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The Influence of Promotions, Discounts, and Brand Trust on Impulsive Purchases of Fitbar Makassar

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Abstract

This study investigates the effect of promotional events and price discounts on impulse buying behavior among Fitbar consumers in Makassar City, with Brand Trust serving as an intervening variable. The research adopts the Stimulus-Organism-Response (S-O-R) framework to explain how external stimuli (promotions and discounts) influence consumer behavior through internal mechanisms (Brand Trust). A quantitative method with a cross-sectional design was used, involving 377 respondents selected through purposive sampling. Data were collected via questionnaires and analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The results show that event promotions significantly and positively affect impulse buying, while price discounts do not have a statistically significant direct effect. However, Brand Trust significantly influences impulse buying and acts as a mediating variable in the relationships between both promotional events and price discounts with impulse purchases. These findings indicate that while promotions alone can drive unplanned purchases, their impact is amplified when consumers already trust the brand. The study confirms that Brand Trust plays a vital role in enhancing consumer responsiveness to marketing strategies, particularly in health-focused FMCG products like Fitbar. The research concludes that building strong Brand Trust is essential for maximizing the effectiveness of promotional activities. Practically, marketers are encouraged to combine event-based promotions with efforts to strengthen consumer trust through education, sampling, and consistent brand messaging.

Keywords: Impulse Buying, Promotional Activities, Brand Trust

INTRODUCTION

In the dynamic and competitive landscape of the Fast-Moving Consumer Goods (FMCG) industry, understanding consumer behavior remains critical to business success (Wulandari & Assidiq, 2023). Marketers increasingly focus on impulse buying—spontaneous, unplanned purchases often triggered by external factors such as promotions and discounts—as a strategic lever to enhance sales (Kawulusan et al., 2023). As a health-oriented snack product marketed by PT Kalbe Nutritionals, Fitbar appeals to consumers seeking nutritious convenience. In this context, Brand Trust plays a fundamental role in transforming promotional efforts into actual purchases, particularly when using strategies like price discounts and event-based marketing (Oktora, Yekie Senja et al., 2022).

Although numerous studies have explored the impact of promotions on impulse buying in major Indonesian cities such as Jakarta, limited empirical evidence exists for Makassar—an emerging economic center in Eastern Indonesia. This study seeks to fill that gap by analyzing the influence of event promotions and price discounts on impulse purchasing behavior of Fitbar consumers in Makassar, with Brand Trust serving as a mediating variable. Titled "The Effect of Promotions and Discounts on Impulsive Purchases at Fitbar Makassar with Brand Trust as the Intervening Variable", the research investigates how marketing stimuli affect consumer impulsivity within the healthy snack segment of the FMCG sector.

Previous studies have largely concentrated on impulse buying in product categories such as fashion, cosmetics, and general groceries (Fasyni et al., 2021), yet little attention has been given to health-oriented snack products like Fitbar. This oversight is particularly relevant in Makassar, where socio-economic and cultural characteristics may produce unique consumer

behaviors. Despite the widespread implementation of promotional tools such as event marketing and price discounts (Abraham Killa & Ery Tri Djatmika, 2022; Kotler & Armstrong, 2010), their effectiveness in stimulating impulse buying in the health snack category remains inconclusive. Moreover, the literature lacks comprehensive evaluations of Brand Trust as a mediating factor in this context. This study, therefore, aims to contribute to the academic discourse by assessing the interplay between promotional strategies and Brand Trust in influencing impulse purchases of Fitbar products in Makassar.

This research employs the Stimulus-Organism-Response (S-O-R) model, initially developed by Jiang & Lyu (2024), as its theoretical foundation. The model posits that external stimuli—such as event promotions and price discounts—affect the internal states of consumers (organism), particularly cognitive and affective evaluations like Brand Trust, which subsequently lead to behavioral responses such as impulse purchasing. Liang & Lim (2020) affirm the model's relevance in explaining how marketing stimuli activate internal psychological mechanisms, ultimately driving impulsive buying. In the case of Fitbar, Brand Trust serves as a critical moderating factor that influences consumers' likelihood to make spontaneous purchase decisions in response to promotional cues.

