

Consumer Psychology Mechanisms In Gimmick Marketing: A Systematic Literature Review on Their Impact on Purchase Decisions

Rakhmat Affandi

Master of Distance Learning Management, University of Surabaya

**Corresponding author. Email: s134025046@student.ubaya.ac.id*

ABSTRACT

This study aims to examine consumer psychology mechanisms in gimmick marketing and their impact on purchase decisions through a Systematic Literature Review (SLR) approach. The rapid development of marketing strategies, particularly in digital environments, has led to the increasing use of gimmick marketing techniques such as limited-time offers, promotional incentives, and creative content to attract consumer attention. However, existing studies on this topic remain fragmented, focusing separately on emotional, cognitive, and social aspects of consumer behavior. Therefore, this study seeks to integrate these dimensions into a comprehensive framework based on Stimulus-Organism-Response (SOR) Theory and Consumer Decision-Making Theory. The study systematically analyzes relevant literature from major academic databases published between 2021 and 2025. The findings reveal that consumer responses to gimmick marketing are driven by three main psychological mechanisms. First, emotional factors such as excitement, urgency, and enjoyment stimulate immediate reactions and impulse buying behavior. Second, cognitive factors including perceived value, trust, and quality perception influence rational evaluation and final purchase decisions. Third, social factors such as online reviews, social media interactions, and peer influence reinforce or weaken consumer responses. The study concludes that these mechanisms are interconnected and collectively shape consumer behavior. This research contributes to a more integrated understanding of gimmick marketing effectiveness and provides practical implications for designing persuasive and credible marketing strategies.

Keywords: *Gimmick Marketing, Consumer Psychology, Purchase Decision, Emotional Mechanism, Cognitive Mechanism, Social Influence, Systematic Literature Review*

1. INTRODUCTION

The rapid evolution of modern marketing has been significantly influenced by technological advancements and shifting consumer behavior patterns. In today's highly competitive marketplace, companies are no longer relying solely on product quality or functional value. Instead, they increasingly adopt creative and persuasive marketing strategies to capture consumer attention and influence purchasing decisions. One of the emerging strategies that has gained substantial attention is *gimmick marketing* (Costello et al., 2023; Kang et al., 2025). This approach involves the use of distinctive, surprising, or attention-grabbing elements—such as limited-time offers, unique packaging, promotional bonuses, or viral campaigns—to create memorable impressions and stimulate consumer interest (Shaheen, 2025).

Despite its widespread use, gimmick marketing is often perceived as a superficial or short-term tactic. However, its effectiveness lies deeply rooted in consumer psychology. When consumers are exposed to gimmick-based stimuli, they do not merely process information rationally; instead, they respond through a combination of emotional reactions, cognitive evaluations, and social influences. These psychological processes play a crucial role in shaping consumer perceptions, attitudes, and ultimately, purchase decisions. Therefore, understanding the psychological mechanisms underlying gimmick marketing becomes essential for both academics and practitioners (Hilken et al., 2022; Panuluh et al., 2022).

From a theoretical perspective, this study is grounded in the Stimulus-Organism-Response (SOR) Theory and Consumer Decision-Making Theory. The SOR framework explains how external stimuli (such as marketing gimmicks) influence the internal state of individuals (organism), including their emotions and cognition, which in turn lead to behavioral responses (such as purchasing decisions) (Kapoor et al., 2025). In the context of gimmick marketing, promotional tactics act as stimuli that trigger internal psychological processes—such as excitement,

curiosity, or perceived value—which subsequently influence consumer behavior (Mandung, Sahari, et al., 2024; Morales Simanjuntak et al., 2024). Meanwhile, Consumer Decision-Making Theory provides a comprehensive understanding of how consumers move through stages of need recognition, information search, evaluation, and purchase. Gimmick marketing can intervene at various stages of this process, particularly by shaping perceptions and reducing decision uncertainty (Sepha, 2025).

However, existing research on gimmick marketing and consumer psychology remains fragmented. Many studies tend to focus on specific aspects of consumer responses, such as emotional reactions (e.g., excitement, pleasure), cognitive evaluations (e.g., perceived value, perceived quality), or social influences (e.g., social proof, peer pressure) (Guo et al., 2023; Roy & Sachdeva, 2024). While these studies provide valuable insights, they often examine these dimensions in isolation rather than as an integrated system. As a result, there is still a lack of comprehensive understanding regarding how these psychological mechanisms interact with one another in the context of gimmick marketing (Zahrani & Marlien, 2023).

