

THE EFFECT OF SCARCITY PROMOTIONS IN LIVE STREAMING E-COMMERCE ON PURCHASE INTENTION WITH THE MEDIATION ROLE OF EMOTIONAL EXPERIENCE ON GENERATION Z AND MILLENNIALS IN DKI JAKARTA



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ABSTRACT

The expansion of Indonesia's digital economy has encouraged the adoption of live streaming as a marketing strategy, particularly within the e-commerce sector. This approach is efficient in capturing the attention of Generation Z and Millennials, who comprise the primary consumer base. This study examines the impact of scarcity-based promotions on purchase intention, with emotional experience serving as a mediating factor, focusing on Generation Z and Millennial consumers in DKI Jakarta. A quantitative methodology was employed, using a survey distributed via questionnaires to live streaming e-commerce users from both generations. The collected data were analyzed using SmartPLS version 4.1.1.2. Findings reveal that Limited Quantity Promotions (LQP) positively and significantly affect purchase intention, both directly and indirectly through emotional experience. In contrast, Limited Time Promotions (LTP) do not show a significant impact. LQP appears particularly effective among Generation Z and female consumers. Based on these results, it is recommended that e-commerce businesses prioritize implementing LQP strategies while ensuring LTP campaigns are applied consistently and effectively.

Keywords: *S-O-R; e-commerce; Live streaming E-commerce; Scarcity Promotions; Limited Time Promotions; Limited Quantity Promotions; Emotional Experience; Purchase Intention; Generation Z; Millennial Generation.*

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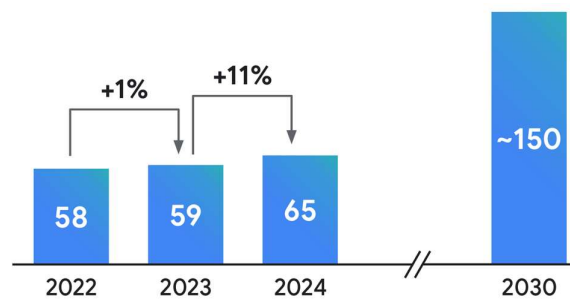
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INTRODUCTION

Indonesia's digital economy is experiencing rapid growth. According to data from e-Conomy SEA (2024), the country's Gross Merchandise Value (GMV) is projected to reach USD 90 billion in 2024, representing a 13% increase from the previous year. As illustrated in Figure 1, the e-commerce sector is the most significant contributor, accounting for USD 65 billion of the total GMV. Figure 1 illustrates the continuous growth of Indonesia's e-commerce GMV from 2022 to 2024, with projections showing a sharp increase to approximately USD 150 billion by 2030, reflecting the sector's substantial and sustained expansion. This growth also has a positive impact on the regional economy, including DKI Jakarta, which has the highest Gross Regional Domestic Product (GRDP) nationally, which is IDR 3,200 trillion (JaKita, 2024).



Source: e-Conomy SEA, 2024

Figure 1
GMV of Indonesian E-commerce in 2024

E-commerce means conducting the purchase and sale of products or services through the internet. E-commerce makes it easier for people to shop without the need to come directly to the store (Rolando et al., 2024). According to Balhmar & Khuzaini (2022), e-commerce is a sales and purchase process carried out through the internet using a system specifically designed to receive and process purchase requests. As interest in online shopping increases, business actors must continue to innovate to attract consumers' attention. One of the marketing strategies that is now widely used is live streaming (Fida et al., 2021).

Live streaming allows sellers to promote products directly, provide product explanations, answer consumer questions, and offer limited real-time promos (Saputra & Fadhillah, 2022). Data from Jakpat (2023), shows that 65% of respondents have purchased products through live shopping. Shopee Live is the most popular platform (69%), followed by TikTok Live (25%), Tokopedia Play (4%), and LazLive (2%) (Populix, 2023). Live streaming e-commerce is a trend that is very popular with the younger generation. Based on GoodStats (2023), Generation Z is the highest group watching live shopping (87%), followed by Millennials (86%) and Generation X (82%). This indicates that Generation Z and Millennials are a promising segment in the e-commerce world.

One of the effective marketing strategies in live streaming is scarcity promotions, which create the impression of scarcity through time limits or the number of products available (Cengiz & Şenel, 2024). This strategy is divided into Limited Time Promotions (LTP) and Limited Quantity Promotions (LQP). LTP is a limited-time offering, while LQP limits the number of products available, so that consumers feel they have to buy right away (Zhou, 2024).