Impulse buying is characterized by unplanned and emotionally driven purchasing, often occurring with minimal cognitive deliberation (Harahap & Amanah, 2022). Verplanken and Herabadi (2001) conceptualize it through cognitive and affective dimensions, marked by spontaneity, emotional arousal, disregard for consequences, and a desire for immediate satisfaction. The FMCG sector—especially in snack foods—frequently incites such behavior (Fasyni et al., 2021), particularly when marketing effectively communicates perceived value. Below-the-Line (BTL) strategies, such as event promotions involving sampling and live demonstrations, aim to generate emotional engagement and enhance brand familiarity (Amelia & Huda, 2021; Xendit, 2019). For Fitbar, these experiential marketing techniques prove effective in building trust and reinforcing product benefits among health-conscious consumers (Lisdiantini et al., 2024).

Price discounts, widely used in marketing, also encourage immediate purchasing (Kotler & Armstrong, 2010), with variations including quantity, seasonal, and cash-based incentives. However, in health-focused categories like Fitbar, the effectiveness of such discounts may depend heavily on consumers' trust in the brand (Palomba, 2021; Puntoni et al., 2020). Brand Trust, defined as the belief in a brand's reliability, integrity, and benevolence, plays a pivotal role in reducing perceived risk and shaping both rational and emotional decisions. Delgado-Ballester (2004) outlines five key dimensions of Brand Trust—Brand Reliability, Brand Intention, Brand Integrity, Security, and Positive Experience—which collectively determine the strength of consumer trust and its influence on impulse buying behavior.

Empirical evidence substantiates the relationships among event promotions, price discounts, and impulse buying, particularly in the presence of Brand Trust. Fitri Rahmawati & Lazuarni (2024) revealed that event promotions significantly increase impulse buying by emotionally engaging consumers and enhancing product value. Similarly, Maidah & Sari (2022) noted that price discounts positively influence purchasing behavior, although their effectiveness largely depends on consumers' trust in the brand. Devkota (2023) and Pranoto et al. (2022) further emphasized that Brand Trust intensifies the effects of promotions and discounts, thereby amplifying impulsive buying tendencies. These findings collectively affirm the mediating role of Brand Trust in shaping consumer behavior, particularly within the health-oriented FMCG sector, such as Fitbar.

This study formulates five key objectives to address research gaps related to impulse buying behavior of Fitbar consumers in Makassar. It first examines the impact of event promotions, followed by the influence of price discounts on impulse purchases. It then evaluates the direct effect of Brand Trust on impulse buying and investigates Brand Trust as a mediating

variable between event promotions and impulse purchases. Lastly, it analyzes whether Brand Trust mediates the relationship between price discounts and impulse buying. These objectives aim to provide a comprehensive analysis of the factors influencing consumer impulse buying within Fitbar's marketing strategy. The study offers both theoretical insights and practical implications for understanding how promotional activities and Brand Trust shape consumer behavior.

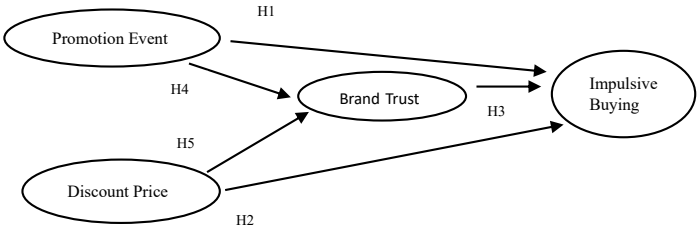
Theoretically, it advances the field of marketing and consumer behavior by applying the Stimulus-Organism-Response (S-O-R) framework to analyze impulse buying within the healthy snack segment. Specifically, it offers empirical evidence on the mediating role of Brand Trust, addressing a gap in prior research. Practically, the findings deliver strategic insights for PT Kalbe Nutritionals, emphasizing the critical role of Brand Trust in enhancing the effectiveness of event promotions and price discount strategies aimed at increasing impulse purchases of Fitbar products in Makassar. The research also highlights the influence of brand perception and consumer trust on purchase decisions, particularly for health-focused products. The study's scope is confined to evaluating the impact of event promotions and price discounts on impulse buying behavior for Fitbar in Makassar, with Brand Trust as a mediating factor. The research focuses exclusively on consumers in Makassar, limiting the generalizability of its findings to other regions.