This fragmentation creates a significant research gap. In reality, consumer responses to marketing stimuli are multidimensional and interconnected. Emotional responses can influence cognitive judgments, while social factors can amplify both emotional and cognitive reactions (Alfan, 2019). For instance, a limited-time discount may create a sense of urgency (emotional response), which leads to a perception of scarcity and increased value (cognitive response), further reinforced by social influence when others are also participating in the promotion. Without a systematic integration of these dimensions, it becomes difficult to fully understand the effectiveness of gimmick marketing strategies (Rizkaputra et al., 2024).

Furthermore, another important issue lies in the inconsistency of variables used across previous studies. Researchers have employed a wide range of constructs to measure consumer responses, such as perceived value, impulse buying, trust, satisfaction, emotional arousal, and social influence (Jones & Giordano, 2021). While these variables are relevant, the lack of standardization makes it challenging to identify which variables are most dominant or frequently used in explaining the impact of gimmick marketing on purchase decisions (Huo & Filieri, 2025a; Mandung, Mandung, et al., 2024). This inconsistency not only limits the comparability of findings but also hinders the development of a cohesive theoretical framework (Abuljadail & Ha, 2019; Huo & Filieri, 2025b).

In addition, the growing influence of digital platforms and social media has intensified the use of gimmick marketing strategies. Online environments enable marketers to create more interactive, personalized, and viral gimmicks, which can spread rapidly and influence a large audience. This digital context further complicates consumer psychological processes, as individuals are constantly exposed to multiple stimuli simultaneously. The presence of online reviews, influencer endorsements, and social sharing mechanisms adds another layer of social influence that interacts with emotional and cognitive responses. Therefore, it becomes increasingly important to revisit and synthesize existing literature to better understand how these mechanisms operate in contemporary marketing environments (Istiqomah, Syahrotul Magfiroh, et al., 2024).

Given these issues, there is a clear need for a systematic literature review that consolidates existing research on consumer psychology mechanisms in gimmick marketing. Such a review can provide a comprehensive overview of the key psychological mechanisms involved, identify the most commonly used variables, and highlight the relationships among emotional, cognitive, and social dimensions. By integrating findings from various studies, this research aims to bridge the gap between fragmented perspectives and offer a more holistic understanding of how gimmick marketing influences purchase decisions (Anninou & Foxall, 2017; Keh et al., 2021).

This study is particularly important because it not only contributes to academic knowledge but also offers practical implications for marketers. By understanding the dominant psychological mechanisms, marketers can design more effective gimmick strategies that align with consumer behavior patterns (Tae et al., 2015; Tavares et al., 2021). For example, if emotional triggers are found to be the most influential, marketers can focus on creating campaigns that evoke strong emotional responses (Istiqomah, Magfiroh, et al., 2024). Similarly, if cognitive factors such as perceived value play a significant role, strategies can be designed to enhance the perceived benefits of promotional offers (Le et al., 2020; Zhou & Suh, 2025).

Based on the explanation above, this study is directed to answer two main research questions: (1) What are the primary psychological mechanisms involved in gimmick marketing? and (2) What variables are most frequently used in previous research related to this topic? By addressing these questions, this study is expected to provide a structured and integrated understanding of consumer psychology mechanisms in gimmick marketing, as well as to serve as a foundation for future empirical research.

In conclusion, although gimmick marketing has become a widely used strategy in modern marketing practices, there is still a lack of comprehensive understanding regarding the psychological mechanisms that drive its

effectiveness. The fragmented nature of existing research and the diversity of variables used highlight the need for a systematic and integrative approach. Therefore, this study seeks to fill this gap by conducting a systematic literature review that explores the interaction of emotional, cognitive, and social factors within the framework of SOR Theory and Consumer Decision-Making Theory, ultimately providing deeper insights into their impact on purchase decisions.

2. METHOD

This study employs a Systematic Literature Review (SLR) approach to systematically identify, evaluate, and synthesize prior research related to consumer psychology mechanisms in gimmick marketing and their impact on purchase decisions. The SLR method is chosen because it provides a structured, transparent, and replicable framework for reviewing scientific literature while minimizing bias in the selection and analysis process.

