

THE EFFECT OF TWIN DATE DISCOUNTS ON E-COMMERCE ON PURCHASE DECISIONS

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ABSTRACT

This study aims to analyze the influence of twin date discounts on e-commerce on consumer purchase decisions. Twin-date discounts, such as "11.11" and "12.12," have become a popular marketing strategy on various e-commerce platforms to engage consumers by offering significant discounts on certain dates. The data in this study was collected through a survey of consumers who shopped during the twin-date discount period on various e-commerce platforms. The analysis is conducted to see the extent to which the discount affects consumers' purchase intentions and decisions, as well as other factors that also influence the decision, such as product quality, reviews, and ease of transactions. The results show that twin date discounts have a significant influence on purchasing decisions, especially for price-sensitive consumers. In addition, other factors such as product quality and user reviews are also considered in decision-making. This research is expected to provide insights for e-commerce businesses to design more effective marketing strategies, as well as assist consumers in understanding their shopping behavior during the big discount period.

Keywords: *twin date discounts, e-commerce, purchase decisions, marketing strategies, consumer behavior.*

1. INTRODUCTION

This study aims to explore the effect of twin date discounts on *e-commerce* on consumer purchasing decisions. Twin date discounts, which are often held on specific dates such as 7.7, 8.8, and so on, have become a popular marketing strategy among *e-commerce platforms*, especially in Indonesia. Previous research has shown that discounts can trigger impulsive buying behaviors, where consumers tend to make purchases without careful planning. This phenomenon is particularly relevant in the context of (Lakchan U.G.C. & Samaraweera G.C., 2023) (Ferial Tri Aura, Anwar, & Hamid, 2023) *e-commerce*, where consumers are often exposed to a variety of attractive offers that can influence their decision to buy.

In this context, hedonistic motivation also plays an important role in influencing purchasing decisions. Research by) shows that there is a significant positive influence between hedonistic motivation and (Ferial Tri Aura et al., 2023) *impulsive buying* at the twin-date shopping festival. This suggests that when consumers feel entertained or get pleasure from the shopping experience, they are more likely to make impulse purchases. In addition, the discounts offered during these events

can increase consumers' perception of the value of the product, thus encouraging them to buy more; (Rini Wijaningsih, Evi Ekawati, & Adib Fachri, 2024) (Nurdiansah & Widyastuti, 2022).



Figure 1. Promotional data that potential buyers are most interested in

Furthermore, research by emphasizes that twin date event promos not only increase sales, but can also trigger a fear of missing out (Rini Wijaningsih et al., 2024) *fear of missing out*) among consumers. When consumers feel that they may be missing out on the opportunity to get an attractive deal, they tend to act quickly and make impulse purchases. This suggests that marketing strategies that involve time-limited discounts and promotions can be very effective in improving purchasing decisions among consumers *E-commerce*.

Marketing strategies in the context of *e-commerce* have a significant impact on consumer purchasing decisions. One of the strategies that is often used is giving discounts, which have proven to be effective in attracting the attention of consumers and encouraging them to make purchases. Research by shows that sales promotions, including discounts, are essential in increasing consumer buying interest, especially during the COVID-19 pandemic. Discounts not only serve as a financial incentive, but they can also create a sense of urgency that encourages consumers to make a purchase right away. (Mustomi et al., 2020) (Rini Wijaningsih et al., 2024)

In the context of *e-commerce*, discount strategies are often combined with other marketing techniques, such as *flash sales* and *live shopping*. Research by found that the combination of discounts, (Husniyyah et al., 2024) *flash sales*, and *live shopping* significantly influences consumer purchasing decisions. *Flash sales*, which offer products at discounted prices for a limited time, create a sense of uncertainty and urgency that can increase impulse purchases. This is in line with findings by Nurdiansah and Widyastuti, which show that price discounts can increase customer satisfaction and repurchase intent. (Elviana, Siti Komariah Hildayanti, & Shafiera Lazuardi, 2024) (Nurdiansah & Widyastuti, 2022)

In addition, marketing strategies that involve emotional elements also have a significant impact on purchasing decisions. Research by shows that emotions play a role as a mediating variable in the relationship between (Christanto & Aprillia, 2023) *flash sales* and impulse purchases. When consumers feel positive emotions, such as excitement or anticipation, they are more likely to make impulse purchases. This shows that an effective marketing strategy should not only consider rational aspects, but must also pay attention to emotional factors that can influence consumer behavior.

