

# DISCOUNT FRAMING ON CONSUMER PURCHASE INTENTION ON E-COMMERCE IN THE DIGITAL ERA: LITERATURE REVIEW AND FUTURE RESEARCH AGENDA

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## ABSTRACT

This study aims to understand the impact of discount framing on consumer purchase intention in the digital era, specifically within the e-commerce context. Discount framing is a marketing strategy that organizes price presentation to appeal to consumers, whether in the form of percentage discounts, direct reductions, or bundling offers. Through a systematic literature review using the PRISMA method, this research identifies key factors that influence consumer perceptions of discounts and how these drive purchase intention. The article also reviews the effectiveness mechanisms of discount framing by considering aspects such as brand image, reputation, and customer satisfaction. Additionally, the study identifies research gaps and provides direction for future research. Literature searches were conducted using Google Scholar and Scopus databases to obtain articles relevant to this topic. A bibliometric analysis was manually performed by evaluating citation counts, keyword frequency, and the interrelation of emerging topics. The findings of this study are expected to provide practical contributions for e-commerce businesses in implementing effective pricing strategies.

**Keywords:** Discount Framing, Consumer Purchase Intention, Consumer Behavior, Digital Marketing, E-Commerce

## 1. INTRODUCTION

In today's digital era, consumer behavior among millennials has been increasing. This is due to the cultural changes emerging within modern society. Factors influencing this consumptive behavior include financial literacy, self-control, and lifestyle. Additionally, the advancement of digital technology has also altered consumer purchasing behavior, especially among millennials. The development of modern retail business has an impact on the behavior of consumers who originally shopped with planned intentions to be unplanned. (Pontoh et al., 2017)

The rapid growth of e-commerce has resulted in increased competition among online retailers, driving them to adopt various pricing strategies to attract and retain customers. One such strategy is the use of discount framing, which involves presenting price reductions in a specific manner to influence consumer perceptions and purchase behavior (Rolando, 2025c, 2025f, 2025b; Setiawan & Rolando, 2025; Winata & Rolando, 2025).

Electronic commerce is the combination of Internet information technology and traditional offline business activities. With the development and maturity of Internet technology, e-commerce continues to grow. Its concept, connotation and meaning evolve gradually with the evolution of technology and actual e-commerce activities. From a historical perspective and combined with the development of information technology, the evolution of the concept of e-commerce can provide a new perspective for observing the development of new forms of e-commerce. (Ma & Gu, 2024)

E-commerce enterprises can develop normally with enough consumers. In order to survive in the highly competitive market, e-commerce enterprises must make full use of advanced big data analysis technology and formulate marketing strategies suitable for the development of e-commerce enterprises. Main contribution: This article mainly focuses on the research of marketing strategies related to e-commerce enterprises in the context of big data, and proposes corresponding improvement strategies. Objective: This article aims to promote the healthy and long-term development of e-commerce enterprises in the context of big data through improved marketing strategies based on this foundation. (Ma & Gu, 2024)

Promotion is part of marketing activities known as an element of the marketing mix. Companies really need promotion because on the one hand it convinces consumers of the products offered, while on the other hand it really determines the company's success in facing a lot of competition in the market. (Nabella Shakti & Zuliarni, 2019). One type of promotion that is widely used is price discount framing, namely a price promotion message framed in an offer (Varadarajan, 2015)

Price Discount is a price reduction offered to buyers from the regular price of a product as stated on the product packaging label. When running promotions involving discounts, it is important to consider the reactions they might trigger, particularly from consumers. Discounts can serve as an opportunity for consumers to make purchases, as significant discounts often lead to bulk buying. (Barutu et al., 2024)

Advertising strategies involving discounts in product marketing are commonly used by companies as a way to engage with customers (Azwari, 2021). This is typically done by reducing the product price from the normal rate during a specific period. Most companies offer price reductions and discounts to encourage faster payments and purchases. (Jamjuri et al., 2022)

Discount framing has been shown to significantly impact consumers' decision-making processes, affecting their price estimates, perceived value, and ultimately, their willingness to make a purchase. While prior research has examined the effects of discount framing in traditional retail settings, there is a need to explore its implications in the dynamic e-commerce environment. Specifically, they make a discount framing by crossing out the original price and then make a new price above it with slightly lower amount. There are sellers who also increase the price of the certain product and then create a discount framing afterwards. (Agmeka et al., 2019). In a study conducted by (Amin Kadafi, 2017) stated that price discount and in-store display affect 40.20% on impulse buying (Rolando, 2024b, 2025d, 2025a; Wigayha & Rolando, 2024, 2025).