According to Kitchenham (2004), a Systematic Literature Review is a form of secondary research that uses a well-defined protocol to identify, assess, and interpret all available research relevant to a specific research question. Similarly, Petticrew and Roberts (2006) emphasize that systematic reviews apply explicit and reproducible methods to ensure transparency, objectivity, and rigor in evidence synthesis.

2.1. Research Design

This study follows the standard SLR procedure consisting of three main stages: planning, conducting, and reporting. A review protocol was developed prior to the literature search process to define the research questions, search strategy, inclusion and exclusion criteria, and data extraction framework.

The protocol ensures methodological consistency and reduces selection bias during the review process. The focus of this study is to examine the psychological mechanisms involved in gimmick marketing, particularly how emotional, cognitive, and social factors influence consumer purchase decisions.

2.2. Literature Search Strategy

The literature search was conducted using major academic databases to ensure comprehensive coverage of relevant studies in marketing, consumer behavior, and psychology. The databases include:

- Scopus
- Web of Science
- ScienceDirect
- SpringerLink
- Google Scholar

The search strategy used predefined keywords related to gimmick marketing and consumer psychology, including:

- “Gimmick Marketing”
- “Promotional Strategies”
- “Consumer Psychology”
- “Purchase Decision”
- “Impulse Buying”
- “Emotional Response in Marketing”
- “Perceived Value”
- “Social Influence in Marketing”

Boolean operators (AND, OR) were applied to refine search results and improve relevance, for example:

- “Gimmick Marketing” AND “Purchase Decision”
- “Promotional Strategy” AND “Consumer Psychology”
- “Emotional Response” OR “Cognitive Evaluation” AND “Marketing”

The search was limited to peer-reviewed journal articles published in English within a defined publication period (e.g., 2015–2025) to capture recent developments in marketing and consumer behavior research.

2.3. Inclusion and Exclusion Criteria

To ensure the quality and relevance of selected studies, strict inclusion and exclusion criteria were applied.

Inclusion Criteria:

- Peer-reviewed journal articles or conference papers
- Studies focusing on gimmick marketing, promotional strategies, or persuasive marketing techniques
- Research discussing consumer psychological responses (emotional, cognitive, or social factors)
- Studies examining purchase decisions, buying behavior, or consumer intention
- Articles relevant to SOR Theory or Consumer Decision-Making Theory

Exclusion Criteria:

- Non-academic publications (e.g., blogs, opinion articles, editorial notes)
- Studies not related to marketing or consumer behavior
- Duplicate studies across databases
- Articles with insufficient methodological detail or unavailable full text

2.4. Study Selection Process

The study selection process was conducted in several sequential stages to ensure rigor and transparency:

Identification. Relevant articles were collected from selected databases using predefined keywords and search strings.

Screening. Titles and abstracts were reviewed to remove irrelevant studies that did not align with gimmick marketing or consumer psychology.

Eligibility Assessment. Full-text articles were assessed to ensure compliance with inclusion criteria, focusing on psychological mechanisms and purchase decision outcomes.

Final Inclusion. Only studies that met all eligibility criteria were included in the final dataset for analysis and synthesis.

2.5. Data Extraction and Synthesis

Data were extracted from each selected study using a standardized extraction form. The extracted information included:

- Author and publication year
- Research objectives
- Type of gimmick marketing strategy used (e.g., discounts, limited offers, bundling, promotional gifts)
- Psychological variables (e.g., emotion, perceived value, trust, social influence)
- Consumer behavior outcomes (e.g., purchase intention, impulse buying, decision-making)
- Key findings and limitations

The data were then synthesized using qualitative thematic analysis to identify key patterns and trends. The synthesis focused on:

- Main psychological mechanisms in gimmick marketing
- Emotional, cognitive, and social factors influencing consumer behavior
- Most frequently used variables in previous research
- The role of gimmick marketing in influencing purchase decisions
- Research gaps in existing literature

The analysis integrates the perspectives of Stimulus-Organism-Response (SOR) Theory and Consumer Decision-Making Theory to explain how marketing stimuli (gimmicks) influence internal psychological processes and lead to behavioral responses.

4. RESULT

Based on the search results, a total of 10 records were identified from several academic databases using predefined keywords related to gimmick marketing and consumer psychology. No records were obtained from research registers.

Before the screening stage, no duplicate records were found and removed. Additionally, no records were automatically excluded or removed for other reasons. Therefore, all 10 records proceeded to the screening stage.