The impact of other discount and promotional strategies can also be seen from the perspective of consumer behavior. Research by shows that the presence of social elements in (Zhang & Shi, 2022) *online marketing* can influence consumer impulsive behavior. When consumers

feel connected to others, whether through social interactions on social media or through product reviews, they are more likely to engage in impulse purchases. This suggests that marketing strategies that create a sense of community and social engagement can increase the effectiveness of promotions.

Overall, marketing strategies involving discounts, *flash sales*, and emotional elements have a significant impact on consumer purchasing decisions in the context of *e-commerce*. This research shows that a combination of different marketing strategies can create synergies that increase buying interest and encourage impulse buying behavior. Therefore, a deep understanding of the impact of these strategies is essential for e-commerce industry players to design effective marketing campaigns.

In this study, we will analyze how twin date discounts affect purchasing decisions, taking into account factors such as hedonistic motivation and impulsive buying behavior. By understanding these relationships, it is hoped that this research can provide deeper insights into effective marketing strategies in the context of *e-commerce* and how discounts can be leveraged to increase sales. This research will also contribute to the existing literature on consumer behavior in the context of *e-commerce*, as well as provide recommendations for industry players to design more effective promotional strategies.

PROBLEM FORMULATION

Problem Formulation

1. How do twin date discounts in *e-commerce* affect consumer purchasing decisions?
2. Are the twin date discount factor more dominant than other factors, such as product quality or consumer reviews, in influencing a purchase decision?
3. To what extent does consumer perception of twin-date discounts affect loyalty levels to *e-commerce platforms*?

Research Objectives

1. To find out the effect of twin date discounts on *e-commerce* on consumer purchase decisions.
2. To analyze the dominance of twin date discount factors over other factors in influencing purchasing decisions.
3. To evaluate the relationship between consumers' perception of twin-date discounts and their level of loyalty to *e-commerce platforms*.

2. RESEARCH METHODOLOGY

In recent years, the phenomenon of "Double Date Discount" has become one of the marketing strategies that is quite popular among *e-commerce* players. This strategy takes advantage of certain dates that are considered to have special attraction, such as November 11 (11/11), February 22 (22/2), or other dates that can give a special impression of luck or momentum for consumers. *E-commerce*, with its various *platforms*, often takes advantage of this moment to offer huge discounts, promotions, and even rewards to consumers who make purchases during the period. However, while this strategy is often used by many *e-commerce platforms* around the world, there is still little in-depth study of how these kinds of discounts actually affect consumer purchasing decisions. Do twin date discounts really have a significant effect on consumer purchasing decisions, or is this just a temporary phenomenon that has no impact on long-term loyalty or overall purchasing behavior? This is what this research wants to answer.

At this point, we need to go into detail in advance about how we selected and collected relevant references for this study. The literature search process began by digging into more than 150 relevant journals regarding discounts and *e-commerce marketing strategies*. The source of this journal is taken from *trusted platforms* such as Scite AI and Hubperish, which are databases that offer access to scientific journals that have gone through a validation and peer review process. Out

of the 150 journals found, the selection process was rigorously carried out to ensure only journals that were relevant and had a robust methodology would be used in this study.