Purchase intention refers to the degree of inclination or how likely a consumer is to have interest or desire for a product, as well as the probability of purchasing it (Subagio & Rachmawati, 2020). A person's interest arises from their evaluation of a product based on the information they receive. The more positive the evaluation, the higher the desire and interest in the product. Purchase intention is influenced by consumer trust in the product and their ability to purchase it. On the other hand, purchase intention can also be shaped by the influence of others whom they trust. In marketing terms, purchase intention is a prerequisite before making a purchase decision. Therefore, purchase intention can predict actual buying behavior (Subagio Dyajeng Puteri Woro & Hastari Sri, 2021).

Several consumer behavior researchers have found that framing techniques are effective in influencing consumer decision-making. Price discount framing can trigger both affective and cognitive responses in consumers, which can impact their purchase intentions.

Therefore, this research will answer the following questions:

- What is the impact of discount framing on consumer purchase intention in the digital era?
- What are the key factors that influence the purchase intention of millennials in the digital era?

This research aims to analyze the impact of discount framing on consumer purchase intention in the digital era, and to identify the key factors influencing millennials' purchase intentions in this digital age.

#### Discount Framing (X1)

A discount is a reduction in the price from the normal or standard price for a certain period. Discounts can be presented in various ways, such as direct discounts or framed discounts, which can influence consumer perception and purchase intention. Price discount framing is a technique where the price reduction is framed within a specific offer. Previous studies have shown that discount framing can effectively influence consumer decision-making (Rolando, 2025e).

Previous research indicates that the use of discounts and price reductions can increase consumers' purchase intentions in the digital era. This is supported by studies showing that discounts and price reductions encourage consumers to make purchases. Other studies have also found that discounts can affect the purchasing decisions of Generation Z consumers in the digital era, where factors such as trust, information quality, purchase interest, and lifestyle are also important. Additionally, subjective norms have been found to mediate the influence of factors such as fear of missing out on trends and hedonistic lifestyles on the consumptive behavior of millennials (Rolando, 2024a).

#### Purchase Intention (Y1)

Purchase intention is a consumer behavior that arises as a response to an object, indicating the consumer's desire to make a purchase. A consumer's purchase intention is influenced by psychological, social, and personal factors.

Previous studies have found that consumers' perceptions of discounts can influence their purchase intentions. Other factors such as trust, information quality, and lifestyle have also proven to be significant predictors of consumers' purchase intentions in the digital era.

Based on these studies, it can be concluded that discount framing and other factors such as trust, information quality, purchase interest, and lifestyle play important roles in influencing consumers' purchase intentions in the digital era, especially for millennials (Mulyono & Rolando, 2025; Rolando & Chondro, 2025; Zahran & Rolando, 2025).

## 2. RESEARCH METHOD

This research employs a systematic literature review (SLR) method with the PRISMA protocol to identify, select, and synthesize relevant studies regarding the influence of discount

framing on consumer purchase intention. The literature review process is focused on journals published in the past five years (2019-2024) to ensure the accuracy and relevance of the data used.

## 2.1 Search Strategy

The literature used was obtained from reputable academic databases such as Scopus and Google Scholar. The applied keywords included "discount framing," "purchase intention," and "e-commerce marketing." This combination of keywords, along with terms like "brand image" and "consumer behavior," is expected to capture relevant studies focusing on the effects of discount visualization on purchase decisions.

## 2.2 Inclusion/Exclusion Criteria

In the selection process, several criteria were established to ensure that the chosen literature was relevant to the research objective, namely:

1. Publication year between 2019 and 2024.
2. Studies in the context of e-commerce or digital platforms.
3. Focus on the impact of discount strategies on consumer perceptions and behavior.

Studies that did not meet these criteria, such as research in non-digital contexts or studies focused on discounts without visual framing, were excluded from the analysis.

Criteria	Inclusion	Exclusion
Publication Year	2019 - 2024	Before 2019
Language	English Indonesian	Languages other than English/Indonesian
Article types	Research Article Review	Conference Article Book Chapters
Subject area	Marketing E-commerce	Non-Marketing
Paper status	Open Access	Restricted Access

**Table 1.** Inclusion/Exclusion Criteria

## 2.3 Data Analysis

This study uses two types of analysis: Systematic Literature Review and Bibliometric Analysis. The bibliometric analysis is conducted manually to assess patterns and trends in the literature related to discount framing and consumer purchase intention in the context of e-commerce. The articles used in this study were obtained from Google Scholar and Scopus databases, with a publication year limitation of 2019-2024 to ensure that the literature is the most relevant and up-to-date.

