

THE INFLUENCE OF PRICE DISCOUNTS, BONUS PACKS, AND IN-STORE DISPLAYS ON CONSUMER IMPULSE BUYING BEHAVIOR DECISIONS AT HYPERMART MALL PANAKKUKANG MAKASSAR

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Abstract: The results of this study indicate that: (1) there is a positive influence Price discount (X_1) on Consumer Impulse Buying Behavior Decisions at Hypermart Mall Panakkukang Makassar, as evidenced by the t value of $2.595 > t$ table 1.988 with a significance value of $0.011 < 0.05$; and regression coefficient of 0.400. (2) there is a positive influence of Bonus pack (X_2) on Consumer Impulse Buying Behavior Decisions at Hypermart Mall Panakkukang Makassar, evidenced by the value of t count of $2.186 > t$ table 1.988 with a significance value of $0.031 < 0.05$; and a regression coefficient of 0.273. (3) There is a positive effect of In-store display (X_3) on Consumer Impulse Buying Behavior Decisions at Hypermart Mall Panakkukang Makassar, as evidenced by the t value of $2.763 > t$ table 1.988 and a significance value of $0.007 < 0.05$; and a regression coefficient of 0.479. (4) Price discount (X_1) Bonus pack (X_2) and In-store display (X_3) together have a positive effect on Consumer Impulse Buying Behavior Decisions at Hypermart Mall Panakkukang Makassar, evidenced by the calculated f value of $17.067 > f$ table of 2.70 and a significance value of $0.000 < 0.05$. (5) In-store display variable (X_3) is the variable that has the most dominant influence, as evidenced by its regression coefficient value of 0.479.



INTRODUCTION

Retail business is the overall activity of selling goods directly to end consumers to meet their personal needs and not used for business purposes. Any company that sells directly to end consumers, whether manufacturers, wholesalers, or retailers, can be said to act as a retail business.

Hypermart is a retail company that is now owned by PT [Matahari Putra Prima](#) Tbk, Hypermart is a *supermarket* or self-service market that sells clothing, living and daily necessities. Also electronic equipment, sports, stationery, etc. Hypermart has promotional activities that are carried out every week, namely, newspaper promos and catalog promos. Newspaper Promo is a Hypermart discount promotion that applies every weekend, namely Friday, Saturday and Sunday. While Catalog Promo is a Discount Promo that applies every day for certain products (less than newspaper promos). This is as said by Rochman (2016: 4) that retail producers need a promotional strategy that must be carried out in an integrated and comprehensive manner so that a message can be conveyed thoroughly and consistently to its target. If you use the right promotional mix include digital and convenience marketing technique, then this goal will be achieved (ANASTASIA et al., 2023; HALIK, PARAWANSA, et al., 2023). The number of media used will further increase sales growth, especially in the retail business, marketing communication will be more emphasized on in-store sales promotion activities, thereby stimulating consumers to make purchases.

Table 1.1. Sales Data of Hypermart Panakkukang Makassar (2015-2019)

Year	Net Sales (Rp. Billion)	% Change
2015	10.794	-13%
2016	10.389	-4%
2017	9.152	-12%
2018	8.226	-10%
2019	7.409	-10%

Source: Hypermart *Annual Report* data processing results (2020)

The data above shows the number of sales of Hypermart retail goods from 2015-2019 that in 2015 Hypermart experienced a decrease in sales of -13% from the previous year with total net sales of Rp. 10,794 billion, in 2016 Hypermart experienced a decrease in sales of -4% from 2015 with net sales of Rp. 10,389 billion, as well as in 2017, 2018, and 2019 Hypermart never experienced an increase in sales, it continued to experience a decline in sales value. This is certainly caused by industry competition and changes in people's behavior that affect consumer purchasing power.

