

THE EFFECT OF TWIN DATE PROMOS, LIVE TIKTOK SHOP, AND FREE SHIPPING ON THE CONSUMPTIVE BEHAVIOR OF SKINTIFIC MAKEUP PRODUCTS



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Abstract

This study aims to analyze the influence of digital marketing strategies—namely double date promotions, TikTok Shop live streams, and free shipping—on consumers' consumptive behavior toward Skintific makeup products. The study is grounded in the context of shifting shopping patterns influenced by the rapid growth of digital technology, particularly in the beauty industry. Employing a quantitative approach with an associative method, data were collected through questionnaires distributed to 100 respondents who had purchased Skintific products via TikTok Shop. The data were analyzed using multiple linear regression to assess both the individual and combined impact of the three promotional variables on consumer behavior. The findings reveal that each of the three strategies, as well as their combined application, significantly influence consumer buying tendencies. These results suggest that the integration of digital promotions with interactive social media platforms plays a crucial role in stimulating purchasing behavior, especially among beauty product consumers. This research is expected to provide valuable insights for businesses in crafting more impactful and sustainable marketing strategies.

Keywords: Double-Date Promotion, TikTok Live, Free Shipping, Consumer Behavior, Skintific

INTRODUCTION

The development of digital technology has significantly changed people's consumption behavior, especially among the younger generation. The increasing trend of online shopping through e-commerce platforms, which allows for the use of increasingly inventive marketing strategies, is one of the proven impacts of this advancement. As a social media-based digital shopping platform, TikTok Shop has taken advantage of a variety of interactive features, including free shipping, twin-date promotions (such as 11.11 and 12.12), and live streaming. These features have proven to be successful in attracting customers.

Promos offered on twin dates are usually also accompanied by big discounts, cashback, and limited-time offers, to create a sense of urgency in buying even if the items offered are not necessarily needed. Meanwhile, TikTok Shop's live feature provides a more personalized and emotional shopping experience by providing direct interaction between sellers and buyers, triggering impulse purchase decisions. The free shipping program is also one of the most popular benefits for consumers because it can reduce the burden of additional costs when shopping online.

This phenomenon indicates a shift from rational consumption to more emotional and impulsive consumptive behavior. This consumptive behavior itself refers to the tendency of consumers to buy products or services outside of basic needs, usually triggered by external factors such as promotions, discounts, or social media influences (Schiffman & Kanuk, 2017). Beauty products such as make-up are one of the categories that are very related to this kind of promotion because of its aspirational nature and are closely related to self-image and social trends.

Skintific is one of the local brands that is on the rise, considered successful in utilizing these three strategies simultaneously. This brand routinely conducts promotions on twin dates, is active in TikTok Shop live sessions, and offers free shipping programs regularly. This strategy has proven effective in significantly increasing sales volume and expanding market reach.

Nevertheless, this strategy that emphasizes impulsivity of purchases also raises some critical questions regarding its impact on long-term consumer loyalty and marketing sustainability. Therefore, it is important to conduct a deeper study to understand the extent of the influence of each strategy both partially and simultaneously on consumer consumptive behavior, especially in the context of the beauty industry such as makeup.

Based on this background, this study was conducted to analyze how the influence of twin date promos, live TikTok Shop, and free shipping on the consumptive behavior of consumers of Skintific makeup products, as well as provide strategic input for business actors in developing digital marketing strategies that are not only effective in the short term, but also sustainable.

REVIEW OF LITERATURE

Consumptive Behavior

Consumptive behavior is an act of buying goods or services not solely to meet basic needs, but rather influenced by emotional, social, and lifestyle impulses. According to Schiffman and Kanuk (2017), this consumptive behavior occurs when consumers make purchases that tend to be impulsive, irrational, and often influenced by external factors such as promotions, advertising, and social influences. In the digital context, consumptive

behavior is becoming increasingly prominent because there is easy access to information and attractive promotions from business people through social media and e-commerce platforms.

Beauty products, such as make-up, are a category of goods that are susceptible to consumptive behavior because of their visual and emotional nature. Consumers often buy products because they're attracted by positive reviews from influencers, packaging designs, or the urge to follow trends, not just out of necessity.

Twin Date Promo

Twin date deals (e.g. 10.10, 11.11, 12.12) are marketing strategies designed to increase sales in a short period of time by offering big discounts, cashback, and additional rewards. According to Sugianto (2016), this kind of promo creates a sense of urgency that encourages consumers to buy immediately so as not to lose the opportunity. In practice, e-commerce and brands will take advantage of this moment to encourage high transaction volumes by packaging exclusive and time-limited offers.

Previous research by Widiastuti (2021) stated that twin date promos significantly increase impulse purchases in e-commerce consumers. This is because consumers feel that they get high "value for money", even though in reality the goods purchased are not included in the main needs.

