

Saat menonton live streaming dan menghadapi promosi produk yang langka atau *
terbatas, saya khawatir akan kehilangan kesempatan dan merasa panik.

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☒ Setuju
- ☐ Sangat Setuju

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Purchase Intention (Niat Membeli)

Saat menonton live streaming, saya mempertimbangkan untuk membeli produk *
edisi terbatas.

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Saat menonton live streaming, saya bersedia membeli produk edisi terbatas yang *
ditawarkan.

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

Data Diri

Nama Lengkap *

Your answer

Usia *
(Jawab dalam bentuk angka)

Your answer

Gender *

- ☐ Laki - Laki
- ☐ Perempuan

Saat menonton live streaming, saya bersedia merekomendasikan produk edisi terbatas kepada orang lain. *

- ☐ Sangat Tidak Setuju
- ☐ Tidak Setuju
- ☐ Netral
- ☐ Setuju
- ☐ Sangat Setuju

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Profesi *

- ☐ Pegawai Negeri Sipil
- ☐ Pegawai Swasta
- ☐ Wirausaha
- ☐ Mahasiswa
- ☐ Pelajar
- ☐ TNI / Polri
- ☐ Ibu Rumah Tangga
- ☐ Other: _____

Dalam 3 bulan terakhir, seberapa sering Anda melakukan pembelian sebuah produk melalui Live Streaming E-commerce? *

- ☐ 1 - 2 kali per bulan
- ☐ 3 - 5 kali per bulan
- ☐ 6 - 10 kali per bulan
- ☐ >10 kali per bulan

Tempat Tinggal Permanen *

- ☐ Urban (Perkotaan)
- ☐ Rural (Pedesaan)

Kategori pembelian apa yang Anda beli melalui live streaming dalam 3 bulan terakhir? (Boleh pilih lebih dari satu) *

- ☐ Fashion & Aksesoris (pakaian, sepatu, tas, jam, perhiasan)
- ☐ Kecantikan & Perawatan Diri (skincare, make up, body care)
- ☐ Makanan & Minuman (snack, frozen food, minuman)
- ☐ Kesehatan (vitamin, suplemen, alat kesehatan ringan)
- ☐ Ibu & Anak (popok, susu, perlengkapan bayi/anak)
- ☐ Rumah Tangga (kebutuhan rumah, kebersihan, dapur)
- ☐ Elektronik & Gadget (aksesoris HP, perangkat elektronik)
- ☐ Hobi & Olahraga (alat olahraga, koleksi, perlengkapan hobi)
- ☐ Otomotif (aksesoris kendaraan)
- ☐ Produk Digital/Voucher (pulsa, paket data, voucher)
- ☐ Other: _____

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Rata - rata pendapatan per bulan Anda *

- ☐ < Rp 2.000.000
- ☐ Rp 2.000.000 - Rp 3.000.000
- ☐ Rp 3.000.000 - Rp 5.000.000
- ☐ > Rp 5.000.000

Dampak Scarcity Promotion Dalam Live Streaming E-Commerce Terhadap Niat Pembelian: Pengalaman Emosional Sebagai Efek Mediasi

satriapllgn@gmail.com [Switch accounts](#)



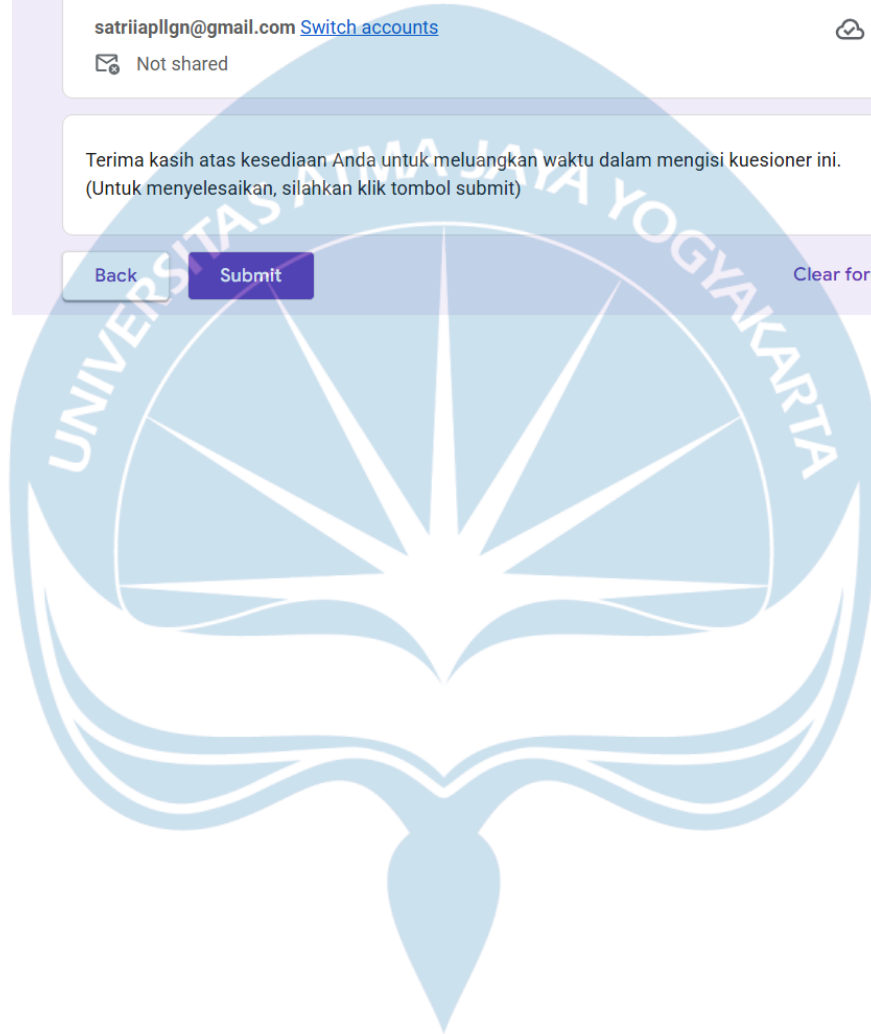
Not shared

Terima kasih atas kesediaan Anda untuk meluangkan waktu dalam mengisi kuesioner ini.
(Untuk menyelesaikan, silahkan klik tombol submit)

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Lampiran 2 Data Hasil Kuesioner

Timestamp	Filter	Usia	Gender	Tempat Tinggal Permanen	Profesi	Frekuensi Pembelian	Rata-rata pendapatan
3/21/2026 20:11:07	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/21/2026 20:20:23	Iya	22	Perempuan	Urban (Perkotaan)	Pegawai Swasta	3 - 5 kali per bulan	> Rp 5.000.000
3/21/2026 20:31:17	Iya	23	Laki - Laki	Urban (Perkotaan)	Wirausaha	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/21/2026 21:06:40	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 5:42:19	Iya	50	Perempuan	Urban (Perkotaan)	Wirausaha	3 - 5 kali per bulan	> Rp 5.000.000
3/22/2026 7:52:36	Iya	22	Perempuan	Urban (Perkotaan)	Pelajar	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/22/2026 8:25:06	Iya	22	Perempuan	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 8:28:16	Iya	22	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 8:47:43	Iya	22	Laki - Laki	Urban (Perkotaan)	Pelajar	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 8:51:37	Iya	22	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/22/2026 9:11:39	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/22/2026 11:00:07	Iya	22	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
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3/22/2026 19:24:42	Tidak						
3/22/2026 19:32:50	Iya	22	Laki - Laki	Urban (Perkotaan)	Wirausaha	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
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3/22/2026 19:35:00	Iya	22	Perempuan	Urban (Perkotaan)	Pegawai Swasta	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/22/2026 19:36:43	Iya	23	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/22/2026 19:39:08	Iya	27	Perempuan	Urban (Perkotaan)	Ibu Rumah Tangga	>10 kali perbulan	> Rp 5.000.000
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3/22/2026 19:45:27	Iya	29	Perempuan	Urban (Perkotaan)	Ibu Rumah Tangga	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/22/2026 19:48:45	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 20:02:16	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/22/2026 20:04:43	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 20:06:48	Iya	22	Laki - Laki	Urban (Perkotaan)	Wirausaha	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
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3/22/2026 20:10:21	Iya	29	Laki - Laki	Urban (Perkotaan)	Pegawai Swasta	1 - 2 kali per bulan	> Rp 5.000.000
3/22/2026 20:12:14	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/22/2026 20:16:56	Iya	25	Perempuan	Urban (Perkotaan)	Wirausaha	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/22/2026 20:17:26	Iya	27	Perempuan	Rural (Pedesaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/22/2026 20:20:47	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/22/2026 20:27:01	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/22/2026 20:29:00	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	Rp 3.000.000 - Rp 5.000.000
3/22/2026 20:38:46	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 20:40:34	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 20:43:32	Iya	23	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 20:48:52	Iya	22	Perempuan	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 20:51:33	Iya	22	Laki - Laki	Urban (Perkotaan)	Pekerja serabutan	>10 kali perbulan	> Rp 5.000.000