This study formulates its research hypotheses based on established theoretical models and is further substantiated by previous empirical findings. The first hypothesis (H1) posits that event promotions exert a significant and positive influence on impulse buying behavior. The second hypothesis (H2) asserts that price discounts have a substantial effect on consumers' impulse buying decisions. The third hypothesis (H3) suggests that Brand Trust has a positive impact on impulse buying behavior. The fourth hypothesis (H4) proposes that Brand Trust mediates the relationship between event promotions and impulse buying. Finally, the fifth hypothesis (H5) postulates that Brand Trust acts as a mediating variable in the relationship between price discounts and impulse buying behavior. These hypotheses will be empirically tested through Structural Equation Modeling (SEM) utilizing the Partial Least Squares (PLS-SEM) approach to assess the magnitude and significance of the interrelationships among the study variables.

RESEARCH METHODS

This study adopts a quantitative research design with a cross-sectional approach to analyze the impact of discount pricing, brand trust, and promotional events on impulse buying behavior in Fitbar sales in Makassar. According to Allgood & Walstad (2013).The research follows a structured model to ensure comprehensive analysis and accurate findings.

Figure 1. Research Model



The conceptual framework in this study, titled "The Effect of Promotions and Discounts on Impulsive Purchases at Fitbar Makassar with Brand Trust as the Intervening Variable", depicts the hypothesized relationships among key variables. The model illustrates the influence of two

independent variables—Event Promotion and Price Discount—on the dependent variable, Impulsive Buying, with Brand Trust serving as a mediating construct. Directional arrows represent the direct and indirect causal pathways among these variables. Hypothesis 1 (H1) proposes that Event Promotion exerts a direct, positive effect on Impulse Buying. Promotional tactics, such as product sampling, contests, and limited-time offers, are posited to trigger unplanned purchases of Fitbar by enhancing emotional engagement and perceived urgency.

Similarly, Hypothesis 2 (H2) suggests that Price Discounts directly stimulate Impulse Buying by offering perceived value, prompting immediate purchasing behavior. In addition to their direct effects, both Event Promotion and Price Discount are hypothesized to influence Brand Trust, as outlined in Hypotheses 4 (H4) and 5 (H5). Effective promotional activities may strengthen Brand Trust by creating memorable consumer experiences and fostering positive brand associations. Meanwhile, well-designed discount strategies—such as loyalty programs or bundled offers—can enhance trust by conveying customer appreciation. However, poorly executed or excessive discounting may erode Brand Trust by casting doubt on the brand's quality or consistency. This framework underscores the complex interplay between promotional strategies and Brand Trust in shaping impulsive consumer behavior.

Hypothesis 3 (H3) positions Brand Trust as a mediating variable that positively influences Impulse Buying. When consumers trust the Fitbar brand—perceiving it as high-quality, health-oriented, and reliable—they are more likely to engage in spontaneous purchase behavior without extensive deliberation. This mediating role highlights the strategic importance of cultivating a trustworthy brand image, as Brand Trust not only facilitates planned purchases but also amplifies the impact of promotional strategies and discounts on impulsive buying behavior. The model presents a coherent and comprehensive framework for analyzing consumer behavior by integrating both immediate marketing effects and the enduring influence of Brand Trust. Its structure, encompassing direct and indirect causal pathways, reflects a nuanced understanding of how promotions and price discounts interact with consumer psychology. Ultimately, the model suggests that while promotional activities can independently stimulate impulsive purchases, their effectiveness is significantly enhanced when they simultaneously reinforce consumer trust in the brand.