Scarcity Promotions' strategy also triggers Emotional Experience or consumers' emotional experiences, such as happiness, enthusiasm, fear of running out, or even disappointment. Emotional experience is a person's internal reaction to the environment that affects consumers' psychological state and decisions (Martínez & Casielles, 2021). These emotional experiences can potentially influence consumers' purchasing intentions. Purchase intention refers to an individual's inclination, willingness, or plan to buy a specific product or service, which is often influenced by their personal perceptions, attitudes, and evaluations of the product's quality, value, and usefulness, as well as their past experiences, satisfaction levels, and external factors such as brand reputation, marketing efforts, and social influences (Azzahra et al., 2021). Buying intention can be an essential indicator of the success of a marketing strategy, as it leads to future buying actions (Chen et al., 2022). In live streaming e-commerce, an engaging promotional strategy and an intense emotional experience can prompt consumers to make an immediate purchase.

Zhou's (2024) study was carried out to examine the effect of Scarcity Promotions on Purchase Intention, with Emotional Experience serving as a mediating factor. The research was conducted in China and involved respondents from diverse regions and both genders. The findings indicate that Scarcity Promotions have a positive effect on Purchase Intention, with a more substantial impact observed among female consumers compared to males. Interestingly, male consumers exhibited higher overall purchase intentions than females. Additionally, the study found that urban consumers experienced more intense emotional responses, yet their purchase intentions were lower than those of rural consumers.

Despite making significant contributions, Zhou (2024) research has not provided a detailed examination of behavioral differences across generations, especially between Generation Z and Millennials, who represent the dominant groups actively engaging with and utilizing digital platforms in today's online environment. Additionally, there is no special focus on major cities, such as DKI Jakarta, the center of the national digital economy.

This study aims to investigate how Scarcity Promotions, specifically Limited-Time Promotions (LTP) and Limited-Quantity Promotions (LQP), affect Purchase Intention in e-commerce live streaming, with Emotional Experience acting as a mediating factor. The focus is on Generation Z and Millennial consumers in DKI Jakarta. The research also explores potential differences in responses to these promotional strategies between male and female participants.

LITERATURE REVIEW AND RESEARCH HYPOTHESIS

S-O-R Theory

Stimulus-Organism-Response (S-O-R) theory, introduced by Hovland in 1953, is a psychological approach to understanding consumer behavior (Christanti, & Kembau, 2024). This model posits that a person's behavior is the result of an interaction between external stimuli, individual internal processes, and emergent responses. In digital marketing, stimulus can be promotional content, such as discounts or limited-time offers, delivered through e-commerce platforms. The organism reflects the internal conditions of the consumer, including the emotions, perceptions, and motivations triggered by the stimulus. Response is a tangible action, such as the desire to buy a product or make a purchase directly (Qushoyyi et al., 2023; Asyraff et al., 2023). This model is relevant to explain how promotions in e-commerce live streaming can trigger an emotional experience and drive purchase intention.

E-commerce

E-commerce is the process of conducting commercial transactions involving the exchange of goods or services through electronic means, primarily via the internet, enabling businesses and consumers to interact, communicate, and complete purchases in a virtual environment without the need for physical contact (Felix & Rembulan, 2023). This model has revolutionized the way consumers interact with sellers, providing ease of access, transaction efficiency, and a wide selection of products (Laudon & Traver, 2017 : 50). Technological developments allow the integration of advanced features such as artificial intelligence, chatbots, recommendation systems, and live streaming, all of which contribute to improving the user experience (Agung et al., 2023; Felix & Rembulan, 2023). E-commerce is categorized into several models, namely B2B (Business to Business), B2C (Business to Consumer), C2C (Consumer to Consumer), C2B (Consumer to Business), and B2A (Business to Administration), each of which has different characteristics and strategic approaches (Jabat et al., 2022).

Live Streaming E-commerce

Live streaming e-commerce is an online selling approach that utilizes real-time video broadcasts to enable direct and interactive communication between sellers and consumers, allowing viewers to ask questions, receive instant feedback, and make purchasing decisions during the live session. This feature will enable consumers to view products directly, ask questions, and receive instant responses. This increases transparency and trust in the products offered (Valentina et al., 2024; Sapa et al., 2023). Sellers can capitalize on this opportunity by creating a sense of urgency through promotions with limited time or quantity availability. Popular platforms such as ShopeeLive, TikTok Live, and Tokopedia Play are now widely used by brands and individuals to reach a wider audience and create an immersive shopping experience (Populix, 2023).

Scarcity Promotions

Scarcity promotions are marketing tactics designed to generate a sense of limited availability for a product, encouraging consumers to make quicker purchase decisions (Amara et al., 2022). There are two main types, namely Limited Time Promotions (LTP), which offer promotions within a specific period, and Limited Quantity Promotions (LQP), which limit the number of products available (Zhou, 2024). This strategy has proven effective because scarcity can lead to emotional distress and FOMO (Fear of Missing Out), which ultimately encourages consumers to buy immediately (Amara et al., 2022; He & Jin, 2022). In live streaming, scarcity promotions are frequently employed to create a sense of urgency and boost conversion rates.