The above conditions make Hypermart's promotional activities diverse. Forms of *sales promotion* that are often carried out to increase sales in retail companies include *Price discounts*, *bonus packs* and *In-store displays*. *Discount* or discount is a form of sales promotion that is often applied by marketers who are more aimed at end consumers. According to Ben Lowe, in Asterrina *et al* (2011: 3), consumers like *discounts* because consumers get a reduction from the direct *discount of* a product. This in-store sales promotion makes retail a place to sell while building brands and can also create a livelier atmosphere and enrich the shopping experience for consumers. In-store sales promotions will make *impulsive buying* behavior (unplanned purchases) from consumers easier to form so that it becomes one of the profit growth factors of a company.

LITERATURE REVIEW

Sales Promotion

According to Suharno (2010: 273) sales promotion consists of short-term incentives to encourage the purchase or sale of products or services within a certain period. According to Ma'ruf in Anugrahita and Bambang (2015: 50), there are types of sales promotions that can be carried out, namely free samples, bonus packs, in-store displays, purchase with purchase, which is a form of premiums, price off promotions or price discounts, contests, frequent shopper programs, demonstrations, referral gifts, souvenirs, and special events. Based on this explanation, sales promotion is a form of company activity that aims to attract public interest in a product by providing various types of offers within a certain period of time.

Impulse buying (Unplanned purchases)

Utami Any Urwatul (2014: 5) says that the attraction here is related to the display of attractive goods so that someone desires to make a purchase. unplanned purchase is an act of purchase that is made without prior planning, or the purchase decision is made while in the store. Ma'ruf (2006: 64) says that Impulse buying is the process of purchasing goods that are made spontaneously. Shoham & Brencic in Septian Wahyudi (2017: 282) say that Impulse buying is related to buying behavior based on emotions. Based on this statement, it can be concluded that a purchase is categorized as Impulse buying if there is no planning for the purchase of the

product in question when consumers see a product that catches their attention suddenly and are driven by the desire to immediately get the item.

Price Discount

According to Kotler and Keller (2016: 84) price discount, is a saver offered to consumers from the normal price of a product, which is stated on the label or packaging of the product. According to Machfoedz (2005: 141) defines Price discount is an attractive discount, so that the actual price is lower than the general price, the discount given must have an important meaning for consumers, otherwise it is meaningless.

Bonus Pack

Belch and Belch in Sri Isfanti's Journal (2018: 132) and (HALIK, NURLIA, et al., 2023) say that, Bonus packs offer consumers an extra load of a product at a normal price. Mishra and Mishra (2011: 9) say that Bonus pack is a quantity-based sales promotion strategy where customers are offered more quantity of products at the same price. Bonus pack promotion is included in one of the components in sales promotion which is used to increase Impulse purchases made by consumers where there are additional extras in product purchases, for example, it can be in the form of buy 2 get 1, additional gifts such as the purchase of detergent with free plates, the purchase of snacks with an additional 20% content at no extra cost, or in the form of a collection package, such as a toothbrush with toothpaste in one box.

In-store display

According to Alma (2014: 189) says that Display is an effort to encourage consumer attention and interest in stores or goods and encourage the desire to buy through direct visual appeal.

RESEARCH METHODS

Data Collection Methods

1. Observation, which is done by making direct observations at the company, namely by collecting data related to this proposal as a source of reference to support one of the writing of this proposal to be included in this proposal.
2. Questionnaire, which is a data collection technique by providing several written questions to obtain information from respondents. Data collection in the study was carried out with a closed questionnaire where respondents were asked to answer questions by choosing the answers that had been provided using a Likert Scale which contains five levels of answer choices regarding the respondent's agreement with the statements put forward.

Data Types and Sources

Data Type

- a. Quantitative data, namely data in the form of numbers derived from companies that can be calculated and which are related to the problem under study.
- b. Qualitative data, namely data in the form of information from the results of literature studies and several sources that are useful for this writing.

Data Source

- a. Primary data, is data obtained directly in the field which comes from direct observations at the research location.
- b. Secondary data, namely supporting data for primary data obtained from literature materials on various sources relevant to the topic to be studied, including data obtained from companies and other literature related to this research.

