

Product Bundling and Shopping Cart Value of Home Snack MSMEs in Social Commerce: A Review of the Literature

Ninik Nurhayati

Universitas Terbuka, Indonesia

Corresponding Author: 044794147@ecampus.ut.ac.id

ABSTRACT

The growth of social commerce makes home snack MSMEs need to organize offers that not only attract attention, but also be able to encourage an increase in the value of shopping carts in the transaction process which is greatly influenced by content and interaction. This article is compiled to summarize and synthesize the literature on product bundling and the mechanisms that explain its relationship with shopping cart value in the context of social commerce. Literature searches were conducted through the National Library, Google Scholar, and ScienceDirect with keywords related to bundling, shopping cart value, live shopping, perceived value, and impulse purchases. The selection of sources is carried out in stages through the study of titles, abstracts, and full texts with publication limits for 2021-2025, in the form of relevant journals and books and the contents can be traced. The collected data is compiled into a matrix containing definitions, indicators, contexts, approaches, and key findings, then analyzed using a thematic-comparative synthesis. The results of the study show that bundling functions as an offering design that strengthens perceived value and simplifies consumer choice; The live shopping environment features the roles of social presence, trust, and flow related to impulse buying; and there is a difference in research outputs between purchase intention and the size or value of the shopping cart. This article confirms that bundling has the opportunity to help increase the value of the shopping basket when positioned as a value booster in the social shopping experience. The implication is that MSMEs need to maintain clarity of package

value, suitability of composition, and consistency of promotional messages, so that bundling not only looks more economical, but is also easy to choose and really felt useful by consumers.

Keywords: *Bundling, Impulsive, Basket, Value, Social Commerce*

Received:
01.01.2026

Revised:
01.02.2026

Accepted:
01.03.2026

Available online:
08.06.2026

INTRODUCTION

The development of e-commerce has shifted the way MSMEs market products, from catalog-based transactions to social commerce that combines shopping activities with social interaction, content, and participatory features on digital platforms. In these conditions, MSMEs for home snacks face quite typical problems, namely products that are easy to be considered similar by consumers, purchase decisions that take place quickly, and the need to make valuable offers without making the choice feel complicated. The e-commerce literature explains that digital transactions and the formation of shopping value are influenced by the way platforms present choices, organize the purchase flow, and shape the user experience during the decision-making process (Yusuf & Ifada, 2022; Pradana, 2023). On the other hand, the digital marketing perspective places the design of offerings as a means to communicate value more convincingly so that consumers feel that their shopping decisions are right and profitable (Utomo et al., 2024). This is where product bundling becomes relevant, because bundling is not just the act of uniting several items, but the arrangement of packages with a certain value logic that can influence purchase decisions as well as encourage an increase in the value of shopping carts on social commerce channels.

A number of empirical studies show that social commerce, especially through live shopping or live streaming, is able to form social and psychological conditions that strengthen consumers' drive to shop. Ming et al. (2021) explain that social presence and telepresence affect impulsive buying through trust and flow in live streaming commerce. The findings are in line with Yang et al. (2024) who place customer inspiration as an important mechanism in the relationship between social media and impulse purchases. In the Indonesian context, Pratomo and

Maimun (2025) show that perceived value and user experience help explain purchasing decisions on TikTok live shopping, while Mariana et al. (2025) found a relationship between live streaming, content marketing, and online customer reviews with impulse buying tendencies. These findings show that offer design, including bundling, can work more strongly when associated with social features and interactive content, as consumers not only assess offers, but also experience them in a social shopping setting.

From a bundling perspective, the literature also shows that the presentation of products in the form of packages can affect the size and value of consumer spending. Kobuszewski, Volles et al. (2024) found that product bundle choices can increase the size of shopping baskets because consumers tend to view items in bundles as a whole. However, in studies closer to social commerce, some findings still emphasize psychological outputs such as purchase intention. Sary et al. (2024), for example, examined the influence of product bundling and live streaming on purchase intention with influencers as a moderation variable in beauty products, not in the home snack category. The two study groups have different focuses: the live streaming study examines the social-psychological processes related to impulsive behavior, while the bundling study emphasizes the function of product packages to facilitate selection and trigger purchases. The relationship between bundling, social commerce features, and shopping basket value in home snack MSMEs still needs to be formulated more comprehensively.