Timestamp	Filter	Usia	Gender	Tempat Tinggal Permanen	Profesi	Frekuensi Pembelian	Rata-rata pendapatan
3/22/2026 20:56:51	Iya	22	Perempuan	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	< Rp 2.000.000
3/22/2026 20:56:55	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/22/2026 21:07:42	Iya	21	Perempuan	Rural (Pedesaan)	Mahasiswa	3 - 5 kali per bulan	< Rp 2.000.000
3/22/2026 21:11:14	Iya	17	Perempuan	Urban (Perkotaan)	Pelajar	3 - 5 kali per bulan	< Rp 2.000.000
3/22/2026 21:14:08	Iya	22	Laki - Laki	Rural (Pedesaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/22/2026 22:02:45	Iya	26	Laki - Laki	Urban (Perkotaan)	Wirausaha	1 - 2 kali per bulan	< Rp 2.000.000
3/22/2026 22:05:40	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 22:07:57	Tidak						
3/22/2026 22:14:47	Iya	23	Perempuan	Urban (Perkotaan)	Wirausaha	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 22:18:07	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	> Rp 5.000.000
3/22/2026 22:23:04	Tidak						
3/22/2026 22:27:05	Tidak						
3/22/2026 22:29:54	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/22/2026 23:15:10	Iya	24	Laki - Laki	Urban (Perkotaan)	Wirausaha	3 - 5 kali per bulan	> Rp 5.000.000
3/23/2026 0:11:48	Iya	22	Laki - Laki	Rural (Pedesaan)	Mahasiswa	3 - 5 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/23/2026 7:16:49	Tidak						
3/23/2026 9:19:55	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/23/2026 10:59:21	Tidak						
3/24/2026 9:37:53	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	< Rp 2.000.000
3/24/2026 15:34:51	Iya	50	Laki - Laki	Urban (Perkotaan)	Wirausaha	1 - 2 kali per bulan	> Rp 5.000.000
3/24/2026 16:45:55	Iya	22	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/25/2026 15:45:40	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/25/2026 16:49:18	Iya	21	Laki - Laki	Rural (Pedesaan)	Mahasiswa	6 - 10 kali per bulan	< Rp 2.000.000
3/25/2026 17:46:46	Iya	21	Laki - Laki	Urban (Perkotaan)	Wirausaha	3 - 5 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/25/2026 19:28:07	Tidak						
3/25/2026 19:30:52	Iya	18	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/25/2026 21:06:41	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/26/2026 14:59:50	Tidak						
3/26/2026 17:58:17	Tidak						
3/26/2026 18:04:31	Iya	23	Perempuan	Rural (Pedesaan)	Pegawai Swasta	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/26/2026 18:04:54	Iya	22	Perempuan	Urban (Perkotaan)	Pelajar	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/26/2026 18:07:31	Iya	22	Laki - Laki	Rural (Pedesaan)	Pegawai Swasta	3 - 5 kali per bulan	> Rp 5.000.000
3/26/2026 18:09:15	Iya	23	Perempuan	Urban (Perkotaan)	Pegawai Swasta	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/26/2026 18:23:31	Iya	23	Laki - Laki	Urban (Perkotaan)	Pelajar	1 - 2 kali per bulan	< Rp 2.000.000
3/26/2026 18:47:00	Iya	23	Laki - Laki	Urban (Perkotaan)	Pelajar	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/26/2026 18:58:40	Iya	22	Laki - Laki	Rural (Pedesaan)	Mahasiswa	3 - 5 kali per bulan	< Rp 2.000.000
3/26/2026 19:04:38	Iya	42	Laki - Laki	Urban (Perkotaan)	Wirausaha	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/26/2026 19:09:15	Iya	16	Perempuan	Urban (Perkotaan)	Pelajar	1 - 2 kali per bulan	< Rp 2.000.000
3/26/2026 21:20:51	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	< Rp 2.000.000
3/26/2026 21:31:42	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	< Rp 2.000.000

Timestamp	Filter	Usia	Gender	Tempat Tinggal Permanen	Profesi	Frekuensi Pembelian	Rata-rata pendapatan
3/26/2026 21:49:06	Iya	19	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/27/2026 7:18:10	Tidak						
3/27/2026 7:35:14	Iya	23	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
3/27/2026 7:39:44	Iya	26	Laki - Laki	Urban (Perkotaan)	Ibu Rumah Tangga	>10 kali perbulan	< Rp 2.000.000
3/27/2026 8:56:17	Iya	19	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/27/2026 10:34:39	Iya	22	Perempuan	Urban (Perkotaan)	Pegawai Swasta	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/27/2026 10:35:13	Iya	23	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/28/2026 21:36:06	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/28/2026 21:36:40	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	Rp 3.000.000 - Rp 5.000.000
3/28/2026 21:40:09	Iya	26	Perempuan	Urban (Perkotaan)	Pegawai Swasta	6 - 10 kali per bulan	> Rp 5.000.000
3/29/2026 16:16:49	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
3/29/2026 23:35:36	Iya	22	Laki - Laki	Rural (Pedesaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
4/1/2026 12:55:49	Tidak						
4/1/2026 13:06:46	Iya	22	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
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4/6/2026 20:15:09	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
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4/7/2026 19:09:43	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	< Rp 2.000.000
4/13/2026 19:30:47	Iya	23	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	> Rp 5.000.000
4/13/2026 21:57:23	Iya	49	Perempuan	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	> Rp 5.000.000
4/14/2026 15:51:08	Iya	20	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	> Rp 5.000.000
4/17/2026 18:44:05	Iya	23	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	> Rp 5.000.000
4/18/2026 21:40:27	Iya	23	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	< Rp 2.000.000
4/19/2026 12:02:13	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 2.000.000 - Rp 3.000.000
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4/20/2026 16:11:27	Iya	19	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	> Rp 5.000.000
4/20/2026 16:13:17	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 16:39:25	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000
4/20/2026 16:59:47	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000
4/20/2026 17:08:55	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	> Rp 5.000.000
4/20/2026 17:12:47	Iya	21	Laki - Laki	Rural (Pedesaan)	Mahasiswa	3 - 5 kali per bulan	> Rp 5.000.000
4/20/2026 17:51:30	Iya	22	Perempuan	Urban (Perkotaan)	Pegawai Negeri Sipil	>10 kali perbulan	> Rp 5.000.000
4/20/2026 17:52:44	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	> Rp 5.000.000
4/20/2026 17:54:17	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 18:24:13	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000

Timestamp	Filter	Usia	Gender	Tempat Tinggal Permanen	Profesi	Frekuensi Pembelian	Rata-rata pendapatan
4/20/2026 18:25:13	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 18:27:05	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 18:28:56	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 18:29:53	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 18:31:59	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000
4/20/2026 18:35:23	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	> Rp 5.000.000
4/20/2026 18:37:02	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	> Rp 5.000.000
4/20/2026 18:38:38	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	> Rp 5.000.000
4/20/2026 18:39:34	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	< Rp 2.000.000
4/20/2026 18:41:28	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000
4/20/2026 18:42:22	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	> Rp 5.000.000
4/20/2026 18:43:29	Iya	30	Laki - Laki	Urban (Perkotaan)	Wirausaha	1 - 2 kali per bulan	> Rp 5.000.000
4/20/2026 18:44:42	Iya	24	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 18:45:52	Iya	21	Laki - Laki	Urban (Perkotaan)	Barista	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 18:47:20	Iya	22	Laki - Laki	Urban (Perkotaan)	Pegawai Swasta	6 - 10 kali per bulan	> Rp 5.000.000
4/20/2026 19:06:12	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	> Rp 5.000.000
4/20/2026 19:08:17	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 19:11:10	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 19:11:17	Tidak						
4/20/2026 19:11:24	Tidak						
4/20/2026 19:12:28	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 19:14:48	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000
4/20/2026 19:36:50	Iya	21	Laki - Laki	Urban (Perkotaan)	Wirausaha	6 - 10 kali per bulan	> Rp 5.000.000
4/20/2026 19:37:36	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 19:38:37	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000
4/20/2026 19:39:00	Tidak						
4/20/2026 19:39:08	Tidak						
4/20/2026 19:41:14	Iya	21	Laki - Laki	Urban (Perkotaan)	Wirausaha	6 - 10 kali per bulan	> Rp 5.000.000
4/20/2026 19:42:10	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	> Rp 5.000.000
4/20/2026 19:43:27	Iya	22	Laki - Laki	Urban (Perkotaan)	barista	1 - 2 kali per bulan	> Rp 5.000.000
4/20/2026 19:44:39	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
4/20/2026 19:45:33	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	> Rp 5.000.000
4/20/2026 21:50:02	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	> Rp 5.000.000
4/20/2026 21:51:05	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	> Rp 5.000.000
4/20/2026 21:54:47	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 22:04:07	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	> Rp 5.000.000
4/20/2026 22:09:50	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 22:11:39	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 22:13:12	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	> Rp 5.000.000
4/20/2026 22:14:23	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000

