

PRICE DISCOUNT, BONUS PACK, AND HEDONIC VALUE TOWARDS ONLINE SHOP IMPULSE BUYING: A CASE STUDY ON PRIVATE COLLEGE STUDENTS IN SUNGAI PENUH CITY

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Abstract

We study online shop impulse buying behaviour of college students in some private universities at Sungai Penuh city and formulate problems as follows: (1) how could price discount affect their impulse buying behaviour? (2) How could bonus packs affect their impulse buying behaviour? (3) How could hedonic value affect their impulse buying behaviour? (4) How could price discount, bonus pack, and hedonic value altogether affect their impulse buying behavior? The purpose of this study are to analyze the effect of price discount, bonus pack, and hedonic value towards students's impulse buying behaviour, both partially and simultaneously. We spread questionnaires among 60 students of private universities in Sungai Penuh city and use descriptive quantitative techniques for data analysis. Results of the study shows that there is a significant influence of price discounts and bonus packs, partially, on impulse buying behaviour of these college students. While the hedonic value has a little to no significant effect on their impulse buying behaviour. For price discounts, bonus packs, and hedonic values altogether, there is a significant effect on impulse buying behaviour simultaneously. The influence of price discount, bonus pack, and hedonic value on impulse buying behaviour is 16.9%, with 83.1% are from another influences that need to be further studied for future research.

Keywords: Price Discount, Bonus Pack, Hedonic Value, Impulse Buying

Introduction

Globalization has penetrated all over the world and occurs in almost all aspects of life, including the socio-economic field. Globalization has increased the standard of living for most of the people, not to mention Indonesian, especially the people of Sungai Penuh city. It changes the values of human life, such as the nature of individualism which is contrary to Indonesian culture prioritizing togetherness. The development of technology also change customer behaviour. is very developed and what is not left behind is the progress of doing business online is growing. People start to think logically and don't want to bother themselves anymore so that online purchasing decisions are their means of making buying and selling transactions. Besides being practical, the prices offered are also quite competitive with conventional stores. Online purchases also offer convenience, minimize spending and effort, save time and are very easy to compare prices, so it's not surprising that nowadays online purchases are very popular with the public. Online purchases are also more efficient where consumers can make transactions anywhere and anytime.

According to Swastha (2013), electronic commerce or e-commerce is the distribution, purchase, sale, marketing of goods and services through electronic systems such as the internet or television, www, or other computer networks. E-commerce is one of buying and selling transactions through the internet network system which is often known as an online shop. Online shop is an activity of buying and selling or electronic commerce that allows consumers to be able to directly buy goods or services from sellers through internet media using a web or browser. As an effort to distribute various products to consumers for their own consumption, retail is a very promising business. Business owners start to compete to improve their sales strategies towards the increasing consumer needs. Minimarket outlets are considered to dominate the market and are able to penetrate the entire archipelago, even many retail companies continue to expand in potential remote areas of the country.

The existence of an online shop makes it easier for us to shop without wasting time and effort. Through the online shop, buyers can see the various products offered through the web that are promoted by the seller. The development of online shops or online stores through internet media has mushroomed in Indonesia, especially in Kerinci Regency, and is even well known by the general public. The number of various conveniences in shopping and the various types of products and services offered, make people make online shops a new place to shop besides shopping centers. Consumers use various criteria in making purchases, including buying products that suit their needs, tastes and purchasing power. Consumer behavior provides the basis, insight and knowledge about what consumers need, the reasons consumers make purchases, where consumers buy, who plays a role in buying, and what factors influence consumers in making purchases. make a purchase of an item.

In this case, the existing online shop application can make people decide to buy. The buyer's decision to decide to buy is not easy, many factors can influence it, both from internal factors / from within the consumer

or external influences, namely stimuli carried out by companies and companies must be able to identify consumer behavior, in order to win the competition. According to Mowen and Minor (2010:10), buying decisions can be influenced by several factors including discounts, bonuses, and consumer behavior. One that affects purchasing decisions (impulse buying). In this regard, unplanned buying behavior or impulse buying is something that is of interest to online shop owners.

