

ARTICLE THE EFFECT OF PRICE AND PROMOTION PERCEPTION ON PURCHASE DECISIONS: A SYSTEMATIC LITERATURE REVIEW

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Abstract

This study aims to systematically review and analyze previous research related to the effect of price and promotion perception on purchase decisions. The objective is to identify patterns, relationships, and research gaps in recent studies to provide a comprehensive understanding of how consumers' perceptions of price and promotional strategies influence their buying behavior. The review employs the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method, collecting and examining journal articles published between 2021 and 2025 from reputable databases such as Google Scholar and Crossref. A total of 35 studies were selected based on inclusion criteria focusing on quantitative and qualitative analyses of price perception, promotional strategies, and their impact on purchase intentions and decisions. The findings reveal that both price and promotion perceptions significantly affect consumer purchase decisions, with perceived price fairness, discount attractiveness, and promotional credibility being the most influential factors. Furthermore, personalized digital promotions and e-commerce-based price transparency are found to enhance consumer trust and strengthen purchase intentions. The review concludes that businesses should strategically integrate fair pricing with innovative promotional approaches to improve consumer satisfaction and loyalty. Future research is suggested to examine the moderating effects of cultural, psychological, and technological factors on the relationship between price and promotion perception and consumer purchase decisions.

Keywords:

Price perception; Promotion perception; Purchase decision; Consumer behavior.

Introduction

Consumer purchase decisions are influenced by a combination of psychological, economic, and marketing factors, among which price perception and promotion play a crucial role. In the increasingly competitive digital marketplace, consumers are faced with abundant product choices and promotional offers, making their perceptions of price fairness and promotional attractiveness key determinants in shaping purchasing behavior. Understanding how these two variables interact to influence purchase decisions is essential for marketers to formulate effective strategies and sustain customer loyalty.

Several empirical studies have highlighted the significance of price perception in shaping consumer decisions. According to Yuliantie (2021), a positive perception of price encourages consumers to make purchases when they believe that the product's value matches or exceeds its cost. Similarly, Fitria, Hardini, and Digidowiseiso (2023) found that a favorable price perception significantly affects purchase decisions for consumer goods, indicating that customers are more inclined to buy when prices align with perceived quality and expectations. In the context of online retail, Suhendi, Elwisam, and Digidowiseiso (2023) emphasized that transparent pricing and perceived fairness enhance consumer trust and drive higher purchase rates.

Promotion strategies also play a pivotal role in influencing consumer purchase intentions. Septadhika and Adirinekso (2024) demonstrated that promotional activities such as discounts, bundles, and digital marketing campaigns can effectively attract consumers and stimulate purchasing decisions in e-commerce settings. Similarly, Nurjannah et al. (2024) noted that effective promotional communication not only boosts sales but also strengthens brand awareness, especially in the cosmetic retail sector. Furthermore, Naufal, Sudaryo, and Dayona Ismail (2025) found that social media promotions have become a powerful tool for shaping consumer perceptions and influencing purchase behavior in online thrift markets.

Integrating price and promotion strategies has been shown to create a synergistic effect on consumer decision-making. Cahyono, Margaretha, and Winarto (2025) revealed that both factors significantly influence purchase decisions through perceived product quality, demonstrating the interconnected nature of marketing mix elements. Likewise, Pandiangan, Herlina, and Akbar (2025) confirmed that price and promotion, alongside online customer ratings, are among the dominant factors driving purchase decisions in the fashion e-commerce industry.

Given these findings, it is evident that both price perception and promotional strategies are central in determining consumer purchase behavior across different product categories and retail platforms. However, while many studies have explored these factors individually, a systematic synthesis of the literature is still limited. Therefore, this study aims to conduct a systematic literature review to analyze, categorize, and summarize existing empirical evidence on the effect of price and promotion perception on purchase decisions, providing a comprehensive understanding of current research trends, theoretical implications, and potential directions for future studies.

Theoretical Framework

The consumer purchase decision is a complex psychological and behavioral process influenced by multiple marketing factors, including price perception and promotion strategy. These two constructs play a central role in determining consumer responses to marketing stimuli, especially in digital and competitive marketplaces. Previous studies have consistently shown that when consumers perceive prices as fair and promotional offers as valuable, they are more likely to proceed with purchase decisions.