Timestamp	Filter	Usia	Gender	Tempat Tinggal Permanen	Profesi	Frekuensi Pembelian	Rata-rata pendapatan
4/20/2026 22:34:45	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	< Rp 2.000.000
4/20/2026 22:36:26	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/20/2026 22:38:19	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000
4/20/2026 23:00:00	Iya	21	Perempuan	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000
4/20/2026 23:03:17	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
4/20/2026 23:16:37	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	> Rp 5.000.000
4/20/2026 23:20:46	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	< Rp 2.000.000
4/20/2026 23:21:57	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	> Rp 5.000.000
4/20/2026 23:23:09	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	> Rp 5.000.000
4/20/2026 23:25:06	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000
4/20/2026 23:26:14	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
4/20/2026 23:45:45	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	> Rp 5.000.000
4/20/2026 23:48:39	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/21/2026 0:03:31	Iya	22	Perempuan	Urban (Perkotaan)	Mahasiswa	>10 kali perbulan	> Rp 5.000.000
4/23/2026 15:00:38	Iya	23	Laki - Laki	Rural (Pedesaan)	Mahasiswa	3 - 5 kali per bulan	Rp 2.000.000 - Rp 3.000.000
4/24/2026 12:58:52	Tidak						
4/24/2026 12:59:44	Iya	24	Laki - Laki	Urban (Perkotaan)	Wirausaha	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/25/2026 23:04:41	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	3 - 5 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/25/2026 23:05:45	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	Rp 3.000.000 - Rp 5.000.000
4/25/2026 23:07:10	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	1 - 2 kali per bulan	< Rp 2.000.000
4/26/2026 20:02:20	Iya	21	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	> Rp 5.000.000
4/28/2026 10:26:23	Iya	22	Laki - Laki	Urban (Perkotaan)	Mahasiswa	6 - 10 kali per bulan	> Rp 5.000.000
4/30/2026 17:18:45	Iya	24	Laki - Laki	Urban (Perkotaan)	Barista	6 - 10 kali per bulan	> Rp 5.000.000
4/30/2026 19:28:08	Tidak						

LTP1	LTP2	LTP3	LQP1	LQP2	LQP3	EE1	EE2	EE3	PI1	PI2	PI3
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4	5	4	4	5	4	3	4	5	4	3	2
4	4	4	4	4	4	4	4	4	4	4	4
3	3	3	3	5	5	5	3	4	2	2	3

LTP1	LTP2	LTP3	LQP1	LQP2	LQP3	EE1	EE2	EE3	PI1	PI2	PI3
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4	4	5	3	5	5	2	2	1	4	3	4

LTP1	LTP2	LTP3	LQP1	LQP2	LQP3	EE1	EE2	EE3	PI1	PI2	PI3
4	5	4	2	4	3	4	3	5	3	4	2
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4	3	4	4	3	4	2	2	1	1	2	2
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5	5	4	4	5	4	4	4	5	4	5	4
5	4	4	5	4	5	4	5	4	5	5	4

Lampiran 3 Tangkapan Layar Hasil *SmartPLS*

Outer Loadings

Matrix	Niat Pembelian ...	Pengalaman Em...	Promosi Berbatas Jumlah ...	Promosi Berbatas Waktu ...
LTP1				0.867
LTP2				0.860
LTP3				0.852
EE1		0.850		
EE2		0.846		
EE3		0.859		
LQP2				0.884
LQP3				0.914
PI1	0.888			
PI2	0.857			
PI3	0.837			

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance
Emotional E...	0.811	0.811	0.888	0.726
Limited Qua...	0.765	0.775	0.894	0.809
Limited Tim...	0.823	0.825	0.895	0.739
Purchase Int...	0.826	0.833	0.896	0.741

Discriminant Validity

	Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotr	
	Emotional ...	Limited Qu...	Limited Tim...	Purchase Int...
Emotional E...	0.852			
Limited Qua...	0.342	0.899		
Limited Tim...	0.377	0.626	0.859	
Purchase Int...	0.603	0.312	0.327	0.861

Discriminant Validity

	Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	
	Emotional ...	Limited Qu...	Limited Tim...	Purchase Int...
Emotional E...				
Limited Qua...	0.431			
Limited Tim...	0.459	0.791		
Purchase Int...	0.735	0.385	0.394	

R Square

Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Emotional Experience	0.160	0.150
Purchase Intention	0.380	0.368

f Square

Matrix	f Square				
	Emotional ...	Limited Qu...	Limited Tim...	Purchase Intention	
Emotional Experience					0.409
Limited Quantity Promotion	0.022				0.006
Limited Time Promotion	0.052				0.005
Purchase Intention					

Specific Indirect Effects

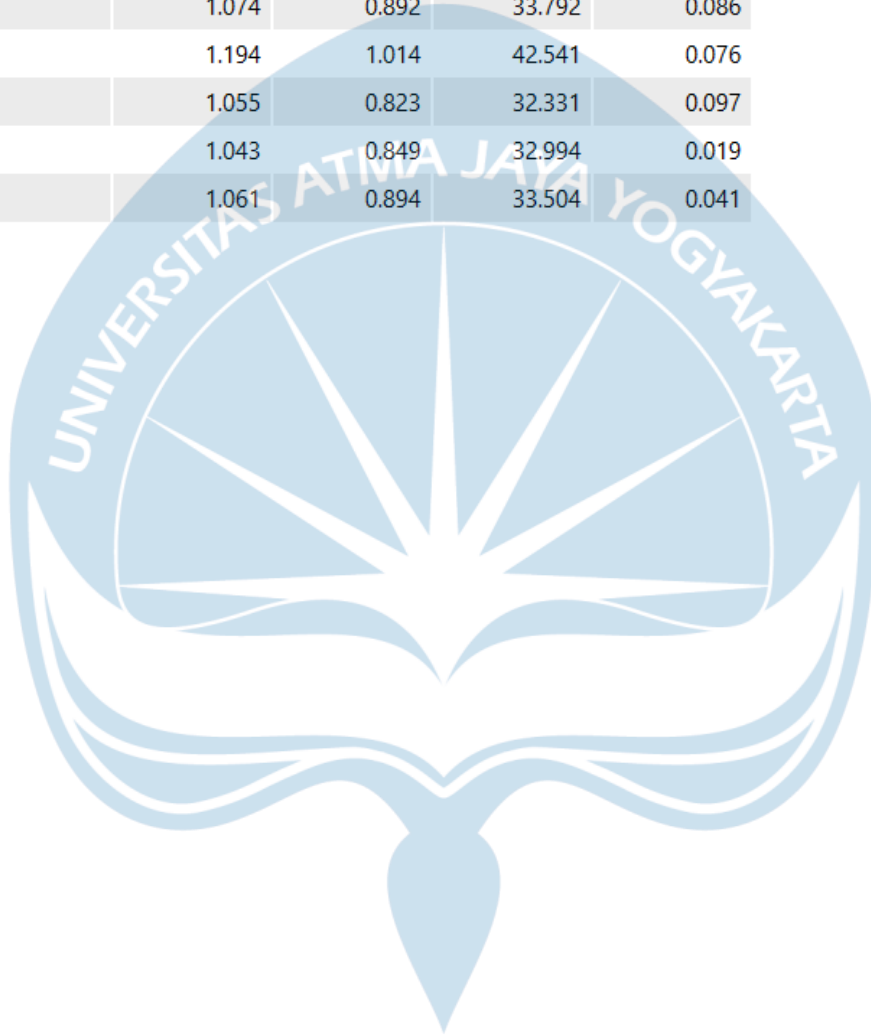
Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples		
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values
Limited Quantity Promotion -> Emotional Experien...	0.095	0.098	0.060	1.601	0.109
Limited Time Promotion -> Emotional Experience -...	0.148	0.148	0.057	2.581	0.010

Path Coefficients

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples		
	Original Sa...	Sample Me...	Standard D...	T Statistics (...)	P Values
Emotional Experience -> Purchase Intention	0.550	0.554	0.062	8.887	0.000
Limited Quantity Promotion -> Emotional Experience	0.174	0.175	0.102	1.693	0.090
Limited Quantity Promotion -> Purchase Intention	0.081	0.079	0.099	0.815	0.415
Limited Time Promotion -> Emotional Experience	0.268	0.267	0.095	2.826	0.005
Limited Time Promotion -> Purchase Intention	0.070	0.072	0.105	0.665	0.506

MV Prediction Summary

PLS	LM	PLS Prediction Error (Descriptives)			PLS Predictions (Descriptives)
		RMSE	MAE	MAPE	Q ² _predict
C1		1.062	0.872	31.739	0.124
C2		1.074	0.892	33.792	0.086
C3		1.194	1.014	42.541	0.076
D1		1.055	0.823	32.331	0.097
D2		1.043	0.849	32.994	0.019
D3		1.061	0.894	33.504	0.041



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The impact of scarcity promotions in live streaming e-commerce on purchase intention: the mediating effect of emotional experience

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Abstract

Purpose – This article investigates the impact mechanism of scarcity promotions in live streaming e-commerce on consumer purchase intention in the context of urban-rural and male-female divides in China, with emotional experience as the mediating variable.

