

## RELATIONSHIP BETWEEN CONSUMER BEHAVIOR, DISCOUNTS AND PURCHASE DECISION

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**Abstract:** The use of promotional discount on food is a phenomenon which is interesting among the business as one of the strategies of marketing. The use of the discount in the restaurant fast -food can be a stimulus to the decision of purchasing consumer. In this study using a sample of as many fast food restaurant visitors. With respondents as many as 100 respondents. Research is trying to see how large the stimulus the against making decisions purchase of the consumer in the restaurant fast -food Samarinda. Results of the study showed that variabel consumers behavior towards *the discount* effect significantly, whereas the relationship variable *discount* to the decision of buying influence positive but not significant and variable behavior of consumers against the decision of buying influence positive but not significant.

**Keywords:** *Cunsomer behavior, discount, purchase decision*

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### 1. Introduction

The era of all-round modern as when it, the level of competition of business that height makes companies vying to defend, win the competition market and expand its presence. Similar industries will always try to fight over the same market. The impact of competition was certainly very clear where the consumer then becomes increasingly critical choose the best, then from that marketers need to know and learn the needs and desires of consumers, as well as the characters are owned by consumers.

Changes in the behavior of consumers affected to companies that produce products goods or jasa. Company choose and implement the various strategies of marketing to compensate for changes in the behavior of consumers and aiming to win the competition. Gitosudarmo (2012) states five strategies that can be performed by a company of which is a strategy of generic (*generic strategy*), strategy reactive, strategy proactive, strategies to survive, and the strategy of attack. Various types of strategies can be applied by companies to win the competition.

To win the competition, companies must know the state of the market and consumers. One of the strategies that can be done by the company is to use a strategy of promotion. Marketing is the process of social that in which individuals and groups obtain what that they need and want to create, offer, and in the free exchange of products are valued by the other. Kotler, (2009). According to Sutrisno (2011) states that sales promotions offer extra incentives for consumers to take action. Pieces the price is an incentive extra that consumers want to do the action, most do not have the attention to the products that are offered, in other words the magnitude of cuts prices could provide impetus for consumers to buy.

Companies can do a strategy selling discount on the products that are offered to consumers. Strategy *discount* is one of the strategies the sale of which run several retail restaurant fast -food. Some restaurant fast -food in Samarinda are running a promotion this, such as Pizza Hut, J.CO Donuts & Cafe, Chicken and Duck Fried Sari Rasa Pak Ndut, and X.O.Suki.

Strategy sale like this is usually done as a form of working together with bank specific, especially in parts of the product card credit as promotion restaurant fast -food and the bank that sells the card credit.

To know the stimulus arising from a sale effectively, the necessary knowledge about the factors that affect a person, in receiving, considering the information and take decisions in the purchase of products that are offered. In the business restaurant fast -food, the perpetrators of the business of food can measure how large the stimulus given through the promotion of the sale of prepayment on the behavior and decisions of purchase customers. The process of a person's decision to buy a product is usually influenced by several factors. According to Kotler (2012), there are several factors the behavior of consumers who influence the process decision consumer that is a factor of *cultural, social, personal, and psychological*. One of the factors that can give influence over large from factors others. Knowing the factors which only the influence and shape the influence that is given, will greatly assist management in conduct evaluation to the strategy of marketing , especially strategic campaign that is already running , and then be able to draw up a strategy of marketing or strategy promotions are more effective than previously.

To find out more in-depth than the stimulus given by the program "*discount*", against the decision of purchase, required a study of the behavior of the purchase of consumer restaurant fast -food. Understanding will be the behavior of consumers will provide input to the Integration in evaluating policy strategy of marketing or strategy of promotion of sales are done.

## **2. Literature Review**

### **Consumer Behavior**

The understanding of the behavior of the consumer is the key to the success of a major for the marketers. There are three reasons why the study of the behavior of the consumer is very pent ing. According to Engel *et al* (2010) the behavior of the consumer is a measure which is directly involved in getting, consume, and spent products and services, including the processes that precede and follow from tind will have. While Mowen (2009: 5) says that the behavior of consumers is the study units and the process of making decisions that are involved in receiving, using and determination of goods, services, and ideas. The definition of the use of the term units manufacturer's decision, since the decision can be made by individuals or groups. Definitions are also saying that consumption is a process that begins with the reception, consumption, and ends with the determination (*disposition*). Phase reception analyze the factors that influence the choice of consumers to the product, the stage of consumption of analyzing how consumers of actual use of the product are obtained. Phase determination shows what the do consumers after finished using a product such.