Emotional Experience

Emotional experience refers to the subjective feelings experienced by consumers during the process of interacting with a product or service (Martínez & Casielles, 2021). In marketing, emotions are essential in shaping attitudes and purchasing decisions (Huang et al., 2023). Consumers tend to remember and repeat positive experiences, while negative experiences can hinder future purchase intention (Martínez & Casielles, 2021). Strategies such as scarcity promotions in live streaming can evoke intense emotions such as excitement, anticipation, or even anxiety due to the fear of missing out on

opportunities, all of which have an impact on buying intention (Biraglia et al., 2021; Yuen et al., 2022).

Purchase Intention

Purchase intention represents the consumer's psychological inclination or willingness to make a purchase decision, which arises from their assessment and interpretation of various stimuli such as product attributes, marketing messages, brand image, and previous experiences (Azzahra et al., 2021). Purchase intention is an important indicator used to predict possible actual buying behavior (Putri & Putlia, 2025). Factors such as promotions, product reviews, trust, and emotional experiences greatly influence the formation of purchase intention (Azzahra et al., 2021; Yang et al., 2024). In digital ecosystems, especially in e-commerce live streaming, purchase intention is often triggered by direct interactions, spontaneous testimonials, and urgency created by limited promotions (Septiani et al., 2024; Putri & Putlia, 2025).

Generation Z and Millennials

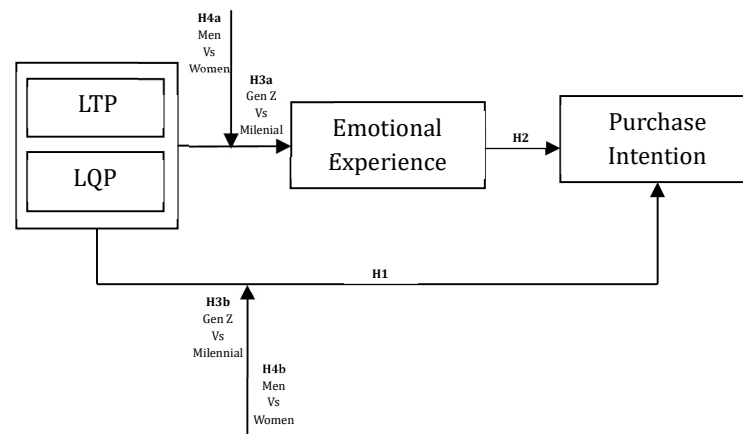
Generation Z, born between 1997 - 2012 (Badan Pusat Statistik, 2021) it is a generation that grew up with digital technology (Zirzis, 2024). They are used to interactive content, such as short videos and live streaming, and tend to be impulsive in purchasing decisions, especially when faced with limited and exclusive promotions (Zirzis, 2024; Kushwaha, 2021). On the other hand, the millennial generation (born between 1981 - 1996) is a consumer group that is highly active on social media and tends to shop online. They are more critical and consider factors such as price, customer reviews, and product value before making a purchase (Lesmana, 2022; Utamanyu & Darmastuti, 2022). This difference in character is essential in designing an effective marketing strategy for each group.

Men and Women

Gender plays a vital role in consumer behavior (Zhou, 2024). Research shows that men tend to focus on the function and efficiency of products and are less affected by emotional and promotional aspects of decision-making. On the other hand, women are more easily influenced by emotional, aesthetic, and atmospheric elements when shopping (Alarice, 2020; Zhou, 2024). In live streaming, women tend to interact more actively and respond to promotions with elements of urgency or exclusivity, such as scarcity promotions (Alarice, 2020). Therefore, understanding the differences in behavior based on gender can help in market segmentation and adjustment of marketing strategies.

Hypothesis

Based on Figure 2, this study examines the influence of scarcity promotions (LTP and LQP) on purchase intention, with emotional experience as a mediating variable. In addition, differences in influence based on generation (Z and Millennial) and gender (male and female) were also analyzed. The relationship between these variables is based on theories and previous research results showing that scarcity and emotion can influence purchasing decisions in e-commerce live streaming.



Source: Researcher-Processed Data, 2025, Adapted from Zhou (2024)

Figure 2
Research Framework

Influence of Scarcity Promotions (LTP and LQP) on Purchase Intention

Scarcity promotions are marketing strategies that emphasize limited time (Limited Time Promotions/LTP) or the number of products (Limited Quantity Promotions/LQP) to create a sense of urgency and encourage consumers to buy immediately (Amara et al., 2022; Zhou, 2024). This strategy has proven to be effective in increasing the social and economic value of products, as well as strengthening brand trust and purchase intention (Ha, 2021). LTP works by giving a short time limit on promotions, whereas LQP limits the amount of product availability to create a perception of scarcity (Gupta et al., 2023; Widiyawati & Patrikha, 2023). Based on this, the hypothesis proposed is:

H1a. LTP in e-commerce live streaming has a positive effect on purchase intention on Generation Z and Millennials in DKI Jakarta.

