



The effect of price and promotion type on purchase intention in e-commerce

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ABSTRACT

Background: Online shopping via e-commerce is rapidly increasing, particularly among emerging adults, with sellers competing through pricing and promotions.

Purpose: This study examines the effects of price and promotion type on purchase intention.

Method: Using a mixed experimental design, 115 e-commerce users aged 18–25 who had shopped in the past month were randomly assigned to price conditions (cheap: $n = 58$; expensive: $n = 57$). Each participant received two promotion types (discounts and free shipping), with order counterbalanced.

Findings: Mixed ANOVA results showed a significant effect of price on purchase intention ($F(1,113) = 11.16, p < .01, \eta^2 = .070$). However, promotion type had no significant effect ($F(1,113) = 2.72, p = .104, \eta^2 = .004$), and no interaction effect between price and promotion type was found ($F(1,113) = 1.39, p = .241, \eta^2 = .002$).

Implication: These findings suggest that pricing plays a more influential role than promotional type in shaping purchase intention, providing practical insights for sellers in designing effective e-commerce strategies.

KEYWORDS

E-commerce; free shipping; price; promotion type; purchase intention.

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Introduction

Along with the development of the digital world, many sectors of life are also developing with the internet, including the economy. One of the digital products that is often used by the public is the online shopping platform or e-commerce. Using e-commerce is relatively easy and helps people purchase various goods. The buying process is faster even though it is done in different stores because there is no need to travel physically, and it is easy to compare information ranging from prices and brands to reviews (Taher, 2021). The price is one of the factors that buyers highly consider. In the context of e-commerce, price comparisons are easy to make because they can be compared using filter features provided to sort prices. In this regard, the use of a competitive pricing strategy is a factor that triggers buyers' interest in viewing and buying products (Sohn & Kim, 2020), also in line with studies that state that price affects purchase intention (Levrini & dos Santos, 2021; Maia et al., 2019).

Based on a survey, the most common reason people choose to shop online is because of discounts and promotions (Asosiasi Penyelenggara Jasa Internet Indonesia, 2025), and the most awaited promos are discounts and free shipping (Kartika & Jaya, 2025). These promotions are generally time-limited; for example, during twin-date periods, they tend to be more substantial

than on other days, thus increasing the desire to buy at that time. According to Zhang and Mick (2019), promotions like this create an urgency to buy because of limited time and can result in lost opportunities.

Promotion is one way to influence buyers' desires because, in various situations, for example, when just browsing products on e-commerce, a desire to buy arises because of the promotion offered or remembering an item that was previously intended for purchase (Chen & Wang, 2016). In Chatterjee's (2011) study, reducing the price of a product is more attractive than reducing shipping costs or the total price for higher-priced products. Buyers prefer discounts associated with reduced losses over refunds associated with gaining something. This phenomenon is consistent with prospect theory, which posits that individuals tend to weigh potential losses more heavily than equivalent gains (Chong et al., 2016). The results obtained by Koo and Suk (2020) regarding framing also show that buyers prefer promotional forms with the sentence "Get item A for \$0" rather than "Get item A for free".

E-commerce is inseparable from shipping and delivery services for non-digital goods. In general, there is one opinion that is agreed upon by buyers: they do not like to spend more on shipping (Tokar et al., 2020). According to Tokar et al. (2020), buyers prefer shipping services with the fastest time but are reluctant to spend more money on shipping. Therefore, e-commerce uses free shipping promos as a way to continue to attract buyers. Even so, free shipping is not actually free, but the total shopping of buyers in one store needs to reach a certain nominal or Threshold Free Shipping (TFS) so that if the total transaction is below the TFS, there is a possibility that buyers will cancel the transaction, buy more items to avoid shipping costs, or still buy the desired items and pay for shipping (Huang et al., 2019). According to Tokar et al. (2020), when a choice of expedition service is available, purchase intention tends to be higher; even when buyers cannot choose, the expedition service used is expected to have a good reputation.

Research conducted by Ahmad and Callow (2018) shows that free shipping promotions are more attractive than discount promotions for low-priced goods, and the results also indicated that there is an interaction between the price level and the form of promotion. In addition, research by Cheng and Huang (2013) stated that free shipping promotions with a minimum quantity of goods method (quantity-based free shipping) are preferred over minimum transaction nominals (threshold-based free shipping).