DATA ANALYSIS METHOD

Multiple Linear Regression Analysis

This analysis is used to determine the effect of the independent variable on the dependent variable. In this study, multiple linear regression analysis was used to determine the independent variables, namely Price discount, bonus pack, In-store display on the dependent variable, namely Impulse buying behavior.

The multiple linear regression equation with the formula used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y = Impulse buying

a = Constant

b₁ = Regression coefficient of variable X₁ (Price discount)

b₂ = Regression Coefficient of variable X₂ (Bonus pack)

b₃ = Regression coefficient of variable X₃ (In-store display)

X₁ = Price discount

X₂ = Bonus pack

X₃ = In-store display

e = Error term (confounding variable)

RESULTS AND DISCUSSION

Hypothesis Test

F Test (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	819.046	3	273.015	17.067	.000 ^b
	Residuals	1535.704	96	15.997		
	Total	2354.750	99			
a. Dependent Variable: Impulse buying						
b. Predictors: (Constant), In-store display, Bonus pack, Price discount						

Source: Data Processing Results (IBM SPSS 21 Output) 2020

Based on the data analysis that has been done, the calculated f value is 17.067, with a significance of 0.000. So H₀ is rejected and H₂ is accepted, because it has a calculated f value of 17.067 > f table of 2.70 and a significance value of 0.000 < 0.05. So it can be concluded that Price discount (X₁), Bonus pack (X₂), and In-store display (X₃), have a significant influence on Impulse buying (Y).

T Test (Partial Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.011	3.245		.928	.356
	Price discount	.400	.154	.273	2.595	.011
	Bonus pack	.273	.125	.221	2.186	.031
	In-store display	.479	.173	.252	2.763	.007
a. Dependent Variable: Impulse buying						

Source: IBM SPSS V21 Data Processing Results, 2020

Price Discount testing on Impulse buying, X1 test results obtained a significance value of 0.011 with a t value of 2.595. So that H_0 is rejected and H_1 is accepted because the t value is $2.595 > t \text{ table } 1.988$ and the significance value is $0.011 < 0.05$. This shows that price discount (X1) has a positive and significant effect on impulse buying (Y) of Hypermart Mall Panakukkang Makassar consumers. **Testing Bonus Pack on Impulse buying**, X2 test results obtained a significance value of 0.031 with a t value of 2.186. So that H_0 is rejected and H_1 is accepted because the t value is $2.186 > t \text{ table } 1.988$ and the significance value is $0.031 < 0.05$. This shows that bonus pack (X2) has a positive and significant effect on impulse buying (Y) of Hypermart Mall Panakukkang Makassar consumers. **Testing In-store display on Impulse buying**, the test results of X3 obtained a significance value of 0.007 with a t value of 2.763. So that H_0 is rejected and H_1 is accepted because the t value of $2.763 > t \text{ table } 1.988$ and the significance value of $0.007 < 0.05$. This shows that in-store display (X3) has a positive and significant effect on impulse buying (Y) of Hypermart Mall Panakukkang Makassar consumers.

DISCUSSION

Effect of Price Discount on Impulse buying

When entering Hypermart Mall Panakkukang Makassar, consumers will be greeted with a variety of banners and discount labels in almost every sales area, because Hypermart Mall Panakkukang Makassar implements many marketing strategies that focus on product discounts, product discounts that are most often done and often seen at Hypermart Mall Panakkukang Makassar are quantity discounts and sale prices, as in Tjiptono's theory (2008: 166) regarding types of discounts. With this form of discount applied by Hypermart Mall Panakkukang Makassar, consumers want to buy in larger quantities and of course some consumers will be willing to decide to continue making transactions at Hypermart Mall Panakkukang Makassar.