H1b. LQP in e-commerce live streaming has a positive effect on purchase intention on Generation Z and Millennials in DKI Jakarta.

The Role of Emotional Experience Mediation in the Influence of Scarcity Promotions on Purchase Intention

Emotional experience refers to the consumer's affective response to stimuli from the environment, including promotions in live streaming (Martínez & Casielles, 2021). Scarcity promotions can trigger feelings such as anticipated regret, which then influences purchase decisions (Yuen et al., 2022). Previous research has shown that emotional aspects, such as emotional trust and emotional value, are mediators in increasing purchase intention (Zhou & Tong, 2022). Therefore, the following hypotheses were developed:

H2a. Emotional experience mediates the influence of LTP on purchase intention on Generation Z and Millennials in DKI Jakarta.

H2b. Emotional experience mediates the influence of LQP on purchase intention on Generation Z and Millennials in DKI Jakarta.

Differences in the Influence of Scarcity Promotions on Purchase Intention between Generation Z and Millennials

Generation Z and Millennials show different responses to digital marketing strategies. Generation Z is more responsive to interactive and emotional elements because they grew up with digital technology (Isnawati et al., 2022; Zirzis, 2024). Meanwhile, Millennials are more rational and consider prices and reviews before buying (Utamanyu & Darmastuti, 2022). Based on these findings, the following hypotheses are proposed:

H3a. The effect of scarcity promotions on emotional experience is higher in Generation Z than in Millennials in DKI Jakarta.

H3b. The effect of scarcity promotions on purchase intention is higher in Generation Z than in Millennials in DKI Jakarta.

Differences in the Influence of Scarcity Promotions on Purchase Intention between Male and Female Consumers

Males and females exhibit distinct shopping behaviors. Males tend to be more rational and focus on functional values, while females are more influenced by emotions and moods when shopping (Alarice, 2020; Coley & Burgess, 2003, in Zhou, 2024). Scarcity promotion strategies can trigger panic or a fear of loss in females, thereby reinforcing their buying intention. Therefore, the following hypotheses were developed:

H4a. The effect of scarcity promotions on emotional experience is higher in females than in males in DKI Jakarta.

H4b. The effect of scarcity promotions on purchase intention is higher in females than in males in DKI Jakarta.

METHOD

This research utilizes a quantitative approach, combining correlational, comparative, and causal methods. The correlational method is applied to examine the relationships between Limited Time Promotions (LTP), Limited Quantity Promotions (LQP), Emotional Experience (EE), and Purchase Intention (PI). Meanwhile, the comparative-causal approach is employed to assess differences in the effects of these variables across gender and generational groups.

The population for this study includes Generation Z and Millennial individuals in DKI Jakarta who have made purchases via live e-commerce streaming. A total of 122 respondents were selected as the sample using a purposive sampling method, guided by specific research criteria. Purposive sampling is a technique in which the researcher intentionally chooses participants who are deemed relevant, appropriate, and representative of the target population (Pardede et al., 2023).

Data were collected through an online questionnaire using a 5-point Likert scale, containing statements related to Limited Time Promotions (LTP), Limited Quantity Promotions (LQP), Emotional Experience, and Purchase Intention. The collected data were analyzed using SmartPLS version 4.1.1.2 with the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method to examine both direct and indirect relationships among the variables (Hair et al., 2022).

RESULT AND DISCUSSION

Data Analysis

The next stage involved data analysis, which was conducted after collecting data from 122 respondents who met the research criteria through an online questionnaire. This analysis aims to determine the relationship and influence between the variables of Limited Time

Promotions (LTP), Limited Quantity Promotions (LQP), Emotional Experience, and Purchase Intention. Data processing is conducted using SmartPLS 4.0 software, which enables the thorough analysis of measurement models (outer models) and structural models (inner models), as well as hypothesis testing.

Demographic Analysis

Demographic analysis involves collecting and processing data on individual characteristics within a specific region or group. In this study, demographic data include whether respondents have watched e-commerce live streaming, the platforms they use, viewing duration, domicile, gender, age range, income, occupation, and shopping frequency. The study focuses on respondents residing in DKI Jakarta who have watched e-commerce live streaming, and are either male or female, belonging to Generation Z (born 1997–2012) or Millennials (born 1981–1996). Therefore, Table 1 presents the demographic characteristics of the respondents in this study.