Swastha & Handoko (2000) defines consumer behavior as the actions of individuals who are directly involved in the business of acquiring and using economic goods and services including decision making activities. While consumers can be distinguished into two, namely the consumers of individuals and consumer industries. Consumers individual or consumer end are individuals who do purchase to meet the needs of private or consumption of the house ladder. Whereas business or institutional consumers are individuals or groups of individuals who make purchases on behalf of and for use by institutions. In this case the institution can mean companies, government agencies, and other institutions.

Tjiptono (2011) defines as schematic, dimensional behavior of consumers includes three main aspect.

First, type of customers includes things:

1. Consumers end or consumer home ladder, consumers who do purchase is done solely for the purposes of consumption itself.
2. Consumer business (called also consumers of organizational, consumer industrial, or consumer between) are consumers who do purchase for the purposes of more advanced, then sold (producer).

Second, role consumers consists on things:

1. Users are people who actually (in real-time) using the product or obtain the benefits of the products / services are purchased
2. Payer is a person who fund or finance the purchase
3. Buyers are people who participate in the procurement of products from the market. Each role that could be done by one person, can also by individuals who differ. So, someone can be both a user and a payer and a buyer. It all depends on the context or the situation of the purchase.

Thirdly, Behaviors customers consist of:

1. Activities mental, such as assessing brand suitability products, assess the quality of the products based on information were obtained from advertising, and evaluate the experience actual of consumption of products / services.
2. Physical activity, including visiting shops, reading consumer guides (catalogs), interacting with salespeople, and ordering products.

While Engel et al (2010), revealed several factors that influence the behavior of consumers, first, the environment factor. Environment factor consists of; culture, social class, personal influence, family and situation. Second, individual differences. The elements that in factors of this are: the source of power consumers, motivation and involvement, knowledge, attitude, personality, style of life and demographics, Third, the process of psychology, covering the processing of information communication, learning and change in attitudes and behavior.

## **Discount**

Tjiptono (2011) argues that the discount is a piece of the price that given the seller to the buyer as a form of appreciation on the activity of certain of the purchase of the fun for the seller. Gitosudarmo (2012) discount is a price that is much lower than the price that should be paid is based on several things including a payment that is the beginning, the rate and amount of purchase and the purchase of the season certain. Kotler (2012) defines discount as a direct price reduction for a purchase within a certain period .

Simamora (2004) argued that "discount are chunks of cash that is offered to the customers who buy belongings goods merchandise by credit". According Ismaya (2006) discount is a piece of the price of the sales that have been approved if payment is made in a period of time which is much faster than term time credit , discount is a piece of cash seen from the angle of the seller .

Kotler (2009) argues that *the discount* given for multiple factors, namely:

- a. Goods will soon be replaced by a model that is more recent
- b. There is not something wrong with the product is so experience difficulties in sales
- c. Companies experiencing problems finances are critical
- d. Prices will fall over much longer if it had to wait much longer
- e. The quality of this product is reduced by the company

Based on the explanations that can be known that the discount is a reduction in price is directly against products specific to the period of time specified, as well as the purchase of pieces

of the price that given the seller to the buyer. Giving discounts is determined in accordance with the policies and objectives of each company.

### **Purchase Decision**

Kotler (2012) revealed the decision to buy that taken by the consumer it is a collection of a number of decisions. Every buying decision has a structure that consists of several components, among others. 1) Decision on the type of product, 2) Decision on the form of the product, 3) Decision about the brand, which brand consumers will choose to buy, 4) Decision about the seller, the product is purchased where and at what store, 5) Decision about the number of products, the number of products that will be purchased, 6) Decisions about the time of purchase. 7) Decisions about payment methods.

Furthermore according to Kotler (2012) revealed that there are two factors that ultimately affect purchasing decisions, namely:

1. Other people's attitude. The extent to which other people's attitudes reduce alternatives that someone likes, reducing those alternatives will depend on two things namely;
  - a. The intensity of the attitude negatively of others against the alternative that favored consumers.
  - b. Consumer motivation to obey the wishes of others.

More vigorous attitude negative other people will increasingly large well of consumers would change the intent of purchase. Should the preferences of a buyer to a brand will increase if a person who he liked also very like the brand that same

2. A situation that was not anticipated. A situation which is not anticipated that could arise and change the intention of purchase, the decision of consumers to modify, postpone or avoid a decision of purchasing highly influenced by the risks are perceived. Shared risks are perceived varies according to the amount of money that is at stake magnitude of lack of certainty of the attributes and the amount of trust yourself consumer. To reduce the risks it, then consumers develop routines specified as avoidance decisions, gathering information from friends and preferences on the brand in the country and warranty.

