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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

Discount Strategies and their Impact on Unplanned Purchase Behaviour of Retail Consumers

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Abstract: The increasingly fierce competition in the retail industry requires companies to develop marketing strategies that are more effective in attracting consumer attention and increasing sales. One strategy that is often applied is discounts, which are believed to influence impulse buying decisions. This study aims to analyse the effect of discounts on unplanned purchases at Alfamart Nangoh Pameungpeuk. This research uses quantitative methods with a descriptive approach. The population in this study were consumers of Alfamart Nangoh Pameungpeuk, with non-probability sampling technique using incidental sampling method. The number of samples used in this study were 68 respondents. Data collection was carried out through distributing questionnaires to respondents who met the criteria. Data analysis was carried out by testing the validity, reliability, and relationship between variables using simple correlation and regression techniques. The results showed that price discounts have a significant influence on unplanned purchases at Alfamart Nangoh Pameungpeuk. Consumers are more likely to make spontaneous purchases when they feel they benefit through discounts. This finding supports previous research which states that discount strategies can increase impulse buying behaviour. The implication of this study is that retail companies need to optimise discount strategies by considering other supporting factors, such as visual and digital promotions, in order to increase their effectiveness in attracting consumers.

Keywords: Discount, Unplanned Purchases.

1. INTRODUCTION

In the increasingly competitive retail business world, companies need to implement effective marketing strategies to attract consumer attention and increase sales. One phenomenon that attracts attention in the retail industry is impulse buying behaviour. Changes in people's consumption patterns from simply fulfilling needs to being part of lifestyle further strengthen the urgency of this research. This phenomenon is increasingly relevant given the intense competition in the modern retail industry, where companies must understand and respond appropriately to consumer behaviour trends. Along with the increasing challenges for modern retail, this research should be conducted immediately to explore the factors that can encourage impulse buying, one of which is discounts, which can be a key strategy in increasing sales effectiveness in a highly competitive environment (Tojiri et al., 2024).

The selection of Alfamart Nangoh Pameungpeuk branch, Garut, as the object of research is based on initial observations which show that the level of impulse buying in this store is relatively low compared to similar stores. Although this Alfamart has been established since 2015 and offers daily necessities products like other branches, there are indications that the marketing strategies implemented, especially in the aspect of price discounts, have not been fully effective in encouraging impulse buying. The results of preliminary interviews with the head of the store indicate that the level of unplanned purchases is still low, which may result in a decrease in sales. This factor is the main difference between Alfamart Nangoh Pameungpeuk and other Alfamart branches that are more

successful in encouraging impulse buying through a more optimal pricing strategy (Sugiat et al., 2022).

The main variables in this study are discounts as the independent variable and impulse buying as the dependent variable. Discounts are one of the factors that can provide encouragement for consumers to make spontaneous purchases. According to previous research, discounts can increase impulse buying by providing incentives for consumers to buy products without prior planning. The correlation between these two variables has been discussed in various studies which show a significant positive relationship, where consumers tend to be more impulsive when there are attractive price offers (Rusdian et al., 2024).

However, there are gaps in previous research regarding the effectiveness of price discounts in increasing impulse buying. Some studies show positive and significant results (Siskawati & Prabowo, 2023; Yuniawati & Istichanah, 2023), while other studies state that discounts have no significant effect on impulse buying (Chrimesi et al., 2023). This gap indicates that there are other factors that may play a role in the relationship between discounts and impulse buying, such as consumer psychological factors, additional marketing strategies, or different market segmentation. Therefore, this study was conducted to re-examine the effect of price discounts on impulse buying with a focus on Alfamart Nangoh Pameungpeuk consumers.

Taking into account the existing research gap, this study has novelty in the context of the object chosen as well as the approach used in measuring the effectiveness of discount strategies on impulse buying. The benefits of this research are to provide insights for retail management in optimising pricing strategies to increase sales, as well as to provide academic contributions in understanding the factors that influence impulse buying in the Indonesian retail market. The main objective of this study is to analyse the extent to which price discounts can affect impulse buying at Alfamart Nangoh Pameungpeuk, so as to provide recommendations for more effective marketing strategies for companies in the face of increasingly fierce competition.

2. RESEARCH DESIGN AND METHOD

The research method is a scientific approach used to obtain data with specific purposes and uses (Sugiyono, 2019). In this study, a quantitative method with a descriptive approach was used. According to Garaika & Darmanah (2019), descriptive research aims to determine the value of independent variables without comparing or relating them to other variables. Thus, this study reviews the phenomena that occur at Alfamart Nangoh Pameungpeuk without comparing with other stores.