During the screening phase, the titles and abstracts of the 10 records were reviewed. As a result, 4 records were excluded due to lack of relevance to the research focus. Consequently, the remaining studies were considered for further assessment.

A full-text eligibility assessment was then conducted on 6 reports. The excluded studies were categorized as follows:

- Irrelevant topic (n = 2)
- No purchase decision focus (n = 1)
- Non-marketing context (n = 1)

Finally, a total of 6 studies were included in the systematic literature review. These studies represent relevant research aligned with the objective of analyzing consumer psychology mechanisms in gimmick marketing and their impact on purchase decisions.

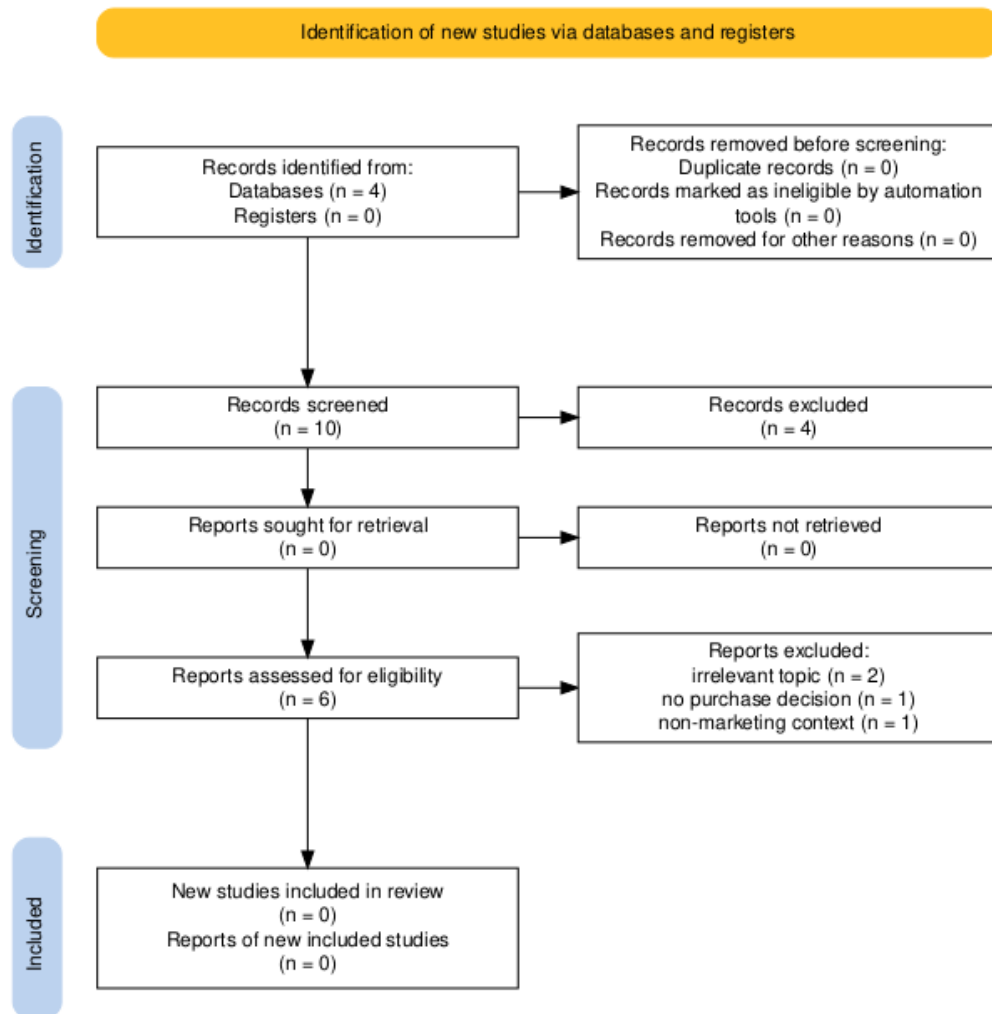


Figure 1. SLR Process Using the PRISMA Method

Table 1. Summary of Previous Studies on Consumer Psychology Mechanisms in Gimmick Marketing and Purchase Decisions

No	Author & Year	Title	Method	Findings
1	Zhou & Suh (2025)	Consumer decision-making for functional foods: insights from a qualitative study	Qualitative study	Consumer decision-making is driven by perceived quality, trust, and satisfaction, which influence loyalty and behavioral intention.