For further refinement, future models could consider introducing additional variables such as Consumer Involvement, Perceived Value, or Demographic Factors to explore moderating or mediating effects more deeply. From a managerial perspective, the insights derived from this framework can help Fitbar develop balanced marketing strategies that not only stimulate impulse purchases through promotions and discounts but also cultivate lasting brand trust among consumers. According to Sugiyono (2013), the research method refers to a scientific approach used to obtain valid data with the purpose of discovering, proving, and developing knowledge. Ultimately, this knowledge can be applied to understand, address, and anticipate various problems (Munigar et al., 2024). This study utilizes a quantitative research approach. Quantitative research constitutes a methodological framework that generates findings through statistical analysis or other quantifiable measurement techniques. The research variables represent specific attributes, values, or characteristics of the subjects under investigation, which the researcher identifies to facilitate systematic analysis and draw valid conclusions. These variables exhibit variation, as they are derived from distinct characteristics inherent in each research object (Thabroni, 2021). The variables and indicators utilized in this study are as follows:

Table 1. Research Variables and Indicators

Research Variables	Indicator	Source
Impulse Buying	Spontaneity Buying Passion No concern for consequences Instant gratification Easily tempted by promos	(Wulandari & Assidiq, 2023) (Kawulusan et al., 2023)
Brand Trust	Reliability Security Integrity Positive Experience Brand Intention	(Delgado-Ballester, 2004)
Price Discount	Quantity Seasonality Cash	(Kotler & Armstrong, 2010)
Promotion Event	Promotion Attractiveness Urgency Emotional Engagement	(Pranoto et al., 2022)

This study employs the Likert scale, as classified by Sugiyono (2013), to measure respondents' attitudes, perceptions, and opinions through a range of graded responses from very negative to very positive. For example, consumer understanding is assessed using a scale from 1 = "Very Ignorant" to 5 = "Very Understanding. Titled “The Effect of Promotional Events and Providing Product Discounts on Impulse Purchases of Fitbar Snacks in Makassar City with Brand Trust as an Intervening Variable”, the research adopts a quantitative design. It targets areas in Makassar with active Fitbar retail outlets and applies non-probability purposive sampling to select respondents based on specific criteria. The study ensures data validity and reliability through appropriate testing and uses Structural Equation Modeling with Partial Least Squares (SEM-PLS) to analyze the data. This method enables the testing of hypotheses and supports the research objectives. The final phase involves interpreting the results to determine the validity of the proposed hypotheses.