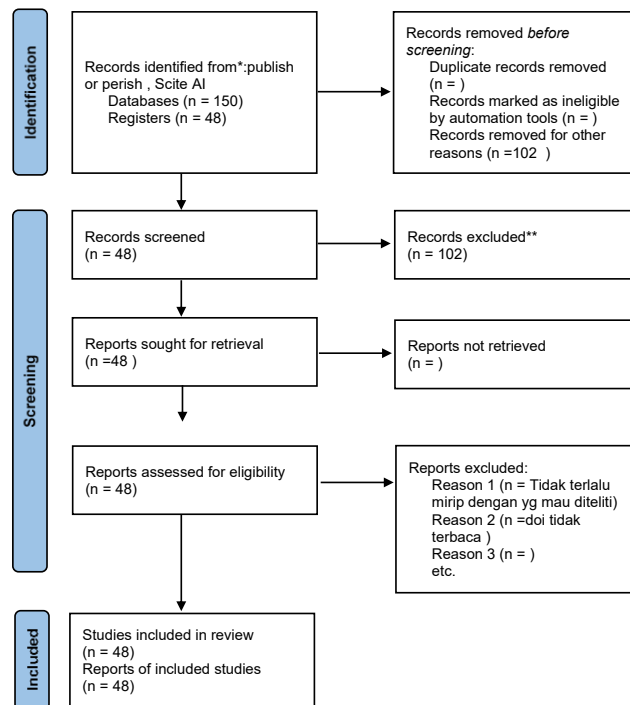


Figure 2. Research prism flowchart

After filtering based on the relevance of the topics, methodologies, and findings presented in these journals, finally around 48 journals were obtained that were suitable and could be used as a basis for building a theoretical framework and further analysis. These journals provide diverse insights into the various marketing techniques used by *e-commerce*, their impact on consumer behavior, and how discounts can play a role in changing purchasing decisions.

Table 1. The Highest Number of Citations from Journals Obtained by Cites Authors Title

TOTAL CITED	JOURNAL NAME	Year	
		RESEARCHERS	JOURNAL YEAR
40	<i>How Can E-Commerce Businesses Implement Discount Strategies through Social Media?</i>	Liu et al.	2020
54	<i>Do Website Quality, Fashion Awareness, and Sales Promotion Increase Impulse Buying Behavior of E-Commerce Buyers?</i>	Wiranata et al	2020
20	<i>The Effect of Discounts on e-Wallet Applications on the Growth of Impulse Buying Interest of Millennial Consumers in the Tangerang Region</i>	Kusnawan et al	2019

3	The Influence of Hedonistic Shopping Motivation, Price Discounts and the Tagline "Free Shipping" on Impulse Purchase Decisions Online at Shopee	Rusni et al	2022
2	Consumer Perception of Online Shopping Flash Sale and Its Influence on Purchase Decisions	Devica et al.	2020

With a strong literature base, this study will use quantitative and qualitative approaches to test the hypotheses that have been proposed. In this case, it is important to assess not only the immediate factors of the twin date discounts, but also the psychological factors that influence the consumer's purchase decision, such as urgency, fear of missing out (FOMO), and the consumer's perception of the value of the offer. Therefore, the selection of the right research method will play an important role in digging deeper information about these factors.

Research methodology is an important component of any academic study, as it describes a systematic approach used to collect, analyze, and interpret data. In the context of the study of consumer behavior, particularly with regard to impulse purchases in an *e-commerce* environment, various methodologies have been applied in various studies. This synthesis will explore the various research methods used in the current literature, with a focus on their design, data collection techniques, and analytical frameworks.

To begin with, many studies have adopted quantitative methodologies, mainly through the use of structured questionnaires. For example, using (Indah Jauhari & Dandy Kurnia, 2022) *online surveys* to collect data from millennials in Jakarta, using *Structural Equation Modeling (SEM)* for data analysis. This approach makes it possible to test complex relationships between variables, such as factors that influence online fashion purchase decisions. Similarly, using a descriptive qualitative method, by distributing (Rohman et al., 2023) *an online questionnaire* to explore insights into students' impulse buying behavior during *flash sales on platforms* such as Shopee. The data collected is processed through a systematic three-stage analysis, including tabulation, description, and discussion, which highlights the effectiveness of structured surveys in capturing consumer behavior dynamics.

Further, some studies have integrated advanced statistical techniques to enhance the strength of their findings. For example, using multiple linear regression analysis with SPSS to explore the impact of online consumer reviews (Mardiana & Sijabat, 2022), promotions, and trust on purchase decisions. This method is particularly effective in identifying the strength and significance of various predictors on consumer behavior. In addition, it proposes a research scheme on impulse buying behavior based on user features, using SPSS and AMOS for data analysis. Their approach emphasizes the importance of statistical modeling in understanding the nuances of consumer impulsivity in the context of (Zhang & Shi, 2022) *online shopping*.