Manually, each article is analyzed based on several metrics, including:

- Number of Citations: Measures the impact of the article in the academic community.
- Main Topic: Each article is classified based on its main focus, such as brand loyalty, consumer behavior, or digital marketing.
- Keyword Frequency: Keywords such as "discount framing," "purchase intention," and "consumer behavior" are analyzed for frequency to identify the most discussed concepts in the current literature.

The results of this analysis show that research on discount framing has increased significantly in the last five years, especially in the context of digital marketing. The research trend indicates that topics like purchase intention, brand loyalty, and digital consumer behavior are frequently associated with discount framing strategies in academic literature.

A thematic synthesis is performed to identify the main themes in the literature focusing on the impact of discount framing on consumer behavior. This analysis results in three major themes:

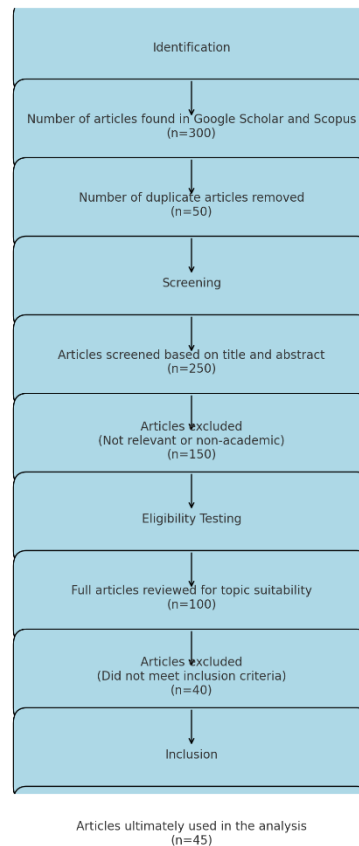
1. Effectiveness of Discount Visualization: Many studies show that discounts displayed visually (e.g., strikethrough prices or discount percentages) are more effective in attracting consumer purchase interest than nominal discounts.
2. Psychological Impact on Purchase Decisions: Discount framing influences consumer perceptions of product value and encourages impulsive behavior. This theme is found in articles discussing consumer psychology in response to discount strategies in e-commerce.
3. Relationship Between Discount Framing and Brand Loyalty: Consistent and quality discounts are seen as capable of building a positive brand image and increasing consumer loyalty in the long term.

This analysis provides a deeper understanding of how discount framing can be leveraged by e-commerce companies to enhance product appeal and drive purchases.

In this study, the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) diagram is used to visualize the article selection process. This diagram illustrates the key stages of article screening: Identification, Initial Screening, Eligibility Testing, and Inclusion. These stages highlight how articles were filtered based on the established criteria (e.g., publication year limit of 2019-2024, article type, open access, and relevance to discount framing in the digital era). In this case, Google Scholar and Scopus are used as the primary databases to retrieve quality articles from reputable journals.

Quality Criteria	Description
Is the concept of discount framing clearly explained?	The article should provide a clear definition or explanation of discount framing.
Is the relevance of discount framing to the digital era discussed?	The article should present the context of discount framing in digital marketing.
Is the research methodology used clear and valid?	The article should use a verified research methodology.
Are the research findings presented explicitly?	The results and conclusions of the article should be presented clearly and support the topic.
Are there practical implications that can be drawn from the research?	The article should include practical implications of discount framing for consumers.

**Table 2.** Quality Criteria

**Figure 1.** PRISMA SLR: “price discount” dan “purchase intention”

Research related to discount framing in digital marketing has shown an evolution in the theories and methods used, as well as the emergence of new research themes alongside advancements in digital technology. To identify relevant research gaps and establish directions for future studies, thematic analysis has been employed to review the related literature.

Thematic analysis is a form of qualitative analysis that involves identifying or grouping parts of text or data that share the same theme or idea, allowing the data to be categorized for the development of a thematic framework (Gibbs, 2012). In the context of this study, several previous studies have emphasized the importance of thematic analysis in helping researchers develop a structured literature review on a specific topic.

## 2.4 Key Research Gaps

### Effects of Different Discount Framing Visualizations

Although some studies have explored discount visualization effects, such as strikethrough prices and discount percentages, there is still a lack of understanding of how different visualization techniques can affect perceived value across various e-commerce platforms. For instance, is a discount presented in an interactive graphic format more effective than static text in capturing consumer attention?