No	Author & Year	Title	Method	Findings
2	Keh et al., (2021)	Gimmicky or Effective? The Effects of Imaginative Displays on Customers' Purchase Behavior	Experimental research	Imaginative displays increase purchase behavior when they enhance product meaning, but may be perceived as gimmicky if they reduce credibility.
3	Huo & Filieri (2025)	Social media marketing and purchase intention: the mediation of customer-based brand equity and adoption preparedness	Quantitative (SEM)	Social media marketing positively influences purchase intention through customer-based brand equity and adoption preparedness.
4	Mandung et al., (2024)	Exploring Consumer Psychology in Marketing Management: A Strategic Perspective through Descriptive Inquiry and Literature Review	Descriptive & literature review	Emotional, cognitive, and behavioral aspects of consumer psychology play a strategic role in shaping marketing effectiveness and purchase decisions.
5	Morales et al., (2024)	From Rating to Purchase Decisions: A Systematic Literature Review on Online Reviews and Consumer Behavior	Systematic Literature Review	Online reviews significantly affect consumer decisions by shaping trust, perceived value, and purchase intention.
6	Tavares et al., (2021)	A Systematic Literature Review of Consumers' Cognitive-Affective Needs in Product Design From 1999 to 2019	Systematic Literature Review	Consumer needs are influenced by cognitive and affective factors, which shape product perception and buying behavior.
7	Rizkaputra et al., (2024)	The Effect of Marketing Mix on Purchase Decisions for PAS Leather Products in Magetan Regency in 2022	Quantitative research	Marketing mix elements significantly influence consumer purchase decisions.
8	Jones & Giordano (2021)	Family entrepreneurial teams: The role of learning in business model evolution	Qualitative study	Organizational learning influences decision-making and adaptation, indirectly affecting responses to consumer needs.
9	Istiqomah et al., (2024)	Memahami Perilaku Konsumen: Tinjauan Aspek Psikologis Dalam Keputusan Pembelian Dan Strategi Pemasaran	Literature review	Psychological factors such as motivation, perception, and attitude strongly influence consumer purchase decisions.
10	Zahrani & Marlien (2023)	The Influence Of Digital Marketing Content On The Purchase Decision (Study On Erigo Product Users In Semarang City)	Quantitative research	Digital marketing content significantly affects purchase decisions through consumer engagement and perception.

Table 1 presents a summary of previous studies examining consumer psychology mechanisms and their impact on purchase decisions in various marketing contexts, including gimmick marketing. The selected studies use diverse research methods such as qualitative, quantitative, experimental, and systematic literature review approaches. This

variation indicates that consumer behavior is a complex phenomenon influenced by multiple psychological dimensions, including emotional, cognitive, and social factors.

The study by Zhou and Suh (2025) highlights the importance of perceived quality, trust, and satisfaction in shaping consumer decision-making. Using a qualitative approach, the research shows that consumers rely not only on objective product attributes but also on subjective perceptions and relational factors. These findings suggest that marketing strategies, including gimmicks, can influence purchasing decisions by enhancing perceived value and trust, even without significant changes in the product itself.

Keh et al. (2021) directly address the concept of gimmick marketing through experimental research. Their study reveals that imaginative displays can effectively increase purchase behavior when they add meaning or enhance the consumer experience. However, if such strategies are perceived as overly manipulative or lacking authenticity, they may reduce credibility and negatively impact consumer responses. This finding emphasizes the importance of balancing creativity and trustworthiness in gimmick marketing strategies.

Huo and Filieri (2025) examine the role of social media marketing using a quantitative approach. Their findings indicate that social media influences purchase intention through mediating variables such as customer-based brand equity and adoption preparedness. This suggests that consumer psychology plays a crucial role in translating marketing stimuli into behavioral outcomes. In the context of gimmick marketing, social media platforms serve as important channels for delivering and amplifying promotional messages.

Mandung et al. (2024) provide a broader perspective on consumer psychology through a descriptive and literature review approach. The study concludes that emotional, cognitive, and behavioral aspects are fundamental in shaping marketing effectiveness and consumer decisions. This aligns with the Stimulus-Organism-Response (SOR) framework, where marketing stimuli influence internal psychological states, which then lead to behavioral responses. It reinforces the idea that gimmick marketing operates through these interconnected psychological mechanisms.