Qualitative methodology also plays a significant role in understanding consumer behavior. conduct interviews and literature reviews to assess the influence of (Budiarti & M Akbar, 2021) *e-commerce* on small and medium enterprises (SMEs). This qualitative approach provides rich and contextual insights into how SMEs are adapting to *e-commerce trends*. In addition, using a mixed approach, it combines qualitative interviews with quantitative surveys to analyze the impact of marketing mix elements on spontaneous purchasing decisions. Triangulation of this method increases the validity of the findings by providing a variety of perspectives on the same phenomenon. (Purwanto, 2023)

Additionally, the role of digital marketing strategies in influencing impulse buying behavior has come into focus in several studies. For example, examining the impact of displaying quantity

scarcity and discounts relative to consumer behavior during (Karl et al., 2022) *flash sales*. Their quantitative model provides a unique perspective on how scarcity and discount strategies can drive impulse purchases. Similarly, examining the impact of (Wangi &., 2021) *flash sales* and *cashback* offers on impulse purchases, used regression analysis to identify significant relationships between promotional strategies and consumer behavior.

In addition to traditional survey methods, several researchers have also explored the impact of social media and digital influencers on consumer behavior. Countless researchers discuss how *e-commerce businesses* can leverage social media for discount strategies, highlighting the dynamic nature of information dissemination in influencing purchasing behavior. This is in line with findings that examined the interaction between pricing strategies and impulse purchases, emphasizing the importance of promotional tactics in (Khoirnnisa & Bestari, 2022) *e-commerce settings*.

Furthermore, the influence of emotional factors on impulse buying has been a recurring theme in the literature exploring the hedonic motivation of consumers in Turkey, revealing that emotional triggers have a significant influence on impulse buying tendencies in (Ozen & Engizek, 2021) *the online environment*. This emotional dimension is further amplified by , which identifies the mediating role of emotions in the relationship between (Christanto & Aprillia, 2023) *flash sales* and impulse purchases. This kind of insight highlights the complexity of consumer behavior, where emotional and rational factors interact with each other.

The methodological diversity in studying impulse buying behavior reflects the multifaceted nature of the consumer decision-making process. While quantitative approaches provide statistical rigor and generalization, qualitative methods offer depth and context. The integration of these two methodologies can result in comprehensive insights into the factors that influence impulse purchases in *e-commerce*. For example, a combination of surveys and interviews can reveal not only "what" happened, but also "why" consumer behavior occurred.

In conclusion, the research methodology used in studying impulse buying behavior in *e-commerce* is very diverse and complex, encompassing both quantitative and qualitative approaches. The use of structured surveys, advanced statistical analysis, and qualitative insights collectively enrich our understanding of consumer behavior. As *e-commerce* continues to evolve, ongoing research will be critical to adapting methodologies to capture the ever-changing dynamics in consumer decision-making.

3. RESULTS AND DISCUSSION

In research on the effect of discounts on twin dates on purchase decisions on *e-commerce platforms*, there are many factors to consider. Discounts, as one of the marketing strategies, have a significant impact on consumer behavior, especially in the context of *e-commerce*. Research shows that discounts can increase consumer buying interest and purchasing decisions, especially at certain events such as twin dates that are often held by *e-commerce platforms* such as Shopee and Tokopedia. (Ferial Tri Aura et al., 2023) (Lestari et al., 2023)

One of the relevant studies is that conducted by Aura, which shows that hedonistic motivation has a positive effect on *impulsive buying at festival Shopping for Twins*. This study used simple linear regression to analyze the data and found that there was a significant relationship between hedonistic motivation and impulse purchase decisions in *E-commerce* (Ferial Tri Aura et al., 2023) . This shows that the discounts offered on twin dates not only attract consumers' attention, but also encourage them to make impulse purchases.

In addition, research by Lestari also highlights the importance of discounts in improving purchasing decisions in *E-commerce*. This study shows that discounts have a significant positive influence on purchase decisions on Shopee, and that ease of transaction also contributes to those decisions. This shows that not only the discount is important, but also the user experience in transacting at (Lestari et al., 2023) *platform e-commerce*

Another study by Husniyyah emphasized that discounts, *flash sales*, and *live shopping* significantly affect purchase decisions on certain brands on Shopee. The results of multiple linear regression analysis showed that all three factors contributed significantly to purchasing decisions. It confirms that discounts are not the only factor influencing a purchase decision, but are part of a broader marketing strategy that includes various elements. (Husniyyah et al., 2024)

In the context of impulsive buying, research by Rusni and Solihin shows that price discounts have a positive and significant influence on impulse purchase decisions online on Shopee. The study highlights that discounts can create a sense of urgency among consumers, which in turn can encourage them to make unplanned purchases. This suggests that discounts on twin dates can create the same effect, where consumers feel compelled to buy products they may not need. (Rusni & Solihin, 2022)

Furthermore, research by Sari shows that discounts, free shipping, and COD payments have an effect on positive emotions and impulse purchases on Shopee. The results of this study show that discounts can increase consumers' positive emotions, which in turn can increase their likelihood of making impulse purchases. This suggests that discounts on twin dates not only serve as financial incentives, but can also affect consumers' emotions and psychology. (Sari et al., 2024)

In a broader context, research by Dwi et al. shows that discounts, prices, and trust have a positive effect on online purchasing decisions (Dwi et al., 2021). This suggests that discounts are not the only factor influencing a purchase decision, but should be considered along with other factors such as product quality and consumer trust in *e-commerce platforms*.