Design/methodology/approach – A total of 687 online questionnaires are collected, and the model is empirically analyzed by partial least squares structural equation model.

Findings – Scarcity promotions in live streaming e-commerce positively influence purchase intention, with emotional experience mediating the impact. Furthermore, the influence of scarcity promotions in live streaming e-commerce on the emotional experience of urban residents is greater than that of rural residents. The effect of scarcity promotions on the purchase intention of urban residents is lower than that of rural residents. Scarcity promotions in live streaming e-commerce have a greater impact on the emotional experience of female consumers compared to male consumers. The influence of scarcity promotions on the purchase intention of female consumers is lower than that of male consumers.

Originality/value – This article extends the scarcity promotion theory to the context of live streaming e-commerce. Furthermore, it is the first to explore the mediating role of emotional experience in this process. Lastly, it is the first to investigate the moderating effects of urban-rural and male-female factors in this process.

Keywords Live streaming e-commerce, Scarcity promotions, Emotional experience, Urban-rural, Male-female

Paper type Research paper

1. Introduction

The inception and rapid growth of live streaming e-commerce in China are well-documented (Li *et al.*, 2024). According to Koutsou-Wehling (2024), the transaction volume of China's live streaming e-commerce is expected to reach 818.6 billion US dollars by 2024. An extensively employed strategy in this domain is scarcity promotion strategy. Data from iiMedia Research (2020) reveals that scarcity promotions are the leading incentive for users of live-streaming e-commerce platforms, with a significant 50.8% of users citing it as their main reason for shopping through these channels. Furthermore, The Paper (thepaper.cn) (2020) reports that scarcity promotions also account for 43.8% of the motivations for viewers to make a purchase during live streams. These figures underscore the pivotal role that scarcity promotions play in engaging and converting users in the live-streaming e-commerce landscape. Specially, live streaming influencers utilize both limited time promotion (LTP) and limited quantity promotion (LQP) to convey messages of scarcity. LTP stimulates consumer purchases by

Data availability: The author confirms that all data generated or analyzed during this study are included in this published article. Furthermore, primary and secondary sources and data supporting the findings of this study were all publicly available at the time of submission.

Conflict of interest statement: The author has no competing interests to declare that are relevant to the content of this article.

Ethical statement: The questionnaire and methodology for this paper was approved by the Human Research Ethics committee of the University of Malaya (No: UM.TNC2/UMREC_2335).

Informed consent: Informed consent was obtained from all individual participants included in the study.



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imposing a clear deadline, typically a short period such as a few hours, a day, or several days, creating a sense of urgency that prompts buyers to seize discounts before the offer expires (Cengiz and Şenel, 2024). Within live streaming e-commerce, live streaming influencers employ a countdown mechanism on the shopping link, effectively controlling the availability of the goods. The countdown creates a sense of urgency among consumers, intensifying the time pressure and prompting them to make purchasing decisions promptly (He and Jin, 2024). LQP is a marketing strategy that stimulates consumer purchasing desire by capping the number of products available, motivating consumers to make swift purchasing decisions to avoid missing out (Gupta *et al.*, 2024). Once the key attributes of the product, such as quality, price, and style, are introduced, the live streaming influencer strategically restricts the quantity of available goods. This deliberate limitation ensures that the number of goods is notably less than that of consumers, underscoring the exclusivity and scarcity of the products (Miranda *et al.*, 2024). This comprehensive approach to scarcity promotions in live streaming e-commerce aligns with contemporary consumer engagement strategies, emphasizing the fusion of time-sensitive offers and limited availability to drive consumer action.

Scarcity promotion is a widely employed strategy in live streaming e-commerce, with the primary objective of enticing consumers to make purchases by creating and underscoring a sense of scarcity. The mechanisms include perceived competition (Song *et al.*, 2021), perceived value (Ha, 2021), and expected regret (Cengiz and Şenel, 2024). In the context of scarcity promotions, emotional experience is an important mediating mechanism. Some scholars argue that consumers who successfully secure a limited-time or limited-quantity promotional product experience the joy of winning (Aggarwal *et al.*, 2011), the pleasure of pride (Goldsmith *et al.*, 2020), and the delight of superiority (Gierl and Huettl, 2010), motivating them to make a purchase decision. Conversely, other researchers contend that whether consumers succeed in purchasing a scarce item or not, there exists an expectation to have the opportunity to acquire such items in the future (Biraglia *et al.*, 2021). This anticipation, coupled with the expectation that sellers will offer more in the future, increases the likelihood of a successful future purchase (Givi and Olivola, 2020). Perceptions of threat (Harikrishnan *et al.*, 2022), scarcity (Yuen *et al.*, 2020), and fear of uncertainty (Cengiz and Şenel, 2024), triggered by scarcity promotions, emerge as crucial antecedents to panic, ultimately influencing consumers' purchase intentions.

Current literature has revealed the influence of scarcity promotions on consumers' purchase intention. However, most of these literatures are based on physical stores and traditional e-commerce, and there is no systematic study on the impact of scarcity promotions in the scenario of live streaming e-commerce and the role of emotional experience in this process. Additionally, these studies have not delved into the distinct impacts of the two categories of scarcity promotions—time-limited and quantity-limited—specifically within the live streaming e-commerce context. Lastly, these studies do not classify the consumers. Considering the great differences between urban and rural areas in terms of economic income, consumption expenditure, education level and cognitive level as well as between male and female in terms of consumption preference and emotion experience, it is necessary to fill these gaps.

Based on scarcity promotion theory, this article aims to explore the mechanism by which scarcity promotions in live streaming e-commerce on consumer purchase intention in the context of urban-rural and male-female divides in China, with emotional experience as the mediating variable through SPSS 22 and Amos 22.

There are some theoretical contributions. This study pioneeringly extends scarcity promotions to the live streaming e-commerce sector, which in itself represents a form of scenario innovation. This paper pioneers the categorization of scarcity promotions into limited time promotions and limited quantity promotions within the live streaming e-commerce sector, subsequently examining their impact on consumers' purchase intentions. This represents an innovation in the independent variables. For the first time, this paper integrates the concept of emotional experience into the research framework of how scarcity promotion affects consumer purchasing intentions in live streaming e-commerce, offering a new

perspective for understanding consumer psychology within this emerging shopping model. This is mediating variable innovation. Additionally, this paper is the first to explore the mechanisms by which scarcity promotion affects consumer purchasing intentions in live streaming e-commerce against the backdrop of urban-rural and male-female differences in China, providing profound insights into the behavior of different consumer groups. This is moderating variable innovation. In summary, these innovations—encompassing scenario innovation, independent variable innovation, mediating variable innovation, and moderating variable innovation—have significantly advanced scarcity promotion theory.

2. Literature review and research hypotheses

2.1 Literature review

2.1.1 Scarcity promotions. Scarcity promotions ignite consumer purchasing intentions by crafting a sense of rarity around products and services. This strategy frequently encompasses LTP and LQP and typically leverages several psychological mechanisms. First is perceived competition. When consumers perceive limited availability of a product or service, they may feel the need to compete with other potential buyers. This competitive urge can expedite their decision-making process towards a purchase (Song *et al.*, 2021). Secondly, perceived value comes into play. Scarcity promotions can elevate the perceived value of a product or service. Rarity is often equated with increased value, and this enhanced perception of worth can bolster consumers' willingness to buy (Ha, 2021). Lastly, anticipated regret is a key motivator. The fear of missing out on a purchase opportunity can lead to regret. Scarcity marketing suggests that products or services may soon be unavailable, thus prompting consumers to act to avoid potential future remorse (Cengiz and Şenel, 2024). However, most of these literatures are based on physical stores and traditional e-commerce, and there is no systematic study on the impact of scarcity promotions in the scenario of live streaming e-commerce.

