

The Impact of SKINTIFIC's Advertising Appeal on Impulsive Purchasing Decision on Shopee

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Abstract:

This study focuses on the effectiveness of Skintific's advertising strategies, flash sales, celebrity endorsements, and bundled prices that affect the impulsive purchasing behavior on Shopee. Employing the quantitative research technique, data were obtained from 155 Gen Z consumers in Indonesia through online questionnaires. Regression analysis conducted on the survey data confirmed that the essence of flash sales increases impulsive buying as it triggers feelings of scarcity and conformity to social or psychological factors such as FOMO. Likewise, the impact of bundling pricing strategies contributed positively towards the purchase decision due to perceived value and making the decision easier. However, celebrity endorsement was low with consumers, indicating that money motivation is more appealing to this group. The analysis outcomes also confirm the importance of using specific limited time promotions, as well as value-based packaging strategies that encourage impulse buying. The findings of this research inform the e-commerce marketing area of study by providing evidence on the consumer behavior and specific suggestions on the ways marketers may enhance promotional techniques in the virtual shopping environment.

Keywords:

Impulsive Buying Behavior, E-commerce Marketing, Flash Sales, Bundling Pricing.