Price Perception refers to the consumer's subjective judgment about whether the price of a product is reasonable, fair, and consistent with the value they expect to receive. According to Yuliantie (2021), price perception significantly affects purchase decisions because consumers often compare the perceived benefits of a product with its monetary cost before deciding to buy. Similarly, Fitria, Hardini, and Digidowiseiso (2023) emphasized that consumers' favorable perception of price fairness increases their likelihood of making purchases, particularly when the price aligns with product quality and brand image. Furthermore, Aji Wardoyo (2023) found that price perception not only influences direct purchase decisions but also strengthens purchase intention, serving as an intermediary factor between trust and consumer behavior.

In addition, promotion is defined as a marketing effort aimed at communicating product value and stimulating consumer interest through discounts, advertisements, digital campaigns, and social media activities. Septadhika and Adirinekso (2024) found that effective promotional strategies significantly enhance consumers' purchase decisions, especially when combined with attractive price offers. Similarly, Nurjannah et al. (2024) discovered that promotional intensity positively impacts purchase behavior by increasing product awareness and perceived value in the minds of consumers. In e-commerce environments, Naufal, Sudaryo, and Dayona Ismail (2025) demonstrated that social media promotion has become a powerful medium to influence consumer perceptions and trigger impulse buying behavior among online shoppers.

The relationship between price perception and promotion is often complementary. Suhendi, Elwisam, and Digidowiseiso (2023) noted that consumers tend to perceive promotional discounts as indicators of price fairness, reinforcing trust in online transactions. Similarly, Cahyono, Margaretha, and Winarto (2025) argued that product quality acts as an intervening variable that enhances the positive influence of price perception and promotion on purchase decisions, suggesting a holistic interaction among marketing mix elements. Supporting this view, Pandiangan, Herlina, and Akbar (2025) identified that price, promotion, and online customer ratings collectively shape consumers' online purchase intentions, showing that digital consumer behavior is multidimensional.

Based on these studies, it can be inferred that both price perception and promotion significantly influence purchase decisions, either directly or through mediating factors such as trust, product quality, or brand image. However, despite the extensive empirical findings, previous research tends to focus on specific industries or online platforms without synthesizing results across different contexts. Therefore, a systematic literature review is needed to integrate findings from various studies, identify consistent patterns, and reveal potential research gaps in understanding how consumers' price and promotion perceptions interact to drive purchase decisions.

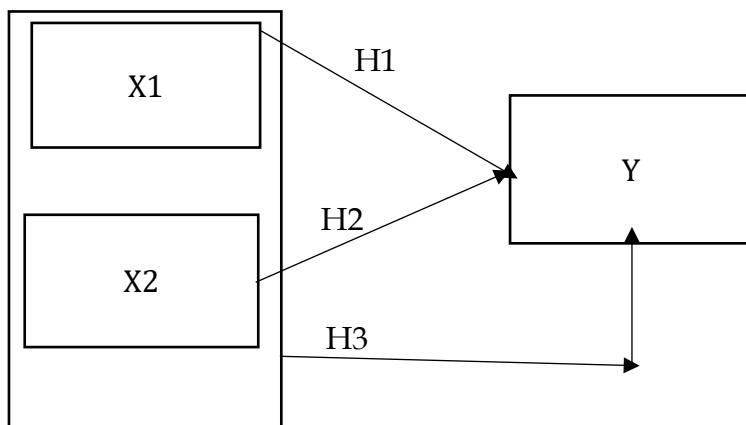


Figure 1. Model Conceptual

From this theoretical foundation, the following hypotheses are proposed:

- H1: Price perception has a positive and significant effect on purchase decisions.
- H2: Promotion has a positive and significant effect on purchase decisions.
- H3: Price perception and promotion jointly influence purchase decisions, possibly mediated by perceived product quality or consumer trust.

Method

This study employed a systematic literature review (SLR) approach to synthesize and analyze previous empirical research related to the effects of price perception and promotion on purchase decisions. The research design focused on identifying, evaluating, and interpreting relevant studies published between 2021 and 2025 that examined consumer behavior in both offline and online contexts. The data sources were obtained from reputable peer-reviewed journals accessible through databases such as Google Scholar and CrossRef. The inclusion criteria were studies that explicitly analyzed the relationship between price perception, promotion, and purchase decisions, while the exclusion criteria included articles without empirical data or irrelevant variables.

Data collection was carried out through a structured review process involving identification, screening, and eligibility stages following the PRISMA framework. Each selected article was reviewed to extract essential information, including research objectives, methods, variables, and key findings. The data analysis technique used in this study was content analysis, which allowed for the categorization and synthesis of themes, patterns, and relationships among variables across the reviewed literature. The findings were then summarized to provide a comprehensive understanding of how price and promotion perceptions influence consumer purchase decisions, as well as to highlight gaps and potential directions for future research.