2.1.2 Emotional experience. Emotional experience is the internal response of an individual to environmental stimuli, encompassing both emotions and psychological states (Cachero-Martínez and Vázquez-Casielles, 2021). These experiences can be positive, such as joy, excitement, and satisfaction; or negative, such as sadness, anger, and fear (Li *et al.*, 2024). These emotional reactions are the result of a combination of the individual's internal psychological mechanisms and external environmental factors (Zhou and Tong, 2022). In live-stream e-commerce, scarcity promotions can trigger consumers' emotions of pleasure, expectation, and panic, thereby stimulating the willingness to purchase (Wang *et al.*, 2024). However, most of these literatures are based on physical stores and traditional e-commerce, and there is no systematic study on the mediating impact of emotional experience in the scenario of live streaming e-commerce.

2.1.3 Urban-rural divide. There is a significant development disparity between urban and rural areas in China. Firstly, the issue of income inequality between urban and rural regions is pronounced. According to data from 2023 (Textor, 2024b), urban residents earn approximately 51,800 yuan and rural residents earn only 21,700 yuan, a gap of nearly three times. Secondly, the inequality in consumption expenditure between urban and rural areas is equally significant. In 2023, the annual per capita consumption expenditure of urban residents in China stands at 32,994 yuan, while that of rural residents is just 18,175 yuan, less than half of that of their urban counterparts (Textor, 2024a). Moreover, differences in education levels cannot be overlooked. The education level of rural residents in China is generally lower than that of urban residents, primarily due to the lower investment and quality of education in rural areas compared to cities (Zhang, 2017). Lastly, the cognitive level of rural residents in China is also generally lower than that of urban residents (Wang *et al.*, 2021). In summary, the gaps between urban and rural residents in terms of economic income, consumption expenditure, education level, and cognitive ability lead to significant differences in their consumer behaviors. Therefore, exploring and comparing the impact of scarcity promotions in live streaming e-commerce on the purchase intentions of urban and rural residents holds important practical significance.

2.1.4 Male-female divide. In China, there are notable distinctions in the consumer behaviors of men and women. Male consumers tend to approach purchasing with a more analytical mindset, prioritizing the intrinsic value and practical utility of products (Chinese Male Consumers, 2023). They often engage in a rational evaluation of the worth and benefits of a good before making a purchase, which is a key factor in their consumption patterns. On the other hand, female consumers are more prone to be swayed by emotional factors during their shopping experiences (Coley and Burgess, 2003). Given these differences, it becomes imperative to delve into the specific effects of scarcity promotions within the context of live streaming e-commerce on the purchase intentions of both male and female consumers.

2.2 Research hypotheses

In live streaming e-commerce, influencers (internet celebrities) leverage the psychological mechanisms of perceived competition, perceived value, and anticipated regret to stimulate consumer purchasing intentions through strategies like LTP and LQP. Influencers might set a time constraint, such as “enjoy a discount if you order before the live broadcast ends.” This tactic creates a sense of urgency, making consumers feel that if they don’t act immediately, they will miss out on the promotional opportunity. When influencers announce that only a limited number of products are available, consumers become concerned about the products selling out quickly, thus igniting their desire to compete with others in making a purchase (Song et al., 2021). By offering time-limited discounts, influencers enhance the appeal of the products, as consumers may view it as a rare chance to purchase high-value goods at a lower price. Influencers provide limited edition products with uniqueness, which increases the perceived value of the products. Consumers may consider owning limited edition products as a symbol of status, leading them to make a purchase (Ha, 2021). By emphasizing the time-sensitive nature of the offer, influencers stimulate consumers’ anticipated regret. Consumers worry that they will regret missing this opportunity, thus making them more inclined to buy during the promotional period. When the quantity of products is limited, consumers may imagine that if they do not purchase, they will later regret not seizing the chance to own a rare product (Cengiz and Şenel, 2024).

As a result, Hypotheses 1 is proposed:

H1. Scarcity promotions including LTP and LQP in live streaming e-commerce could positively influence consumer’s purchase intention.

In live streaming e-commerce, the act of purchasing a desired item is inherently a joyful experience. When this purchase is accomplished within a set time limit, the sense of pleasure is enhanced by the fulfillment of the challenge (Hamilton et al., 2019). This emotional uplift, in turn, strengthens their intention to buy (Goldsmith et al., 2020). Additionally, the acquisition of limited-edition items often involves a certain level of competition, and consumers who successfully secure these items feel a sense of victorious joy. This sentiment further elevates their desire to make a purchase (Aggarwal et al., 2011).

In the realm of live-stream e-commerce, when consumers become aware of upcoming promotional events, they may experience a sense of anticipation. Specifically, limited-time promotions prompt consumers to harbor expectations, which in turn can drive them to take swift action to capitalize on the discounts (Givi and Olivola, 2020). By restricting the quantity of products available, promotional campaigns create a sense of scarcity. Consumers may feel a strong expectation to secure a piece of the limited-quantity items before they are all sold out, which stimulates their purchase intention (Biraglia et al., 2021).

In the context of live-stream e-commerce, LTP strategy induces panic among buyers by reducing their search time and creating a sense of scarcity that the product is about to sell out. This panic emotion prompts consumers to make purchasing decisions within a limited time frame to avoid missing out on the opportunity to buy (Aggarwal et al., 2011). LQP strategy leads consumers to perceive a threat from other potential buyers, and this sense of competition

increases the panic feeling, stimulating consumer purchasing behavior (Harikrishnan *et al.*, 2022).

As a result, Hypotheses 2 is proposed:

H2. Emotional experience plays a mediating role in scarcity promotions including LTP and LQP in live streaming e-commerce on purchase intentions.

Rural residents often have lower incomes compared to their urban counterparts, making them more attuned to price factors when making purchases (Textor, 2024b). LTP offer opportunities to save money, which can be particularly enticing for rural residents with lower incomes, potentially triggering stronger emotional responses such as a sense of urgency and the impulse to buy (Aggarwal *et al.*, 2011). LQP, by offering a limited number of items at low prices, can easily ignite the desire to purchase among rural residents. They may view this as a rare chance to cut expenses, which can more readily provoke feelings of urgency and excitement (Harikrishnan *et al.*, 2022).

Due to the overall limitations on their spending power, rural residents tend to be more cautious and frugal in their consumption (Textor, 2024a). When faced with LTP, they might see it as an opportunity to save money that should not be missed, leading to a stronger motivation to buy and emotional experiences such as satisfaction and happiness (Hamilton *et al.*, 2019). The sense of urgency created by LQP may prompt them to expedite the decision-making process, fearing the loss of the chance to purchase high-quality goods at low prices. This sense of urgency might induce emotions ranging from panic to excitement (Goldsmith *et al.*, 2020).

The educational resources in rural areas are relatively scarce, which may result in a lower level of education among rural residents compared to those in urban areas (Zhang, 2017). A lower level of education could affect their ability to understand and judge information about LTP and LQP, making them more susceptible to the influence of scarcity promotions and more likely to have direct emotional responses, such as panic. This, in turn, can stimulate their desire to purchase (Harikrishnan *et al.*, 2022).

Cognitive abilities, including information processing, decision-making, and the capacity to resist temptations, may be relatively disadvantaged among rural residents (Wang *et al.*, 2021). When confronted with LTP and LQP, they may find it more challenging to conduct in-depth analysis and rational judgment, making them more prone to emotional drives, such as panic, which can lead to purchasing behavior (Aggarwal *et al.*, 2011).

As a result, Hypotheses 3a and 3b are proposed:

H3a. The effect of scarcity promotions including LTP and LQP in live streaming e-commerce on the emotional experience of urban residents is lower than that of rural residents.

H3b. The effect of scarcity promotions including LTP and LQP in live streaming e-commerce on purchase intention of urban residents is lower than that of rural residents.

Women tend to be more sensitive to price discounts and promotional offers (Aggarwal *et al.*, 2011). The savings provided by limited-time promotions are more likely to ignite their passion for shopping, leading to positive emotional experiences such as excitement and a sense of satisfaction. Moreover, women are often more influenced by their emotions when making purchases (Coley and Burgess, 2003). The urgency created by limited-time promotions can make them worry about missing out on buying opportunities, stimulating emotional responses such as panic, which drives them to make purchase decisions under the influence of emotions. Limited-quantity promotions create a sense of scarcity by restricting the number of items available. Women consumers may be more sensitive to this scarcity, triggering panic and prompting them to make purchases.

Men tend to possess a stronger sense of competition (Song *et al.*, 2021). The urgency of limited-time and limited-quantity promotions may ignite their competitive spirit, treating

shopping as a challenge, thereby increasing the likelihood of making a purchase. Moreover, when making decisions, men are often more inclined towards rational analysis (Chinese Male Consumers, 2023). The clear time constraints provided by limited-time promotions and the price benefits offered by limited-quantity promotions may prompt them to conduct a swift cost-benefit analysis, leading to a purchasing decision once they are convinced of the value for money. Finally, both types of promotions may stimulate a fear of missing out among men. They may not want to hesitate and miss out on a good deal, a mindset that can enhance their willingness to buy (Cengiz and Şenel, 2024).