Live streaming on TikTok Shop is one of the digital marketing innovations that can bridge direct interaction between sellers and buyers. According to Chen et al. (2021), this method combines elements of entertainment, product education, and promotion at one time, thus creating a more engaging shopping experience. Consumers can ask directly to the seller, see product demonstrations in real time, and get promos that are only valid during the broadcast.

Kurniawan & Murdiono (2021) found that the live streaming feature significantly influenced impulse purchase decisions. Emotional engagement, direct testimonials from other users, and influencer recommendations are the main driving factors in making shopping decisions quickly.

Free Shipping

The free shipping program is a promotional strategy that removes shipping costs with certain conditions, such as minimum or limited purchases in certain regions. Liang et al. (2018) stated that free shipping is able to reduce consumers' psychological barriers in completing transactions. Shipping costs are often the deciding factor in the final purchase decision, so eliminating shipping can significantly increase conversions.

Sari (2019) also emphasized that this program has an impact on customer loyalty. Consumers who feel they benefit from a free shipping policy tend to make repeat purchases, especially when this strategy is combined with discounts or other loyalty programs.

RESEARCH METHOD

This study uses an associative quantitative approach, which is an approach that aims to determine the relationship or influence between variables. This approach is considered appropriate to test the extent to which independent variables, namely twin date promos, live TikTok Shop, and free shipping, affect the bound variable in the form of consumer consumptive behavior towards Skintific make-up products.

1. Research Location and Population

The research was conducted online with respondents who were active consumers of TikTok Shop who had purchased Skintific products. The population in this study is all TikTok Shop users who have purchased Skintific products. The sample determination technique used is non-probability sampling, with the purposive sampling method, which is to select respondents who meet certain criteria.

2. Data Collection Techniques

Primary data was obtained by distributing the questionnaire online using the Google Form form. The questionnaire contains statements measured on a five-point Likert scale, from "strongly disagree" to "strongly agree." In addition, secondary data is obtained through literature studies, journals, research reports, and documentation relevant to the research topic.

3. Number of Samples

The number of samples was set at 100 respondents, which were considered to have met the minimum requirements in quantitative research.

4. Data Analysis Techniques

The data was analyzed using multiple linear regression analysis through the help of SPSS software. This technique was used to look at the simultaneous and partial influence of the three independent variables (X_1 = twin date promo, X_2 = live TikTok Shop, X_3 = free shipping) on the bound variable (Y = consumptive behavior).

The analysis steps include:

- Validity and Reliability Test, to measure the quality of questionnaire instruments;
- Classical Assumption Test, including normality, multicollinearity, and heteroscedasticity tests;
- Multiple Linear Regression Test, to find out how much influence the free variable has on the bound variable;
- Partial Significance Test (t-test) and Simultaneous (F-test) test, to determine the significance of the influence of each variable;
- Coefficient of Determination (R^2), to see how much the three independent variables contribute in explaining variations in consumptive behavior.

Through this approach, it is hoped that the results of the study can illustrate a clear and measurable relationship between digital marketing strategies and consumer consumptive behavior towards Skintific make-up products on the TikTok Shop platform.

RESULTS AND DISCUSSION

The Effect of Twin Date Promos, Live TikTok Shop, and Free Shipping on the Consumptive Behavior of Skintific Make Up Products

Skintific is one of the beauty brands that utilizes various digital marketing strategies through TikTok Shop to attract consumers' buying interest, especially from young women. The main strategies implemented by this brand are twin date promos, live broadcasts through TikTok Live, and free shipping programs that are routinely given. These three strategies have been proven to encourage an increase in consumptive behavior towards Skintific make-up products.

Table 1.
Multiple Linear Regression Analysis Test Results

Coefficient								
Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations	
		B	Std. Error	Beta			Tolerance	VIVI D
1	(Constant)	2,184	1,151		1,897	,061		
	Twin Date Promo (X1)	,287	,055	,413	5,202	,000	,674	1,484
	Live TikTok Shop (X2)	,147	,066	,185	2,233	,028	,619	1,616
	Free Shipping (X3)	,259	,071	,319	3,633	,000	,550	1,817

a. Dependent Variable: Consumptive Behavior (Y)

Source : Data processed by researchers, 2025, SPSS 25

The explanation of the above equation is:

- The constant (β_0) of 2.184 indicates that if the free variable (X1 X2 X3) = constant (no change), then the bound variable (Y) is worth 2.184 units.
- The value of the regression coefficient of the Twin Date Promo variable (X1) of 0.287 shows that if the Twin Date Promo increases once, Consumptive Behavior will increase by 0.287 assuming that other independent variables are constant.
- The value of the regression coefficient of the Live Tiktok Shop variable (X2) of 0.147 shows that if the Live Tiktok Shop increases once, Consumptive Behavior will increase by 0.147 assuming that other independent variables are constant.
- The value of the regression coefficient of the Free Shipping variable (X3) of 0.259 shows that if Free Shipping increases once, Consumptive Behavior will increase by 0.259 assuming that other free variables are constant