Morales et al. (2024) focus on the influence of online reviews on consumer behavior. Their systematic literature review shows that ratings and reviews significantly affect trust, perceived value, and purchase intention. This highlights the role of social influence in consumer decision-making. In gimmick marketing, external validation such as reviews and peer opinions can strengthen or weaken the effectiveness of promotional strategies.

Similarly, Tavares et al. (2021) emphasize the importance of cognitive and affective factors in shaping consumer needs and product perception. Their findings indicate that both rational evaluation and emotional responses are essential in influencing buying behavior. This supports the notion that gimmick marketing often targets both aspects, for example through visually appealing designs or emotionally engaging campaigns.

Rizkaputra et al. (2024) examine the impact of the marketing mix on purchase decisions. Their quantitative study confirms that elements such as product, price, place, and promotion significantly influence consumer behavior. Gimmick marketing can be categorized under the promotional aspect, suggesting that its effectiveness depends on how it interacts with other elements of the marketing strategy.

Jones and Giordano (2021), although not directly focused on consumer behavior, provide insights into decision-making processes through organizational learning. Their qualitative findings suggest that learning and adaptation influence strategic decisions, including how businesses respond to consumer preferences. This implies that companies must continuously evaluate and adjust their gimmick marketing strategies based on consumer feedback.

Istiqomah et al. (2024) highlight key psychological factors such as motivation, perception, and attitude in influencing purchase decisions. Their literature review reinforces the importance of internal psychological processes, which are directly related to how consumers respond to marketing stimuli. These variables are commonly targeted in gimmick marketing to shape consumer behavior.

Finally, Zahrani and Marlien (2023) demonstrate that digital marketing content significantly affects purchase decisions through consumer engagement and perception. This is particularly relevant in the digital era, where gimmick marketing often relies on creative content to attract attention and influence consumer attitudes.

Overall, the studies summarized in Table 1 show that consumer purchase decisions are influenced by a combination of emotional, cognitive, and social mechanisms. However, most studies tend to focus on specific variables rather than integrating these dimensions into a comprehensive framework. This indicates a research gap, particularly in understanding how these psychological mechanisms interact simultaneously in gimmick marketing contexts.

In conclusion, Table 1 highlights the need for a more integrated approach to studying consumer psychology in marketing. By synthesizing these findings, this study aims to provide a more comprehensive understanding of how gimmick marketing influences purchase decisions through interconnected psychological processes.

5. DISCUSSION

5.1. Emotional Mechanisms in Gimmick Marketing

Emotional mechanisms are fundamental in explaining how gimmick marketing influences consumer purchase decisions. Gimmick strategies—such as limited-time discounts, flash sales, and imaginative displays—are specifically designed to evoke emotional responses like excitement, urgency, and curiosity. These emotional triggers often lead consumers to make faster and less rational decisions.

The findings in Table 1 support this argument. For instance, Keh et al. (2021) demonstrate that imaginative displays can increase purchase behavior when they create meaningful and engaging experiences. This indicates that emotional stimulation, such as surprise or enjoyment, can enhance consumer interest. Similarly, Mandung et al. (2024) highlight that emotional aspects are a core component of consumer psychology, directly influencing marketing effectiveness and behavioral outcomes. Tavares et al. (2021) further reinforce that affective needs, such as pleasure and emotional satisfaction, play a crucial role in shaping consumer perceptions and buying behavior.

From a theoretical perspective, this aligns with the Stimulus-Organism-Response (SOR) Theory proposed by Mehrabian and Russell (1974). In this framework, gimmick marketing acts as the stimulus, emotional reactions represent the organism, and purchase decisions are the response. Emotional arousal—such as fear of missing out (FOMO) or excitement—can reduce cognitive processing and encourage impulse buying.

Kotler and Keller (2016) also argue that emotions significantly influence consumer attitudes and decision-making processes, particularly in situations involving time pressure or promotional stimuli. In addition, Solomon (2018) explains that emotional engagement enhances consumer experiences and strengthens brand attachment.

However, emotional mechanisms must be carefully managed. As Keh et al. (2021) note, gimmicks perceived as manipulative can reduce credibility and generate negative emotional responses. Therefore, while emotional appeal is powerful, its effectiveness depends on maintaining authenticity and trust.

In conclusion, emotional mechanisms play a central role in gimmick marketing by driving immediate consumer reactions. The studies in Table 1 confirm that emotional factors such as excitement, pleasure, and urgency significantly influence purchase decisions, especially when supported by meaningful and credible marketing stimuli.

