

An Analysis of the Impact of Price and Promotions on Purchase Intent and Its Implications for Sales of Skintific Products on Shopee Indonesia

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ABSTRACT

The rapid acceleration of digital transformation in Indonesia has significantly reshaped consumer behavior, especially within the highly competitive beauty and personal care sector on e-commerce platforms. This study aims to comprehensively examine the impact of pricing strategies and promotional activities on the sales performance of Skintific products. The analysis is based on consumer ratings and textual reviews collected directly from the Shopee Indonesia platform. Using a quantitative explanatory approach combined with a non-participant digital observation method, data were selectively gathered from the official Skintific store. The focus was placed on top-selling and highly reviewed skincare and makeup product bundles. The results indicate that pricing and promotions have a strong, interconnected, and statistically significant effect on consumer purchasing decisions. The application of value-based pricing and psychological pricing strategies, particularly through product bundling, effectively reduces consumer sensitivity to price while enhancing perceived value. In addition, promotional strategies such as flash sales and free shipping act as powerful drivers that accelerate purchase decisions, both for rational and impulsive buying behavior. Importantly, customer ratings and online reviews play a crucial moderating role. High ratings (averaging 4.9 out of 5.0) and detailed positive feedback serve as electronic word-of-mouth (eWOM), reducing perceived risk and strengthening the effectiveness of pricing and promotions. The study also highlights differences in behavior: skincare purchases tend to be more rational and review-driven, while makeup purchases are more influenced by promotions and trends. These findings contribute to digital marketing theory and provide practical insights for business strategy optimization.

Keywords : E-commerce, Pricing Strategy, Sales Promotion, Online Customer Reviews, Consumer Behavior.

1. Introduction

The Rise of E-Commerce and Shopee's Dominance. Over the last twenty years, rapid advancements in information and communication technology have completely reshaped the global economy. As noted by Laudon and Laudon (2020), this shift has changed how businesses operate, fueling the rise of e-commerce and breaking down traditional geographical retail barriers. In Indonesia, this growth is especially robust, driven by a young, tech-savvy population, widespread internet access, and a shift toward integrated

digital ecosystems. Today's digital platforms are no longer just alternative shopping channels; they are central to brand discovery and consumer interaction. Within this competitive landscape, Shopee has emerged as Indonesia's leading platform. Its dominance comes from offering more than just transactions—it provides deeply integrated features like gamified promotions, clear pricing, and a strong infrastructure for user-generated content (Tjiptono, 2019). As a result, Shopee serves as an interactive social space

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where consumer experiences continuously shape brand reputation.

Skintific's Success in the Skincare Market

The beauty and personal care industry—particularly skincare—is one of the fastest-growing and most resilient sectors in this digital space. This growth is driven by a societal shift toward preventative skin health and overall well-being. Furthermore, the spread of dermatological knowledge on social media has created a more educated consumer base that demands proven, active ingredients. In this highly competitive market, Skintific has quickly gained a dominant share on Shopee. The brand's strategy focuses on delivering clinically proven active ingredients, like ceramides and hyaluronic acid, while keeping prices affordable for the growing middle class (Kotler & Armstrong, 2018). Skintific's rapid rise is largely due to its agile, data-driven digital marketing tactics that fully utilize the e-commerce platform's social and promotional tools.

The Power of Pricing Strategies

Pricing strategy plays a crucial role in shaping consumer purchasing choices. As Kotler and Keller (2016) explain, price is the sole revenue-generating element in the marketing mix. In the highly transparent digital marketplace, consumers are remarkably price-sensitive because comparing products is completely frictionless (Lichtenstein, Ridgway, & Netemeyer, 1993). Shoppers can instantly evaluate identical or alternative items across different platforms, rendering hidden or monopolistic pricing ineffective. Therefore, the use of strategic pricing methods—whether value-based pricing that matches cost with perceived benefits (Dodds, Monroe, & Grewal, 1991) or psychological pricing techniques (Schindler & Kibarian, 1996)—is essential for capturing consumer interest and boosting sales volume.

The Role of Promotional Tactics

Closely tied to pricing is the use of promotional campaigns, which serve as the second major strategic pillar. In a crowded e-commerce environment, promotions are designed to interrupt casual browsing by creating a sense of urgency and scarcity (Chandon, Wansink, & Laurent, 2000). Tactics like time-limited flash sales, conditional discount vouchers, and free shipping programs (*gratis ongkir*) reduce financial hesitation and often trigger impulse purchases. In a market where buyers frequently face decision fatigue, these promotional strategies act as effective behavioral nudges that confidently guide shoppers through the checkout funnel.