Research by Rafi and Hermina also highlights that price discounts have a significant influence on purchase decisions on Tokopedia. This suggests that discount strategies applied on twin dates can have the same impact on other (Rafi & Hermina, 2023). *platforms*, reinforcing the argument that discounts are an effective marketing tool in improving purchase decisions.

In conclusion, the effect of discounts on twin dates on purchase decisions in *e-commerce* is significant. Discounts not only serve as financial incentives, but they also affect consumer emotions and behavior. Research shows that discounts, along with other factors such as ease of transaction and user experience, can improve purchasing decisions. Therefore, a marketing strategy that involves discounts on twin dates can be an effective tool for increasing sales on *e-commerce platforms*.

3.1 Effect Of Twin Date Discounts

The influence of discounts on twin dates on purchase decisions in *e-commerce* is an interesting and relevant topic in today's digital marketing context. Discounts offered on twin dates are often a major draw for consumers, encouraging them to make impulse purchases. Research shows that discount strategies applied on special dates can significantly increase consumer buying interest and purchasing decisions; (Ivan Pramudya Artura et al., 2024) (Husniyyah et al., 2024) (Octavia & Hanifa, 2023)

One of the relevant studies is that conducted by Artura, which researched the influence of *e-commerce* marketing strategies on students' consumptive behavior. This research shows that discounts offered in marketing campaigns can increase the effectiveness of consumers' purchasing decisions. This is in line with the findings of Husniyyah, who stated that discounts, (Ivan Pramudya Artura et al., 2024) *flash sales*, and *live shopping* have a significant influence on purchasing decisions on *e-commerce platforms* (Husniyyah et al., 2024). The study used multiple linear regression analysis and found that all three factors simultaneously contributed to purchasing decisions, suggesting that discounts on twin dates can serve as a major driver in influencing consumer behavior. Furthermore, research by Silalahi and Saragih shows that promotional and discount information provided through the website can make it easier for consumers to make purchase decisions. With clear and easily accessible information, consumers can make decisions faster to buy the products

they want. This shows that it is not only the discount itself that matters, but also how the information is conveyed to consumers. (Silalahi & Saragih, 2021)

In the context of impulsive buying, research by Devica highlights that consumers' perception of *flash sales* has a positive effect on purchasing decisions. Discounts offered on twin dates can create a sense of urgency among consumers, which encourages them to make purchases without planning in advance. This suggests that discount strategies applied to twin dates can create a powerful psychological effect, encouraging consumers to buy more products. (Devica, 2020)

Other research by Mustomi et al. also shows that giving discounts can attract consumer buying interest, especially in the context of the COVID-19 pandemic. The study emphasizes the importance of discounts as an incentive to grab consumers' attention and encourage them to make purchases, especially as many consumers turn to (Mustomi et al., 2020) *online shopping* during the pandemic. This shows that discounts on twin dates not only serve as a marketing tool, but also in response to changes in consumer behavior resulting from the global situation.

In addition, research by Rahayu shows that the implementation of discounts can increase consumer buying interest in various sectors, including department stores. This research shows that discounts can be a major attraction for consumers, encouraging them to make purchases they may not have planned beforehand. This suggests that discounts on twin dates can serve as an effective strategy to increase sales on (Rahayu, 2019) *e-commerce platforms*.

In a broader context, research by Sutisna highlights the importance of information systems in supporting purchasing behavior in *e-commerce* (Sutisna & Sutrisna, 2023). With a good information system, consumers can more easily access information about available discounts and promotions, which in turn can influence their purchasing decisions. This shows that the integration between marketing strategies and information technology is essential in increasing the effectiveness of discount campaigns on twin dates.