### Role of Brand Loyalty in Discount Framing

Research on the relationship between discount framing and brand loyalty is still limited. While it has been found that discount framing can increase purchase intention, it remains unclear how this strategy can be used to build long-term relationships with consumers, especially in an era of increasing competition between e-commerce platforms.

### Cultural Influence on Discount Perception



Most studies on discount framing are still dominated by samples from certain countries. There is a potential research gap in considering cultural factors, especially in comparing how consumers in different regions respond to various types of discount framing.

### **2.5 Future Research Directions Based on the identified research gaps, the following future research directions are suggested:**

#### **Exploration of Diverse Visualization Techniques for Discount Framing**

Future studies could expand the understanding of how various visualization techniques in presenting discounts—such as strikethrough prices, animated discount percentages, or flash sale offers—differently affect consumer purchase intention. Research could focus on the effectiveness of these visualizations across different platforms, including social media and mobile applications.

#### **Longitudinal Study on Brand Loyalty and Discount Framing**

Long-term studies are needed to measure the impact of discount framing on brand loyalty, not only as a factor that triggers instant purchase interest but also as a tool for building long-term relationships with consumers.

#### **Cross-Cultural Research on Discount Perception**

Future research could examine how consumer perceptions of discount framing vary across different countries or cultures. This would enable e-commerce companies to tailor their discount framing strategies based on the cultural preferences of their target consumers.

## **3. RESULTS AND DISCUSSION**

The analysis of the 45 selected articles shows that discount framing in e-commerce has a significant influence on consumer purchase intention. The studies utilized cover various major e-commerce platforms, such as Shopee, Tokopedia, and Lazada, with respondents from diverse demographics and geographic regions. These studies include methods such as survey analysis, experiments, and statistical models evaluating the effects of different types of discounts (percentage, bundling, and direct price reductions).

In general, the research shows that discount framing in the form of percentage discounts and strikethrough prices is more effective in capturing consumer attention compared to nominal discounts. Additionally, bundling promotions also hold high appeal as they create a greater sense of added value for consumers (Zhafira Ades Khanza, 2023).

Thematic analysis identified three main themes that dominate the literature on discount framing: Effectiveness of Discount Visualization

Discount visualization plays a key role in influencing consumer value perception. Studies, such as the one conducted by (Nabella Shakti & Zuliarni, 2019), show that discounts displayed with strikethrough prices are more attractive to consumers because they create the impression of a 'lower price than the original price.'

#### **Psychological Impact of Discounts on Purchase Decisions**

Research by Amalia (2019) shows that discount framing can have a strong psychological effect, especially on consumers prone to impulsive buying. Attractively framed discounts enhance value perception, which ultimately drives quick purchase decisions.

#### **Relationship Between Discount Framing and Brand Loyalty**

Consistent and structured discounts can strengthen brand image and increase consumer loyalty. Brands that frequently offer quality discount framing are perceived as more 'affordable' and 'consumer-friendly,' increasing the likelihood of repeat purchases (Zhafira Ades Khanza, 2023).

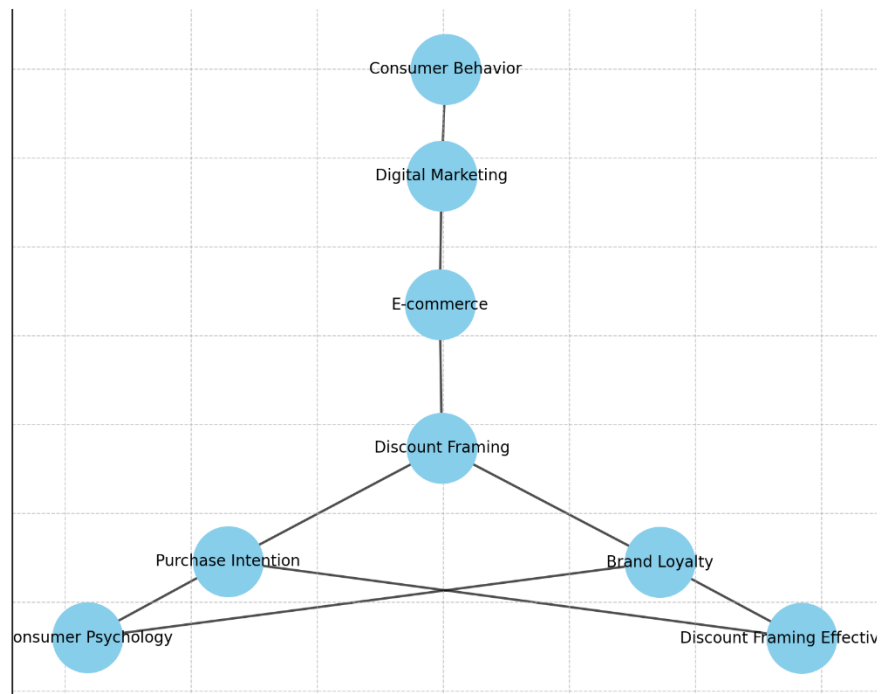
A manual bibliometric analysis was conducted using Google Scholar and Scopus to identify trends and patterns in the literature related to discount framing. The analysis reveals a strong relationship between discount framing and factors such as consumer behavior, marketing psychology, and brand loyalty. Key articles, such as those by (Chen et al., 2021), are frequently referenced to understand the relationship between pricing strategies and consumer perception. This

