



THE EFFECT OF BONUS PACK AND PRICE DISCOUNT ON BUYING IMPULSE IN MARKETPLACE CONSUMERS IN MEDAN

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Abstract

Meningkatnya pendapatan dan perubahan gaya hidup konsumen menyebabkan marketplace gencar melakukan promosi penjualan untuk menimbulkan impulse buying. Konsumen saat ini menjadi lebih impulsif karena adanya berbagai faktor. Penelitian ini bertujuan untuk membuktikan pengaruh bonus pack dan price discount terhadap impulse buying pada konsumen khususnya pada Shopee sebagai salah satu marketplace yang paling sering dikunjungi. Data primer dikumpulkan melalui penyebaran angket kepada 98 orang responden. Teknik analisis yang digunakan adalah Regresi Linier Berganda. Berdasarkan hasil analisis yang menguji bonus pack dan price discount terhadap impulse buying pada konsumen Shopee di Medan, disimpulkan bahwa bonus pack dan price discount berpengaruh signifikan terhadap perilaku impulse buying pada konsumen Shopee di Medan, dengan bonus pack sebagai variabel yang paling dominan mempengaruhi impulse buying.

Keywords: Bonus Pack, Price Discount, Impulse Buying, and Shopee.

I. Introduction

Shopping is one form of consumption that is experiencing a shift in function in the present. Previously shopping was only done to fulfill living needs, but now shopping has also become a lifestyle, Rasimin (2008). Then people need shopping to satisfy their emotions. It is this emotional satisfying behavior that makes a shift in behavior to consumers. The behavior of planned shopping people becomes unplanned. According to Kacen and Lee in Rasimin (2008) a more spontaneous shopping style can also be anticipated to emerge at any time, for example when the desire to buy feels so strong that it triggers impulse buying.

Today's consumers are becoming more impulsive due to various factors. One of them is increasing economic growth according to Ma'ruf (2006), supported by the consumer base and strong purchasing power, which makes the concept of shopping patterns in Indonesia change and develop as a reflection of a more modern and more recreation-oriented lifestyle that emphasizes pleasure, enjoyment, and entertainment when shopping. This resulted in people starting to switch shopping in digital markets such as e commerce, marketplace, and social media.

In 2018 ShopBack conducted a survey of more than 1,000 respondents in Indonesia, to see the online pattern of Indonesian society. From the survey, 70.2% of respondents claimed that the existence of online stores affected their shopping behavior, where they often



shop online rather than shopping in an offline store. Interestingly, 83.1% of respondents claimed to have been to an offline store to view items and then buy them online. This is due to the many discount promos offered by the e-commerce platform, plus they will get cashback if they do shopping transactions online.

Snapcart's online research on 6,000 respondents in the January 2018 period found interesting findings that 37% of respondents claimed to use Shopee. This makes Singapore-based online retailers ranked first in the most frequently used online shopping, followed by Tokopedia 25% and Lazada 20% (marketeters.com, 25 March 2018).

The development and emergence of the marketplace can lead to competition between one online store and another online store. The most important strategy that must be done by marketers, especially in online stores is to have knowledge about consumer shopping behavior that is the target market in online stores. In this condition, a sales promotion is one of the elements of the marketing mix that becomes very important. The form of sales promotions to increase sales at the store are price discounts, free gifts, and banded or bundling. Most Indonesian consumers like promotional activities that provide direct benefits, AC Nielsen (2007). This is seen from 66% of respondents who chose special promotions that offered extra extra quantity. Consumers are also used to looking for special prices on the website. Gifts and discounts are suitable for short-term consumers. According to a survey conducted by Lis Hendriani (2007) in three cities, 76% of buyers like discounted prices and 18% like direct gifts.

Medan is the third largest city in Indonesia on the island of Sumatra with a population of 2.4 million, which creates a comfortable shopping environment and leads to an approach to positive consumer behavior patterns. Shopee is one of the marketplaces crowded by Medan people. Based on research conducted by Limanjaya and Wijaya in Pitasari and Ariastita (2012) about measuring the level of change in consumer shopping behavior from traditional markets to online stores. Shopee is an alternative choice for people to shop, because sales promotion is intensively carried out and this is the company's strategy to influence consumers to make unplanned purchases. From several sales promotions carried out, only two activities were liked by Shopee consumers, namely bonus packs and price discounts.

Based on the background description of the problem, it can be raised as a discussion in this study with the title "The Influence of Pack Bonuses and Discount Prices on Impulse Buying at the Consumer Marketplace in Medan".

II. Theoretical review

Bonus Pack

According to Kotler and Keller (2009: 230) free gift strategies or bonus packages (gimmicks) are items offered at relatively low or free prices as incentives to buy certain products. According to Belch and Belch (2009) bonus packs offer consumers an extra charge for a product at a normal price. This promotion is commonly used to increase impulse buying by consumers. Belch and Belch (2009: 535) mention the benefits of using this bonus pack strategy, such as:

1. Give marketers a direct way to provide extra value.



2. An effective survival strategy against the emergence of new product promotions from competitors.
3. Produce larger sales orders.