Results

Based on an analysis of 10 review articles obtained from the Google Scholar database, the following are the research results related to the influence of web appearance, trust, product reviews, price, ease of transaction, information quality, and ratings on purchasing decisions in the Shopee marketplace:

Table 1. Previous Research

No.	Author (Year)	Title	Result
1	Defina Enggelina, Laurien Polii, Altje L. Tumbel, Reitty L. Samadi (2023)	The Effect of Website Appearance, Trust, and Product Reviews on Transaction Decisions on Shopee Marketplace in Manado	Website appearance, trust, and product reviews simultaneously and partially have a positive and significant effect on transaction decisions on Shopee Marketplace in Manado.
2	Risma Nurhaini Munte, Rosita Girsang, Andri Safitri (2020)	The Effect of Price, Product Reviews, Transaction Convenience, Information Quality, and Trust on Online Purchase Decisions of Beauty Products on Shopee Marketplace	Price, information quality, and trust have no effect on online purchase decisions of beauty products on Shopee Marketplace. Product reviews and transaction convenience have a positive and significant effect on online purchase decisions of beauty products on Shopee Marketplace.
3	Wiharti Dwi, Ovaliana, Mahfudz (2022)	The Effect of Online Customer Reviews and Customer Ratings on Consumer Trust and Purchase Decisions of Make Over Products on Shopee Marketplace	Online customer reviews and customer ratings have a positive and significant effect on consumer trust and purchase decisions. Consumer trust has

		in Semarang	a positive and significant effect on purchase decisions.
4	Risma Nurhaini Munte, Rosita Girsang, Andri Safitri (2020)	The Effect of Online Consumer Reviews and Ratings on Trust and Purchase Interest on Shopee Marketplace	Online consumer reviews have a significant effect on consumer trust on Shopee Marketplace. Consumer ratings have no significant effect on consumer trust on Shopee Marketplace. Online consumer reviews and ratings simultaneously affect consumer trust on Shopee Market place
5	Ahmad Farki, Imam Baihaqi, dan Berto Mulia Wibawa (2016)	The Effect of Online Customer Reviews and Ratings on Trust and Purchase Interest on Online Marketplaces in Indonesia	OCR reviews and ratings are proven to have a relationship with customer purchase interest and are important features, but they are not factors that cause an increase in customer trust.
6	Khafidatul Ilmiyah, Indra Krishernawan (2020)	The Effect of Product Reviews, Convenience, Trust, and Price on Purchase Decisions on Shopee Marketplace in Mojokerto	Product reviews do not have a positive effect on purchase decisions on Shopee Marketplace in Mojokerto. Convenience, trust, and price have a positive and significant effect on purchase decisions on Shopee Marketplace in

			Mojokerto. The convenience variable is the most dominant factor affecting purchase decisions.
7	Almira Devita P, Nur' Kamisa, Dian Novita (2022)	The Effect of Online Customer Reviews and Online Customer Ratings on Consumer Trust (Case Study: Shopee Users in Bandar Lampung)	Online customer reviews and online customer ratings have a positive and significant effect on consumer trust on Shopee Marketplace.
8	Jumawan, Edy Soesanto, Fajar Cahya, Cinka Amalia Putri, Selvia Annisa Permatasari, Sabrina Setyakinasti, Merry Louis Ottay (2024)	The Effect of Online Consumer Reviews and Product Quality on Purchase Decisions on Shopee Marketplace	Positive customer reviews can strengthen consumers' perceptions of product quality and build a good brand image, while negative reviews can reduce consumer trust and influence purchase decisions. Good product quality is also considered a key factor in increasing consumer satisfaction, building a strong brand reputation, and influencing brand competitiveness in the market.
9	Desy S. Nur, Ade Octavia (2022)	The Effect of Electronic Word of Mouth on Purchase Decisions with Consumer Trust as a	Electronic word of mouth has a direct and significant effect on purchase decisions. Electronic

		Mediator on Shopee Marketplace in Jambi	word of mouth affects consumer trust, and trust affects purchase decisions. Consumer trust can mediate the effect of electronic word of mouth on purchase decisions on Shopee Marketplace.
10	Moh. Washiful Azmi, Finisica Dwijayati Patrikha (2022)	The Effect of Online Customer Experiences on Purchase Decisions with Trust as an Intervening Variable (Study on Electronics Purchases on Shopee Marketplace)	Online customer experiences have a significant effect on purchase decisions, online customer experiences have a significant effect on consumer trust, and consumer trust has no effect on purchase decisions.

