
Original Article

Relationship of Online Promotions and Discounts on Impulse Buying: A Case Study of Matahari Binjai Supermall Consumers

Indawati Lestari^{1,*} and Hasbiana Dalimunthe¹

¹ Faculty of Economics and Business, Universitas Medan Area, Medan Sunggal, 20112 Kota Medan, Sumatera Utara, Indonesia; hasbiana_dalimunthe@ymail.com (H.D.)

* Correspondence: indahtaca@gmail.com (I.L.)

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Abstract: In the contemporary age, traditional markets are gradually being overshadowed as individuals increasingly favour shopping in modern retail establishments. The surge in retail business can be attributed to a growing consumer base seeking convenient and comfortable shopping experiences, intensifying competition within the business realm. Thus, this study aims to analyze the effect of online promotions and discounts on impulse buying by Matahari Binjai Supermall consumers. The sample was selected using the accidental technique. The number of samples taken was 150 respondents, and the data processing used multiple linear regressions. The results showed that online promotions positively and significantly affect impulse buying. Discounts have a positive and significant effect on impulse buying. Simultaneously, online promotions and discounts positively and significantly affect impulse buying. In conclusion, the study reveals a clear and affirmative impact of online promotion and discounts on impulse buying. Individually, both online promotions and discounts demonstrate a positive and significant effect on impulse buying. Moreover, the simultaneous presence of online promotions and discounts amplifies their combined influence, underscoring the synergistic nature of these factors in driving impulse buying behaviour. It underscores the importance of strategic marketing approaches incorporating online promotion and discounts to enhance consumer engagement and stimulate impulsive purchasing.

Keywords: Online promotions; Discounts; Impulse buying.



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1. Introduction

In today's modern era, traditional markets are starting to be displaced, and people prefer shopping in modern retail. The development of the retail business is also caused by the increasing number of consumers who want to shop easily and comfortably. The increase in modern retail has encouraged very intense competition in the business world. This condition is based on the shift in people's habits who like manufactured goods, making the flow of money circulation in the buying and selling sector become greater and the increasing number of consumers who shop at modern stores, especially for consumers who live in urban. People can buy everything they need without considering how much money they must carry. It can

lead to impulse buying, where consumers initially think about shopping only according to their needs. Still, the availability of complete goods and a pleasant shopping place makes consumers who shop there feel comfortable and intend to see the goods in the store, allowing them to buy other items outside of the initial shopping plan.

Impulse buying is an activity to spend money that is not controlled, mostly shown on unnecessary items. Impulsive buying occurs when consumers see certain products or brands and become interested in getting them, usually because of attractive stimuli from the store (Utami, 2010). Several things, including online promotions and seller discounts, cause impulse buying. This research was conducted on consumers of Matahari Binjai Supermall. Matahari routinely conducts sales promotions, for example, in celebrating the New Year, Chinese New Year, Valentine's Day, the beginning of school, Ramadan, Idul Fitri, Christmas, and other events in the form of discounts, discounts, special prices or others. So, in this case, the researcher is interested in researching consumers' impulse buying levels when shopping at Matahari Binjai Supermall. The results of the pre-survey conducted by researchers on 50 respondents are as follows:

Table 1. Result of Presurvey for Impulse Buying Behaviour

No.	Questions	Response		No	Percentage	Total	Percentage
		Yes	Percentage				
1.	When I see an attractive and inexpensive product at the Mahatari Department Store, I suddenly feel compelled to buy it, even though I have no plans.	40	80	10	20	50	100
2.	If I like a product in Matahari Department Store, I don't want to delay buying it.	38	76	12	24	50	100
3.	Whenever I see a product with the latest model in the Matahari Department Store, I immediately buy it without paying attention to the price.	45	90	5	10	50	100

Table 1 captures that of the 50 respondents surveyed. Most respondents have a high level of impulse buying. Respondents are often interested in unplanned purchases, especially when discounts and online promotions are given. A sales strategy often used virtually and conventionally is the provision of discounts. Discounts at Matahari Department Store include 20% off to 70%+20% off for all product categories and additional discounts for Matahari Rewards card users for all product categories. Most mall visitors certainly often experience Hedonic Shopping. Hedonic shopping is the behaviour of consumers who make excessive purchases to meet their satisfaction. Consumers have Hedonistic Shopping because they are passionate about shopping for someone. The latest models easily influence, and shopping becomes a person's lifestyle to fulfil their daily needs. Hedonistic shopping will be created by shopping while choosing goods according to taste. When shopping, someone will have positive emotions and buy products without prior planning in the form of a shopping list note.