As a result, Hypotheses 4a and 4b are proposed:

H4a. The effect of scarcity promotions including LTP and LQP in live streaming e-commerce on the emotional experience of female consumers is greater than that of male consumers.

H4b. The effect of scarcity promotions including LTP and LQP in live streaming e-commerce on purchase intention of female consumers is lower than that of male consumers.

2.3 Theoretical foundation

2.3.1 Stimulus-organism-response model. The Stimulus-Organism-Response (S-O-R) model is an adaptation of the traditional stimulus-response model that takes into account the role of the individual's psychological state in mediating the relationship between environmental stimuli and behavioral responses (Li et al., 2024). The stimulus is any change or event in the external environment that is detected by an individual's sensory organs. In the context of the S-O-R model, it is not just the physical presence of a stimulus but its psychological interpretation by the individual that matters. The organism represents the individual's internal processes, such as emotional experience, that occur between the reception of the stimulus and the ultimate response. Emotion refers to the affective reactions that the stimulus evokes, which can range from pleasure to displeasure. The response is the observable behavior that follows the internal processing of the stimulus. It is the outcome of the interaction between the stimulus and the organism's internal state. Responses can be emotional (e.g. feeling satisfied or frustrated), or behavioral (e.g. purchasing a product or leaving the store). The nature of the response is influenced by the individual's unique characteristics, such as personality, mood, and past experiences. The S-O-R model expands on the traditional stimulus-response model by incorporating the organism's internal processes as a mediator between environmental stimuli and behavioral responses. It offers a more holistic and individual-centered perspective on understanding and predicting behavior, particularly in the field of marketing and consumer psychology.

In the context of e-commerce live streaming, applying the Stimulus-Organism-Response (S-O-R) model can help to dissect the complex relationship between scarcity promotions, consumer emotions, and purchasing behavior. The stimuli in e-commerce live streaming mainly consist of scarcity promotions, which can include time-limited and quantity-limited promotions. The organism component refers to the internal emotional state of the consumer. When exposed to scarcity promotions, consumers may experience a range of emotions, such as pleasure, anticipation, or panic. These internal states are shaped by the consumer's personal perceptions, past experiences, and the immediate context of the live streaming session. The response is the consumer's purchasing intention, which is the result of the interaction between the stimulus and the organism (Aggarwal et al., 2011).

2.3.2 Selectivity hypothesis. The selective hypothesis posits that urban and rural residents employ distinct strategies when processing information (Peng et al., 2024). Urban dwellers generally have access to a wider array of information sources, such as the internet, advertising, and social media platforms. Comparatively, rural inhabitants might have limited channels for information acquisition, which could result in varied reception and responses to promotional

content. Urban residents, who are likely to be of a higher educational caliber on average, tend to possess enhanced capabilities for comprehending and analyzing marketing messages. Conversely, rural residents may face constraints in their understanding and interpretation of promotional materials due to disparities in educational attainment (Zhang, 2017).

The Selective Hypothesis suggests that there are differences in the information processing strategies between men and women (Peng *et al.*, 2024). Men may be more inclined to process task-related information, while women may be better at handling emotional messages. Women might be more influenced by the information from other consumers, whereas men may place a higher value on making independent decisions. When receiving marketing information, women may prefer detailed and emotionally-engaging communication styles, while men may favor direct and factual communication (Coley and Burgess, 2003).

Based on these hypotheses, the conceptual model is described in Figure 1.

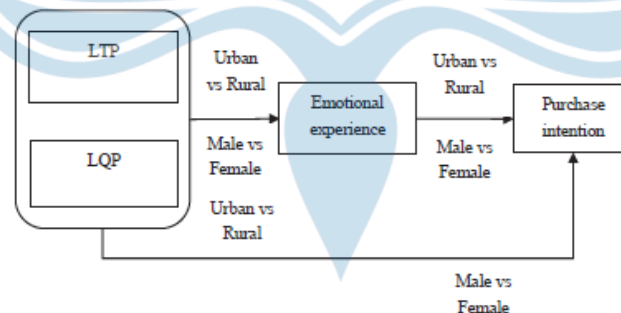
3. Research design

3.1 Questionnaire design and distribution

The questionnaire targets Chinese consumers who have made a purchase via live streaming e-commerce. Additionally, in order to investigate the impact of the urban-rural divide in China, the questionnaire includes question "My long-term residence is _____ (1. Urban, 2. Rural)". To investigate the impact of the gender in China, the questionnaire includes the question "My gender is _____ (1. Male, 2. Female)".

In the heart of the survey's measurement scale, participants are prompted to recall their most recent live streaming e-commerce purchase experience with the instruction: "Reflect on the occasion of your last product acquisition through a live streaming platform." The questionnaire employs a refined five-point Likert scale to assess the consumer's level of agreement, ranging from 1, "Strongly Disagree," to 5, "Strongly Agree." There are 4 dimensions, and each dimension corresponds to 3 question items. The items of these four dimensions, illustrated in Table 1, are derived from other scholars' works and confirmed as the mature scales.

This survey instrument was meticulously localized into Chinese and underwent a rigorous review process, facilitated by a panel of experts well-versed in both Chinese and English languages. To ensure a broad and representative sample, a reputable market research firm was commissioned to administer the questionnaire. The distribution spanned across diverse segments of the population, taking into account varying living areas, occupations, genders, age groups, income brackets, educational backgrounds, and shopping habits. This effort was made



Source(s): Created by author

Figure 1. Conceptual model

Table 1. Summary of variables scales

Variables	Number	Measurement index	Reference
LTP (A)	A1	When watching the live broadcast, the live streaming influencer often says that there will be limited time discount activities	Chen <i>et al.</i> (2022)
	A2	When watching the live broadcast, the live streaming influencer often says that there will be limited discounts in a few minutes	
	A3	When watching the live broadcast, the live streaming influencer often says that there is a discount in the last few minutes	
LQP (B)	B1	When watching the live broadcast, the live streaming influencer often says that the number of discounts today is limited	Chen <i>et al.</i> (2022)
	B2	When you watch the live broadcast, the live streaming influencer often says there are only a few products left	
	B3	When you watch the live broadcast, the live streaming influencer often says that the number of products is limited	
Emotional experience (C)	C1	When you watch the live broadcast and successfully buy a limited item, you feel happy	Aggarwal <i>et al.</i> (2011), Givi and Olivola (2020) and Harilrishnan <i>et al.</i> (2022)
	C2	When you watch the live broadcast and successfully buy a limited item, you hope to get the same luck next time	
	C3	When watching live and facing the scarcity promotions, you worry about missing the chance and feel panic	
Purchase intention (D)	D1	As you watch live, you're likely to consider buying a limited item	Zhou and Tong (2022)
	D2	When watching a live stream, you are willing to buy a limited product	
	D3	When watching live, you will recommend the limited item to others	

Source(s): Created by author

to minimize sample selection bias. As a token of appreciation, respondents were offered a modest incentive of 5 RMB for their participation. Given the vast population base of nearly 1.41 billion, the survey was designed to achieve a 99% confidence level with a 5% margin of error. Consequently, the calculated sample size needed to attain these statistical parameters was 666. Ultimately, 687 valid responses were collected from an initial pool of 750 questionnaires, reflecting a high return validity rate of 91.60%.

3.2 Variable measurement

The scales of variables are in Table 1.

A descriptive statistical analysis is performed in Table 2 based on 687 valid samples. The scale consists of four variables: LTP, LQP, EE, and PI. In this context, "EE" is designated to represent "Emotional Experience," capturing the affective responses of consumers during their interaction with live streaming e-commerce platforms. Conversely, "PI" denotes "Purchase Intention," reflecting the consumers' propensity to engage in buying behavior. Each variable is measured by three items, and all items are derived from established constructs in the literature, indicating their maturity and reliability.