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analysis includes evaluating the number of citations and inter-topic relationships found in the literature obtained from these two sources.

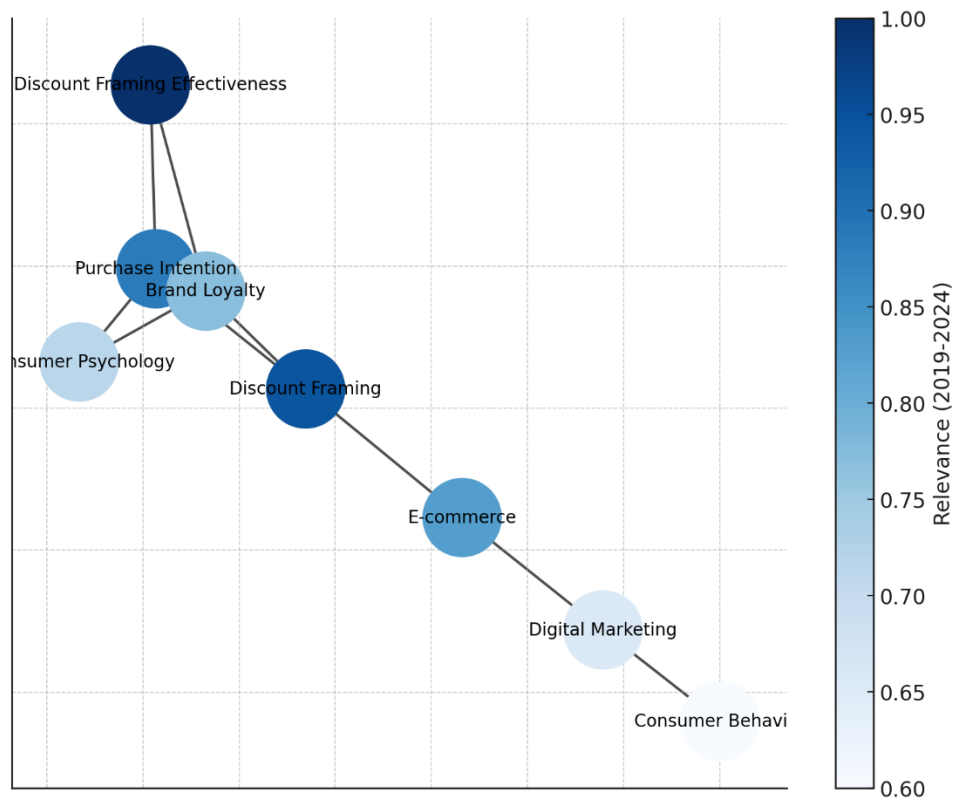
Network Visualization of Key Topics in Discount Framing Literature



**Figure 2.** Network Visualization of Key Topics in Discount Framing Literature



Overlay Visualization of Key Topics and Relevance in Discount Framing Literature



**Figure 3.** Overlay Visualization of Key Topics and Relevance in Discount Framing Literature

#### 4. CONCLUSION

This study aims to comprehensively understand the influence of discount framing on consumer purchase intention, particularly within the rapidly evolving e-commerce context. Through a systematic literature review, this study identifies various factors that enhance the impact of discounts in attracting consumer purchase intention in the digital era. Discount framing has been shown to alter consumer price perception, making products appear more appealing and increasing purchase intention, even if the economic value does not change significantly.