Impulse buying, also known as unplanned purchase, is a person's behavior in which the person does not plan anything in shopping. According to Mowen & Minor (2010:12), impulse buying is an act of buying that is done without having previous problems or buying intentions/intentions formed before opening an online shop application. Schiffman & Kanuk (2007:17) also stated similarly that impulse buying is an emotional decision or according to impulse. Some of the factors that are the reason why someone is compelled to do impulse buying include internal factors and external factors. Pricilia (2013: 76) stated that the internal factors that influence impulsive buying behavior or Impulse Buying Tendency (IBT) that occur in a person consist of a person's affective and cognitive aspects. The emotional state, mood, and feelings of a person are factors that are included in the affective aspect of a person. Cognitive aspect of a person refers to how consumers understand the product, think about and interpret the product, and can lead to unplanned purchase tendencies, less likely to consider, and ignore consequences. Consumers who are more concerned with affective aspects than cognitive aspects in making purchases, have a greater tendency to make impulse buying.

The phenomenon of people making unplanned purchases during the Covid-19 pandemic, namely where there is a ban from the government for crowding in shopping centers, markets, shops, and so on, this triggers people to do impulse buying. People no longer need a plan to buy what they want, but people are more afraid of the difficulty of getting various necessities of daily life. In addition, impulse buying is caused by a phenomenon in the online shop application which offers a very complete variety of life necessities as well as convenience and interesting things for buyers that can affect the occurrence of impulse buying.

Based on the above phenomena, purchases can be categorized into two forms, namely planned purchases and unplanned purchases. Planned purchases usually occur based on needs, which means that consumers really need the product, while unplanned purchases (impulse buying) is the behavior of people who do not plan something in shopping. Impulse buying buyers do not think about buying a particular product or brand. They immediately make a purchase because of interest in the brand or product right away. Decisions that are considered by consumers for unplanned purchases are due to products that make consumers interested and promotions that are considered very suitable, such as price discounts, bonus packs, or the value of consumer hedonism.

Based on the background of the problem above, it is known that there are factors in the impulse buying online shop, namely price discounts, bonus packs, and consumer hedonic values. This is as research results from Sari and Cahyaningtya (2020), stating that price discounts and bonus packs affect impulse buying online shops. Furthermore, the results of research from Wayan Aris Gumilang and I Ketut Nurcahya (2016), explained that the discount price and hedonic value had an effect on impulse buying. Based on the above phenomenon, to examine people's attitudes towards online transactions by Private Higher Education Students in Sungai Penuh City in a journal entitled: "Price Discount, Bonus Packs and Hedonic Values on Impulse Buying on Private Higher Education Students in Sungai Penuh City"

Literature Review

Impulse Buying

The definition of impulse buying according to Rook (1987:190) is when consumers feel the sudden need/desire to buy, strongly and hardly sometimes to quickly buy something. According to Beatty and Feerel (1998: 170), impulse buying is a quick buy all of a sudden without predetermined intention to buy such product category or to fulfill the need of buying specific product.

In Mulianingsih (2019), Rook defined four indicators of impulse buying as follows:

1. Spontaneity, where the purchase is unexpected and motivates consumers to buy now, often in response to visual stimulation at the point of sale.
2. Strength, compulsion, and intensity, namely initiating other motivations and acting immediately.
3. Excitement and stimulation, namely the urge to buy often accompanied by emotion
4. Indifference to consequences, the urge to buy can be difficult to resist, allowing negative consequences to be ignored.

Price Discount

According to Sutisna (2002:302), price discount or discount is product price reduction from the normal price within a certain period. According to McCarthy and Pereaualt (2009:362) discount is a reduction from the recorded price proposed by the seller to the buyer who either does not perform a certain marketing function or performs a marketing function or performs the function himself.

The determination of the price discount must be clear because it will directly affect the price policy and the pricing method used. According to Sutisna (2010:124), several indicators of giving price discounts to consumers are:

1. The amount of the discount. The size of the discounted price given when the product is discounted.

2. The amount of the discount. The time period given at the time the discount occurs.
3. Types of products that get discounted prices. Diversity of choice on discounted products.

Bonus Pack

According to Belch & Belch in Brian (2016: 24) bonus packs offer consumers an extra load of a product at a normal price. According to Mishra & Mishra in Brian, (2016: 24) bonus pack is a quantity-based sales promotion strategy where customers are offered more quantity of products at the same price. From some of the definitions above, it can be concluded that the bonus pack is one of the strategies in sales promotion that offers free products or services at reduced prices to encourage the purchase of other products. Belch & Belch in Brian (2016:25) mention the benefits of using this bonus pack strategy, namely:

1. Provide marketing a direct way to provide extra value.
2. Is an effective defense strategy against the emergence of new product promotions from competitors.
3. Generate larger sales orders.