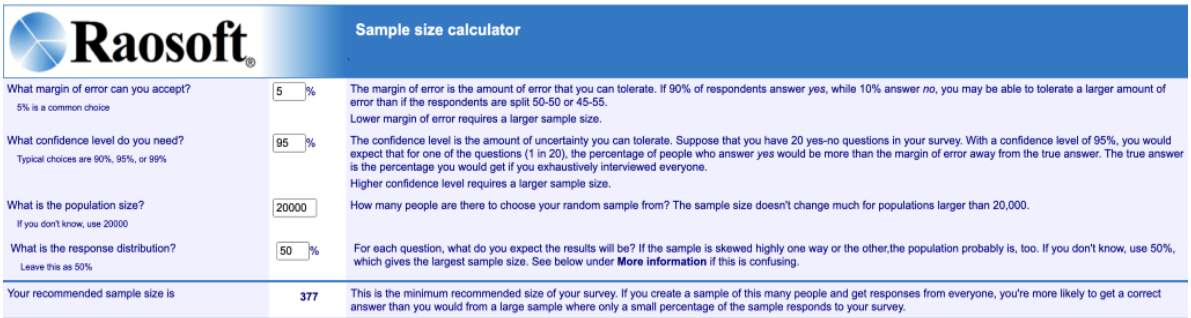


Figure 2. Sample size Raosoft

Sugino (2020) describes the population as a group of subjects or objects sharing particular characteristics defined by the researcher for investigation. In this study, the population includes consumers who visit retail outlets with Fitbar sales counters, averaging more than 100 visitors daily. The focus is on young adult consumers, as they frequently consume snacks due to their active and busy lifestyles. The sample selection criteria required respondents to be at least 18

years old, currently working or studying, and purchasers of Fitbar products. The sample size was determined using the Raosoft sample size calculator, resulting in a requirement of 377 respondents.

In this analysis, the researchers will employ data collection techniques to gather and explain the data that will be processed in this study. One of the primary techniques used involves collecting data through questionnaires distributed to respondents. A questionnaire is a survey-based data collection method that involves providing a series of statements or questions for respondents to answer. This technique is considered highly effective when researchers have a clear understanding of the variables being measured and are able to address the expectations of the respondents (Sugiyono, 2013).

This study applies the Structural Equation Modeling Partial Least Squares (SEM-PLS) method to examine the relationships between latent variables and their observed indicators. As a variance-based technique, SEM-PLS focuses on maximizing the explained variance of endogenous variables (Hidayat, 2024; Puspita, 2024). The analysis includes two main components: the measurement model and the structural model. The measurement model identifies the link between theoretical constructs—such as promotional events, price discounts, and sales counter competencies—and their corresponding questionnaire items. The structural model explores the causal relationships among these constructs, specifically analyzing how promotional strategies and price discounts influence impulse buying behavior, with Brand Trust serving as a mediating variable.

RESULT AND DISCUSSION

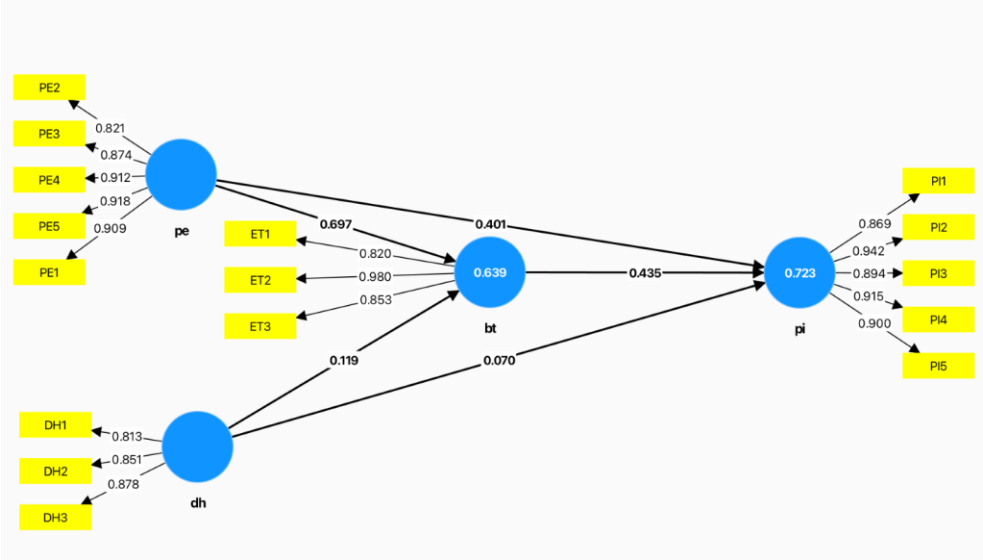


Figure 3. Model SEM-PLS

Outer Model Evaluation

Indicator Realibility

The results of the indicator validity test, processed using SmartPLS 4.0, are presented in Figure 4. The figure demonstrates that all indicator values exceed 0.7. Therefore, the outer loading values in this study meet the required thresholds, and no model refinement is necessary through the elimination of indicators. Based on the testing results of all variable indicators, it is confirmed that each meets the established criteria, indicating that all variables are valid and suitable for further analysis.