First: although the influence of social features on impulse buying and perceived value has been widely discussed, the literature still does not detail the appropriate bundling design for products with fast purchase characteristics. Second: the evidence on the effectiveness of bundling in increasing the value of shopping baskets still varies and existing social commerce research often stops at the purchase intention stage. Therefore, this study focuses on bundling strategies in social commerce and examines its influence on the value of shopping carts through perceived value, ease of choice, impulsive impulses, and promotional structures. In line with this focus, this paper asks questions about how the concept of product bundling in social commerce is explained by the marketing literature, especially regarding the form of bundling, value logic, and its strategic goals when applied to home snack MSMEs; What factors most determine the increase in shopping cart value

when bundling is combined with social commerce features such as live shopping and interactive content; and the extent to which previous research shows that bundling is able to increase the value of the shopping basket through certain mechanisms, such as perceived value, trust, flow, or impulsive impulse. The purpose of this study is to synthesize the definition and form of bundling that is appropriate for the context of MSMEs, identify the most consistent determinants reported to be related to increasing the value of shopping baskets in social commerce, and summarize the most logical mechanism based on literature findings so that it can be a theoretical foundation and practical direction for home snack MSMEs in designing packages that are more valuable and easy for consumers to choose.

Product bundling is understood as an offering strategy that combines several items into a single package to build a value logic that is easier for consumers to grasp, especially in digital marketing and social commerce (Utomo et al., 2024; Sary et al., 2024). In this article, bundling is directed at the design of product packages that are marketed through social commerce channels with the goal of increasing the value of the shopping cart, not just arousing initial interest. Conceptual indicators used to assess the effectiveness of bundling in these contexts include perceived value as a consumer's assessment of the value of the offer, ease of choice related to decision simplification, impulsive purchase impulses that arise during the content-based shopping process, and outputs in the form of value and size of shopping carts as a result of the combined choice of products in a single transaction (Yang et al., 2024; Kobuszewski Volles et al., 2024; Pratomo & Maimun, 2025).

The digital marketing approach sees the design of the offer as a medium to convey and reinforce value, so that consumers have a clearer reason when choosing a package (Utomo et al., 2024). In the framework of e-commerce, shopping decisions arise from the interaction between choice structures, transaction flows, and digital consumer behavior. Thus, strategies such as bundling need to be understood as part of the design of the shopping experience, not solely as the determination of product packages (Yusuf & Ifada, 2022; Pradana, 2023). In social commerce, the Stimulus-Organism-Response approach is also relevant because external stimuli such as live streaming, content, social presence, and promotion can form internal conditions in the form of trust, flow, perceived value,

or positive emotions that then drive purchase responses (Ming et al., 2021; Arumsari et al., 2025; Li et al., 2025).

Research Gap: There is still a gap in the literature related to synthesis that links product bundling strategies with increasing shopping basket value in social commerce. In particular, there has been no in-depth explanation of the repetitive mechanisms, such as the role of interactive features of live shopping in triggering impulsive impulses and shaping perceived value (Ming et al., 2021; kobuszewski Volles et al 2024; Li et al 2025). **Conceptual framework:** This study places bundling products as the main variable that is realized through the design of value packages and simplifying decision-making. This design is projected to affect perceived value and ease of choice, then trigger impulsive purchases on social commerce, thus having an impact on increasing the value of shopping carts. This framework has a function as a basis for literature review to compile and synthesize various findings in a systematic and consistent manner.

METHOD

This study uses a literature study with a thematic-comparative synthesis approach to answer the formulation of problems about product bundling and the value of shopping baskets of MSMEs and homemade snacks in social commerce. Literature searches were conducted through the National Library, George Scholar, and Science Direct, by tracking references from related articles. The keywords used include bundling, basket value, social commerce, live shopping, perceived value, impulse buying, and other comparable terms. Article selection is carried out in stages through filtering titles, abstracts, and full-text. The inclusion criteria include publications for the 2021-2025 range that are highly relevant to bundling and shopping behavior, and have a strong conceptual basis or empirical findings. Literature is excluded if it is outside that time range or does not address the main topic. Data extraction uses a matrix to record definitions, contexts, methods, and key findings which are then thematically analyzed to identify similarities, differences, and research gaps.

RESULTS AND DISCUSSION

Bundling As A Value Design and Simplification of Choice

In the realm of digital marketing, bundling is more appropriately placed as a strategy for designing the value offered to consumers. A structured arrangement of offers will make it easier for customers to understand the benefits, prices, and reasons to buy (Utomo et al 2024; Yusuf & Ifada, 2022) The need for information simplification is increasingly urgent in the social commerce ecosystem. On these platforms, customers are more likely to make spontaneous shopping decisions, highly dependent on content and rarely engage in in-depth comparative analysis (findings from Kobuszewski, Volles et al, 2024). reinforcing this view by showing that bundles can affect the size of the shopping basket when consumers see the items in the package as a whole. Therefore, bundling has the potential to increase the value of shopping if the composition of the package seems complementary and easy to understand.