5.2. Cognitive Mechanisms in Consumer Decision-Making

Cognitive mechanisms refer to how consumers process information, evaluate alternatives, and form judgments before making purchase decisions. In gimmick marketing, cognitive factors such as perceived value, trust, and quality perception are critical in determining whether a consumer proceeds with a purchase.

The studies summarized in Table 1 strongly support the importance of cognitive processes. Zhou and Suh (2025) find that perceived quality, trust, and satisfaction are key drivers of consumer decision-making. Similarly, Morales et al. (2024) show that online reviews influence trust and perceived value, which in turn affect purchase intention. Huo and Filieri (2025) further demonstrate that social media marketing impacts purchase intention through customer-based brand equity, indicating the importance of cognitive evaluation in shaping consumer responses.

From a theoretical standpoint, Consumer Decision-Making Theory explains that consumers go through stages such as need recognition, information search, evaluation, and decision. Schiffman and Wisenblit (2019) emphasize that perception and belief systems play a significant role in this process. Gimmick marketing can influence these stages by altering how consumers interpret value. For example, promotions such as “buy one get one free” may increase perceived value, even if the actual need remains unchanged. Peter and Olson (2010) also argue that consumers rely on prior knowledge and experience when interpreting marketing messages. This explains why gimmick marketing must align with consumer expectations. If consumers perceive a gimmick as misleading, it can reduce trust and negatively affect purchase decisions, as indicated in Keh et al. (2021).

Additionally, Rizkaputra et al. (2024) highlight that marketing mix elements, including promotion, significantly influence purchase decisions. This suggests that gimmick marketing operates within a broader cognitive framework where consumers evaluate multiple factors simultaneously.

In summary, cognitive mechanisms act as a rational filter in consumer decision-making. While emotional responses may attract attention, cognitive evaluation determines the final decision. The studies in Table 1 confirm that variables such as trust, perceived value, and quality perception are essential in explaining the effectiveness of gimmick marketing.

5.3. Social Influence in Gimmick Marketing

Social influence plays a significant role in shaping consumer behavior, especially in the context of digital marketing. Consumers are increasingly influenced by external factors such as online reviews, social media interactions, and peer recommendations. In gimmick marketing, these social elements can amplify the impact of promotional strategies.

The findings in Table 1 highlight the importance of social influence. Morales et al. (2024) show that online reviews significantly affect trust and purchase intention, demonstrating the power of peer-generated information. Similarly, Huo and Filieri (2025) find that social media marketing influences purchase intention through brand equity, which is often shaped by social interactions. Zahrani and Marlien (2023) also confirm that digital marketing content affects consumer decisions through engagement and perception.

Cialdini (2009) introduces the concept of social proof, which suggests that individuals tend to follow the behavior of others in uncertain situations. This is particularly relevant in gimmick marketing, where consumers may rely on reviews, ratings, or viral trends to validate their decisions. Kotler and Armstrong (2018) further explain that reference groups and social environments significantly influence consumer behavior.

In addition, Istiqomah et al. (2024) emphasize that psychological factors such as perception and attitude are shaped not only by internal processes but also by external social influences. This indicates that consumer decisions are not purely individual but are often socially constructed.

Jones and Giordano (2021), although focusing on organizational learning, indirectly support this perspective by showing that adaptation and decision-making are influenced by environmental interactions. This can be linked to how firms adjust their marketing strategies, including gimmicks, based on social feedback.

In conclusion, social influence enhances the effectiveness of gimmick marketing by reinforcing consumer perceptions and reducing uncertainty. The studies in Table 1 demonstrate that social factors such as reviews, social media, and peer influence play a crucial role in shaping purchase decisions. When combined with emotional and cognitive mechanisms, social influence creates a powerful framework for understanding consumer behavior in gimmick marketing.

6. CLOSING

In conclusion, consumer purchase decisions in gimmick marketing are influenced by the interaction of emotional, cognitive, and social mechanisms. Emotional responses such as excitement and urgency drive immediate reactions, while cognitive factors like perceived value and trust determine final decisions. Social influences, including online reviews and digital engagement, further strengthen or weaken these effects. The studies reviewed confirm that these mechanisms do not operate independently but are interconnected within the consumer decision-making process. Therefore, effective gimmick marketing strategies must balance emotional appeal, rational evaluation, and social validation to achieve sustainable and credible impacts on consumer behavior.

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