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Impulse Buying Behaviors and Customer Trust During Twin Date Online Promotion: Using Prisma Method with Systematic Literature Review

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Abstract: This study aims to analyze the impact and relationship between impulse buying behaviors, customer trust, twin date online promotion, and promotion event in the marketing sector. Base on PRISMA method as a guideline with technical a systematic literature review, this study analyzed 20 scholarly articles published between 2018 and 2024 from various countries, focusing on the marketing segmentation with categories impulse buying behaviors, customer trust, and promotion event in e-commers marketing digital. To ensure the quality of the included studies, only articles indexes in Scopus Q1, Q2, Q3, and Q4 were considered using the Watase UAKE system. The objective of this study is to provide a comprehensive understanding of the context and theoretical foundations employed in these studies. Regarding theoretical foundations, Theory of Planned Behavior and Elaboration Likelihood Model used in marketing to understand and influence customer behavior. The finding of this study is expected to contribute to the development of more effective policies for enhancing the impulse buying behaviors and customer trust during twin date online promotion. The results of the study show that promotion event marketing such as during twin date online promotion plays a significant role in impulse buying behavior. This impact and relationship ultimately have a positive environment on buying behavior. This writing uses Google Scholar and Scopus as an in-depth literature review and trusted academic sources.

Keyword: Promotion Event, impulse buying behavior, PRISMA, *Systematic Literature Review*, Watase UAKE

INTRODUCTION

Online shopping as a trend and has a become modern shopping style in the world. This study explored the aspects influencing customer online shopping behavior during special promotion event. The dynamics of marketing dimension involve the interaction between impulse buying behavior and customer trust during twin date online promotion as the main determinants of promotion event in marketing digital era. In the world of marketing, buying

behavior style has a crucial role in building customer trust. Technological developments have made digital information an important factor that brings about changes in shopping culture in Indonesia. Change in shopping culture from a conventional system to modern shopping in the digital era through e-commerce. The birth of e-commerce provides a new nuance and sensation in shopping, where sellers and buyers do not have to meet face to face in transactions, thereby saving time, money and energy, as well as making a significant contribution to the growth of the business world and consumers. The purpose of this research is to determine the role of digital marketing platforms as a shopping medium to look at aspects of impulsive shopping behavior and consumer confidence in shopping on special dates as the moment they are waiting for to get a discount price. This paper defines impulse-buying behaviour as an unplanned-purchase behaviour driven by a strong desire to buy when stimulated.

Based on the identified research gap, this study was conducted as a systematic literature review to explore the multifaceted factors that contribute to impulse buying behavior and customer trust and also the subsequent implications for marketing in digital era. (Figure 1).

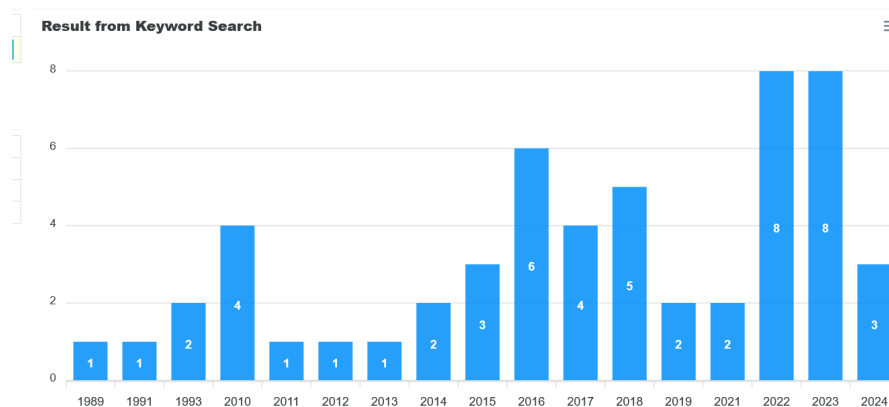


Figure 1 Result from Keyword Search

Consumer trust as an initial factor influencing promotional effectiveness and purchasing behavior. Twin Date Online Promotions acts as an intermediary variable that is strengthened by consumer trust. Urgency of Promotion adds an emotional urge to a quick purchase without careful consideration. From the diagram it can be explained that consumer trust directly influences impulse buying behavior. When consumers have trust in an e-commerce platform, they tend to be more comfortable making quick and impulsive purchasing decisions.