Table 2. Demographic characteristics

Variables	Item	Frequency	Percent (%)
Bought through live streaming e-commerce	Yes	687	100.00
	No	0	0
Residential place	Urban area	331	48.18
	Rural area	356	51.82
Gender	Male	356	51.82
	Female	331	48.18
Age	Under 18	2	0.29
	18–30	264	38.43
	30–45	231	33.62
	Above 45	190	27.66
Income	Under 2,500	6	0.87
	2,500–4,000	122	17.76
	4,000–6,000	107	15.57
	6,000–8,000	111	16.16
	8,000–10,000	102	14.85
	10,000–12,000	94	13.68
	12,000–14,000	73	10.63
	Above 14,000	72	10.48
Education	Under high school	52	7.57
	High school	103	14.99
	College	154	22.42
	Bachelor	307	44.69
	Above Master	71	10.33
Shopping frequency	1–2 times per month	138	20.09
	3–5 times per month	197	28.68
	6–9 times per month	187	27.22
	10 or more times	165	24.02
Source(s): Created by author			

4. Data analysis

4.1 Reliability and validity analysis

In the execution of this study, we have utilized SPSS 22 and Amos 22 to rigorously analyze the data. The outcomes pertaining to the assessment of reliability and validity are systematically presented in [Tables 3 and 4](#), providing a clear snapshot of the robustness and credibility of the measures used in the survey.

[Tables 3 and 4](#) reveal the reliability and validity of the model. [Table 5](#) finds the model's good fitness.

In order to reduce the influence of nonresponse bias to the greatest extent and enhance the accuracy and reliability of the research, this study improved the response rate by increasing the appeal and convenience of the survey ([Ingram, 2023](#)). For instance, a small monetary incentive is provided (5 RMB as a reward), and the survey is designed to be concise and easy to complete (consisting of only 7 multiple-choice questions and 12 scale questions). Additionally, participants are assured that their responses will be kept confidential and anonymous. This helps to alleviate concerns about privacy and encourages them to answer questions honestly and accurately.

To assess common method bias, we conduct a Harman's single-factor test. The presence of common method variance is typically indicated if a single factor accounts for a large proportion (usually over 50%) of the covariance among the dependent and independent variables. The results of the Exploratory Factor Analysis (EFA) in SPSS indicated that no single factor explains more than 26.23% of the variance. Therefore, this paper demonstrates that no individual factor accounts for the majority of the variance.

Table 3. Test results of reliability and validity ($N = 687$)

Dimension	Item	Factor loading	Cronbach's α	CR	AVE
LTP	A3	0.832	0.889	0.890	0.729
	A2	0.874			
LQP	A1	0.855	0.884	0.884	0.718
	B3	0.819			
EE	B2	0.884	0.779	0.781	0.544
	B1	0.838			
PI	C3	0.694	0.657	0.665	0.501
	C2	0.754			
	C1	0.763			
	D1	0.585			
	D2	0.732			
	D3	0.570			

Source(s): Created by author

Table 4. Distinguishing validity test of model

	LTP	LQP	EE	PI
LTP	0.854			
LQP	-0.163**	0.847		
EE	0.243**	0.063	0.738	
PI	0.191**	0.190**	0.261**	0.633

Note(s): The italic font on the diagonal is the square of AVE

Source(s): Created by author

Table 5. Fit indices for CFA

Index	χ^2	df	χ^2/df	RMSEA	CFI	NFI	TLI
Criteria	/	/	<2	<0.05	>0.90	>0.90	>0.90
Value	278.752	234	1.191	0.017	0.994	0.964	0.993

Source(s): Created by author

In this study, to ensure the reliability of the regression model's estimated results, we conducted a test for multicollinearity. We utilize the Variance Inflation Factor (VIF) as a diagnostic tool for multicollinearity. Generally, a VIF value greater than 10 (or 5, depending on the level of stringency) may indicate a significant multicollinearity issue. After performing a linear regression analysis on all independent variables, we find that the VIF values for all variables are <2. This suggests that there is no severe multicollinearity problem in this study.

4.2 Direct effect analysis

To examine the impact of LTP and LQP on the purchase intention, Amos 22 is adopted.

According to the test results of each standardized path coefficient in the model, Table 6 clearly reveals the positive impact of LTP on consumer purchase intention in live streaming e-commerce ($\beta = 0.204, p < 0.001$), a finding that aligns with the research conclusions of Wu *et al.* (2021). Similarly, LQP also has a significant positive effect on consumer purchase intention in live streaming e-commerce ($\beta = 0.253, p < 0.001$), a result that supports the research conclusions of Wu *et al.* (2021) as well. Thereby the validity of Hypothesis 1 is validated.

Table 6. Path coefficient test of direct effect

Hypothesis	Path	Unstd.	Std.	p-value	Result
H1	LTP → PI	0.102	0.204	***	Support
	LQP → PI	0.134	0.253	***	Support

Note(s): *** $p < 0.001$

Source(s): Created by author

4.3 Mediation effect test

Regarding the influence of scarcity promotions including LTP and LQP on consumer purchase intention, Table 7 found that the 95% confidence intervals (CI) for the mediating role of emotional experience are found to be [0.036, 0.157] for LTP and [0.008, 0.078] for LQP, respectively. The fact that these intervals do not encompass 0 underscores the mediating influence of emotional experience in both the relationship between LTP and purchase intention and that between LQP and purchase intention, with respective mediating effects estimated at 0.091 and 0.037. Moreover, the 95% confidence intervals for the direct effects are [0.096, 0.311] for LTP and [0.151, 0.354] for LQP, which also do not include zero, signifying that the direct effects are substantial, with direct effect sizes of 0.204 and 0.253, respectively. Consequently, the total effects exerted by LTP and LQP on purchase intention amount to 0.294 and 0.291, respectively, with their 95% confidence intervals excluding zero, thereby confirming the significance of these total effects. In conclusion, emotional experience significantly mediates the relationship between scarcity promotions including LTP and LQP with purchase intention, lending support to Hypotheses 2.

4.4 Impacts of the urban-rural and male-female divide

The homogeneity of variances is confirmed and tested through Levene's *F*-test. The *p*-values of LTP, LQP, EE and PI are 0.401, 0.162, 0.072, 0.184 between urban and rural consumers, which are greater than 0.05. The *p*-values of LTP, LQP, EE and PI are 0.058, 0.664, 0.252 and 0.261 between male and female consumers, which are greater than 0.05.

The statistical data indicate significant differences between urban and rural consumers in terms of LTP, LQP, EE and PI (with *p*-values from the *t*-test are 0.032, 0.032, 0.019, 0.022, 0.022, 0.023, 0.008 and 0.007, which are less than 0.05). This suggests the great differences between urban and rural consumers.

The statistical data indicate significant differences between urban and rural consumers in terms of LTP, LQP, EE and PI (with *p*-values from the *t*-test are 0.004, 0.003, 0.039, 0.039, 0.013, 0.014, 0.015 and 0.014, which are less than 0.05). This suggests the great differences between male and female consumers.

Table 7. Mediating effect of emotional experience

Effect	Path	Effect-value	p-value	95% confidence interval	
				Lower	Upper
Total	LTP → PI	0.294	0.001	0.183	0.399
Total	LQP → PI	0.291	0.001	0.190	0.394
Indirect	LTP → EE → PI	0.091	0.001	0.036	0.157
Indirect	LQP → EE → PI	0.037	0.010	0.008	0.078
Direct	LTP → PI	0.204	0.001	0.096	0.311
Direct	LQP → PI	0.253	0.001	0.151	0.354

Source(s): Created by author

Table 8 shows the grouping regression results for urban and rural areas as well as male and female.

For urban consumers, both LTP and LQP exert a significant influence on emotional experience and subsequent purchase intention. In contrast, within rural consumer groups, LTP continues to significantly shape both emotional experience and purchase intention, whereas LQP's impact is significant solely in relation to purchase intention. Upon comparing the regression coefficients between urban and rural groups, it is observed that the effect of LTP on the emotional experience of urban residents, with a coefficient of 0.221, is more pronounced than its effect on rural residents, who have a coefficient of 0.168. Similarly, the influence of LQP on the emotional experience of urban residents is comparatively more substantial, with a coefficient of 0.144 as opposed to the rural residents' 0.039. However, this pattern does not align with the support for Hypothesis 3a. There may be two primary reasons for this phenomenon. Urban consumers often place greater emphasis on the quality and uniqueness of products, and limited-quantity promotional items typically possess this uniqueness, which may better meet the needs of urban residents, thereby triggering a more intense emotional experience (Zhang, 2017). Furthermore, urban residents are generally more accustomed to trying new shopping models and technologies, and live-stream e-commerce, as an emerging shopping method, may more easily attract urban residents with its scarcity promotions, stimulating their emotional experience (Wang *et al.*, 2021). In the realm of purchase intention, both LTP and LQP demonstrate a more pronounced impact on rural consumers when compared to their urban counterparts, with coefficients of 0.105 versus 0.083 for LTP and 0.166 versus 0.097 for LQP, respectively. This finding is in favor of Hypothesis 3b.