Table 1
Respondent Characteristics Demographic

Respondent Characteristics	Categories	Frequency (n=122)	Percentage (%)
Live Streaming E-commerce	TikTok Live streaming	89	73%
	Shopee Live streaming	33	27%
	Tokopedia Live streaming	0	0%
	LazLiv (Lazada Live Streaming)	0	0%
Duration of Viewing	< 30 minutes	98	80%
	30 minutes – 1 hour	19	16%
	> 1 hour	5	4%
Domicile	North Jakarta	53	43%
	West Jakarta	49	40%
	Central Jakarta	11	9%
	South Jakarta	3	3%
	East Jakarta	6	5%
Gender	Female	67	55%
	Male	55	45%
Age	Generation Z (1997-2012)	72	59%
	Millennial Generation (1981-1996)	50	41%
Income	< IDR 5,396,761	49	40%
	> IDR 5,396,761 - IDR 10,000,000	48	39%
	> IDR10,000,000	26	21%
Work	Student	42	34%
	Private Employees	62	51%
	Businessman	12	10%
	Civil Servant	1	1%
	Teacher	3	2%
	Security	1	1%
	Housewives	1	1%

Shopping Frequency	1-2 times/month	52	42%
	3-5 times/month	54	44%
	6-9 times/month	8	7%
	> 10 times/month	8	7%

Source: Primary Data Processing Results (2025) (n = 122)

The demographic data of 122 respondents highlight key factors shaping consumer responses to scarcity promotions in live-streaming e-commerce. TikTok Live streaming is the most popular platform, used by 73% of respondents, indicating its strong role in engaging predominantly young consumers, especially Generation Z. Most respondents (80%) watch live streams for less than 30 minutes, suggesting that promotional tactics must be concise yet impactful to capture attention quickly. Geographically, respondents are mainly from North and West Jakarta, urban areas where digital adoption and e-commerce activity are high, which may enhance responsiveness to live streaming promotions.

Regarding personal characteristics, females represent 55% of the sample, while Generation Z comprises 59%, both groups known for being emotionally responsive and impulsive shoppers in digital environments (Pradhan et al., 2020; Kembau et al., 2024). Income levels indicate that 40% of the population earns below the Jakarta minimum wage, potentially increasing price sensitivity and influencing careful decision-making. Most respondents are private employees or students, with a typical online shopping frequency between one and five times per month, reflecting moderate engagement in e-commerce. These demographic factors help explain why Limited Quantity Promotions (LQP) effectively stimulate emotional experience and purchase intention, particularly among younger females, while Limited Time Promotions (LTP) show weaker effects. Understanding these characteristics is essential for designing targeted scarcity promotion strategies that resonate with key consumer segments in Indonesia's live streaming market.

Analysis Measure Model (Outer Model)

The convergent validity assessment showed that all indicators had outer loading values above 0.708 and Average Variance Extracted (AVE) values over 0.50, indicating that the indicators and constructs in this study met the criteria for convergent validity (Ghozali & Kusumadewi, 2023). Discriminant validity was confirmed, as evidenced by the highest cross-loading values corresponding to their respective constructs, the square root of each construct's AVE exceeding its correlations with other constructs in the Fornell-Larcker analysis, and all HTMT values falling below the 0.90 threshold. Furthermore, the reliability assessment showed that all constructs had Cronbach's Alpha and Composite Reliability values greater than 0.70. Together, these results indicate that the measurement instruments used in this study are both valid and reliable, and are capable of consistently measuring the constructs in the proposed research model.

Structural Model Analysis (Inner Model)

The coefficient of determination (R^2) analysis indicated that the Emotional Experience construct had an R^2 value of 0.285, suggesting that the exogenous variables in the model accounted for 28.5% of its variance. Meanwhile, the Purchase Intention construct had an R^2 value of 0.584, reflecting a moderate explanatory power. These results imply that the model is effective in explaining purchase intention. The effect size (f^2) analysis showed

that Limited Quantity Promotions exerted a relatively small influence on both Emotional Experience and Purchase Intention, as did Limited Time Promotions on Emotional Experience. In contrast, Emotional Experience had a strong impact on Purchase Intention ($f^2 = 0.629$), highlighting its significant contribution to the model. Additionally, the predictive relevance (Q^2) values for both endogenous constructs were above zero, indicating that the model has good predictive accuracy and can reliably anticipate outcomes in similar future contexts.

Multicollinearity Test

The multicollinearity test is used to determine whether independent variables in a regression model are highly correlated, as strong correlations can compromise the model's accuracy. The Variance Inflation Factor (VIF) quantifies how much an independent variable is affected by the other variables in the model. A VIF value below 3 is considered ideal, values between 3 and 5 suggest a potential issue, and values of 5 or higher indicate a serious multicollinearity problem (Ghozali & Kusumadewi, 2023; Hair et al., 2022). The results of the multicollinearity test for each indicator are presented in Table 2.