Table 1. Outer loading indicator

Indicator	Brand Trust	Discount Price	Promotional Event	Impulsif Buying
DH1		0.813		
DH2		0.851		
DH3		0.878		
ET1	0.820			
ET2	0.980			
ET3	0.853			
PE2			0.821	
PE3			0.874	
PE4			0.912	
PE5			0.918	
PI1				0.869
PI2				0.942
PI3				0.894
PI4				0.915
PI5				0.900
PE1			0.909	

Internal Consistency Reliability

The reliability test aims to evaluate the consistency of a measurement instrument. A variable is deemed reliable if it satisfies the following criteria: a Cronbach's Alpha value greater than 0.70, a Composite Reliability value exceeding 0.70, and an Average Variance Extracted (AVE) value greater than 0.50.

Table 3. Reliability Test Results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Trust	0.860	0.871	0.916	0.786
Discount Price	0.804	0.806	0.884	0.718
Promotional Event	0.932	0.943	0.949	0.788

Impulsif Buying	0.944	0.946	0.957	0.818

Source: Output PLS-SEM, 2024.

Based on the reliability test results presented in Table 2, it is clear that all variables in this study meet the established criteria, with Cronbach's Alpha values exceeding 0.70 and Composite Reliability values also greater than 0.70.

Convergent Validity

Each variable (construct) examined in this study has an Average Variance Extracted (AVE) value of 0.50 or higher. As shown in the reliability test results in Table 2, all variables satisfy the established criteria, specifically demonstrating AVE values that exceed the minimum threshold of 0.50.

Discriminant Validity

According to the Fornell-Larcker criterion, the square root of the AVE value for each variable (construct) is greater than the correlation values between the constructs, as presented in Table 4.

Table 2. Fornell–Larcker criterion

	Brand Trust	**Discount Price**	**Promotional Event**	**Impulsif Buying**
Brand Trust	0.887			
Discount Price	0.706	0.847		
Promotional Event	0.797	0.843	0.888	
Impulsif Buying	0.804	0.715	0.807	0.904

Source: Output PLS-SEM, 2024.

The Fornell-Larcker test results shown in Table 5 demonstrate that the square root of the AVE for each construct is greater than the correlation values between constructs. Thus, the criteria for establishing discriminant validity are met.

Inner Model Evaluation

Coefficient of determination (R^2)

The inner model testing results can be assessed using the R-square value. The R-square indicates the extent to which the independent variables explain the variance of the dependent variable. A higher R-square value is preferable, as it demonstrates a stronger influence of the independent variables on the dependent variable.

Table 3. R-squared

	R-square	**R-square adjusted**
Brand Trust	0.639	0.637
Impulsif Buying	0.723	0.721

Source: Output PLS-SEM, 2024.

The analysis results indicate an R-square value of 0.639 and an adjusted R-square of 0.637. This signifies that approximately 63.9% (or 63.7% after adjustment) of the variation in brand trust can be explained by the independent variables included in the model. This suggests that the model is sufficiently robust in explaining the factors influencing consumer trust in the brand. Additionally, the R-square value for impulse purchase decisions is 0.723, with an adjusted R-square of 0.721. This indicates that about 72.3% (or 72.1% after adjustment) of the variation

in impulse buying decisions is accounted for by the independent variables in the model. Therefore, the model demonstrates a stronger explanatory power regarding the factors affecting impulse purchase decisions compared to its ability to explain brand trust.

The effect size (f^2)

In addition to determining the significance of the relationships between variables, researchers should also evaluate the strength of these relationships using Effect Size, or f-square. An f-square value of 0.02 is categorized as a small effect, 0.15 as a medium effect, and 0.35 or higher as a large effect. Values below 0.02 are generally considered negligible or indicative of no effect.