One of the discounts implemented consistently is on twin dates and months, such as the 9.9 Super Shopping Day discount which was held on September 9 2020, the 10.10 discount on October 10 and the big Harbolnas 12.12 discount (National Online Shopping Day).

Consumer trust in e-commerce platforms increases the effectiveness of promotions on twin dates. This trust includes product quality, price transparency, and payment security. Promotions on twin date events directly influence impulse buying behavior through big discounts, time urgency, and attractive marketing. Urgency factors, such as limited time or running out of stock, encourage consumers to make impulse purchasing decisions.

Various attractive programs for certain promotions can be carried out as an effort to boost sales. One of the promotions carried out by Shopee, Lazada, Tokopedia or another e-commerce is a special event day which is held on twin dates. This special event day is held regularly every month on twin dates. With aggressive promotional offers compared to other online stores, it is hoped that consumers will be more interested in visiting digital market.

The “Double-Double” sales and payday sales of e-commerce platforms like Shopee and Lazada have become so deeply embedded in the culture that online shoppers continue to log on late at night during these sales, despite knowing that their wallets will pay for it soon after. While these e-commerce sites already have plenty of discounts, the monthly “Double-Double” sales and payday sales are expected to have the best deals. A “Double-Double” sales day occurs when a day coincides with the number corresponding to a specific month (Alibudbud, 2022). For example, 6th of June, 7th of July or 10th of October. The largest “Double- Double” sale day falls on the 11th of November where most of the businesses will have their promotions ongoing.

METHOD

Systematic Literature Review

This research applies the *Systematic Literature Review* (SLR). The aim of an SLR is not just to aggregate all existing evidence on a research question; it is also intended to support the development of evidence-based guidelines for practitioners. Based on the results of a systematic literature review, several researchers used Publish or Perish and the help of other applications such as VOSViewer and Microsoft Excel. Selected articles were analyzed descriptively (Watajdid et al., 2021).

Previous researchers using *systematic literature research* (SLR) methods are one type of research using a library system. SLR is a means of making literature reviews more objective and serves to reduce researcher bias. So that objective results can be accounted for. This process of identifying searches with SLR can be developed by other researchers. Compared to the SLR method, the explicit search process is usually more time consuming than traditional literature reviews (Priharsari, 2022).



Figure 2. The Steps for Using an SLR

Watase UAE

Watase UAE was launched in 2018 and began to develop in 2020. with the website namely watase.web.id which is a method of combining aspects of research that is carried out collaboratively between researchers online involving researchers from various universities. The aim is to make it easier for researchers to carry out collaborative research. Features

developed include systematic literature searches with PRISMA, simple meta-analysis, article classification, and data visualization (Wahyudi et al., 2018).

The stages in research using the SLR system consist of three process flows, namely: (1) Planning, the initial stage of the SLR process, (2) the execution or implementation stage or SLR process, and (3) reporting, which is the stage that produces the SLR report (Herlina & Yacob, 2022).

Method Prisma

The steps in the search are divided into several processes, namely identification, screening, eligibility and inclusion. This step is in accordance with the guidelines in PRISMA (*Preferred Reporting Items for Systematic reviews and Meta-Analyses*). The PRISMA method is an analysis of a series of minimum evidence-based evidence that aims to help authors report various systematic reviews and meta-analyses that assess their usefulness. PRISMA prioritizes steps and methods to ensure transparent and complete reporting of this type of research (Sastypratiwi & Nyoto, 2020). This search is based on an index of the keywords used.