In conclusion, the effect of discounts on twin dates on purchase decisions in *e-commerce* is significant. Discounts not only serve as financial incentives, but they also affect consumer emotions and behavior. Research shows that discounts, along with other factors such as ease of access to information and user experience, can improve purchasing decisions. Therefore, a marketing strategy that involves discounts on twin dates can be an effective tool for increasing sales on *e-commerce platforms*.

3.2 Twin Date Discount Factor

In the context of consumer purchasing decisions, discount factors, product quality, and consumer reviews are elements that interact with each other and influence purchasing behavior. Research by shows that purchasing decisions are often influenced by unforeseen situations, which can encourage impulsive behavior. In this case, discounts offered on twin dates can create urgency and encourage consumers to make impulse purchases. (Harahap & Amanah, 2022)

Furthermore, research by indicates that discounts are able to explain 36.2% of purchase decisions, while the rest is influenced by other factors that are not identified. This suggests that while discounts have a significant influence, there are many other factors that also play a role in purchasing decisions. However, in the context of twin-date discounts, the urgency created by such promotions can shift consumers' attention away from product quality and consumer reviews. (Joseph et al., 2021)

Product quality and consumer reviews also play an important role in purchasing decisions. noted that Indonesian consumers tend to rely on reviews as the main source of information in decision-making. Nonetheless, in situations where large discounts are offered, consumers may be more inclined to ignore the quality of the product and the reviews that exist, especially if the discounts are particularly attractive. This is reinforced by research by , which shows that discounts can increase buying interest, even in situations where the quality of the product may not be optimal. (Wahpiyudin et al., 2022) (Mustomi et al., 2020)

(Rahayu, 2019) asserts that the application of discounts can create a strong attraction for consumers, which can defeat product quality considerations. In this case, discounts are not just a price reduction, but also an effective marketing tool to attract consumers' attention. Research by also shows that customer reviews can influence purchasing decisions, but in situations where discounts are offered, consumers may focus more on the economic value offered than on the quality of the product itself. (Febiani et al., 2023)

In the context of *e-commerce*, research by shows that price discounts have a positive effect on customer satisfaction, although not significantly on repurchase intent. This suggests that discounts can create short-term satisfaction that drives purchasing decisions, but doesn't necessarily contribute to long-term loyalty. This shows that while discounts can attract consumers' attention, other factors such as product quality and brand reputation remain important in building long-term relationships with customers. (Nurdiansah & Widyastuti, 2022)

On the other hand, research by shows that impulsive buying can be triggered by discounts, product quality, and sales methods such as (Budianto & Kusuma, 2024) *live streaming*. In this case, discounts can be a powerful driving factor in impulse buying decisions, given their nature that creates a sense of urgency. However, it is important to note that product quality remains a consideration that cannot be ignored, as consumers who are satisfied with the product are more likely to make a repeat purchase.

Meanwhile, research by shows that the promotional mix, including discounts, has a dominant influence on consumer behavior. This suggests that in the context of marketing, discounts can be a very effective tool for influencing purchasing decisions, especially in situations where consumers are faced with multiple choices. However, it is important to remember that excessive discounts without considering product quality can damage the brand's image in the long run. (Tambunan, 2019)

In conclusion, while twin-date discounts can have a very significant influence on influencing purchasing decisions, other factors such as product quality and consumer reviews still play an important role. Discounts can create urgency and attract consumers' attention, but to build long-term relationships and loyalty, product quality and brand reputation should not be overlooked. Therefore, an effective marketing strategy must consider the balance between discounts, product quality, and consumer reviews to achieve optimal results in purchasing decisions.

3.3 Consumer Perception

Consumers' perception of twin-date discounts has a significant impact on their level of loyalty to *e-commerce platforms*. These discounts are often used as a marketing strategy to grab consumers' attention and encourage them to make a purchase. In the context of *e-commerce*, discounts offered on specific dates, such as twin dates, can create a sense of urgency and exclusivity that encourages consumers to shop more often. Research shows that a positive shopping experience, which can be triggered by attractive discount offers, contributes to customer loyalty; (Dwi Yulian et al., 2022) (Eri Mardiani et al., 2023)