Table 2
Multicollinearity Test Results

Indicator	VIF
EE1z	1,921
EE2	2,291
EE3	1,675
LQP1	2,108
LQP2	2,325
LQP3	2,632
LTP1	2,098
LTP2	2,917
LTP3	2,569
PI1	2,093
PI2	2,289
PI3	2,372

Source: SmartPLS Data Processing Results v.4.1.1.2., 2025

Based on Table 2, the results of the multicollinearity test indicate that all variables, including Emotional Experience, Limited Quantity Promotions, Limited Time Promotions, and Purchase Intention, have a VIF value below the maximum limit ($VIF < 3$). This indicates that there is no multicollinearity problem between the indicators, so the model meets the independence assumption, and it is feasible to proceed to the subsequent analysis stage.

Standardized Root Mean Square Residual Test (SRMR)

The SRMR is used to measure the difference between the observed correlations and those predicted by the model. An SRMR value below 0.091–0.10 indicates that the model has a good fit and is suitable for testing the research hypotheses (Putri & Putlia, 2025). The results of the SRMR test are presented in Table 3.

Table 3
Standardized Root Mean Square Residual Test Result (SRMR)

	Saturated model	Estimated model
SRMR	0,062	0,062

Source: SmartPLS Data Processing Results v.4.1.1.2., 2025

According to Table 3, the results of the fit model test indicate an SRMR value of 0.062, which is below the maximum limit set. This suggests that the model aligns well with the empirical data and is worthy of further investigation.

Hypothesis Test

The hypothesis testing was conducted to analyze whether there are significant relationships among the variables in this research model. The path analysis was used to calculate the path coefficients, which indicate the influence of exogenous variables on endogenous variables, with coefficient values ranging from -1 to +1 (Hair et al., 2022). The T-statistic value must be greater than 1.96 to indicate a significant effect (Hair et al., 2017), and the P-value should be less than 0.05 to confirm significance (Hair et al., 2019). The results of the hypothesis test are presented in Table 4.

Table 4
Hypothesis Test Results

Indicator	Path Coefficient	T-statistics	P-values
LTP → PI	0,035	0,342	0,366
LQP → PI	0,219	2,381	0,009
LTP → EE → PI	0,133	1,809	0,035
LQP → EE → PI	0,208	3,049	0,001

Source: SmartPLS Data Processing Results v.4.1.1.2., 2025

Influence of Scarcity Promotions (LTP and LQP) on Purchase Intention (H1)

The hypothesis testing results in Table 4 indicate that Limited Time Promotions (LTP) have a positive but statistically insignificant effect on Purchase Intention (PI) ($\beta = 0.035$; $t = 0.342$; $p = 0.366$). This finding suggests that the sense of urgency created by time-limited offers during live streaming e-commerce sessions does not strongly influence the purchase intention of Gen Z and Millennial consumers in DKI Jakarta. This may be attributed to the repetitive and inconsistent application of LTP, which can reduce its perceived urgency over time. As suggested by Kurniawan et al. (2021), inconsistent promotional tactics tend to weaken consumer trust and emotional response. Moreover, the financial constraints of the respondents, most of whom earn below the regional minimum wage, contribute to their cautious spending behavior, thereby diminishing the impact of time-sensitive promotions (Saputri & Haryanto, 2022). This aligns with the notion that scarcity alone is insufficient to trigger buying intentions unless it is perceived as credible and emotionally compelling (Paramita & Septianto, 2021).

In contrast, Limited Quantity Promotions (LQP) have a statistically significant and positive influence on Purchase Intention ($\beta = 0.219$; $t = 2.381$; $p = 0.009$), supporting the hypothesis that scarcity-based promotions are more effective when framed through stock limitations rather than time constraints. This aligns with previous research indicating that quantity-based scarcity tends to evoke a stronger sense of urgency,

especially when consumers perceive a risk of missing out on a valuable or popular product (Paramita et al., 2023). In the context of live streaming e-commerce, LQP strategies are often reinforced by real-time visual cues such as “only three left” or “almost sold out,” which stimulate emotional responses and quick decision-making (Septianto et al., 2020). The findings confirm that while the overall hypothesis (H1), that scarcity promotions (LTP and LQP) affect purchase intention, is only partially accepted, LQP demonstrates a stronger and more consistent influence. This provides practical insight into the strategic design of promotional messaging in live commerce, where authenticity, emotional experience, and real-time urgency must be well-integrated to optimize consumer response.

The Role of Emotional Experience Mediation in the Influence of Scarcity Promotions on Purchase Intention (H2)

The mediation analysis in Table 4 reveals that Emotional Experience (EE) partially mediates the influence of Limited Time Promotions (LTP) on Purchase Intention (PI) with a positive but marginally significant indirect effect ($\beta = 0.133$; $t = 1.809$; $p = 0.035$). This suggests that while LTP alone may not strongly drive purchase intention, the emotional arousal elicited by time-limited scarcity can somewhat enhance consumer buying motivation. However, the relatively weak mediation effect suggests that repeated and less novel time-based promotions may reduce their emotional impact, as consumers become habituated and skeptical about the authenticity of such promotions (Paramita & Septianto, 2021). These results align with those of Paramita et al. (2023), highlighting that emotional experience plays a pivotal role in transforming scarcity cues into behavioral intentions, particularly when the scarcity is perceived as credible and emotionally engaging. The limited economic capacity of respondents may also contribute to cautious emotional responses, dampening the overall effect of LTP-driven emotional experience on purchase intention (Saputri & Haryanto, 2022).