Price is a medium of payment to measure and determine the value of goods based on the agreed scarcity dimension in a transaction (Commons, 2000). Price is also defined as an amount of money that must be relinquished to acquire a desired item (Zolfagharian et al., 2017). Given its role as a perceived value for desired goods, price plays a complex role in the buying and selling process. Price can evoke various perceptions, such as those related to product quality, fairness of price differences, its function as a reference, and other factors (Zolfagharian et al., 2017). Small changes in price can also cause various reactions, both positive and negative so that price becomes a sensitive factor that needs to be considered (Steven et al., 2021).

Price is considered a "sacrifice" in a transaction so that logically, if the price is higher, the possibility of purchasing will decrease, but it also reflects the quality and status of the product which means this is not absolute (Levrini & dos Santos, 2021). The price level also affects the buyer's perspective on their preference for a given promotional strategy (Yan et al., 2016). Therefore, when buyers compare prices and find a difference, a feeling of fairness will arise, which

triggers a sense of agreement or ultimately questions it, known as price fairness (Xia et al., 2004). Buyers assess price fairness based on comparisons with product quality and features, comparing with the prices of other products, those that have been used, or with the amount paid by others (Katyal et al., 2019).

Promotion is a way for sellers to introduce their product offerings to buyers (Sharma et al., 2025). Promotion is then interpreted as an approach to attract visitors and influence shopping decisions made to increase sales (Mishra et al., 2024). Promotion is a method used to make the products sold appear as attractive as possible to buyers. Promotion strategies are used to increase sales, maintain market share, and create and increase brand recognition (Liu & Ling, 2019). Along with the development of technology, sales, and promotions are not only carried out offline but also utilize online methods. Through this strategy, there will be changes in purchasing decisions made by individuals (Mishra et al., 2024; Zhong et al., 2022). Competition in sales through e-commerce cannot be separated from the form of promotion offered to influence buyers' interest in completing transactions.

E-commerce services provide convenience in searching for goods by simply using a gadget, but in the purchasing process, there needs to be delivery of the goods from the seller to the buyer. Therefore, there is always a shipping cost that appears when the buyer is on the checkout page. On the other hand, many buyers object to the shipping costs (Huang et al., 2019; Tokar et al., 2020). This is because the money spent does not feel the direct benefits, unlike if it is used to buy goods. Although buyers do not like to pay shipping costs, buyer satisfaction is also influenced by the quality of the shipping service (Tokar et al., 2020). The quality of shipping services is measured by parameters such as speed and accuracy in delivery and the condition of the goods when received (Faulina et al., 2021). Shipping estimates can also determine the buyer's final decision in making transactions and even buyer satisfaction (Ma, 2017). To overcome this, a form of free shipping promotion emerged. With the proliferation of these promotions, it is not uncommon for buyers to expect to get free shipping, triggering an increase in reluctance to make transactions if they need to pay for shipping (Kulkarni, 2020). However, this promotion usually applies with certain conditions, such as a minimum nominal purchase amount (Threshold Free Shipping). This promotion requires buyers to shop with a minimum nominal amount to get free shipping. A product is displayed with the options "Rp50,000 free shipping" or "Rp40,000 with additional shipping of Rp10,000". This information will form a framing in the buyer's perception.

Framing is a way of providing information that aims to influence a person's perception (Tversky & Kahneman, 1981). There was a difference in influence between the use of strategies involving quantity-based and nominal-based framing. Free shipping promotion was given to a shirt priced at 330 Dollars, specifically offering a choice between "buy 3, free shipping" or "purchase 990 Dollars, free shipping". The results indicated a tendency to choose the 'buy 3 shirts' promotion compared to a total purchase of 990 Dollars because the number 3 was perceived as smaller than 990 (Huang et al., 2019). Several studies have shown that this promotion has a positive impact on purchasing desire (Kulkarni, 2020; Ma, 2017). One of the effects that arises is the perception of a zero price, which is not only considered a low cost but also increases the perceived value of the item, a phenomenon known as the zero-price effect (Shampanier et al., 2007). Research conducted by Shampanier et al. (2007) showed that when faced with a comparison of a larger discount that did not reach zero price against a smaller discount that did,

the zero price will be chosen because it is considered more attractive.