To guarantee the quality and trustworthiness of the research, the authors meticulously adhered to the PRISMA guidelines. This rigorous framework is designed to ensure transparency, reproducibility, and adherence to scientific standards throughout the research process. This heightened comprehension will foster greater acceptance and utilization of PRISMA, ultimately contributing to the advancement and refinement of reporting guidelines in the future. (Page et al., 2021)

To further enrich the study's scope and depth, the author expanded the search to include additional sources from the same period (2018-2024) and journal tier (Q1, Q2, Q3, and Q4). This supplementary search yielded two additional relevant articles, bringing the total number of articles included in the final study report to 19. This expanded dataset provides a more comprehensive and up-to-date understanding of the factors influencing lecturer job satisfaction and the implications for higher education institutions. (Figure 3).

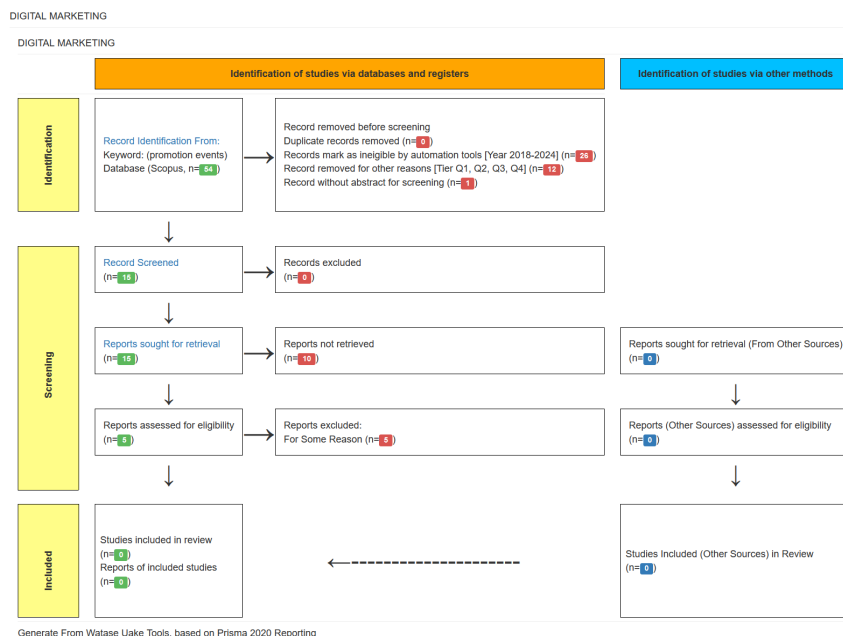


Figure 3: PRISMA

However, existing research is still very limited. Researchers hope that future research will continue to be carried out and expanded to other countries that have better knowledge of diverse individuals online purchasing behavior (Jernsittiprasert, Joemsittiprasert &