Discussion

The findings from the previous studies collectively illustrate the significant role of online reviews, consumer trust, and related e-commerce factors in influencing purchasing decisions on the Shopee marketplace. As evidenced by Defina Enggelina et al. (2023), web design, trust, and product reviews simultaneously and partially have a positive and significant effect on transaction decisions, suggesting that both platform usability and informational cues from reviews contribute to consumer behavior. This aligns with the theoretical perspective of the Technology Acceptance Model and the Theory of Planned Behavior, where perceived ease of use and informational reliability influence behavioral intentions.

Several studies (Wiharti et al., 2022; Almira Devita et al., 2022; Jumawan et al., 2024) demonstrate that online customer reviews and ratings positively affect consumer trust, which, in turn, impacts purchase decisions. This supports the notion that e-WOM (electronic word of mouth) is a critical determinant in shaping perceptions of product quality and brand reputation. Desy S. Nur and Ade Octavia (2022) further highlight that trust can mediate the relationship between electronic word of mouth and purchasing decisions, emphasizing the complex interplay between consumer perception and actual transaction behavior.

However, the findings are not entirely consistent. For instance, Khafidatul Ilmiyah and Indra Krishernawan (2020) report that product reviews did not

significantly affect purchase decisions in Mojokerto, while factors such as convenience, trust, and price were more influential. Similarly, Nunik Restuti and Marlina Kurnia (2022) found that trust, price, and information quality did not significantly influence online purchase decisions for beauty products. These inconsistencies may indicate the contextual dependency of consumer behavior, suggesting that demographic, cultural, or product-specific factors could moderate the effects of reviews and trust on purchasing decisions.

From a practical standpoint, the studies suggest that online marketplaces should prioritize providing reliable, easily accessible product information and facilitating a seamless purchasing experience. Positive customer reviews can enhance perceived product quality and brand image, whereas negative reviews may decrease trust and deter purchases. Therefore, marketers and platform managers must actively monitor and manage online reviews to optimize consumer confidence and sales outcomes.

Scientifically, these studies contribute to a deeper understanding of digital consumer behavior, particularly the role of trust, reviews, and experience in online marketplaces. Yet, limitations exist, including geographic concentration, variation in product categories, and differing methodological approaches, which may affect generalizability. Future research could explore cross-platform comparisons, longitudinal effects of reviews, and the moderating role of consumer demographics or product types to offer a more comprehensive understanding of online purchasing behavior.

Conclusion

The analysis of previous studies on the influence of online customer reviews, ratings, trust, and other factors on purchasing decisions in Shopee Marketplace reveals several significant findings. Overall, online customer reviews and ratings consistently show a positive and significant effect on consumer trust and purchasing decisions in most studies (Wiharti et al., 2022; Almira Devita et al., 2022; Jumawan et al., 2024). Positive reviews enhance consumer perception of product quality and brand image, while negative reviews can reduce trust and influence purchasing behavior (Jumawan et al., 2024). Trust plays a critical mediating role in the relationship between electronic word of mouth and purchasing decisions (Desy S. Nur & Ade Octavia, 2022). However, some studies indicate that certain factors, such as consumer rating alone or product reviews in specific contexts, do not significantly affect trust or purchasing decisions (Risma Nurhaini Munte et al., 2020; Ahmad Farki et al., 2016; Khafidatul Ilmiyah & Indra Krishernawan, 2020). Other variables, including website appearance, ease of transaction, and product quality, also demonstrate important roles in shaping consumer decisions (Defina Enggelina et al., 2023; Khafidatul Ilmiyah & Indra Krishernawan, 2020; Jumawan et al., 2024).

These findings contribute to both academic and practical domains by providing empirical evidence regarding the dynamics of online consumer behavior in e-commerce marketplaces. Practically, online marketplaces and sellers can focus on improving review systems, product quality, ease of transaction, and website interface

to enhance consumer trust and purchasing behavior. Academically, the studies highlight the importance of examining contextual differences and mediating variables such as trust and experience in understanding consumer decision-making.

Nonetheless, the reviewed studies also have limitations. Most research focuses on specific geographic regions in Indonesia and predominantly on Shopee users, which may limit generalizability to other marketplaces or countries. Future research is recommended to explore broader contexts, include other e-commerce platforms, and investigate additional factors such as social influence, brand loyalty, and consumer experience diversity. Moreover, longitudinal studies could provide insights into how consumer trust and behavior evolve over time in response to online reviews and marketplace features.

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