Zero price is associated with more positive effect than other discounted prices (Shampanier et al., 2007). This is also associated with zero-risk bias because buyers do not "feel" any loss (Frischmann et al., 2012). Research conducted by Murata (2017) also shows that zero price appears significantly more attractive, even though the product discount given is not that big. An example of this effect can be seen from the strategy of one e-commerce company, namely Amazon. Amazon provides free shipping promotions in several countries, with the exception of France because of separate government regulations. After the promotion took place, sales were higher in regions that offered free shipping (Shampanier et al., 2007). Even so, there are concerns that free shipping promotion regulations create perceptions of fairness regarding their determination (Huang et al., 2019). These regulations are perceived as being exploited by sellers to achieve disproportionately high profits. Furthermore, determining the lower limit for the nominal promotions presents a challenge.

In addition to free shipping, discounts represent a key strategy in selling goods. Variations in giving discounts are also diverse, not only through vouchers, but also, in e-commerce, by allowing customers to check out after watching live streaming or videos provided by each store. Previous studies have shown that discounts are effective methods to increase sales (Haghighatnia et al., 2018; Zhong et al., 2022). Although discounts are one of the attractive factors for shopping, the amount of the discount can cause skepticism for buyers. The magnitude of the discount can induce buyer's perceived risk depending on the type of product. Therefore, providing discounts requires consideration of various aspects to achieve the desired results (Lee & Stoel, 2014).

The way the discount is written also affects the buyer's perception of how attractive the offer is. Different ways of writing discounts can have their own effects on each individual's cognitive process (Aldoreno & Chairy, 2021). Common discount promotions involve expressing them as percentages (e.g., an item priced at IDR 100,000 with a 20% discount) or as fixed amounts (e.g., an item priced at IDR 100,000 with an IDR 20,000 discount). However, in general, based on a meta-analysis study conducted by Yuan et al. (2022), discounts expressed as fixed amounts have a more positive effect on purchasing behavior than those expressed as percentages.

Discounts change the price of goods to be cheaper, thus triggering a desire to buy a product (Zhong et al., 2022). Research conducted by Lee and Chen-Yu (2018) shows that discounts have a positive effect on perceived savings but have a negative effect on perceived value. More specifically, perceived savings refers to how buyers respond to a promotion, whereas perceived value reflects how much the given price is equivalent to the goods sold (Lee & Chen-Yu, 2018). In addition, discounts also play an effective role for sellers in gaining consumer loyalty, increasing value, and generating profit in sales (Haghighatnia et al., 2018). However, a proper strategy is essential in providing discount promotions to ensure the perceived value remains attractive and can draw buyers (Haghighatnia et al., 2018; Lee & Stoel, 2014). Concurrently, the magnitude of the discount affects buyers' perceptions of the goods. Through a study by Lee and Stoel (2014) large discounts are negatively associated with products perceived to carry risks. Buyers will doubt that the discount is not just a promotion, but because there is damage to the goods.

According to various literature on purchase intentions, there are several factors that can influence a person's desire to buy, including price and promotion (Sohn & Kim, 2020). Therefore,

understanding buyer desires helps determine sales strategies and achieving desired results by optimizing the choices of promotional forms offered by e-commerce services, whether provided by direct platforms or selling stores (Sohn & Kim, 2020). Promotions can also be offered in different forms, a concept also known as framing because these differences have distinct effects on individuals. Price is also a factor that will be considered by buyers because each person has their own price acceptability, so that it can lead to different evaluations (Cheng & Huang, 2013).

Based on a study conducted by Chandran and Morwitz (2006), discounts are associated with product prices, thus influencing perceived quality, while “free” promotions stand more independently, thus being processed cognitively as separate. Several previous studies have shown that there are differences in the choice of promotional forms at different price levels (Ahmad & Callow, 2018; Cheng & Huang, 2013). Furthermore, the research variables conducted by Cheng and Huang (2013) are price level and promotional form, specifically free shipping variations based on the purchase amount and free shipping based on the quantity with the products sold, namely clothes. Meanwhile, the study by Ahmad and Callow (2018) examined the price level with the form of promotion (discounts and free shipping) and online shopping experience (novice and expert) as mediators.