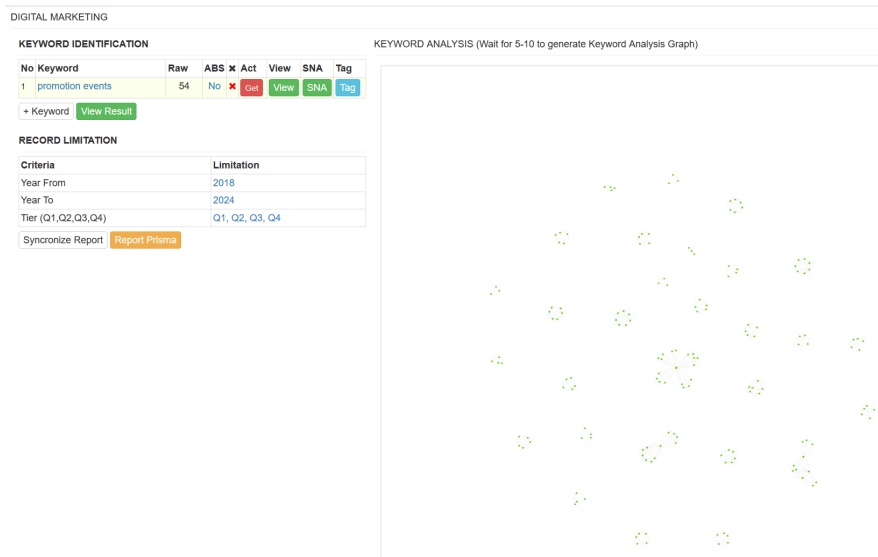
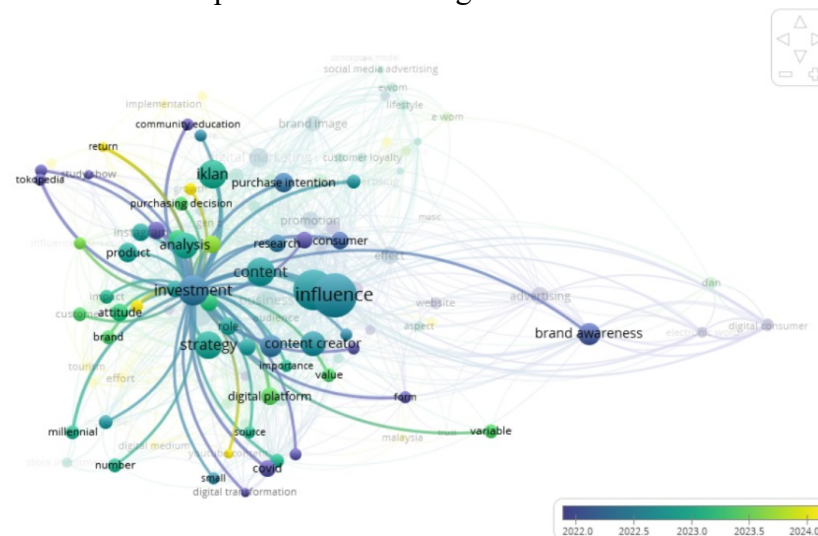


Figure 4 : Scopus Network Analyst

3. VOSviewer

After the data was collected, visualization analysis was carried out using VOSviewer to map the relationship between variables. This application helps identify key clusters from previous studies, such as the relationship between leadership style and performance, and the role of job satisfaction as a mediator. This visualization provides a clearer scientific picture and helps direct the research focus on aspects that have a significant influence on research results.



Source : Processed Researcher (2024)

Figure 5: Vos Viewer

Validation

The validation process in this study aims to ensure that the articles used are relevant and of high quality in accordance with the research objectives. The following steps are taken by the Application of Keywords such as "impulse buying behavior, promotion event, and customer trust, and twin date promotion" applied to databases such as Google Scholar, Crossref, and Scopus. Articles that are relevant to the research variables and focus on the educational context are selected for analysis.

Data analysis

The selected articles are validated using Watase UAKE, VOSviewer, and Publish or Perish to assess the relevance of citations. This process ensures that only high-quality and relevant articles are used.

RESULTS AND DISCUSSION

Research result

This study was designed to build a theoretical model that explains the relationship between impulse buying behavior, customer trust, and promotion event in marketing segmentation context. The research process began with a review of relevant academic articles, using tools such as Watase UAKE with PRISMA method to search and select articles from indexed international journals that fit the focus of the research variables.

The selected articles were sorted based on relevance to the topic. This approach ensures that the research model is based on valid and up-to-date data, providing a strong foundation for analyzing the relationships between variables in an educational context.