Bonus packs or bonuses in packaging are supervision of a product in special packaging in the form of extras without additional costs. According to Belch and Belch (Amanda, 2014: 80), the indicators for using this bonus pack strategy are:

1. Provide marketing a direct way to provide extra value.
2. Is an effective defense strategy against the emergence of new product promotions from competitors.
3. Generate larger sales orders.

Hedonic Value

Hedonic value is a comprehensive assessment of the benefits of experiences and sacrifices such as entertainment and release from boredom. The hedonic value dimension has been the subject of much offline transaction research (Babin and Attaway, 2000; Darden and Reynolds, 1971) and is beginning to be recognized as an important element in online transactions (Burke, 1999; Hoffman and Novak, 1996). Chauduri and Holbrook (2001) state that hedonic value is a value that is able to give consumers a sense of pleasure (emotional connection) and affect consumer satisfaction, especially from the positive side and the negative emotional side of consumers (Babin et al., 2005). Basically hedonic value reflects an instrument that presents directly the benefits of an experience in consumption such as: pleasure in new things and will directly increase consumer confidence when choosing the product they choose (Paridon et al., 2006). Hedonic value which more reflects the experience of profit which is expressed directly as the experience of consumption of a product and hedonic value is closely related to multisensory aspects, feelings, fantasy and pleasure (Hirschman and Holbrook, 1982; Mano and Oliver, 1993).

According to Arnold and Reynold in Kim (2010:42), there are six indicators of hedonic values, namely as follows:

1. Adventure shopping, where consumers shop for an experience and by shopping, consumers feel like they have their own world.
2. Social Shopping, consumers shop because of the assumption that shopping enjoyment will be created when consumers spend time with family or friends.
3. Gratification shopping, shopping is an alternative to reduce stress, overcome bad problems, and a means to forget the problems that are being faced.
4. Idea shopping, shopping to follow new fashion trends and to see new products or something, usually influenced by advertisements, friend recommendations, or others.
5. Role shopping, consumers prefer to shop for others than for themselves so that consumers feel that shopping for others is a fun thing to do.
6. Value shopping, consumers perceive that shopping is a game when bargaining prices, or when consumers are looking for places to shop at low prices.

Methods

This research is a type of correlational research. According to Sugiyono (2017), correlational research is a type of research with problem characteristics in the form of a correlational relationship between two or more variables. The purpose of this study is to determine whether or not there is a correlation between variables or to make predictions based on the correlation between variables. The type of correlational research in this study was carried out to see the relationship between price discount variables, bonus packs, and hedonic values on impulse buying online shops for private university students in Sungai Penuh City. The research was carried out for 4 months.

The technique of drawing the number of sample sizes, if the population is unknown (non-probability sampling), then the accidental sampling method is used. According to Malhotra (2012: 145), accidental sampling is a sampling technique based on chance, namely, customers who come to meet with researchers are sampled, if it is seen that the person met is suitable as a data source. The method used in this study is according to the theory of Malhotra (2010: 146), 15 times of the total variables. So, the minimum number of samples taken in this study according to the theory above is 60 people who shop at the online shop at Private Higher Education Students in Sungai Penuh City.

We are using average scores, Respondent Achievement Rate (TCR), multiple regression, Pearson Product Moment Correlation analysis, and Coefficient of Determination, t test and F test to analyze the data and test our hypothesis.

Result and Discussion

Multiple Linear Regression

Based on the data obtained, we use multiple linear regression as our data has three independent variables namely social class, economic situation, and reference group. We are using this formula:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \quad (\text{Eq. 1})$$

We could see from Table 1 below that the following linear regression equation has been obtained:

$$Y = 57.675 + 0.518X_1 + 0.143X_2 + 0.095X_3 \quad (\text{Eq. 2})$$

Table 1. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	54,675	7,493		7,297	,000
Price discount	,518	,227	,281	2,285	,026
Bonus pack	,143	,071	,247	2,008	,050
Nilai Hedonic	,095	,058	,202	1,653	,104

a. Dependent Variable: Price, Bonus, Hedonic

Source: Data Processed with SPSS

The value of the price discount coefficient (X_1) is 0.518 which has a positive effect, meaning that if the online shop provides a price discount in product sales, then the emergence of impulse buying for online shop buyers. The results of this study are supported by Nurussafa'atillah (2017; 490) who found that price discounts have a significant effect on impulse buying.