Cheng and Huang (2013) concluded that at higher price levels, free shipping promotions with a minimum quantity method were considered more attractive. For Ahmad and Callow's (2018) study, there was a moderating effect of choosing free shipping promotions on cheaper product choices. However, there was no significant effect for more expensive products with discount promotions. Additionally, the study examined shopping frequency and found that frequent shoppers often preferred discount promotions. Therefore, this research will investigate the effect of promotional forms and prices on purchase intentions, focusing on variations in promotional forms (discounts and free shipping), and price levels (cheaper and more expensive).

In accordance with the dynamics between variables that have been explained, this study has three hypotheses as follows:

Hypothesis 1: Price influences purchase intention.

Hypothesis 2: Promotion type influences purchase intention.

Hypothesis 3: Price and promotion interact to influence purchase intention.

Method

Research Design

This study employed an experimental research strategy. The design of this study was a mixed experimental design incorporating between-subjects factors (price) and within-subjects factors (form of promotion) to examine how these variables influenced purchase intentions. This study is a replication of the research conducted by Ahmad and Callow (2018) and is combined with the study by Chatterjee (2011), which employed a scenario-based experimental design.

Data Collection

An initial draft of the Google Form questionnaire was piloted with college students at the Faculty of Psychology, Universitas Indonesia. Revisions focused on reducing repetitive information and employing effective yet informative wording. After the questionnaires were finalized, posters were created to attract potential participants. Posters and broadcast messages were distributed via Instagram, X, Line, and WhatsApp. Data collection was carried out for

approximately one month, from April 4 to May 11, 2024.

The questionnaire began with an introduction to the study and its required participant criteria. Participants were asked about their willingness to participate in the study as a form of informed consent. If participants agreed, the questionnaire page transitioned to a narrative scenario where they viewed an item on an e-commerce platform, they were considering purchasing.

Participants were given a scenario description describing a shopping experience through e-commerce, which was presented in narrative form. Each participant received two situations from four available choices: (1) free shipping with a lower product price, (2) a discount with a lower product price, (3) free shipping with a higher product price, and (4) a discount with a higher product price. The products were consistent across all scenarios to minimize differences in perception based on price. The scenarios emphasized the attractiveness of the promotional offers, and the products were assumed not to be items that were immediately needed. Here is the scenario:

“You were browsing items on an e-commerce platform and remembered that your best friend will graduate next month. After that, you casually looked at items that might suit them. You came across a bag at Store X priced at Rp80,000 (cheap; expensive = Rp250,000). Then you clicked on the product to read its description. You found that the bag is available in several color variants, and the store is located in the same city as your address, so a shipping fee of Rp10,000 applies. In addition, Store X offers a discount voucher (free shipping voucher) worth Rp10,000 that can be applied at checkout, thereby reducing the total purchase price.”

In addition, because participants received two scenarios with different forms of promotion, the researcher used a counterbalancing technique to minimize bias due to the order of questions or treatments presented (Gravetter & Forzano, 2018). Therefore, the researchers created four questionnaire forms, with one pair differing in the order of promotion presentation (in Questionnaire A, participants received a discount promotion followed by free shipping, whereas in Questionnaire B, participants received free shipping followed by a discount).

Researchers created four different questionnaires based on the previously created situation choices and then entered them into the <https://allocate.monster/KTCEQWAX> (which was changed to <http://bit.ly/MencariPembeliOnline>) page for randomization. Each time the link was clicked, the questionnaire that participants received could be different from the four different questionnaire forms.

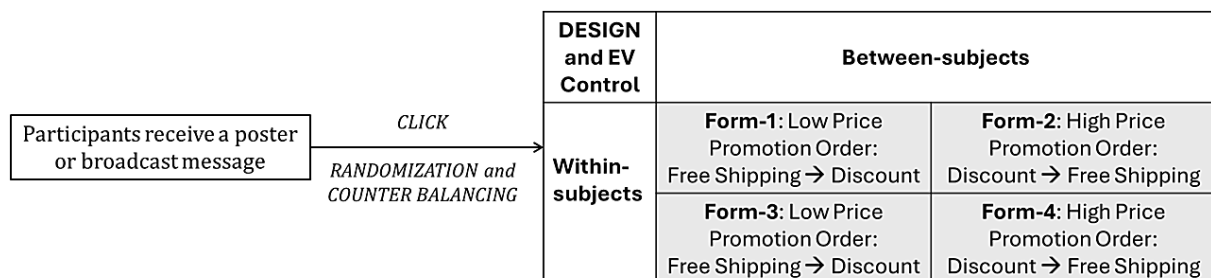


Figure 1. Questionnaire Randomization Process

Subsequently, each participant received two different transaction scenarios and completed the purchase intention scale, the manipulation check, and the research raffle if interested. After submission, a thank-you message and a general description of the research purpose were displayed.