The second subheading shows that social features in live streaming or live shopping can strengthen consumer responses to offers. Social presence, telepresence, trust, and flow are mechanisms that are widely found in live streaming commerce studies (Ming et al., 2021). Recent literature also shows that impulse buying in e-commerce live streaming is often explained through interactive stimuli and internal consumer conditions, such as positive emotions, hedonic browsing, customer inspiration, and perceived value (Yang et al., 2024; Arumsari et al., 2025; Li et al., 2025). In Indonesia, live shopping is more than just a transaction platform; it is an interactive medium that shapes buyers' perception and belief in a product (Pratomo & Maimun, 2025; Syamsuar et al, 2025)

The literature synthesis shows that there is no uniformity in the use of outcome indicators. A number of studies can measure consumer responses through purchase intent, especially when researching the impact of bundling or live streaming products (Sary et al, 2024; Chandraa et al, 2024. On the other hand, variable impulse buying is often used to capture spontaneous shopping behavior in the digital realm (Ming et al, 2021; Mariana et al 2025). Meanwhile, studies that focus directly on shopping basket size are still rare, even though this metric accurately reflects an increase in real transactions (Kobuszewski Volleset al 2024). The diversity of these indicators should be watched out for because

considering that purchase intention, impulse buying, and the value of the shopping cart have concepts that are very related but not identical in the consumer decision stage.

Package Suitability and Clarity of Promotion are Key For Home Snack Msmes

In the context of homemade snack MSMEs, the synthesis shows that the effectiveness of bundling is not only influenced by the number of products in one package, but also by the suitability of the package contents, the ease of consumers understanding the benefits, and the way in which promotions are conveyed through content. The e-commerce literature emphasizes the importance of transaction flows and user experience, while the digital marketing literature emphasizes the consistency of value messages (Pradana, 2023; Utomo et al., 2024). For home snack products, packages that are too complex can reduce the ease of choice, while packages that are too generic can fail to build perceived value. Therefore, relevant bundling is bundling that displays the completeness of taste, usefulness for a particular event, a price that feels reasonable, and a clear call to purchase in the context of social commerce.

Table 1. Map of Synthesis of Findings

Sub-Subject	Key indicators/concepts	Supporting resources
Bundling as value design	Perceived value, package complementarity, ease of choice	Utomo et al. (2024); Yusuf & Ifada (2022); Kobuszewski Volles et al. (2024)
Social features in live shopping	Social presence, trust, flow, customer inspiration, positive emotions	Ming et al. (2021); Yang et al. (2024); Arumsari et al. (2025); Li et al. (2025) Sary et al. (2024);
Variation in spending outcomes	Purchase intention, impulse buying, shopping basket size, cart value	Chandraa et al. (2024); Mariana et al. (2025); Kobuszewski Volles et al. (2024)
Implications for MSMEs for home snacks	Clarity of package value, suitability of package contents, promotional structure	Pradana (2023); Sriminarti et al. (2024); Adoe et al. (2022); Utomo et al. (2024)

The synthesis map shows that the relationship between bundling and shopping basket value cannot be explained in terms of price alone. Bundling is ideally understood as the intersection between value design, psychological triggers in the social shopping experience, and research success metrics. Based on this perspective, the increase in total consumer spending becomes very logical if they consider the product package to be valuable, practical and relevant to their consumption patterns.

The Meaning of *Bundling* as A Value Strategy in *Digital Marketing*

Bundling strategies are more than just a price promotion tool, but rather a value design that reinforces the conceptual framework of digital marketing. In the digital ecosystem, consumers actively interpret offers through visuals, messages, prices, and social context. Product mergers that are done without proper logic tend to be considered as ordinary packages that are not value-added. Instead, bundling structured with complementary elements—such as flavor variations or sizes—effectively cuts down on consumers' thinking time and simplifies the decision-making process. And this is in line with the concept of e-commerce which views shopping as a unit of experience flows (Yusuf & Ifada, 2022; Pradana, 2023) For home-based snack MSMEs, the urgency of implementing this strategy is very high considering that snack products are repetitive and easy to compare visually. Without a strong narrative such as a taste test package or a family snack package, the product will look the same as the competitors. Therefore, the value offered must remain rational, too many items without clarity of benefits will trigger other doubts with variations that are too monotonous can be considered to fail to give a special impression.