Table 2.
R Square Results

Model Summary ^b					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,769a	,592	,579	2,094	,769a

a. Predictors: (Constant), Twin Date Promo (X1), Live TikTok Shop (X2), Free Shipping (X3)
 b. Dependent Variable: Consumptive Behavior (Y)

Source : Data processed by researchers, 2025, SPSS 2025

Based on table 2 shows an R Square value of 0.592, which means that 59.2% of Consumptive Behavior can be influenced by Twin Date Promos (X1), Live Tiktok Shop

(X2), Free Shipping (X3). Meanwhile, the remaining 40.8% was influenced by other variables that were not included in this research model.

Skintific Twin Date Promo on TikTok Shop

Twin date promos such as 10.10, 11.11, or 12.12 are a moment that consumers have been waiting for. On these dates, Skintific often provides big discounts of up to 50%, product bundling bonuses, and limited time offers (flash sales). This kind of promo creates a psychological boost, namely a sense of urgency and fear of missing out (FOMO), which ultimately encourages consumers to make impulsive purchases.

In its implementation, Skintific not only provides discounts, but also promotes in an interactive style on TikTok through short video ads and testimonials from users. Consumers who previously did not intend to buy products are tempted because of the sensation of hunting for discounts and satisfaction shortly after making a transaction.

Live TikTok Shop as a Means of Education and Emotional Encouragement

Live TikTok Shop is a mainstay strategy in introducing products, showing how to use them, and providing direct education to potential buyers. Skintific is actively holding live broadcasts ahead of big promos. In this session, brand ambassadors and beauty influencers displayed real-time product trials, answered questions from the audience, and distributed exclusive vouchers during the live.

This live broadcast creates an emotional closeness between consumers and brands and a more personal feeling. Consumers feel more confident and confident because they can see firsthand the results of using the product. Interaction during the live also builds a sense of trust in product quality, which leads to spontaneous purchase decisions. This live strategy has proven to be effective in creating an atmosphere that supports consumptive behavior, especially when combined with limited-time promos.

Free Shipping as a Transaction Stimulus

The free shipping program offered by Skintific through TikTok Shop is a special attraction for consumers. In certain conditions if the discounts offered are not too large, the availability of the free shipping feature makes consumers still interested in buying. This is because shipping costs are often the main obstacle for consumers in making transactions.

With the elimination of shipping costs, consumers feel that they get more benefits from the purchase. The free shipping program also increases the tendency of consumers to buy in larger quantities at once (bulk buying) to feel "more economical". Psychologically, consumers tend to ignore their real needs and focus more on the potential "benefits" offered by the promotion.

Integrated Marketing Communications

The success of Skintific's strategy is inseparable from marketing communication that is carried out in a structured and consistent manner. Promotional information is actively disseminated through various channels, especially TikTok and Instagram. The content uploaded is not only persuasive, but also educational, and often touches on the emotional aspects of consumers. Two-way communication through comments and live streaming features allows brands to build deeper consumer engagement.

This communication is in accordance with the principle explained by Najiyati (2011), that the success of the strategy depends on effective communication between business actors and

consumers. In this case, Skintific has succeeded in creating an active, responsive, and customer-oriented communication system.

CONCLUSION

Based on the results of the research and discussion that has been presented previously regarding "The Effect of Twin Date Promos, Live Tiktok Shop, and Free Shipping on the Consumptive Behavior of Make Up Skintific Products", the following conclusions can be drawn:

1. The Twin Date promo has a significant influence on consumptive behavior. Offers such as big discounts, flash sales, and cashback at the moment of twin dates cause a sense of urgency (*urgency buying*) and the fear of *missing out* effect that encourages consumers to make unplanned purchases.
2. Live TikTok Shop has a significant influence on consumptive behavior. Through direct interactions, product demonstrations, and influencers influencers, consumers tend to make impulse purchases due to emotional engagement and trust in the information conveyed during the live broadcast.
3. Free Shipping has a significant influence on consumptive behavior. These offerings reduce the barrier to additional costs and create a perception of added value, increasing consumer interest in completing purchases and driving larger purchases.
4. Simultaneous Twin Date, Live TikTok Shop, and Free Shipping promos have a significant influence on consumer consumptive behavior on Skintific makeup products. The three promotional variables together encourage an increase in the frequency and intensity of consumer purchases through psychological effects, ease of access, and financial incentives.

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