Participants

The criteria for participants in this study included aged 18-25 years and had shopped online via e-commerce (eg. Shopee, Tokopedia, Lazada, BliBli) in the last month. However, in this study, age was controlled at the emerging adulthood stage, with an age range of 18–25 years, because individuals in this stage tended to have responsibilities and were in a self-exploration phase, leading them to try new things (Halfon et al., 2018). In addition, this age range was assumed to be familiar with internet use, including the use of e-commerce.

To determine the minimum number of participants, the researcher used the G*Power application and obtained a minimum sample size of 54 participants. The sampling techniques used were convenience sampling and snowball sampling. Convenience sampling was based on participants' willingness to participate in the study (Gravetter & Forzano, 2018) from posters and broadcast messages distributed via Instagram, X, Line, and WhatsApp. Meanwhile, snowball sampling was carried out by asking for help in identifying other individuals who met the research criteria. Participants sent posters and broadcast messages to other potential participants who met the criteria for research participation. From the combination of these two sampling methods, 188 participants completed the questionnaire.

The total number of participants in this study was 188. Seventy-three participants were excluded from data processing for several reasons (53 participants had inaccurate manipulation check responses, 18 participants completed the questionnaire too quickly in less than two minutes, 2 participants had last shopped online more than a month ago. The manipulation check consisted of a question about the previously read scenarios, namely: "Based on Scenarios I and II, what type of promotion did you receive?" Participants were then given three answer options: free shipping, cashback, and discount. The correct answers were free shipping and discount. Therefore, if participants provided incomplete responses (only free shipping or only discount) or selected cashback, their data were excluded from the analysis. After data cleaning, 115 participants remained eligible for processing. The experimental group consisted of 58 participants for the low-price variable and 57 participants for the high-price variable.

Instrument

Online purchase intention was measured using a measuring instrument from Lu et al. (2016) adapted into Indonesian (Adila, 2022) with three statement items, which has been proven to have good reliability and validity. Reliability testing used the Cronbach Alpha method to determine the extent to which items in the measurement measure the same construct (Cohen et al., 2022). The test results obtained a reliability of $\alpha = .847$. For validity testing, the measuring instrument was tested for its validity using internal validity by correlating item scores with the total score. Based on the validity test results, all items were positively and significantly correlated with a value of $r = .771$ for the first item; $r = .667$ for the second item; and $r = .731$ for the third item. This instrument used a five-point Likert scale to indicate the degree of purchase intention, ranging from 1 (strongly disagree) to 5 (strongly agree). Higher scores indicated stronger purchase intentions.

Table 1.
The trial results of Online Purchase Intention Measurement

No	Statement	Cronbach's Alpha	Internal Consistency
1.	I am very likely to purchase (the product) from this store.	$\alpha = .847$	$r = .771$
2.	I will consider purchasing (the product) from this store in the future.		$r = .667$
3.	I intend to purchase (the product) from this store.		$r = .731$

Data Analysis

After data collection was completed, the data were analyzed using two analytical techniques: descriptive statistical analysis and Mixed ANOVA. The analyses were conducted using Jamovi version 2.13.18. Descriptive statistical analysis was used to provide an overview of participant characteristics present in the sample (Gravetter & Wallnau, 2017). Furthermore, Mixed ANOVA was employed to analyze the combination of within-subjects and between-subjects factors and to determine the magnitude of the main effects as well as the presence of interaction effects among the variables studied (Gravetter & Wallnau, 2017).

Results

Through demographic data analysis, the participants in this study were predominantly in the 23-year age range, with 30 people (26%). Participants were also predominantly female, with 79 people (68.7%). In the data referring to shopping habits, the majority of participants' shopping frequency had been 1–3 times a month, namely 75 people (65.21%) with an average expenditure for online shopping of IDR 100,000–IDR 250,000 (62%). In addition, 63 people (54.78%) had shopped on e-commerce for the last time during the week corresponding to the time of filling out the questionnaire.