So it can be concluded that bundling should be formulated as a targeted value strategy, which is the meeting point between the buyer's psychological mechanism, social shopping experience, and sales success with the increase in shopping cart value. Bundling strategies in social commerce are much more effective than regular catalog displays. Through interactive activities such as live broadcasts, reviews, and direct communication with the hosts, consumers are engaged in a lively shopping experience. When examined using the Stimulus Organism Response (SOR) approach, these various social features and interactions act as stimuli. This stimulus triggers an internal response in the form of

increased trust, engagement, perceived value, and positive affection for consumers.

These internal conditions can then encourage responses in the form of purchase intentions, impulse buying, or the addition of shopping items (Ming et al., 2021; Arumsari et al., 2025; Li et al., 2025). In other words, bundling in social commerce doesn't work alone, but rather comes amid conversations, product demonstrations, buyer comments, and promotional time pressures that affect how consumers rate offers. The difference in findings between sources can be explained through the context and indicators used in each study. Live streaming studies generally discuss social presence and consumer trust, while marketing theory focuses on price attractiveness and buying interest. The two work together in encouraging the success of bundling strategies in the realm of online shopping. In evaluating the effectiveness of bundling, there is a literature gap caused by the selection bias of spending indicators. A lot of social commerce research uses purchase intent or impulse buying because of its ease of measurement, even though both do not necessarily reflect the actual transaction value.

In contrast, shopping basket size provides a more valid metric regarding the direct impact of bundling on revenue. Previous literature such as Kobuszewski Villes et al, 2024 agree that bundling greatly affects initial interest, but the evidence for an increase in the number of products purchased is still mixed. Therefore, for MSMEs, the main indicator of the success of bundling is not just the interaction but its ability to encourage consumers to buy combination packages of higher value in one transaction. The results of this synthesis provide three main implications for the MSME snack bundling strategy: First, Consumption Logic, which is to arrange packages based on clear reasons (such as flavor variations, family packages, or event snacks) rather than just running out of stock.

The second value narrative is to explain the financial benefits or practicality that consumers get when buying packages compared to units. Third, Interactive Promotions, namely using social commerce features (such as live shopping) proportionately, avoid promotions that are too aggressive so as not to damage consumer trust. The bundling strategy works through cognitive (ease of understanding the contents and value of the package) and affective (emotions and interactions when shopping) approaches. The balance of the two is very crucial, rational packages still need an attractive presentation, while exciting promotions must still have

a reasonable value with the aim of encouraging repeat purchases and not just a momentary transaction.

CONCLUSION

In the context of social commerce, product bundling is more than just combining several items into one package, it is a strategic strategy to build a perception of value and facilitate consumers in making decisions. For MSMEs engaged in home snacks, the implementation of this strategy is very crucial because often product variations are considered similar for consumers. Meanwhile, purchase decisions in the realm of social commerce tend to happen very quickly and are very driven by content and interaction. The opportunity to increase the value of shopping cart transactions is more optimal if the products in the package complement each other and are easy to understand, and the promotional message can explain the advantages of buying packages compared to units. Based on the literature, there is a consistent relationship between bundling and shopping response through mechanisms such as perceived value, ease of choice, social presence, trust flow (pleasant experience), positive emotions, and impulsive impulses.

However, the success indicators measured in various studies are very diverse, with some literature focusing on purchase intention and impulse buying, while studies measuring the direct impact of these strategies on the value or size of shopping baskets are still very limited. The difference in these indicators makes the relationship between bundling and the increase in actual transactions need to be read carefully. The direction of the synthesis shows that bundling strategies are very effective in increasing the total value of spending, especially when supported by an interactive social commerce experience and clarity of package information. Conceptually, this article emphasizes that the effectiveness of bundling in social commerce is determined by social interaction, and the results of shopping decisions. This framework clarifies the stages ranging from interest, purchase intent, impulsive impulses, to increased transactions. With this mapping, the bundling evaluation of snack MSMEs not only focuses on visual appeal, but also their ability to encourage consumers to add purchase value rationally and sustainably

