethinc products. Network size represents that consumers refer to information such as perceived network size as a signal in evaluating product or service quality when they assess a product (Friedrich et al., 2019). Network size is assumed to explain the satisfaction sought and user intentions in the context of live streaming shopping because live streaming shopping is based on communication technology. In this regard, according to this theory, the network size variable in SOR (Stimulus-Organism-Response) Theory falls into a

cognitive reaction which is the perceived usefulness of consumers, which will affect consumer shopping behavior. Where experts have consistently found that perceived network size is related to perceived utility or usefulness because consumers usually believe that agents with a large number of consumers offer high-quality services (Varian, 1999; Strader et al., 2007).

Lastly, the effect of scarcity messages and network size on @somethincofficial live streaming simultaneously and significantly affects the purchase intention of Somethinc products among Gen Z. as this has been proven through the results of the f test that has been carried out, showing the calculated f value of 50.905 and a significance value of 0.000. With a significance level of 0.05 ( $\alpha = 5\%$ ), the f table result is 3.06. So, because the calculated f value of 50.905 > f table 3.06 and the significance value of 0.000 < 0.05. In SOR Theory, some experts have categorized organisms into two categories, namely cognitive reactions and affective reactions (Chan et al., 2017). Cognitive reaction refers to the mental process that occurs in the consumer's mind when he interacts with a stimulus, and it occurs when consumers realize potential obstacles during the online impulse buying process (Eroglu et al., 2001). According to Sun & Zhang, (2006) affective reactions refer to the emotional response of individuals when interacting with the environment.

From this study, it is found that there is a positive regression coefficient for the scarcity message on tiktok @somethincofficial live streaming on the purchase intention of Somethinc products of 0.398. Meanwhile, the network size variable has a positive regression coefficient value of 0.631 on the purchase intention of Somethinc products. The coefficient of determination test results show that the scarcity message and network size have an influence of 40.6% on the purchase intention of Somethinc products. Furthermore, in the results of the multiple regression model, the variable value of buying interest in Somethinc products among Gen Z when influenced by scarcity messages and network size has a constant value of 9,254. Thus, it can be concluded that network size has the highest influence compared to the scarcity message on the purchase intention of Somethinc products among Gen Z. The response here is a form of effect from affective and cognitive processes that affect the interest in buying Somethinc products in the live streaming tiktok shop @somethincofficial which is divided into transactional interest, referential interest, preferential interest, and exploratory interest.

#### 4. CONCLUSION

This study aims to determine the effect of scarcity message and network size on purchase intention in Tiktok shop @somethincofficial. Based on the statistical analysis generated from 152 respondents collected who have watched Tiktok shop @somethincofficial, three hypotheses that suggested have been proven indicating the influences among variables. Network size variable has a greater positive influence than the scarcity message carried out by Somethinc in its live streaming. The result further reinforces the need for those live streaming host to focus on messages with the aim of limiting the time in product offerings and limiting the number of products when offering products, because this study proves the influence between scarcity messages and purchase. Moreover, in the aspect of network size, practitioners in live streaming must also be able to control the number of viewers of a live broadcast, because this research proves that the number of viewers is an important aspect that must be owned in a live streaming in making the impression that the products offered are of good quality and can be trusted.

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