Table 2.
Participants' Demographics

Characteristic	<i>n</i>	%
Gender		
Female	79	68.7
Male	36	31.3
Age		
18	7	6.2
19	10	8.7
20	7	6.2
21	28	24.3
22	26	22.6
23	30	26.0
24	4	3.4
25	3	2.6
Average monthly online shopping frequency (all e-commerce)		
1-3 times	75	65.2
4-6 times	37	32.2
7-9 times	2	1.7
More than 9 times	1	0.9

Table 2.

Participants' Demographics

Characteristic	n	%
Recent online shopping occasion at e-commerce		
This week	63	54.8
1 - 2 weeks ago	40	34.8
3 - 4 weeks ago	12	10.4
Average monthly spending on all online shopping		
Less than IDR100,000	10	8.7
IDR 100,000 – IDR 250,000	62	53.9
IDR 251,000 – IDR 400,000	29	25.2
IDR 401,000 – IDR 550,000	9	7.8
More than IDR 550,000	5	4.4

Table 3 showed that the maximum value of purchase intention in all categories was 15, while the minimum value was 6, except for the free shipping promotion with a lower price, which had a minimum value of 8. The average purchase intention in all forms of promotion in the lower price category was higher. In addition, the average value of purchase intention in the free shipping promotion was higher than the discount promotion in the two price categories.

Table 3.

Purchase Intention Score Overview

Promotion Type	n	Price	Min	Max	Mean	SD
Free Shipping	58	Cheap	8	15	12.24	2.03
	57	Expensive	6	15	10.72	2.46
Total					11.49	2.34
Discount	58	Cheap	6	15	11.71	2.02
	57	Expensive	6	15	10.63	2.71
Total					11.17	2.44

Based on the results of the Mixed ANOVA test in Table 3, the results were $F(1, 113) = 11.16, p < .01, \eta^2 = .070$, it was concluded that price affected the purchase intention, so the first hypothesis was accepted. However, with a value of $F(1, 113) = 2.72, p = .10, \eta^2 = .004$ indicating that the form of promotion did not affect the purchase intention, thus the second hypothesis was rejected. In addition, the F value $(1, 113) = 1.39, p = .24, \eta^2 = .002$ indicated that there was no interaction between price and the promotional forms on the purchase intention, so the third hypothesis was rejected.

Discussion

Based on the study, it was determined that the form of promotion did not affect purchase intention. Meanwhile, price affected purchase intention. This finding is in line with the study by Levrini and dos Santos (2021) that price had a significant influence on purchase intention through cognitive, sensory, and even neurophysiological processes. This means that price was processed more deeply by consumers compared to other stimuli such as promotions. Maia et al. (2019) found that competitive price was a primary determinant of purchase intention. Compared to other factors, price directly shaped consumers' perception of "value for money." Also, the study by Xia et al. (2004) emphasized that perceptions of price fairness strongly influenced attitudes and purchase intention; therefore, promotions did not always significantly alter these

perceptions. According to Chatterjee (2011) promotions only served as a framing mechanism rather than a primary factor. Promotions such as free shipping often merely influenced how consumers perceived value (framing effect). However, if the base price was considered high, promotions were not sufficient to increase purchase intention.

Through these results, several factors could have been the reason why the interaction results were not significant. First, the variation in participant characteristics tended to gather at only a few points. The shopping behavior of participants was not much different overall and not in relatively large shopping amounts. Moreover, with the characteristics of the 18–25 years age range, participants tended to gather in the middle, between the ages of 21–23 years. The gender of the participants was also predominantly women, comprising 68.7% of the total participants. According to Huang et al. (2019), the perception of fairness in free shipping promotions, more specifically in the willingness to pay for shipping with multi-group analysis, tended to be stronger in male participants and older age groups.

Furthermore, the research stimulus did not describe the desired situation. The researcher had tried to interview several participants, and from the interview results, there were several comments from participants regarding the stimulus in the form of a narrative. Participants felt that the narrative was too long and caused confusion in understanding the difference between the two. In addition, the initial sentences of the two narratives were the same except for the end, which explained the form of promotion. This similarity triggered several participants to think that there was no difference between the two and answer the manipulation check with only one choice of promotion form.