Andrew G. Person in Rachma and Sri Setyo (2013: 531), measurement indicators of free gifts (bonus packs) are:

1. Shape of gift, gift color, gift picture (physical gift)
Size regarding conditions, and the form of giving free gifts.
2. Benefits of prizes
See how free gifts can provide benefits to consumers as users.
3. Value of prizes
There are values / values that are comparable to what consumers spend to buy bonus packs.

Price Discount

According to Kotler and Keller (2009: 93) the discount is the official price given by the company to consumers who are soft in order to increase sales of a product or service. Belch and Belch (2009) say that promotion of discount offers several benefits including: it can trigger consumers to buy in large quantities, anticipate competitor promotions, and support greater amounts of trade. According to Sutisna (2002: 300) the price discount is a reduction in the price of the product from the normal price in a certain period. The discount dimensions are:

1. The price discount
The size of the discount is given when the product is discounted.
2. Price discount period
The time period given at the time of the discount.
3. Types of products that get a discount.
Diversity of choices on products discounted.

Impulse Buying

Impulse buying is an act of buying that is done without having a previous problem or intention / intention to buy formed before entering the store, Mowen and Minor (2010). Impulse buying is an emotional decision or according to insistence, Schiffman and Kanuk (2007). The same thing also expressed by Shoham and Brencic in Ria Arifianti (2010) said that impulse buying is related to behavior to buy based on emotions. This emotion is related to solving limited or spontaneous purchasing problems. According to Rook in Cahyorini and Rusfian (2011), impulsive purchases consist of the following characteristics:

1. Spontaneity, impulsive purchases occur unexpectedly and motivate consumers to buy when too, often because of the response to point-of-sale visual stimuli.
2. Power, compulsion, and intensity, the motivation to put aside other things and act as soon as possible.
3. Excitement and simulation, namely the desire to buy suddenly which is often followed by emotions such as exciting, thrilling, or wild.
4. Disregard for consequences, the desire to buy can become irreversible until negative consequences that may occur are ignored.

Loudon and Bitta (1993) mention four types of impulse buying as follows:



1. Pure impulse, a purchase that is opposite to the normal type of purchase.
2. Suggestion impulse, a buyer does not have prior knowledge of a product, sees it for the first time, and feels the need for the product.
3. Impulse reminder, a buyer looks at a product and remembers that the inventory of the product at home has been reduced, or remembers an advertisement or other information about a product and previous purchase decision.
4. Planned impulse, a buyer enters the store with expectations and goals to make purchases based on special prices, coupons and the like.

III. Research Methods

This type of research is quantitative descriptive research. Quantitative descriptive research is research that aims to describe or describe the characteristics (characteristics) of a situation or object of research (Arikunto, 2010: 281). The nature of this research is explanatory research, namely research that intends to explain the position of the variables studied and the relationship between one variable with another variable (Sugiyono, 2011: 38). The population in this study is active internet users in Medan City whose population is unknown. The sampling technique used is nonprobability sampling. The population in this study is not clearly known, so the type of sampling used is purposive sampling which is taking the subject of research based on the criteria set by the researcher (Cozby and Bates, 2012). Certain consideration criteria for the sample in this study were respondents who met the following criteria: (1) Respondents were active internet users in Medan City, (2) Respondents had purchased products at "Shopee" at least twice, (3) Respondents had purchased products at discounted prices or bonus packs in "Shopee". The formula used to determine the number of samples is the Lemeshow formula for unknown populations with tolerated deviations of 10%, so the number of samples is 98 people.

The type of data collected in this study comes from: 1) Primary data obtained from the distribution of a list of statements (questionnaire) with google form tools, 2) Secondary data, namely data obtained from books, journals and other data that supports research. Data collection techniques used in this study were: 1) questionnaire, and 2) documentation study. The analysis technique used is multiple regression analysis.

Based on the results of statistical analysis with the SPSS 22 program for Windows, the results of validity and reliability tests are obtained as follows:

Table 1: Validity and Reliability Test Results.

No	Corrected Item-Total Correlation	Status Validitas	Cronbach's Alpha	Status Reliabilitas
1	,933	Valid	,928	Reliabel
2	,857	Valid	,983	Reliabel
3	,958	Valid	,910	Reliabel
4	,925	Valid	,911	Reliabel
5	,945	Valid	,897	Reliabel
6	,834	Valid	,982	Reliabel
7	,902	Valid	,919	Reliabel



8	,794	Valid	,951	Reliabel
9	,916	Valid	,914	Reliabel
10	,868	Valid	,929	Reliabel

Based on the results of data processing, all instrument items are declared valid because the item-total correlation value is corrected > r table value (0.361). All instrument items were declared feasible to use, this can be proven from the Cronbach alpha value of all instruments greater than the constant value 0.6.