The following are some key conclusions from this study:

1. **Impact of Discount Visualization:** Strikethrough prices or percentage discounts create the illusion of a lower price. This visual appeal prompts consumers to view the product as a more valuable offer, increasing the likelihood of impulsive purchases.
2. **Psychological Effect and Consumer Satisfaction:** Attractively packaged discounts not only encourage immediate purchases but also enhance consumer satisfaction, as they feel they have received “added value.” This effect is even stronger in consumers who tend to be impulsive, often driven by appealing discount offers.
3. **Strengthening Brand Loyalty:** Consistent application of discount framing can strengthen a brand’s image as “consumer-friendly” and affordable, ultimately enhancing consumer loyalty.
4. **Relevance to Trends and Digital Marketing:** Bibliometric analysis shows that discount framing has become a growing trend in digital marketing over the past five years. This trend indicates that more companies are recognizing the potential of discount framing in attracting consumers in the increasingly competitive digital era.

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This study presents a comprehensive framework for understanding the role and impact of discount framing in increasing consumer purchase intention. Thus, this research is not only practically beneficial for e-commerce businesses but also theoretically contributes to the digital marketing literature.

To maximize the impact of discount framing strategies, here are several recommendations that e-commerce companies can implement:

1. **Optimize Discount Visualization:** Use strikethrough prices or percentage discounts as primary methods. This visual arrangement captures consumer attention more effectively than fixed price reductions, creating the impression of a lower price.
2. **Personalize Discounts Based on Consumer Preferences:** Using historical data to offer personalized discounts can create a relevant experience and increase the likelihood of repeat purchases.
3. **Design Bundling Discounts to Enhance Value Perception:** Bundling promotions give the impression of greater added value compared to individual discounts, attracting consumers without significantly sacrificing profit margins.
4. **Build Brand Image as an Affordable and Consumer-Friendly Brand:** Quality and consistent discounts can strengthen brand image, attract consumers, and build long-term loyalty.
5. **Conduct Regular Evaluations of Strategy Effectiveness:** It is essential to regularly evaluate the effectiveness of discount framing strategies, especially given the dynamic nature of consumer preferences in the digital era.

#### 4.1 Future Research Agenda

To broaden the understanding of the impact of discount framing, here are some suggestions for future research agendas that could contribute to marketing and consumer behavior literature:

**Table 5.** Future Research Agenda

Topic	Potential Research Question
Personalization in Discount Framing	How does personalized discount framing influence consumer purchase intention on digital platforms?
Long-Term Loyalty and Discount Framing	Can discount framing build long-term consumer loyalty toward a brand?
Effectiveness Based on Demographic Segmentation	Does the response to discount framing differ by age, gender, or income group?
Effect of Product Variation on Discount Response	How does the effectiveness of discount framing vary across different product categories?
Utilization of AI for Relevant Discounts	How can AI be integrated to tailor discount framing to individual preferences?
Impact on Value Perception and Trust	How does discount framing influence consumer value perception and brand trust?

##### Personalization in Discount Framing

With the growing use of data and technology, personalized discount framing can be an extremely effective approach. This research could explore how discounts tailored based on purchase history or individual preferences influence purchase decisions. This study is relevant in an era where consumers increasingly expect a personalized shopping experience, especially on e-commerce platforms.

##### Long-Term Loyalty and Discount Framing

This study could assess whether discount framing strategies have a long-term effect on consumer loyalty. Most current research focuses only on the short-term effects of discounts, but understanding the long-term impact could help companies develop sustainable loyalty strategies.

This study could also test whether consumers tend to stay loyal to brands that consistently offer quality discounts.

#### Effectiveness Based on Demographic Segmentation

Consumer responses to discount framing may vary depending on demographic factors, such as age, gender, or income group. This research is essential to understand if there are specific market segments that are more responsive to certain types of discounts, ultimately enabling companies to optimize their strategies for different consumer segments.

#### Effect of Product Variation on Discount Response

The effectiveness of discount framing may differ based on product categories, such as essential goods versus luxury items. This study could identify the types of products more susceptible to the influence of discount framing, providing additional insights for a more targeted strategy application according to product categories.

#### Utilization of AI for Relevant Discounts

With advancements in AI technology, companies have the opportunity to design more relevant and personal discounts for consumers. This study could explore how AI can be used to understand consumer behavior and offer more effective discount framing, enhancing sales conversions while providing a more focused consumer experience.

#### Impact on Consumer Value Perception and Trust

In the context of digital marketing, discount framing not only serves as a tool to increase purchase intention but also can influence consumer perception of value and brand trust. This study could explore the extent to which discount framing affects consumer perception of brand quality and credibility, especially in building long-term relationships with consumers.

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