Meanwhile, according to Tjiptono (2011) it was revealed that a consumer who buys a product is influenced by two dimensions, namely:

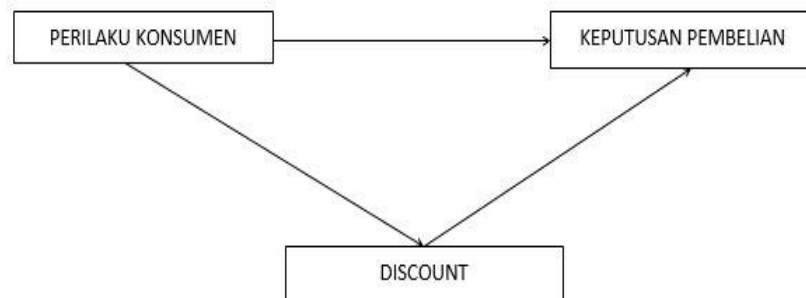
1. Rational dimensions. Such as price, quality, distribution and so on that can encourage someone to buy a product with the reasons were rational.
2. Dimensions of attraction. Such as product aroma, color, impact, taste and look.

### **Hypothesis**

Based on the background behind and explanation background, it can be arranged hypothetical study as follows:

- H1: Variable behavior of consumers affect significantly against the decision of purchase.
- H2: Variable behavior of consumers influence significantly on *the discount*.
- H3: Variable discount has a significant effect on purchasing decisions.

### Theoretical Framework



### 3. Research Method

The method that is used in research this is a method of quantitative wherein the variable independent in research this is the behavior of consumers, while variable dependent is the decision of purchase and discount.

The population in this study includes all fast food restaurant consumers who live in Samarinda. Samples are selected through two stages (*two stages*). At the level of first choosing a restaurant fast -food that runs the program discount is random and the level of the second pick of respondents are not random (*non-probability*), which is based on a *judgmental sampling* (in accordance with the ease to get it). Solimun (2005) states that large samples are suggest to use the analysis of PLS, is a minimum of 100 samples. For it was in the study have been sampled as many as 100 customers were scattered at the restaurant fast -food selected.

### 4. Research Results

#### Analysis of the influence of consumer behavior on purchasing decisions

Information	Original sample	Sample mean	Standard deviation	T statistic	P values
Consumer behavior on purchasing decisions	0.915	-0,613	1,662	0.551	0.582

Source : processed data

From the results of the analysis of statistics using PLS, can be concluded that the behavior of consumers against the decision of buying influence positive but not significant that mean H1 was rejected by the value of *the T- statistic* for 0551 <1.96 and *P- Value* 0582 > 0:05 .

#### Analysis of the effect of consumer behavior on discounts

Information	Original sample	Sample mean	Standard deviation	T statistic	P values
Consumer behaviour on discounts	0.979	0.936	0.176	5,568	0,000

Source: processed data

For the relationship between the behavior of consumers towards the discount effect positive significant that mean that H2 is received with a value of *T- statistics* for 5568 > 1.96 and *P values* of 0.000 < 0:05.



### **Analysis of the effect of *discounts* on purchasing decisions**

<b>Information</b>	<b>Original sample</b>	<b>Sample mean</b>	<b>Standard deviation</b>	<b>T statistic</b>	<b>P values</b>
Discount on purchasing decisions	0.971	0.633	1,831	0.530	0.596

*Source : processed data*

For relationship discounted against the decision of buying influence positive and not significant that mean that the H3 is rejected by the value of *the T- statistic* for  $0530 < 1.96$  and P values of  $0.596 > 0.05$ .

## **5. Conclusion and Suggestion**

### **Conclusion**

Based on the results of the analysis that has been done. Then some conclusions can be given as follows: By using the calculation Smartpls influence the behavior of consumers towards *the discount* effect positive and significant, while the relationship variable *discounted* against the decision of buying influence positive but not significant and variable behavior of consumers against the decision of buying influence positive but not significant.

### **Suggestion**

Based on the results that have been obtained by the restaurant fast -food needs to pay attention to the discount that they offer to make customers more interested to do the purchase. In addition to that, the restaurant fast -food also need to pay attention to the behavior of consumers in doing purchases for the behavior of consumers is very influential in the decision -making of consumers in buying a product.

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