The author ensures a solid basic foundation in composing every word in this writing and remains focused on high quality research published in reputable journals. This comprehensive selection of articles provides a quality source of empirical evidence and theoretical insight. In this research, the author has carefully collected 19 qualified scientific journal articles according to the inclusion criteria. These articles, detailed in Table 1

No	Title	Year	Count	Cit	Journal Rank	Int	Link
1	Electronic-PRO Measures for adverse events Of Treatment In ONcology (E-PROMOTION), <i>International Journal of Medical Informatics</i>	2024	1	0	Q1		View
2	EVENTS AND FESTIVALS IN THE PROMOTION OF SECONDARY CITIES FROM A COGNITIVE-CULTURAL PERSPECTIVE: THE BIG FIVE-SECONDARY EVENTFUL CITIES, <i>Documenti Geografici</i>	2024	1	0			View
3	Practical Solutions for Qualitative Promotion of National and International Medical Education Events: Experiences of Participating Medical Education Specialists, <i>Strides in Development of Medical Education Journal</i>	2024	1	0			View
4	Beyond syntactocentric and lexicalist: Event-structural force-dynamic approach to noun incorporation and promotion to direct object in Amguema Chukchi, <i>Voprosy Jazykoznanija</i>	2023	1	0			View
5	Events and tourism destination promotion: An analysis to social networks of the Portuguese wine commissions, in pandemic times, <i>Journal of Tourism and Development</i>	2023	1	1			View
6	Large-scale sports events, sports gambling market and promotion risk management: Theoretical model and case analysis based on option hedging theory, <i>PLoS ONE</i>	2023	1	0	Q1		View
7	Leveraging sport events for the promotion of human rights in host communities: diffusion of anti-trafficking campaigns at Super Bowl LIV, <i>Sport Management Review</i>	2023	1	4	Q1		View
8	Motives for attending cardiovascular health promotion events: An explorative analysis of the austrian "Heart Health Day", <i>International Review on Public and Nonprofit Marketing</i>	2023	1	0		✓	View
9	The role of growth mindset and symbol of shared event representation in the promotion of challenge-pursuit, <i>Journal of Pacific Rim Psychology</i>	2023	1	1		✓	View
10	The role of scarcity promotion and cause-related events in impulse purchase in the agricultural product live stream, <i>Scientific Reports</i>	2023	1	6	Q1	✓	View
11	Whole-genome analysis showed the promotion of genetic diversity and coevolution in <i>Staphylococcus aureus</i> lytic bacteriophages and their hosts mediated by prophages via worldwide recombination events, <i>Frontiers in Microbiology</i>	2023	1	4	Q1	✓	View
12	An Empirical Study of Promotion Pressure among University Teachers in China Using Event History Analysis, <i>International Journal of Environmental Research and Public Health</i>	2022	1	0	Q1		View
13	Characterizing the Health of Older Rural Australians Attending Rural Events: Implications for Future Health Promotion Opportunities, <i>International Journal of Environmental Research and Public Health</i>	2022	1	2	Q1		View
14	Congratulations, So Happy for You! Promotion Motivation Predicts Social Support for Positive Events, <i>Motivation Science</i>	2022	1	1			View
15	Information interventions and health promotion behavior: evidence from China after cadmium rice events RESEARCH ARTICLE, <i>International Food and Agribusiness Management Review</i>	2022	1	2			View
16	Mental health promotion and protection relating to key life events and transitions in adulthood: a rapid systematic review of systematic reviews, <i>Journal of Mental Health</i>	2022	1	1	Q1	✓	View
17	Prognostic values of modifiable risk factors for cardiovascular events in South African health promotion, <i>PLoS ONE</i>	2022	1	0	Q1		View
18	The Effectiveness of Price Promotions in Purchasing Affordable Luxury Products: An Event-Related Potential Study, <i>Frontiers in Neuroscience</i>	2022	1	3			View
19	'Do both': glo events and promotion in Germany, <i>Tobacco Control</i>	2022	1	3	Q1		View

Table 6 : search result
Source : Watase UAKE (2024)

THEORY

In scientific research, theory is important to confirm and produce a valuable and good quality journal article.