Twin date discounts can increase consumer confidence in *e-commerce platforms*. When consumers feel they are getting more value from their purchases, they are more likely to develop trust in the brand. *E-trust*, or electronic trust, serves as an important mediator in building customer loyalty. Research shows that consumers' trust in *e-commerce platforms* is directly related to their loyalty, where attractive discounts can increase this trust; Thus, discounts not only serve as an incentive for purchases, but also as a tool to build long-term relationships with customers. (Chalirafi et al., 2021) (Purnamasari & Suryandari, 2023)

Furthermore, twin date discounts can affect the perceived value perception by consumers. When consumers feel that they are getting a better deal compared to other times, they tend to feel more satisfied with their shopping experience. *E-satisfaction*, or electronic satisfaction, is a key factor in building customer loyalty. Research shows that high customer satisfaction contributes to

repurchase intent and loyalty to *e-commerce platforms* (RIZAN et al. 2020) ; Therefore, effective discounts can increase customer satisfaction and, in turn, their loyalty. (Widayat et al.2023)

Additionally, twin date discounts can trigger impulsive buying behavior, which often leads to increased purchase frequency. When consumers see significant discounts, they may feel compelled to buy more products than they originally planned. This can create a cycle where consumers feel more attached to *e-commerce platforms* because they often get lucrative deals. Research shows that a positive shopping experience, including discount offers, can increase loyalty; (Muzaki et al.2020) (Kristanto et al. 2022)

However, it's important to note that not all consumers react equally to discounts. Demographic factors, such as gender and age, can affect how consumers respond to discount offers. Research shows that there are differences in responses to discounts between men and women, which suggests that marketing strategies should be tailored to different market segments to maximize the impact of twin date discounts. By understanding consumer characteristics and preferences, (Losaura et al.2022) (ELAMPARO, 2023) *e-commerce platforms* can design more effective discount campaigns and increase customer loyalty. In a broader context, twin date discounts can also serve as a tool for brand differentiation. In a highly competitive *e-commerce* market , offering unique discounts on specific dates can help the *platform* differentiate itself from competitors. Research shows that innovative marketing strategies, including attractive discount offers, can increase brand appeal and customer loyalty). Thus, discounts not only serve as financial incentives, but also as a strategy to build a strong brand identity in the eyes of consumers. (Kurniawan Maranto et al. 2024)

Additionally, it's important to consider the long-term impact of using discounts as a marketing strategy. While discounts can attract new customers and increase sales in the short term, there is a risk that consumers will become overly dependent on discounts and will not buy products in the absence of such offers. Therefore, *e-commerce platforms* need to strike a balance between offering attractive discounts and building sustainable brand value. Research shows that building strong relationships with customers through loyalty programs and positive shopping experiences can result in more lasting loyalty compared to relying solely on discounts. (Dewobroto, 2020) (Setiyono et al. 2023)

In conclusion, consumers' perception of twin-date discounts has a significant influence on their level of loyalty to *e-commerce platforms*. These discounts can increase consumer trust, satisfaction, and shopping experience, all of which contribute to customer loyalty. However, it's important to consider demographic factors and the long-term impact of the discount strategy to ensure that the loyalty built is sustainable. With the right approach, *e-commerce platforms* can leverage twin-date discounts as an effective tool to increase customer loyalty and build long-term, mutually beneficial relationships.

4. CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that twin date discounts have a significant influence on purchase decisions on *e-commerce platforms*. Huge discounts given on special dates, such as 11.11 or 22.2, have proven to attract consumers' attention and encourage them to make impulse purchases. This phenomenon is driven by psychological factors such as scarcity and urgency, which create a strong emotional stimulus in consumers, thus influencing their purchasing decisions. Nevertheless, while twin date discounts can increase purchase impulsivity, product quality factors and consumer reviews still play a significant role. Consumers not only consider the price when deciding to buy, but also the quality of the products offered as well as the reviews given by other consumers. Product quality and positive reviews can strengthen purchasing decisions, especially when consumers feel more confident in the product they are going to buy.

In this context, although twin-date discounts are more dominant in influencing impulse purchase decisions, product quality and consumer reviews remain important factors in sustaining purchasing decisions in the long run. Therefore, *e-commerce* should consider not only relying on big discounts on certain dates, but also maintaining product quality and paying attention to consumer reviews as a long-term strategy to build customer loyalty. This research contributes to the understanding of how twin date discount strategies can be used effectively in attracting impulsive consumers in *e-commerce*. In addition, it is important for companies to strike a balance between attractive discounts and product quality in order to achieve an optimal balance in influencing buyer decisions

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