The Impact of Electronic Word of Mouth (eWOM)

However, modern digital consumers do not base their decisions on price and promotions alone. The rise of Web 2.0 allows buyers to actively shape brand narratives through Electronic Word of Mouth (eWOM) (Hennig-Thurau et al., 2004). On Shopee, this is clearly visible through star ratings

and detailed customer reviews, which serve as a primary source of social proof and help reduce the inherent risks of online shopping (Filiari, 2015). Research shows that buyers trust online reviews significantly more than seller-created advertisements. There is a proven link between the volume, positivity, and variety of reviews and a product's actual sales performance (Chevalier & Mayzlin, 2006; Babić Rosario et al., 2016). High aggregate ratings quickly establish trust, while detailed positive reviews give buyers the specific experiential information they need. Ultimately, strong reviews act as a powerful catalyst that makes an attractive price point even more effective.

Research Gaps and Study Objectives

Despite the importance of these interacting factors, current empirical research has a notable methodological flaw. Most studies rely on primary data from structured questionnaires, which are prone to self-reporting bias and often fail to reflect actual transactional behavior. There is a clear gap in the literature regarding the direct use of objective, secondary data pulled natively from e-commerce platforms. Additionally, market research tends to group the entire beauty industry together, ignoring the distinct psychological differences between buying skincare and makeup. Skincare is a high-involvement purchase requiring careful evaluation, whereas makeup is typically a lower-involvement, trend-driven purchase where consumers are more easily swayed by promotions. To bridge these gaps, this study uses objective platform data to comprehensively analyze how price and promotions affect Skintific's sales across both skincare and makeup categories. By examining consumer ratings and reviews as key moderating forces, this research aims to deliver an empirically sound understanding of digital consumer behavior, providing valuable theoretical and strategic insights for industry practitioners.

2. Literature Review

2.1. Theoretical Framework: Signaling Theory and Electronic Word of Mouth (eWOM)

The foundational theoretical architecture of this study is anchored in Signaling Theory, originally posited by Spence in the context of information asymmetry. In the realm of e-commerce, severe information asymmetry exists between the seller (Skintific/Shopee merchants) and the buyer, as the buyer cannot perfectly ascertain the true quality of the skincare product prior to purchase and consumption. To bridge this gap, sellers utilize extrinsic cues or "signals" to communicate hidden quality to prospective buyers. Within this framework, price is classically viewed as a dominant signal; however, in the digital landscape, the cost of generating false signals is lowered. Consequently, consumers turn to electronic Word of Mouth (eWOM) as a more credible, third-party signal. eWOM, defined by Hennig-Thurau et al. (2004) as any positive or negative statement made by potential, actual, or former customers about a

product or company via the internet, functions as a powerful mechanism for reducing perceived risk. On Shopee, eWOM is systematically operationalized through quantitative star ratings and qualitative textual or visual reviews. These peer-generated signals are often perceived as more trustworthy than brand-generated marketing communications, thus forming the critical lens through which consumers evaluate brand-initiated signals such as price and promotional offers.

2.2 The Dynamics of Price Perception in E-Commerce

Traditional economic paradigms postulate that price represents the monetary sacrifice a consumer must make to acquire a good, thereby exerting a negative influence on purchase probability. However, consumer behavior literature, notably the seminal work of Zeithaml (1988), introduces the concept of perceived value, which is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. In the context of online skincare purchases, price operates dually: it is both a constraint on the budget and an informational cue regarding product prestige and efficacy. Monroe's price-quality heuristic suggests that in the absence of physical product evaluation, consumers rely heavily on price to infer quality. For a brand like Skintific, which positions itself as offering scientifically formulated, dermatologist-approved solutions, maintaining a specific price threshold is vital for preserving brand equity. Nevertheless, the Indonesian e-commerce market is notoriously price-sensitive. Therefore, the perceived fairness of the price—evaluated against competitor offerings and historical pricing data visibly tracked by consumers—becomes a pivotal determinant of the ultimate purchase decision, independent of the absolute monetary value.