Regarding the influence of LTP and LQP on gender-specific consumer groups, both significantly affect the emotional experience and purchase intention of consumers across genders. Notably, for female consumers, LTP and LQP exert influence on their emotional experience, with respective coefficients of 0.195 and 0.090, compared to their male counterparts with coefficients of 0.190 and 0.089. Due to the minimal differences in the coefficients, Hypothesis 4a is not supported. This could be attributed to the fact that, irrespective of gender, the perception of scarcity in promotions among consumers elicits comparable emotional reactions, such as a sense of urgency and exhilaration. Under these circumstances, gender distinctions are not particularly pronounced (Delkhoo and Lotfizadeh, 2014). When it comes to purchase intention, the scenario shifts, with LTP and LQP demonstrating a more robust influence on male consumers, as indicated by coefficients of 0.113 and 0.148, in contrast to female consumers with coefficients of 0.093 and 0.118. This finding underscores that the effect of LTP and LQP on male consumers' purchase intention is stronger than that on female consumers, thus establishing Hypothesis 4b.

The study further categorizes urban and rural consumers by gender to assess the specific influence of gender on purchase intention within these groups in China. The group regression analysis, detailed in Table 9, reveals several key insights. LTP exerts a significantly stronger influence on the emotional experience of urban women compared to urban men, with respective coefficients of 0.325 and 0.235. Conversely, LQP appears to have a more

Table 8. Path coefficient of urban vs rural and male vs female

Path	Path coefficients Urban (N = 331)	Rural (N = 356)	Male (N = 356)	Female (N = 331)
LTP → EE	0.221*** (0.049)	0.168*** (0.036)	0.190*** (0.040)	0.195*** (0.044)
LQP → EE	0.144*** (0.052)	0.039 (0.034)	0.089** (0.043)	0.090** (0.041)
LTP → PI	0.083** (0.033)	0.105** (0.041)	0.113*** (0.036)	0.093** (0.037)
LQP → PI	0.097*** (0.035)	0.166*** (0.040)	0.148*** (0.039)	0.118*** (0.036)

Source(s): Created by author

Table 9. Grouped regression results

Path	Path coefficients Urban (N = 331)		Rural (N = 356)	
	Male (N = 169)	Female (N = 162)	Male (N = 187)	Female (N = 169)
LTP → EE	0.157** (0.064)	0.325*** (0.078)	0.221*** (0.053)	0.093** (0.044)
LQP → EE	0.154** (0.074)	0.142** (0.072)	0.042 (0.051)	0.042 (0.039)
LTP → PI	0.172*** (0.055)	0.041 (0.046)	0.099* (0.057)	0.112* (0.057)
LQP → PI	0.122** (0.058)	0.101** (0.046)	0.196*** (0.056)	0.128** (0.055)

Source(s): Created by author

pronounced effect on the emotional experience of urban men, with coefficients of 0.154 and 0.142 for urban men and women, respectively. When examining the purchase intention, both LTP and LQP demonstrate a more substantial impact on urban men, with coefficients of 0.172 and 0.122, compared to their female counterparts, who show coefficients of 0.041 and 0.101, respectively. In the rural context, LTP continues to have a more significant effect on men's emotional experience, with a coefficient of 0.221 versus 0.093 for women. Interestingly, LQP's influence on emotional experience is uniform across both rural men and women, each with a coefficient of 0.042. In terms of purchase intention, LTP shows a slightly stronger effect on rural women, with a coefficient of 0.112 compared to 0.099 for men. Meanwhile, LQP is notably more effective in enhancing the purchase intention of rural men, with a coefficient of 0.196 as opposed to 0.128 for women.

5. Discussion

5.1 Theoretical contributions

Existing research has illuminated the impact of scarcity promotion strategies on consumer purchasing intentions in traditional physical retail and e-commerce platforms (Song *et al.*, 2021; Ha, 2021). This study pioneeringly extends this research domain to the live streaming e-commerce sector, which in itself represents a form of scenario innovation. Existing research has preliminarily explored the impact of scarcity promotions on consumer purchase intentions (Gupta *et al.*, 2024). This study segments scarcity promotions into limited time promotion and limited quantity promotion in the live-streaming e-commerce industry, which is independent variable innovation. Current research has revealed the mediating role of emotions in influencing consumer purchasing decisions (Aggarwal *et al.*, 2011; Goldsmith *et al.*, 2020; Gierl and Huetl, 2010). For the first time, this paper integrates the concept of emotional experience into the research framework of how scarcity promotion affects consumer purchasing intentions in live streaming e-commerce, offering a new perspective for understanding consumer psychology within this emerging shopping model. Additionally, this paper is the first to explore the mechanisms by which scarcity promotion affects consumer purchasing intentions in live streaming e-commerce against the backdrop of urban-rural and male-female differences in China, providing profound insights into the behavior of different consumer groups. These innovations have made great theoretical contributions to scarcity promotion theory.

5.2 Practical contributions

Live streaming influencers should profoundly comprehend the significance of scarcity promotion strategies in the live streaming e-commerce and regard them as a key avenue to enhance sales performance. During live broadcasts, influencers can establish a specific time window to offer discounts, which will vanish once the time expires. To amplify a sense of urgency, influencers can utilize a countdown timer throughout the live stream, alerting viewers

that the special offer is about to conclude. Additionally, influencers can clearly communicate to the audience that only a limited quantity of products is available for purchase, or introduce exclusive or customized products that underscore their uniqueness and non-reproducibility. Finally, influencers can provide additional incentives or gifts to consumers who place their orders ahead of time, further encouraging prompt purchasing decisions.

While employing these strategies, live streaming influencers must closely monitor consumers' emotional experiences, as it is a pivotal pathway through which scarcity promotion affects consumers' purchasing intentions. Live stream influencers can suddenly offer limited-time or limited-quantity promotions, bringing surprise and delight to their audience. By providing advance notice of upcoming sales events, they can build expectation among viewers. Additionally, showcasing the purchasing behavior of other consumers can leverage the herd mentality to stir a sense of panic. By fully harnessing the emotional experiences triggered by scarcity promotions, influencers can increase consumers' willingness to purchase.

Sellers on e-commerce live-streaming platforms can distinguish different consumer groups by selling products tailored to their specific needs. For example, cosmetics are generally aimed at women, while pesticides and fertilizers are typically targeted at rural residents. Hence, to more effectively cater to the needs of consumers from different regions and genders, live streaming influencers should adopt flexible and varied scarcity promotion tactics to enhance consumers' emotional experiences and stimulate their desire to purchase. Specifically, given that urban residents have a stronger emotional response to scarcity promotions compared to rural residents, while the impact on purchase intention is greater for rural residents, marketing strategies should take into account regional differences. For the urban market, more refined promotional tactics can be employed, such as offering personalized recommendations and customized services to enhance emotional experience and purchase intention. For the rural market, more direct scarcity promotion strategies can be used, such as time-limited discounts and flash sales, to stimulate purchasing behavior. Since female consumers are as sensitive to the emotional experience evoked by scarcity promotions as male ones, but the increase in their purchase intention is not as significant as that of male consumers, scarcity promotion activities targeted at male and female consumers should focus on emotional connections. The scarcity promotion activities can be associated with the life scenarios of male and female consumers, and visually and emotionally appealing elements can be provided to enhance their purchase intention. For male consumers, direct and transparent scarcity promotion strategies can be adopted.

6. Conclusion implication and limitation

6.1 Research conclusion

This article is based on 687 questionnaires and investigates the impact mechanism of scarcity promotions in live streaming e-commerce on consumer purchase intention in the context of urban-rural and male-female divides in China, with emotional experience as the mediating variable. The results indicate that scarcity promotions in live streaming e-commerce have a positive effect on consumer purchase intention, with emotional experience mediating the impact of scarcity promotions on purchase intention. Furthermore, the analysis of urban-rural divide and the male-female divide reveals that the influence of scarcity promotions in live streaming e-commerce on the emotional experience of urban residents is greater than that of rural residents. The effect of scarcity promotions on the purchase intention of urban residents is lower than that of rural residents. Scarcity promotions in live streaming e-commerce have the same impact on the emotional experience of male and female consumers. Additionally, the influence of scarcity promotions on the purchase intention of female consumers is lower than that of male consumers.

6.2 Research limitations and future directions

While this study provides valuable insights, it acknowledges certain limitations that warrant consideration for future research. Firstly, the scope of this paper is confined to Chinese

consumers, suggesting that the findings may be context-specific to China. As such, the generalizability of these conclusions to other countries remains an open question for further investigation. Moreover, the influence of scarcity promotions on consumer purchase intention may be moderated by individual consumer traits and the nature of the products endorsed by live streaming influencers. The interplay between these factors and their potential impact on consumer behavior deserves deeper exploration in subsequent studies to enhance our understanding of the dynamics at play in live streaming e-commerce. Additionally, subsequent research endeavors could delve into the varying effects of limited-time and limited-quantity promotions on consumer purchase intentions in the realm of live-stream e-commerce. Lastly, future studies could seek out novel intermediary pathways to further our understanding of these dynamics.

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