The coefficient value of the bonus pack (X_2) is 0.143 which has a positive effect, meaning that if the online shop provides additional products or bonus packs for every purchase of several products, the impulse buying of online shop buyers increases. The results of this study are supported by Nurussafa'atillah (2017; 490) stating that the bonus pack has a significant effect on impulse buying.

The coefficient value of the hedonic value (X_3) is 0.095 which has a positive effect, meaning that if the hedonic value of the buyer increases, then the impulse buying of online shop buyers has no effect. These findings are in line with Chauduri and Holbrook (2001) stating that the hedonic value is a value that is able to give consumers a sense of pleasure (emotional connection) and affect consumer satisfaction, especially from the positive side and the negative emotional side of consumers (Babin et al., 2005). The hedonic value of buyers increases, then the impulse buying of online shop buyers has no effect.

Hypothesis Testing

To find out the effect of price discount, bonus pack, hedonic value on impulse buying of online shop buyers at private universities spread across Sungai Penuh City partially. Based on table 4.12 above, it can be explained that the results of the coefficients of determination are partially as follows:

$$KD = (\text{zero order} \times \text{beta standardized coefficient}) \times 100\% \quad (\text{Eq. 3})$$

We then got the partial determination coefficient for the price discount variable on impulse buying at 5.7%, for the bonus pack variable on impulse buying at 5.1%, and for the hedonic value variable on impulse buying at 4.5%.

The Coefficient of Determination aims to see the extent to which the entire independent variable can explain the dependent variable. If the coefficient of determination is 0 then the independent variable does not explain the slightest variation in the dependent variable. However, if the coefficient of determination is equal to 1 or close to 1, then the independent variable can explain the variation of the dependent variable. To find out how much influence there is between price discounts, bonus packs, hedonic values on impulse buying online shop buyers at Private Universities scattered in Sungai Penuh City simultaneously, it can be explained in table 4.13 as follows:

Table 2. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,412 ^a	,169	,125	1,80882

a. Predictors: (Constant), *price*, *bonus*, *hedonic*

Source: Data Processed with SPSS

Based on Table 2, our coefficient of determination value is shown by R Square = 0.169, which is the square of the correlation coefficient 0.412 (a). It means the magnitude of the influence between price discount, bonus pack, hedonic value on impulse buying online shop buyers in Private Universities spread across Sungai Penuh City by 16.9%. While the rest (100% - 16.9%), the remaining 83.1% factors were yet unknown and can be addressed for future study.

Conclusion

Based on the research results that have been collected in the previous chapter, we then have several conclusions as follows:

1. Price discount has a positive and significant effect on impulse buying for online shop buyers at private universities spread across the city of Sungai Penuh. The results of the hypothesis explain that the value of t count is greater than t table, namely $2.285 > 1.673$, while the magnitude of the effect of price discount on impulse buying is partially 5.7%.
2. The bonus pack has a positive and significant effect on impulse buying for online shop buyers at Private Universities scattered in Sungai Penuh City. The results of the hypothesis explain that the value of t count is greater than t table, namely $2.008 > 1.673$, while the magnitude of the effect of price discount on impulse buying partially is 5.1%.
3. The hedonic value does not have a positive and significant effect on impulse buying for online shop buyers at Private Universities scattered in Sungai Penuh City. The results of the hypothesis explain that the calculated t value is smaller than the t table, namely $1.653 < 1.673$, while the magnitude of the effect of the hedonic value on impulse buying partially is 4.5%.
4. Price discounts, bonus packs, and hedonic values have a positive and significant effect on impulse buying for online shop buyers of Private Universities scattered in Sungai Penuh City. The results of the hypothesis explain that the calculated F value is greater than the F table, namely $3.806 > 2.769$, while the magnitude of the influence of price discount, bonus pack, and hedonic value on impulse buying.
5. The magnitude of the influence between price discounts, bonus packs, and hedonic values on impulse buying online shop buyers at private universities spread across Sungai Penuh City simultaneously is 16.9% and the rest (100% - 16.9%) is the remaining 83, 1% we don't know.

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