In contrast, Emotional Experience significantly mediates the relationship between Limited Quantity Promotions (LQP) and Purchase Intention ($\beta = 0.208$; $t = 3.049$; $p = 0.001$), indicating a stronger and more consistent role of emotion in converting quantity scarcity into purchase behavior. The real-time nature of quantity scarcity in live streaming contexts provides vivid emotional stimuli, such as the fear of missing out and excitement over limited stock, which heighten consumer urgency and impulsive buying tendencies (Septianto et al., 2020). This mediation effect aligns with prior studies suggesting that quantity-based scarcity more effectively elicits emotional responses necessary for motivating quick purchase decisions (Paramita et al., 2023). Therefore, Hypothesis 2 is partially supported, showing that Emotional Experience is a significant mediator primarily in the LQP $\rightarrow$ PI pathway. This underscores the strategic importance of crafting emotionally engaging scarcity cues to stimulate consumer purchase intention in the fast-paced and immersive environment of e-commerce live streaming (Paramita & Septianto, 2021; Lemon & Verhoef, 2016).

Differences in the Influence of Scarcity Promotions on Purchase Intention between Generation Z and Millennials (H3)

This study compares Generation Z and Millennials to see whether there are differences in how scarcity promotions affect their purchase intentions. The goal of presenting Table 5 and Table 6 is to identify which generation responds more strongly to promotions with limited quantity and limited time. The results of the hypothesis tests for both generations are presented in Table 5 and Table 6.

Table 5
Results of the Generation Z Hypothesis Test

Indicator	Path Coefficient	T-statistics	P-values
LQP → EE	0,422	3,406	0,000
LTP → EE	0,146	1,040	0,149
LQP → PI	0,259	2,106	0,018
LTP → PI	0,011	0,076	0,470

Source: SmartPLS Data Processing Results v.4.1.1.2., 2025

Table 6
Hypothesis Test Results of the Millennial Generation

Indicator	Path Coefficient	T-statistics	P-values
LQP → EE	0,255	1,394	0,082
LTP → EE	0,314	1,701	0,044
LQP → PI	0,155	0,993	0,160
LTP → PI	0,072	0,438	0,331

Source: SmartPLS Data Processing Results v.4.1.1.2., 2025

Based on the results presented in Tables 5 and 6, Hypothesis 3a regarding the differential effect of scarcity promotions on Emotional Experience (EE) across Generation Z and Millennials is partially supported. Specifically, Limited Quantity Promotions (LQP) significantly influence Emotional Experience only among Generation Z ($\beta = 0.422$, $t = 3.406$, $p < 0.001$), whereas this effect is not significant in the Millennial cohort ($\beta = 0.255$, $t = 1.394$, $p = 0.082$). Conversely, Limited Time Promotions (LTP) do not significantly affect Emotional Experience in Generation Z ($\beta = 0.146$, $t = 1.040$, $p = 0.149$), but show a weak yet statistically significant effect in Millennials ($\beta = 0.314$, $t = 1.701$, $p = 0.044$). These findings suggest that Generation Z consumers are more emotionally responsive to scarcity cues based on quantity limitations, which aligns with prior research indicating their higher susceptibility to affect-driven purchase triggers (Paramita & Septianto, 2021). Millennials, in contrast, appear to respond more rationally and less emotionally to scarcity promotions, particularly those based on time constraints, which may reflect their more deliberative purchasing style (Saputri & Haryanto, 2022).

Regarding Hypothesis 3b, which examines the influence of scarcity promotions on Purchase Intention (PI) across generations, the evidence again indicates partial acceptance. LQP significantly increases Purchase Intention among Generation Z ($\beta = 0.259$, $t = 2.106$, $p = 0.018$) but does not exert a meaningful effect in Millennials ($\beta = 0.155$, $t = 0.993$, $p = 0.160$). Meanwhile, LTP shows no significant influence on Purchase Intention for either generation (Generation Z: $\beta = 0.011$, $t = 0.076$, $p = 0.470$; Millennials: $\beta = 0.072$, $t = 0.438$, $p = 0.331$). This pattern underscores that the LQP strategy in e-commerce live streaming is more effective in stimulating impulsive purchase behaviors among Generation Z, who tend to be more reactive to immediate scarcity signals (Septianto et al., 2020). For Millennials, the less pronounced effect of scarcity promotions on both emotion and intention suggests a preference for more informational or value-based cues rather than scarcity-driven urgency (Lemon & Verhoef, 2016). Additionally, the negligible impact of LTP on both generations points to the need for further research to optimize time-based promotional tactics in live commerce environments.