The influence of Bonus Pack on Impulse buying

In this study, the bonus pack variable has a less significant effect on impulse buying than the in-store display variable, and price discount, the lack of products with additional bonuses at Hypermart Mall Panakkukang that provide normal prices to get products with additional bonuses, mostly products that have purchase requirements such as consumers must buy a predetermined quantity in order to get a bonus pack. Bonus packs at Hypermart Mall Panakkukang Makassar have two types of bonus packs, namely single packages and group packages. Single packages are in the form of buy 1 get 1, buy 2 get 1 promos, purchase of free detergent dishes, and so on. While the collection package is in the form of one / box of additional products available, for example the purchase of a toothbrush that is packaged with toothpaste, cereal with an extra 20% content and so on, products with a collection package category like this are usually packaged in one package from the manufacturer without any intervention from the retailer.

Effect of In-store display on Impulse buying

In this study, the results of data processing of 100 respondents obtained results where the In-store display has a significant value on the impulse buying variable, meaning that it has an influence on consumer unplanned behavior when shopping and is ranked first as the dominant variable or the one that contributes the most to consumer impulse buying behavior for 100 people who are respondents in this study. This means that the results of the data processing of the In-store display variable are not in accordance with the hypothesis which says that the price discount variable has a dominant influence. The results of the study that are not in accordance with this hypothesis are explained by the answers of respondents who chose In-store display

based on a prominent form of strategy at Hypermart Mall Panakkukang Makassar, where a well-arranged display will arouse customer interest when viewing and there is a high probability of impulse buying, the display displayed by Hypermart makes consumers know what products are currently in the promo period, thus supporting the other two variables in this study, namely price discount, and bonus pack. Store displays are the main form of strategy in the operational management of a store, where the resulting output has a direct effect on the level of success of product promotion and sales in retail stores, especially in modern retail stores with an open display concept as applied by Hypermart Mall Panakkukang Makassar, because with attractive displays, good and structured arrangements will attract and influence impulse purchases.

The influence of Price Discount, Bonus Pack, and In-store display on Impulse buying

From the management results, the greater the price discount, and the more bonus packs, as well as the more attractive, clear and structured the in-store display provided by Hypermart Mall Panakkukang Makassar, can increase unplanned purchases because it has a significant influence on impulse buying. In general, consumers have planned what to buy before entering the store, but when in the store impulse buying decisions can suddenly occur and are caused by several factors, in this implementation or impulse decision using emotions and feelings rather than logic. Factors that influence this behavior include a supportive shopping environment, for example, the appearance or arrangement of products, displays, room space, atmosphere, product packaging, unique colors and shapes will also create a desire or desire for consumers to make spontaneous purchases (blog.amartha.com). When consumers are in the store, the purpose of consumers purchasing products that are sold may be because they have planned to buy the product, have searched for information about the product so that they plan to make a purchase, but often and very often when looking for products, going around and seeing the whole store, consumers will certainly feel interested in a product, either from the packaging, the usefulness of the product, from the appearance of the display, or because of the promos and discounts displayed, then the consumer makes a purchase without finding out or the product is not on the list or previous shopping plan, then this behavior is referred to as impulse buying. If it is concluded that some of the factors above are included in the price discount, bonus pack, and in-store display variables which are also applied by Hypermart Mall Panakkukang Makassar. According to A.C. Nielsen, as many as 85% of purchases in modern markets occur without a plan, only the remaining 15% are "disciplined" to shop according to their shopping list. The existence of impulse buying behavior, which is certainly owned by the possibility of everyone, is an opportunity for marketers to introduce and sell products (merdeka.com). Through effective in-store communication by holding promotional programs, it will influence the choice of brands that consumers buy and encourage more purchases and sales.

CONCLUSIONS

Price discount, bonus pack, and in-store display have a positive and significant effect partially on the impulse buying behavior of Hypermart Mall Panakkukang Makassar.

1. Price discounts, bonus packs, and in-store displays simultaneously have a positive and significant effect on impulse buying behavior of Hypermart Mall Panakkukang Makassar consumers.
2. In-store display is the dominant variable in influencing impulse buying behavior of Hypermart Mall Panakkukang Makassar consumers.

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