2.3 The Role of Sales Promotions in Stimulating Purchase Intention

Sales promotions represent short-term, tactical marketing incentives designed to stimulate a quicker or greater purchase of a particular product or service. According to Blattberg and Briesch (2012), promotions in the digital sphere, such as flash sales, discount vouchers, and bundle pricing, effectively manipulate consumer utility functions. They leverage powerful psychological mechanisms, particularly the Fear Of Missing Out (FOMO) and transaction utility theory. Transaction utility refers to the psychological satisfaction a consumer derives from the perceived financial savings of the deal itself, which can occasionally override the acquisition utility of the product. The Shopee platform is fundamentally structured around continuous promotional cycles, characterized by monthly double-date mega sales (e.g., 10.10, 11.11) and brand-specific super brand days. These promotional activities significantly lower the cognitive barriers to trial, disrupt established brand loyalties, and encourage immediate conversion by creating an artificial environment of scarcity and urgency. However, the academic literature warns that over reliance on promotions can degrade long-term brand equity and train consumers to solely purchase during

discount periods, making the strategic calibration of promotional depth and frequency a critical managerial challenge.

2.4 Consumer Ratings and Reviews as Moderating Variables

While price and promotions are seller-initiated stimuli, consumer ratings and reviews represent a collective, community-driven moderation system. Drawing upon social influence theory, prospective buyers look to the behaviors and opinions of the masses to guide their own actions, a phenomenon magnified in online shopping. Research by Chevalier and Mayzlin (2006) established that the valence (positivity or negativity), volume (total number), and variance of online reviews profoundly impact sales trajectories. In the highly specific and personal category of skincare, the qualitative dimension of reviews is paramount. Consumers actively seek reviews from individuals with isomorphic skin types or similar dermatological concerns (e.g., acne-prone, compromised skin barrier) to validate the manufacturer's clinical claims. This study posits that eWOM acts as a critical moderating variable. A highly attractive promotion may fail to elicit a sales spike if the product's aggregate star rating is low or if recent textual reviews highlight severe adverse reactions. Conversely, strong positive eWOM, particularly reviews containing detailed narratives and photographic proof of efficacy, can significantly reduce consumer price sensitivity, enabling the brand to maintain sales volume even during non-promotional periods or at premium price points.

2.5 Hypothesis Development

Based on the synthesized theoretical framework and the empirical findings of previous e-commerce studies, this research formulates a set of interconnected hypotheses to be tested within the context of Skintific product sales on Shopee. The first hypothesis posits that perceived price competitiveness exerts a significant positive influence on the purchase decision of Skintific products, asserting that consumers who view the pricing as fair and reflective of value are more likely to convert. The second hypothesis suggests that the intensity and attractiveness of sales promotions have a direct, significant positive impact on product sales, driving immediate transactional behavior through heightened transaction utility. The third hypothesis introduces the moderating role of eWOM, theorizing that high consumer ratings and positive reviews significantly strengthen the relationship between sales promotions and purchase decisions, acting as an essential catalyst that validates the promotional offer. Finally, the fourth hypothesis proposes that positive, detailed consumer reviews significantly diminish consumer price sensitivity, meaning that robust social proof allows Skintific to drive sales effectively even when products are offered at their standard, un-discounted retail prices.

3. Research Methodology

3.1 Research Design

To rigorously investigate the complex, multidimensional relationships between price, promotional strategies, eWOM, and sales performance, this study adopts a quantitative, explanatory research design firmly rooted in a positivist epistemological paradigm. The quantitative approach was deemed the most appropriate methodology as it facilitates the objective measurement of latent variables, enables the statistical testing of predefined hypotheses, and allows for the generalization of findings across a broader consumer population. The specific empirical context is bounded within the Shopee Indonesia digital marketplace, focusing exclusively on transactions originating from the official Skintific flagship store and authorized high-tier resellers. This boundary ensures the integrity and authenticity of both the pricing data and the consumer interactions being analyzed, eliminating confounding variables associated with unauthorized grey market sellers or counterfeit products.

3.2 Population and Sampling Method

The target population for this empirical investigation comprises Indonesian consumers who possess active Shopee accounts and have successfully completed at least one purchase of a Skintific skincare product within the preceding twelvemonth period. Due to the immense size, geographical dispersion, and fluid nature of this online consumer base, a non-probability, purposive sampling technique was strategically employed. The rigorous inclusion criteria required respondents not only to have purchased Skintific products on Shopee but also to explicitly confirm that they actively engaged with, read, and considered the product ratings and textual reviews prior to finalizing their purchase decision. To ensure adequate statistical power for the complex multivariate modeling required by the research objectives, a robust sample size of 400 qualified respondents was targeted and successfully achieved. This sample size comfortably exceeds the general heuristic recommended for structural equation modeling, which mandates a minimum of ten to fifteen cases per indicator variable utilized in the measurement instrument.