Differences in the Influence of Scarcity Promotions on Purchase Intention between Male and Female Consumers (H4)

This study compares men and women to examine whether there are differences in how scarcity promotions affect their purchase intentions. The purpose of presenting Table 7 and Table 8 is to identify which gender responds more strongly to limited time promotions and limited quantity promotions. The results of the hypothesis tests for both groups are presented in Table 7 and Table 8.

Table 7
Results of the Male Gender Hypothesis Test

	Path Coefficient	T-statistics	P-values
LQP → EE	0,298	2,014	0,022
LTP → EE	0,211	1,206	0,114
LQP → PI	0,134	0,972	0,166
LTP → PI	0,054	0,376	0,353

Source: SmartPLS Data Processing Results v.4.1.1.2., 2025

Table 8
Results of the Female Gender Hypothesis Test

	Path Coefficient	T-statistics	P-values
LQP → EE	0,417	2,495	0,006
LTP → EE	0,190	1,115	0,132
LQP → PI	0,306	2,370	0,009
LTP → PI	0,011	0,077	0,469

Source: SmartPLS Data Processing Results v.4.1.1.2., 2025

Based on the results in Tables 7 and 8, Hypothesis 4a concerning the differential impact of scarcity promotions on Emotional Experience (EE) across male and female consumers is partially supported. Limited Quantity Promotions (LQP) significantly influence EE in both males ($\beta = 0.298$, $t = 2.014$, $p = 0.022$) and females ($\beta = 0.417$, $t = 2.495$, $p = 0.006$), with a notably more substantial effect observed in females. This indicates that female consumers are more emotionally responsive to quantity-based scarcity cues in e-commerce live streaming. This aligns with prior findings suggesting females generally exhibit heightened emotional sensitivity to promotional stimuli (Paramita & Septianto, 2021). In contrast, Limited Time Promotions (LTP) do not have a statistically significant effect on EE for either gender (males: $\beta = 0.211$, $t = 1.206$, $p = 0.114$; females: $\beta = 0.190$, $t = 1.115$, $p = 0.132$), implying that time-based scarcity cues may lack sufficient emotional resonance in both groups.

Regarding Hypothesis 4b, the influence of scarcity promotions on Purchase Intention (PI) also shows gender differences. LQP significantly increases PI among female consumers ($\beta = 0.306$, $t = 2.370$, $p = 0.009$) but does not significantly affect males ($\beta = 0.134$, $t = 0.972$, $p = 0.166$). This suggests that females are more motivated to make purchases in response to quantity-limited promotions, consistent with evidence that women often respond more strongly to scarcity-driven buying cues (Saputri & Haryanto,

2022). Meanwhile, LTP promotions fail to affect PI for both males significantly ($\beta = 0.054$, $t = 0.376$, $p = 0.353$) and females ($\beta = 0.011$, $t = 0.077$, $p = 0.469$), indicating that time-sensitive offers may not effectively trigger purchase urgency across genders. Therefore, Hypothesis 4 is only partially accepted, as only LQP directly impacts emotional experience and purchase intention, particularly among female consumers.

CONCLUSION AND SUGGESTION

This study investigates how scarcity promotion strategies in e-commerce live streaming influence purchase intention, with emotional experience acting as a mediating factor. The results indicate that Limited Quantity Promotions (LQP) have a significant and positive effect on both emotional experience and purchase intention. This impact is especially strong among Generation Z and female consumers, who tend to respond more emotionally and impulsively during purchasing decisions. LQP effectively generates a sense of product scarcity, which triggers positive emotions and an increased urgency to complete a purchase.

In contrast, Limited Time Promotions (LTP) do not show a significant influence on either emotional experience or purchase intention. The reduced effectiveness of LTP may be attributed to longer promotional periods, which lessen the perception of urgency and diminish consumers' immediate buying motivation. Overall, LQP emerges as a more impactful promotional strategy than LTP in enhancing consumer engagement and driving purchase behavior, particularly among Generation Z and female shoppers.

Future research should broaden the geographic scope beyond DKI Jakarta to enhance the national representativeness of findings. Incorporating additional variables related to consumer psychology or contextual factors could yield a more comprehensive understanding of purchase behavior in live streaming e-commerce. Increasing sample size and conducting more granular subgroup analyses by age and gender would also improve the precision of behavioral insights. For practitioners and MSMEs, consistently implementing LQP in live streaming marketing is recommended, as it effectively stimulates positive emotional responses and purchase intention among key consumer groups. Meanwhile, LTP strategies require further refinement to maintain promotional urgency, such as avoiding prolonged promotional periods. Marketers are also advised to tailor scarcity promotion strategies based on consumer demographics to maximize promotional effectiveness and engagement.

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