IV. Research Results and Discussion

Research Results

The value of t table in this study is 1.660 (by looking at table t at the 0.05 significance level).

Table 2: Partial Significance Test (t-Test)

Model	Unstandardized Coefficients		t	Sig
	b	Std. Error		
(Constant)	2,551	,830	3,074	,003
Bonus Pack	,714	,104	6,881	,000
Price Discount	,378	,091	4,146	,000

a. Dependent Variable: Impulse Buying

Based on Table 2 can be explained as follows; The value of t count > t table bonus pack (X1) is 6.881 > 1.66 and the significant value of bonus pack 0.000 < alpha 0.05, so the bonus pack variable has a positive and significant effect on shopee consumer impulse buying. The value of t count price discount variable (X2) > t table is 4.146 > 1.66 and the significant value of the discount is 0,000 < alpha 0.05, so the price discount variable has a positive and significant effect on shopee consumer impulse buying. This is indicated by the respondent's statement to the questions posed related to the impulse buying which was responded positively by most respondents. Judging from the constant value, it can be shown that if there is no bonus pack and price discount, impulse buying can still occur.

Table 3: Simultaneous Significance Test Results (F-Test)

Model	Sum of Square	df	Mean Square	f	Sig
Regression	192,121	2	96,061	146,319	,000 ^b
Residual	62,369	95	,657		

Total	254,490	97		
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a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Bonus Pack, Price Discount

Based on Table 3 it was found that a significant level of 0,000 was smaller than alpha 0.05 (5%). Thus, simultaneously the bonus pack variable and price discount significantly influence shopee consumer impulse buying. This means that there is an effect of bonus pack and price discount on impulse buying at shopee consumers. Therefore there is an influence between variables X1 and X2 with variable Y. In conclusion, the regression model above is correct and feasible

Furthermore, to find out the magnitude of the influence of the independent variables on the dependent variable is to use the test coefficient of determination R in Table 4:

Table 4: Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,869 ^a	,755	,750	,810

a. Predictors: (Constant), Bonus Pack, Price Discount

The Adjusted R Square value obtained is 0.750 or 75% indicating the ability of bonus pack variables and price discount in explaining variations or effects that occur on impulse buying for shopee consumers 75%, while the remaining 25% is influenced by other variables outside of this study.

Discussion

According to Mowen and Minor (2010) unplanned purchases (impulse buying) is the act of buying which is done without having a previous problem or intention / intention to buy formed before entering the store. The same thing was expressed by Schiffman and Kanuk (2007) which states that impulse buying is an emotional decision or according to the insistence of the heart. Previous unplanned buying decisions can arise because customers are interested and the promotions given are suitable, such as cash back, price discounts, bonus packs, sweepstakes, prizes and coupons. Based on the results of this study, it is known that bonus packs are the dominant variables affecting impulse buying compared to price discount variables.

Based on the results of the study, it is known that the price discount is explained by the size of the discount, the price discount period, and the type of product that gets a discount. Of the three indicators, the size of the discount is perceived to be the strongest in forming price discounts for Shopee customers in Medan. This is in line with the results of research by Satyo (2013) which describes price discounts as the right way of promotion. While bonus packs are explained by the physical prizes, benefits of prizes, and value of prizes. Of the three



indicators, physical prizes are perceived to be the strongest in forming bonus packs for Shopee customers in Medan. This is in line with Belch and Belch (2009) which states that bonus packs offer consumers extra content from a product at an ordinary price. Based on the results of the analysis in this study, the impulse buying variable was formed from indicators of spontaneous purchases, thoughtless purchases, rushed purchases, and purchases influenced by emotional. This is in line with Hausman (2000) research which revealed that impulsive purchases are measured by indicators: (1) Spontaneous, consumers tend to make decisions spontaneously, (2) Seeing direct buying, consumers tend to make decisions immediately, (3) Act without thinking, consumers tend to make decisions without thinking, and (4) Buy now, consumers tend to make decisions as they please. The mindless purchasing indicator is the most powerful indicator in forming the variable impulse buying.

V. Conclusion

Based on the results of the study concluded that: 1) Bonus packs more influence the impulse buying of Shopee consumers in Medan City with a regression coefficient of 0.714, 2) Discount prices also affect the impulse buying of Medan City Shopee consumers with a regression coefficient of 0.378. Consumers tend to often buy additional products without being planned beforehand and the influence of sales promotions on impulse buying on consumers can be an opportunity and used by online sellers in Shopee and suppliers to carry out promotional activities. The form of bonus pack sales promotions and price discounts can affect consumers in making impulsive purchases. Therefore, Shopee and suppliers must continue to focus, maintain and and increase sales promotions in the form of bonus packs and price discounts.

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