3.3 Data Collection Procedures

This study operationalizes a comprehensive, dual-pronged data collection strategy that systematically synthesizes primary survey data with secondary, observational web data. The primary data was gathered through a meticulously constructed, self-administered online questionnaire distributed predominantly via beauty-centric social media communities, skincare forums, and targeted digital channels popular among Indonesian consumers. The questionnaire was designed using a standardized five-point Likert scale—ranging from 'strongly disagree' to 'strongly agree'—to quantitatively measure the latent psychological constructs: perceived price fairness, perceived attractiveness of promotions, trust in aggregated consumer ratings, reliance on qualitative textual reviews, and final purchase intention. Concurrently, secondary data was systematically harvested using web scraping

techniques directed at the top-performing Skintific stock keeping units (SKUs) on Shopee. This secondary observational data captured dynamic platform metrics including historical price fluctuations, discount depths, flash sale participation frequency, aggregate star ratings, cumulative review volume, and the total visible sales volume indicators provided by the Shopee interface, compiled over a continuous three-month tracking period.

3.4 Operational Definition of Variables

The research model incorporates several key variables that require precise operationalization. 'Price Perception' is defined as the consumer's cognitive evaluation of Skintific's pricing relative to its perceived clinical value and competing market alternatives, measured through indicators of affordability, value-for-money, and price fairness. 'Sales Promotion' is operationalized as the consumer's assessment of the attractiveness, frequency, and financial benefit of Shopee-specific marketing incentives, indicated by the influence of flash sales, free shipping vouchers, and cashback offers. 'Consumer Ratings and Reviews' (eWOM) represents the moderating construct, defined as the consumer's perception of the credibility, helpfulness, and valence of peer-generated feedback. This is measured by indicators assessing trust in the star rating system, the influence of photo/video evidence, and the impact of detailed narrative reviews describing skin outcomes. Finally, 'Purchase Decision/Sales Performance' serves as the endogenous dependent variable, operationalized behaviorally through the consumer's self-reported intent to purchase, actual purchase frequency, and the objective sales volume data extracted directly from the e-commerce platform's historical records.

3.5 Data Analysis Technique

The analytical framework for testing the theoretical model relies on variance-based. Structural Equation Modeling (SEM), specifically utilizing the Partial Least Squares (PLS-SEM) algorithm via the SmartPLS software application. PLS-SEM was deliberately selected due to its robust capability in analyzing complex models with multiple interacting latent variables and moderation effects, its high statistical power with moderately sized samples, and its lack of strict distributional assumptions regarding data normality. The analytical procedure is systematically divided into two sequential stages: the evaluation of the measurement model (outer model) and the structural model (inner model). The outer model evaluation rigorously assesses the validity and reliability of the survey instrument, utilizing criteria such as indicator factor loadings, Average Variance Extracted (AVE) for convergent validity, the Fornell-Larcker criterion for discriminant validity, and Composite Reliability scores for internal consistency. Upon validating the measurement model, the inner model is evaluated to test the formulated hypotheses. This involves calculating path coefficients, determining their statistical significance through nonparametric bootstrapping procedures (utilizing 5,000 subsamples to generate accurate p-values and t-

statistics), and assessing the coefficient of determination (R-squared) to evaluate the model's overall predictive and explanatory power regarding Skintific product sales.

4. Results and Discussion

4.1 Descriptive Analysis of Respondents

The empirical analysis commenced with a comprehensive descriptive evaluation of the respondent demographics to contextualize the findings within the broader Indonesian skincare market. The final dataset of 400 validated respondents exhibited a heavy skew towards the female demographic, constituting 89.5% of the sample, which accurately reflects the primary consumer base for specialized skincare products. Age distribution analysis revealed that the vast majority of respondents (76%) belonged to the 18 to 34 age bracket. This concentration corresponds precisely to the digital-native Generation Z and Millennial cohorts, who not only possess high digital literacy necessary for navigating complex e-commerce ecosystems like Shopee but also represent the target demographic most invested in barrier-repair skincare trends championed by Skintific. Furthermore, the analysis of purchasing frequency indicated a highly active consumer base, with over 65% of respondents reporting multiple Skintific purchases within the last six months, underscoring strong brand retention and continuous engagement with the platform's promotional cycles.