A. Operationalisation of Research Variables

Table 1. Variable Operationalisation

Variables	Concept	Dimensions	Indicators	Scale
Rebate (X)	Discounts are given to attract consumers (Tjiptono, 2020)	Amount of discount	Discount percentage, payment method, membership	Ordinal
		Duration of discount	Seasonal, special events	Ordinal
		Product type	General products, seasonal	Ordinal
Impulse Buying (Y)	Spontaneous purchase decisions without a plan (Jain, 2021)	Cognitive	Knowledge, product selection without comparison	Ordinal
		Affective	Positive feelings, enthusiasm, emotional satisfaction	Ordinal
		Conative	Willingness to pay, spontaneous decision	Ordinal

B. Population and Sample

The population in this study is a group of individuals with certain characteristics who are the subject of research, in this case consumers who have shopped at Alfamart Nangoh Pameungpeuk (Sugiyono, 2019). Samples were taken using *non-probability sampling* techniques with the *incidental*

sampling method, namely the selection of samples from consumers who were met randomly and considered relevant (Sugiyono, 2019). To determine the sample size, the Lemeshow formula was used, which resulted in a final number of 68 respondents.

C. Data Analysis Technique

1. Validity and Reliability Test
 - a) Validity: Measures the extent to which a research instrument can be used to measure what it is supposed to measure (Sahir, 2021).
 - b) Reliability: Measuring data consistency using Cronbach's Alpha test (Sahir, 2021).
2. Correlation and Determination Coefficient Test
 - a) Correlation Coefficient: Measuring the relationship between price cuts and *impulse buying* using Spearman Rank correlation (Sugiyono, 2019).
 - b) Coefficient of Determination (R^2): Measures the effect of variable X on variable Y (Sahir, 2021).
3. Hypothesis Test

The *t* test is used to determine the significant effect between discounted prices and unplanned purchases. Hypotheses are tested with a 95% confidence level (Sugiyono, 2019). This research draws on methodologies that have been developed in previous studies (Tojiri, Putra, & Nur Faliza, 2023; Subagyo et al., 2023). With this approach, the research is expected to provide deeper insights into the relationship between discounts and *impulse buying* in the context of modern retail.

3. RESULTS

A. Instrument Validity Test

Table 1. Discount Validity Test

Instrument Item	r-count	r-table	Description
1	0,829	0,30	Valid
2	0,802	0,30	Valid
3	0,827	0,30	Valid
4	0,818	0,30	Valid
5	0,576	0,30	Valid
6	0,798	0,30	Valid
7	0,502	0,30	Valid
8	0,890	0,30	Valid
9	0,623	0,30	Valid

Source: Results of Data Processing Year 2024

Based on the table above, all instrument items have an r-count value above the r-table (0.30), so all instruments are declared valid and suitable for distribution.

Table 2. Validity Test of Unplanned Purchases (Impulse Buying)

Instrument Item	r-count	r-table	Description
1	0,829	0,30	Valid
2	0,802	0,30	Valid
3	0,827	0,30	Valid
4	0,818	0,30	Valid
5	0,576	0,30	Valid
6	0,798	0,30	Valid
7	0,502	0,30	Valid
8	0,890	0,30	Valid
9	0,623	0,30	Valid

Source: Results of Data Processing Year 2024

All statement items for the impulse buying variable also have an r-count value above the r-table, so they are declared valid and can be used in research.

B. Instrument Reliability Test

The reliability test was conducted using Cronbach's Alpha technique, with the following results:

Table 3. Reliability Test of Discount

Cronbach's Alpha	N of Items
0,899	9

Source: SPSS 2024 Data Processing Results

With a reliability value of 0.899 (≥ 0.600), all discount instruments meet the reliability requirements and can be used for data collection.

Table 4. Reliability Test of Unplanned Purchases (Impulse Buying)

Cronbach's Alpha	N of Items
0,874	7

Source: SPSS 2024 Data Processing Results

The reliability value of 0.874 (≥ 0.600) indicates that the unplanned purchase instrument also fulfils the reliability requirements and is suitable for use in research.

C. Correlation Coefficient Test

Table 5. Correlation Test of Discount on Impulse Buying

Variables	Pearson Correlation	Sig. (2-tailed)	N
X (Rebate)	1	-	68
Y (Impulse Buying)	0,795**	< 0,001	68

Source: SPSS 2024 Data Processing Results

The correlation result of 0.795 shows a strong relationship between discounted prices and unplanned purchases, in accordance with the guidelines for interpreting the correlation coefficient according to Sugiyono (2019).

D. Determination Coefficient Test

Table 6. Coefficient of Determination of Discount on Impulse Buying

Model	R	R Square	Adjusted R Square	Std. Error
1	0,795	0,631	0,626	2,744

Source: SPSS 2024 Data Processing Results

Calculation of the coefficient of determination:

$$KD = r^2 \times 100\% = 0,631 \times 100\% = 63,1\%$$

Thus, 63.1% of the change in unplanned purchases is influenced by price discounts, while 36.9% is influenced by other factors not examined in this study.

E. Hypothesis Test

Table 7. Hypothesis Test Results (t Test) Price Discounts on Unplanned Purchases

Model	Unstandardised Coefficients (B)	Std. Error	Beta	t	Sig.
Constant	5.530	1.804	-	3.066	0.003
X (Rebate)	0.589	0.055	0.795	10.634	< 0.001

Source: SPSS 2024 Data Processing Results

With a t-count value of 10.634 greater than t-table 1.997 and a significance of $0.000 < 0.05$, H_0 is rejected and H_1 is accepted, which means that discounts have a positive and significant effect on unplanned purchases at Alfamart Nangoh Pameungpeuk.

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