1. *Theory of Planned Behavior* (TPB)

This theory explains human behavior in various contexts and its appropriateness. The beginning of this theory developed from the Theory of Reasoned Action (TRA), which was added with the addition of an important element, namely perceived behavioral control. A person's behavior in shopping is determined by three basic factors that shape consumer intentions in shopping (behavioral intentions). These three factors are:

- a. Attitude toward the Behavior theory.
- b. Subjective Norms
- c. Perceived Behavioral Control

The core processes in the TPB are

$$Perilaku = f(Intensi, Perceived Behavioral Control)$$

$$Intensi = f(Sikap, Norma Subjektif, Kontrol Perilaku yang Dipersepsikan)$$

2. Elabora Likelihood Model (ELM)

Elaboration Likelihood Model (ELM) is a communication theory that explains the process and method of making decisions taken by individuals with a focus on the thinking a person does regarding a message. When related to research and writing in scientific journals on impulse customer behavior, the ELM theory is very relevant to understanding how customers react to promotional information and discounts in the world of marketing.

Impulsive customer behavior in this theory is often involved with peripheral route analysis. Why is that? because impulsive purchasing decisions rarely involve such in-depth analysis. Although sometimes some customers can also use central route analysis. This depends on individual characteristics and the particular situation. An example of applying the Peripheral Route in writing Impulse Buying behavior is the timing of giving big discounts, limited time promotions, attractive visual designs, or product popularity. These are some of the things that trigger impulse buying

Antecedent Variables

Table 2: Antecedent Variables

Variable Type	Variable	Detail Description
Customer Psychology	Joying	Emotional feeling of joy caused by shopping promotions during twin date.
Customer Psychology	Perceived Value	The value of the benefits received is greater than the costs incurred.
Social Influence	Social Proofin	The influence of testimonials and reviews from other buyers during the promotion
Marketing Stimulus	Time Pressure	There is a limited time offered to attract buyers' interest
Marketing Stimulus	Visual Appeal	Installation of banners as a promotional attraction,

Variable Type	Variable	Detail Description
Platform Attributes	Ease of Use of the tools	The comfort and convenience in using digital platforms for purchases.
Customer Trust Factors	Platform Reputation	Consumers feel confident and confident in the credibility of the platform they provide
Customer Trust Factors	Secure Payment Methods	The level of consumer confidence in the payment model offered

Consequent Variables

Table 3: Consequent Variable

Variable Type	Variable	Description
Behavioral Outcomes	Impulse Buying Behavior	Unplanned purchasing decisions
Trust Development	Customer Trust	The customer confidence and trust in the offers provided
Customer Satisfaction	Post-Purchase Satisfaction	After purchasing goods after a promotion, the customer feels the level of satisfaction.
Loyalty Customers	Repeat Purchase	Stimulate customers desire to repeat orders

CONCLUSION

Consumer behavior in the world of marketing is very nuanced, diverse, and relatively high in complexity. This influences psychological and emotional factors in shopping. Impulse buying behavior is defined as behavior where someone shops without thinking and prioritizing the situation at a certain moment. Journal This article quotes from previous research and of course further deepens the discussion of previous research, by systematically analyzing 19 relevant research articles.

The author wants to see and ensure a more comprehensive quality of research even though using the Literature review system. This research focuses on concentrating on articles published between 2018 and 2024, which are indexed in Scopus journals Q1, Q2, Q3, and Q4, and uses the PRISMA method from Watase UAE.

The title index that the author displays uses more *Theory of Planned Behavior* and *Elaboration Likelihood Model* theories because it is in accordance with the application based on the titles that the author uses and this theory is the most frequently used.

Impulse buying behavior related to consumer confidence in shopping on special dates has given rise to writing that indicates a positive relationship. Consumers feel happy and look forward to the twin dates every month to get special prices when purchasing certain goods. The author has also included the variables used as references in writing in this journal article. Both the antedant variable and the consequent variable.

Research must develop further to keep up with the times, in the future research must focus on increasingly developing technological changes, increasingly colorful digital market competition, and varying levels of people's purchasing power. One website that can be used to enrich writing is the PRISMA method from Watase UAE. Knowledge of the use of technology must be able to improve the development of element-based marketing strategies to see consumer confidence in shopping on these special dates.

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