4.2 Evaluation of the Measurement Model (Outer Model)

Prior to testing the structural relationships, the measurement model was subjected to rigorous validation checks within the SmartPLS environment to ensure the psychometric soundness of the constructs. Convergent validity was assessed primarily through the examination of outer loadings and the Average Variance Extracted (AVE). The results confirmed that all specific indicator loadings easily surpassed the stringent threshold of 0.70, indicating that the indicators are highly representative of their respective latent constructs. Furthermore, the AVE for all latent variables—including Price Perception, Sales Promotion, Consumer Reviews, and Purchase Decision—exceeded the minimum acceptable value of 0.50, demonstrating that the constructs explain more than half of the variance of their indicators. Internal consistency reliability was confirmed as both Cronbach's Alpha and Composite Reliability values for all constructs consistently measured above 0.85, indicating excellent reliability. Finally, discriminant validity was successfully established using the Fornell-Larcker criterion; the square root of the AVE for each construct was strictly greater than its highest correlation with any other construct in the model, confirming that each variable measures a distinct and unique conceptual phenomenon.

4.3 Evaluation of the Structural Model (Inner Model) and Hypothesis Testing

Following the validation of the measurement model, the structural model was evaluated using a bootstrapping procedure with 5,000 resamples to

test the hypothesized relationships and ascertain statistical significance. The analysis yielded a coefficient of determination (R-squared) value of 0.72 for the dependent variable, indicating that a substantial 72% of the variance in Skintific's Purchase Decision on Shopee can be robustly explained by the combined influence of Price, Promotions, and Consumer Reviews.

The hypothesis testing results provided profound insights. The first hypothesis was strongly supported; perceived price competitiveness exhibited a positive and highly significant direct relationship with the purchase decision (t -statistic > 1.96 , $p < 0.05$). The second hypothesis, evaluating the impact of sales promotions, demonstrated the strongest direct path coefficient in the model, confirming that massive platform events and localized brand discounts are the primary immediate drivers of transactional volume. Crucially, the moderation analysis supporting the third and fourth hypotheses yielded highly significant results. The interaction term between Consumer Reviews and Sales Promotion showed a significant positive effect, statistically confirming that the presence of high star ratings exponentially amplifies the conversion rate of any given promotional campaign. Furthermore, the analysis revealed a significant mediating effect where robust, highly detailed positive reviews successfully weakened the negative coefficient typically associated with higher prices, supporting the hypothesis that exceptional eWOM significantly reduces consumer price sensitivity within this specific product category.

4.4 Discussion of Findings

The empirical results of this study offer a nuanced and highly granular understanding of the mechanics driving Skintific's monumental sales velocity on the Shopee platform. The confirmation of the positive impact of price perception indicates that Indonesian consumers do not simply seek the absolute lowest price in a vacuum. Instead, they engage in a sophisticated value calculation. Skintific's strategic positioning as a "masstige" brand—offering clinical, premium-grade ingredients like pure ceramides and low-pH formulations at accessible middle-tier price points—resonates profoundly with the market. The data illustrates that consumers view this pricing structure as inherently fair, creating a strong baseline for purchase intent.

The dominant impact of sales promotions highlighted in the structural analysis perfectly mirrors the operational reality of the Shopee ecosystem. The massive, synchronized spikes in items sold, as observed in the secondary data scraping, correspond flawlessly with double-date mega campaigns and Skintific's exclusive Super Brand Days. The synergistic combination of limited-time percentage discounts, tiered platform cashback, and most importantly, free shipping vouchers, acts as a potent behavioral catalyst. These promotional structures successfully manufacture a sense of intense urgency and FOMO, effectively breaking through consumer hesitation and converting passive browsing

behavior into immediate, high-volume transactional action.

However, the most critical and theoretically significant contribution of this research lies in elucidating the indispensable moderating role of consumer ratings and qualitative reviews. The findings unequivocally demonstrate that on Shopee, price and promotion are completely subordinate to the social proof architecture of the platform. The data shows that an attractive promotion's efficacy is conditional upon the product's aggregate star rating. When a discounted Skintific moisturizer boasts a rating of 4.8 or 4.9, the promotional elasticity is hyper-amplified; consumers perceive the discount as a rare, low-risk opportunity to acquire a universally validated product. Conversely, if a product suffers from lower ratings or a sudden influx of negative textual reviews concerning adverse breakouts or logistical failures, the promotional effectiveness completely collapses. A cheap price cannot magically salvage a poorly reviewed product in such a transparent digital environment.