Numerous studies conducted by Noor (2020), Thamara et al. (2020) and Utami & Juanda (2022) provided results that discounts have a significant effect on impulse buying. However, Ittaqullah et al. (2020), Salam & Jayadi (2023) and Waani & Tumbuan (2015) showed that discounts are not significant in influencing impulse buying. Other study findings related to online promotion conducted by Akram et al. (2018), Daulay (2022) and Kempa et al. (2020) provide results that show promotion has a significant effect on impulse buying. Meanwhile, research conducted by Maulina et al. (2022) showed that promotion is not significant in influencing impulse buying with the phenomenon of problems and research gaps, so this study aims to determine and analyze the effect of online promotion and discounts on impulse buying on consumers of Matahari Department Store Binjai Supermall.

2. Literature Review

2.1. Online Promotions

E-marketing is a company's effort to convey information, communicate, promote, and sell Internet products and services (Kotler & Keller, 2009). E-marketing is using electronic media sources as the main media in marketing, for example, the Internet. E-marketing is marketing products and services using electronic media. According to Rangkuti (2015), the indicators used in online promotion include advertising, sales promotion, public relations, direct marketing and e-personal selling.

2.2. Discounts

A price discount is a savings offered to consumers from the normal price of a product listed on the label or packaging of a product (Kotler & Keller, 2009). Price discount is a pricing strategy that involves a long-term plan to systematically reduce prices after introducing products at high prices. A price discount is a price-based sales promotion strategy offered to consumers where product prices are reduced (Sadikin et al., 2020). According to Sutisna (2002), three things are indicators of price discounts:

- a. The amount of the discount
The size of the discount given when the product is discounted Consumers have their perceptions of discounts. How consumers perceive prices (high, low, and reasonable) strongly influences purchase intent and purchase satisfaction.
- b. Discount period
The period of time is given at the time of the discount. Generally, companies do not provide discounts on all products. Giving discounts is tailored to the time and type of product purchase.
- c. Types of products that get discounts
Diversity of choices in products that are given a discount The type of product that gets a discount will affect consumers in their buying interest, especially products with a well-known brand that will make the purchase rate higher, compared to products that are not yet well-known by consumers.
Impulse buying

Abdelsalam et al. (2020) state that impulse buying is an unplanned purchasing behaviour characterized by relatively fast decision-making and a desire to have purchases like this, described as more exciting, involuntary, and difficult to avoid than planned buying behaviour. Azizah et al. (2022) state that impulse buying is a purchase action made by consumers where previously there was no plan to buy it. Consumers do impulse buying, not thinking about buying a particular product or brand. Zayusman & Septrizola (2019) state that to measure impulse buying, namely:

- a. Spontaneity, namely shopping, reacts to the visual stimulus received directly at the point of sale.
- b. Strength, compulsiveness, and indicators, namely high intensity to, put aside other needs and buy instantly.
- c. Emotions often accompany excitement and stimulation, namely the urge to buy.
- d. Indifference, the urge to buy, can be so difficult to resist that potentially negative consequences are ignored.

2.3. Research Framework and Hypothesis

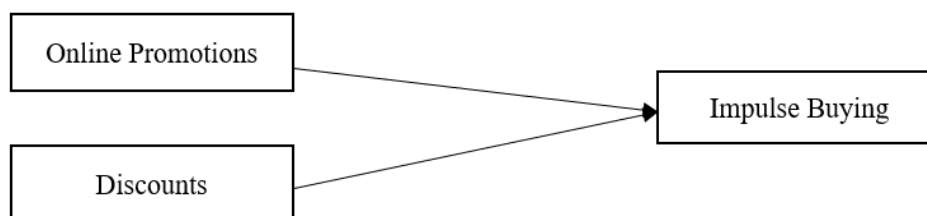


Figure 1. Conceptual Framework

Hypothesis 1: Online promotion positively and significantly affects impulse buying among consumers of Matahari Department Store Binjai Supermall.

Hypothesis 2: Discounts positively and significantly affect impulse buying at Matahari Department Store Binjai Supermall.

3. Materials and Methods

This study uses a quantitative approach using a causal relationship approach through a survey questionnaire. According to [Sugiyono \(2010\)](#), a causal relationship is a relationship that is between cause and effect between the independent variable and the dependent variable. This research was conducted at the Matahari Department of Binjai Supermall. The sample in this study was 150 respondents. The data analysis technique used is multiple linear regressions, assisted by SPSS-23.