Another failure factor could also be attributed to the product illustration. Price affected buyers' perceptions of the product (Levrini & dos Santos, 2021), but because there was no explanation or statement related to the product, buyers might not perceive a significant difference. Cheng and Huang (2013) found this result, which showed that buyers' attitudes towards product image were covariates in promotion and price research on their evaluations. In line with these results, Chandran and Morwitz (2006) concluded that negative information about a product could influence buyers' decisions on discount promotions. In this regard, before conducting experimental research, a pilot study could have been conducted, for example, an FGD, to determine a general picture of shopping behavior among individuals within a predetermined age range. This could have led to a more clearly described research stimulus, aligned with the discussion's findings.

Given the wide variety of promotions offered by e-commerce platforms and sellers, this study provides a buyer perspective, particularly regarding promotional preferences and pricing. Furthermore, from a seller perspective, the research findings can help them consider promotional strategies and attract more buyers. Promotions play a vital role in buying and selling, so careful planning of the promotional strategies they offer is essential to continuously expand market share. This study provides a better understanding of the role of price in purchasing decisions. Furthermore, price comparisons can be easily performed on e-commerce platforms through filtering features.

Implications

There are several implications that can be drawn from the results of this study. A pilot study can be conducted first to design a more detailed research stimulus. The scenario used can be modified, such as by using additional illustrations or e-commerce page UI (user interface) to minimize the use of sentences as several comments indicated that the narrative is too long so that there are participants who only read it briefly or participants who are confused when concluding

the differences between the two scenarios. The addition of images can also emphasize the difference in price reductions, namely discounts represent product price reductions, whereas free shipping pertains to service cost reductions. Furthermore, the addition of variables such as positive or negative information about the product can be explicitly stated to standardize the buyer's perspective on the product.

With the wide variety of promotions offered by e-commerce platforms and sellers, this study provides a buyer perspective, particularly regarding promotional preferences and pricing. Furthermore, from the seller's perspective, the research findings can help them consider promotional strategies and attract more buyers. In summary, promotions play a vital role in buying and selling activities, so careful consideration of promotional strategies is essential to continuously expand market share. The research findings also contribute to understanding the role of price in purchasing decisions. Furthermore, price comparisons can be easily performed on e-commerce platforms through filtering features. This research can also contribute to expanding research on shopping behavior, particularly through e-commerce.

Limitations

Based on the discussion, the limitation in this study was the uneven characteristics of the participants. Therefore, the characteristics of the participants were related to the results of the study by Huang et al. (2019); age groups could have been designed with a larger range or further divided. Control of the participants' shopping behavior was still lacking, considering the results that were very dominant in nominal amounts that were not so large and frequencies that were not too frequent. Shopping behavior could have been regulated more specifically, such as for frequent buyers, because the promotional rules made by e-commerce changed every year so that participants could have been more familiar with the promotional situation.

Online questionnaires also had weaknesses because the condition of the participants during their participation could not be observed. This contrasted with the readability test conditions, which the researcher directly controlled, ensuring participants focused on understanding the questionnaire's contents. Furthermore, the form of the stimulus could have been modified to be shorter and more informative, considering comments provided by the participants. In addition, specific product used (a backpack), could have introduced bias, affecting participants' perception due to varying personal use or preference.

Conclusion

From various literature on purchase intention, there are several factors that can influence the rise and fall of an individual's desire to buy a product or service. Price and promotion are among the most important factors considered by consumers. Understanding buyers' preferences can help sellers determine appropriate sales strategies and achieve the desired outcomes, particularly in relation to the various types of promotions offered through e-commerce, whether provided directly by the platform or by the stores selling the products. Price level is also a factor that buyers take into consideration when evaluating the products offered.

Based on this, the research hypotheses in this study regarding the influence of price and types of promotion are one hypothesis was accepted and two hypotheses were rejected. The first hypothesis was accepted, showing an influence of price on purchase intention. Furthermore, the second hypothesis was rejected, indicating no influence of the form of promotion on purchase intention. Finally, the third hypothesis was rejected, revealing no interaction between the form of promotion and price on purchase intention.

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