Table 4. nilai f-square

	Brand Trust	**Discount Price**	**Promotional Event**	**Impulsif Buying**
Brand Trust				0.247
Discount Price	0.011			0.005
Promotional Event	0.390			0.121
Impulsif Buying				

Source: Output PLS-SEM, 2024.

Based on the above analysis, it can be concluded that Event Promotion is the most significant factor in influencing “Brand Trust” and also has a considerable influence on “Impulse Purchases”. This suggests that promotional activities are an effective strategy to increase brand trust and encourage impulse purchases. Price Discount has very little influence on both “Brand Trust” and “Impulse Purchases”. This indicates that the price discount strategy may not be as effective as the event promotion strategy in the context of this study. Brand Trust itself has a moderate influence on itself and also on “Impulse Buying”. This suggests that brand trust is an important factor influencing consumer purchasing decisions.

Table 5. Path Coefficient

Hipotesis	**Original sample (O)**	**Sample mean (M)**	**Standard deviation (STDEV)**	**T statistics (O/STDEV)**	**P values**
Brand Trust -> Impulsif Buying	0.435	0.433	0.051	8.500	0.000
Diskon Harga -> Brand Trust	0.119	0.116	0.061	1.942	0.052
Diskon Harga -> Impulsif Buying	0.070	0.071	0.068	1.029	0.303
Promosi Event -> Brand Trust	0.697	0.700	0.053	13.082	0.000

Promosi Event -> Impulsif Buying	0.401	0.403	0.069	5.780	0.000

Source: Output PLS-SEM, 2024.

H1: Event Promotion Affects Impulse Buying

The study confirms that event promotions significantly influence impulse buying, with a coefficient of 0.401 and a p-value of 0.000. This indicates that effective promotional activities, such as product sampling, increase the likelihood of spontaneous purchases, supporting Hypothesis 1.

H2: Price Discounts Affect Impulse Buying

Although the analysis shows a positive coefficient of 0.070, the p-value of 0.303 indicates no statistically significant effect. As a result, Hypothesis 2 is rejected. This suggests that price discounts alone do not substantially drive impulse purchases, particularly when brand familiarity or perceived product value is lacking.

H3: Brand Trust Affects Impulse Buying

Brand Trust demonstrates a strong and significant effect on impulse buying, with a coefficient of 0.435 and a p-value of 0.000. These findings support Hypothesis 3 and highlight that consumer trust in the Fitbar brand is a key driver of impulsive purchasing behavior, enhancing product recall and influencing buying decisions at retail points.

Analysis Indirect Effect

Table 6. Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Diskon Harga -> Brand Trust -> Impulsif Buying	0.052	0.049	0.026	2.020	0.043
Promosi Event -> Brand Trust -> Impulsif Buying	0.303	0.304	0.047	6.395	0.000

Source: Output PLS-SEM, 2024.

H4: Brand Trust as a Mediator Between Event Promotion and Impulse Buying

With an original sample value of 0.052 and a p-value of 0.043, the analysis demonstrates a statistically significant indirect effect. This supports Hypothesis 4, indicating that Brand Trust enhances the impact of promotional events on impulse buying. Consumers' familiarity and confidence in the Fitbar brand increase their responsiveness to promotional activities, even if they have not previously made a purchase.

H5: Brand Trust as a Mediator Between Price Discounts and Impulse Buying

The original sample value of 0.303 and a p-value of 0.000 confirm a strong and significant mediating effect of Brand Trust, supporting Hypothesis 5. These findings suggest that consumers are more likely to respond to price discounts when they already trust the brand, leading to higher instances of unplanned purchases.