REFERENCES

- Adoe, V. S., Yulfiana, M., Diana, A., Lubis, R., & Harahap, M. (2022). E-commerce textbooks. Young Phoenix is prosperous. https://books.google.com/books/about/BUKU_AJAR_E_COMMERCE.html?id=x0hrEAAAQBAJ
- Arumsari, S. L., Kussudyarsana, Praswati, A. N., & Susila, I. (2025). The roles of *positive emotion* and *hedonic browsing* in *live streaming-commerce*. *Journal of Management and Entrepreneurship Research*, 12(6), 79-94. <https://journal.unisnu.ac.id/jmer/article/download/2025.12.06.4-79/664>
- Chandraa, M., Sukmaningsih, D. W., & Sriwardiningsih, E. (2024). The impact of *live streaming* on *purchase intention* in *social commerce* in Indonesia. *Proceedings Computer Science*, 234, 987-995. <https://doi.org/10.1016/j.procs.2024.03.083>
- Kobuszewski Volles, B., Ribbers, D., Van Kerckhove, A., & Geuens, M. (2024). Beyond bundles: Choosing product bundles increases *shopping basket* size. *Journal of Retailing and Consumer Services*, 81, 104035. <https://doi.org/10.1016/j.jretconser.2024.104035>
- Li, Y., Li, X., Cai, J., & Zhang, H. (2025). *Impulse buying* in *live streaming-commerce*: A systematic literature review. *Journal of Innovation & Knowledge*, 10(3), 100622. <https://doi.org/10.1016/j.jik.2025.100622>
- Mariana, S. R., Putri, A. M., & Suryani, T. (2025). *Impulse buying* in the *digital age*: The role of *live streaming*, *content marketing*, and *online customer reviews*. *Journal of Digital Management and Business*, 4(1), 1-15. <https://journal.nurscienceinstitute.id/index.php/jmdb/article/view/1776>
- Ming, J., Zeng, J., Bilal, M., Akram, U., & Fan, M. (2021). How *social presence* influences *impulse buying* behavior in *live streaming* commerce: The role of S-O-R theory. *International Journal of Web Information Systems*, 17(4), 300-320. <https://doi.org/10.1108/IJWIS-02-2021-0012>
- Pradana, A. S., Ardiyansyah, Fauzi, & Suyono. (2023). *E-commerce*. NEM Publishers. https://books.google.com/books/about/E_Commerce.html?id=GIW9EAAAQBAJ
- Pratomo, D., & Maimun, M. H. (2025). From live broadcast to purchase decision: The role of *perceived value* and user experience in *TikTok live shopping* for *Gen Z* in Surakarta. *Journal of Research and Applications:*

- Accounting and Management, 14(3), 1-12.
<https://doi.org/10.34127/jrlab.v14i3.1825>
- Sary, A. L. P., Wahyudi, B. M. S., & Syahputra, E. (2024). The influence of *product bundling* and *live streaming* on the *purchase intention* of Somethinc products on Gen Z in Kediri City with influencer as a moderating variable. *Journal of Mamangan Social Sciences*, 12(3), 1385-1396.
<https://www.researchgate.net/publication/390940563> The Influence of Product Bundling And Live Streaming on The Purchase Intention of Somethinc Products on Gen Z In Kediri City With Influencer as a Moderating Variable
- Sriminarti, N., Yustisi, Y. P., & Hariman, R. I. (2024). E-commerce textbooks. PT Sonpedia Publishing Indonesia.
https://books.google.co.id/books/about/Buku_Ajar_E_Commerce.html?id=3v8REQAAQBAJ
- Syamsuar, D., Kurniawan, Y., & Suharto, D. (2025). The role of *perceived value* and risk in shaping purchase intentions in live-streaming commerce: Evidence from Indonesia. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(4), 298.
<https://doi.org/10.3390/jtaer20040298>
- Utomo, S. B., Risdwiyanto, A., & Judijanto, L. (2024). Digital marketing: Strategies and tactics. PT Sanskara Karya International.
https://repository.stiesia.ac.id/id/eprint/7238/1/BUKU_Pemasaran%20Digital%20Strategi%20dan%20Taktik-merged.pdf
- Yang, P., Sheng, H., Yang, C., & Feng, Y. (2024). How social media promotes impulsive buying: Examining the role of customer inspiration. *Industrial Management & Data Systems*, 124(2), 698-723.
<https://doi.org/10.1108/IMDS-05-2023-0343>
- Yusuf, M., & Ifada, N. (2022). *E-commerce: Concepts and technology*. Media Nusa Creative.
https://books.google.com/books/about/E_Commerce_Konsep_dan_Teknologi.html?id=bE6eEAAAQBAJ