4. Results

As mentioned in the previous section, this study seeks to analyze the effect of online promotions and discounts on impulse buying. The result of the analysis can be seen in Table 2 below:

Table 2. Result of Hypothesis Testing

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.621	3.231		1.43	0.155
Online promotion	0.437	0.178	0.352	2.451	0.015
Discount	0.751	0.278	0.388	2.700	0.008
R		0.725a		df	2
R Square		0.525		Mean Square	1007.454
Adjusted R Square		0.519		F	81.391
Std. Error of the Estimate		3.51822		Sig.	0.000b
Sum of Squares		2014.908			

a. Predictors: (Constant), Discount, Online promotion
 b. Dependent Variable: Impulse Buying

Table 2 shows that the R Square value is 0.525. It means that online promotion and discount explain their relationship to impulse buying as much as 52.5 percent and the remaining 47.5. Also, the F stat is 81.391 with a significant level of 0.000, smaller than alpha 0.01 (1%). It means that online promotions and discounts simultaneously affect impulse buying. In addition, this study indicates that online promotion has a significant positive relationship with impulse buying. The regression coefficient of online promotion is 0.437, std. error is 0.178, t-stat is as much as 2.451, and sig. 0.015 or $p < 0.05$. It means that by assuming an increase in online promotion, 1 percent and impulse buying would be increased as much as 43.7 percent. Also, discounts have a significant positive relationship with impulse buying. The regression coefficient of discount is 0.751, std. error is 0.278, t-stat is as much as 2.700, and sig. 0.008 or $p < 0.01$. It means that by assuming an increase in discounts, 1 percent and impulse buying would be increased as much as 75.1 percent.

5. Discussion

5.1. The Effect of Discounts on Impulse Buying

Discounts can cause a desire to make impulse purchases ([Saputro, 2019](#)). The size and duration of the discount period also play a role in fostering the desire to make impulse purchases. Discount is a price reduction provided by a company during a certain period of time to increase product sales. Discounts can be offered as a percentage reduction from the item's original price. A discount is an additional incentive that encourages customers to do something or pay attention to the product offered. In other words, a large discount can encourage buyers to buy goods. A price discount is a price reduction from the normal price of a retailer's product. Retailers often use this discount price to attract new customers and increase sales. Because, logically, consumers think they can buy more goods with less money, but without realizing it, they make purchases unconsciously ([Christian et al., 2022](#); [Gita et al., 2024](#); [Noor, 2020](#); [Setiawan & Sri Ardani, 2022](#); [Thamara et al., 2020](#); [Titing et al., 2022](#); [W. N. Utami & Juanda, 2022](#); [Xu & Huang, 2014](#)).

5.2. The Effect of Online Promotions on Impulse Buying

Consumers who make impulsive purchases mostly buy spontaneously, do not think about the consequences and are influenced by emotional states. Promotion is related to the communication of seller and buyer information, which aims to change the attitudes and behaviour of buyers who previously did not know to get to know so that they become buyers and remember the product. Sales promotion is a form of direct persuasion using various incentives to stimulate immediate product purchases or aims to increase the number of items purchased by customers. The objectives of promotions are very diverse, including attracting new customers to buy products, influencing customers to try a product, encouraging customers to increase purchases, attacking competitor promotions, increasing impulse buying, or as a way to strengthen cooperation with retailers (Akram et al., 2018; Anggarwati et al., 2023; Daulay, 2022; Kempa et al., 2020; Lamis et al., 2022; Maitsa & Artadita, 2022; Riska Anastasia Ningrum & Afrima Widanti, 2023; Sihombing et al., 2022; Van & Ly, 2022).

6. Conclusions

In conclusion, the study reveals a clear and affirmative impact of online promotion and discounts on impulse buying. Individually, both online promotions and discounts demonstrate a positive and significant effect on impulse buying. Moreover, the simultaneous presence of online promotions and discounts amplifies their combined influence, underscoring the synergistic nature of these factors in driving impulse buying behaviour. It underscores the importance of strategic marketing approaches incorporating online promotion and discounts to enhance consumer engagement and stimulate impulsive purchasing. The findings of this study recommend that the phenomena that occur in the field be identified for future investigation. The researchers try to provide suggestions that are useful in marketing communication or promotional activities by Matahari Department Store in utilizing social media, Instagram, and the website. The company can use research to understand consumer habits so that the data used to carry out promotions is valid and structured, not from personal assumptions that are still in doubt. At price discount, the company can provide an explanation of the products to be sold that will be given a discount or discount. Because most consumers hesitate before buying a product that is given a discount. In Impulse Buying, with the majority of consumers buying products without a prior plan, the company is expected to maintain the emotional side of consumers by improving performance in terms of advertising and offering products according to consumer desires so that consumers always feel interested and always visit Matahari Department Store to buy every product offered.

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