This study applies the Stimulus-Organism-Response (S-O-R) theory to examine how price discounts and promotional activities for Fitbar products in Makassar function as external

stimuli that influence consumer behavior through the mediating role of Brand Trust. These marketing strategies capture consumer attention (stimulus), while Brand Trust processes these influences internally (organism), ultimately shaping purchasing decisions (response). Brand Trust thus acts as a vital intermediary, reinforcing the S-O-R framework's premise that behavioral responses depend on both the quality of external stimuli and how consumers interpret them. The study's findings, particularly from Hypothesis 1, confirm that promotional events significantly and positively affect impulse buying. This indicates that Fitbar's promotional activities in Makassar effectively stimulate spontaneous consumer purchases, fulfilling the objective of attracting new buyers and encouraging repeat transactions (Zeini, 2024).

The second hypothesis test shows that although price discounts positively influence impulse buying, the effect is not statistically significant for Fitbar consumers in Makassar. This finding contrasts with Maidah & Sari (2022), who argued that, under certain conditions, discounts can strengthen brand trust and encourage impulse purchases. The current results suggest that price discounts alone are insufficient to drive impulse buying and may even raise consumer skepticism about product quality. Effective implementation and timing are therefore essential for discount strategies to succeed. In contrast, the third hypothesis test confirms that Brand Trust significantly and positively influences impulse buying. Consumers are more likely to make unplanned purchases when they trust the brand based on previous positive experiences. The fourth hypothesis further validates that Brand Trust mediates the relationship between promotional events and impulse buying. This supports existing literature emphasizing the role of product education, free samples, and in-store promotions in shaping consumer decisions. Overall, the findings highlight that Brand Trust is a key driver in maximizing the impact of marketing strategies on impulse buying behavior.

The results of the fifth hypothesis confirm that Brand Trust significantly mediates the relationship between price discounts and impulse buying behavior. This finding aligns with previous research indicating that price discounts enhance perceived value and can stimulate purchasing decisions (Pranoto et al., 2022). In the context of Fitbar products in Makassar, this study demonstrates that impulsive buying behavior—driven by promotional activities and price discounts implemented by Kalbe Nutritionals—depends heavily on the presence of Brand Trust. While promotional events, such as product sampling and consumer education, effectively attract new consumers and foster loyalty, their impact becomes more pronounced when Brand Trust is established. In contrast, price discounts alone tend to influence primarily existing loyal customers, motivating increased purchases but having limited reach in attracting new buyers. Therefore, Brand Trust plays a crucial role in enhancing the effectiveness of both promotional events and discounts, serving as a key determinant in consumer decision-making during impulse purchases.

Fitbar requires educational marketing to inform consumers—via frontliners or flyers—about its nutritional benefits, particularly targeting active and health-conscious individuals. This strategy positions Fitbar as a top-of-mind healthy snack, making promotional efforts and discounts more effective in triggering impulse purchases. The findings indicate that Brand Trust significantly mediates this behavior, as consumer confidence in Fitbar enhances their responsiveness to marketing stimuli. However, this effect may not generalize across all consumer goods, as outcomes depend on product nature and segmentation. The study confirms the theoretical implication that Brand Trust serves as an additional stimulus in the impulse buying process. Consistent with Harahap & Amanah (2022), the research shows that impulse buying can be driven by brand value, consumer awareness, and perceived product benefits, leading consumers to make purchases beyond their original intentions.

CONCLUSION

Based on research conducted with several tests that were also explained previously, brand trust is a point that can mediate promotional events and price discounts given to encourage impulsive purchases. Another notable finding is that price discounts, on their own, do not have a significant influence on consumers' impulse purchasing behavior. However, when mediated by Brand Trust, price discounts can create a stronger impulse, encouraging consumers to make unplanned purchases. Based on the findings in this study, it is recommended to the management of PT Kalbe Nutritionals to strengthen the brand in order to increase consumer and potential consumer trust, so that it can increase sales and impulsive purchases. This can be in the form of product education, providing samples, to programs that can attract public attention. Outlet selection and determining periodic discount periods can be an alternative choice for marketing fitbar products in the city of Makassar.

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