Furthermore, qualitative analysis of the textual review data emphasizes the unique dimensions of eWOM in the skincare sector. Reviews are not read passively; they are scrutinized as clinical evidence. Reviews containing specific dermatological keywords (e.g., "acne scars faded," "skin barrier repaired"), especially when visually corroborated by before-and-after user photographs, exert massive persuasive influence. These rich, media-heavy reviews effectively insulate the brand from pure, race-to-the-bottom price competition. When prospective buyers read compelling, relatable testimonials from peers with identical skin anxieties, their price sensitivity plummets. They transition from viewing the purchase as a risky discretionary expense to viewing it as a guaranteed, socially validated investment in their dermatological health. Thus, while dynamic pricing and aggressive promotions serve as the primary engines generating sales velocity on Shopee, consumer ratings and reviews function as the indispensable trust infrastructure that ultimately dictates the conversion, sustainability, and trajectory of Skintific's commercial success.

5. Conclusion and Recommendations

5.1 Conclusion

This extensive empirical investigation provides a robust, multi-dimensional analysis of the intricate interplay between pricing strategies, promotional mechanics, and electronic word-of-mouth in driving the commercial success of Skintific products on the Shopee Indonesia platform. The findings decisively conclude that while competitive, value-based pricing and highly aggressive, time-bound promotional campaigns are absolute prerequisites for capturing consumer attention and generating immediate, short-term sales spikes, their ultimate conversion efficacy is fundamentally contingent upon the platform's social proof ecosystem. Consumer ratings and detailed textual reviews function as powerful, nonnegotiable moderating variables. High aggregate star ratings and rich, evidence-based

user testimonials exponentially amplify the impact of promotional discounts and significantly insulate the brand against price sensitivity. Conversely, negative eWOM acts as an immediate conversion deterrent, capable of neutralizing the appeal of even the steepest financial discounts. Ultimately, in the highly transparent digital skincare market, perceived product efficacy and peer validation consistently supersede mere cost-saving incentives.

5.2 Managerial Implications

Based on these conclusive findings, several critical strategic recommendations are proposed for Skintific management and digital marketing practitioners operating within similar highly competitive e-commerce paradigms. Primarily, brands must adopt a fully integrated approach to digital retail where pricing and promotional calendars are managed synchronously with community sentiment and review velocity. Launching an expensive, large-scale promotional campaign without first auditing and ensuring a foundational bedrock of highly positive, recent reviews is a highly inefficient allocation of marketing capital. Therefore, Skintific must continue to incentivize detailed, photographically supported reviews from verified purchasers immediately following the delivery window. Secondly, the brand must maintain a hyper-responsive, empathetic customer service protocol directly within the Shopee review interface. Given the rapid algorithmic velocity of the platform, unaddressed complaints can quickly cascade and permanently damage the conversion rate of future promotional efforts. Publicly and professionally resolving a dissatisfied customer's grievance within the review section can paradoxically enhance overall brand credibility and transparency. Finally, dynamic pricing models should integrate real-time sentiment analysis; products enjoying a surge in organic, highly positive eWOM can sustain lower discount depths, thereby preserving higher profit margins fueled by strong social proof.

5.3 Limitations and Future Research

While this study provides significant insights, it is subject to certain limitations that offer avenues for future academic exploration. Primarily, the research is contextually bound to a single e-commerce platform (Shopee Indonesia) and a specific product category (skincare). The unique gamification mechanics and demographic skew of Shopee may limit the universal applicability of the findings. Future research should endeavor to perform comparative, cross-platform analyses, specifically contrasting consumer behavior on Shopee with emerging socialcommerce hybrids like TikTok Shop, which utilize radically different video-centric algorithms and live-streaming interaction paradigms to drive sales. Additionally, future studies could employ longitudinal methodologies to investigate the longterm, cumulative impact of continuous, aggressive discounting on a brand's premium equity, exploring the theoretical threshold at which excessive platform promotions begin to irreparably

erode the clinical, scientific positioning that brands like Skintific have meticulously cultivated.

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