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Retail Marketing Strategies and Consumer Buying Behavior : The Impact of Discounts, Bonus Packs, and Store Atmosphere in Modern Retailing

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Abstract : Retail marketing strategies play a crucial role in shaping consumer buying behavior, particularly in modern retailing. This study examines the impact of price discounts, bonus packs, and store atmosphere on consumer purchasing decisions in Alfamart Mayang, Jember Regency. Using a quantitative approach with multiple linear regression analysis, the findings reveal that all three variables significantly influence purchase decisions. Price discounts positively affect impulse buying, with a coefficient of 0.267, indicating that a 1% increase in discounts leads to a 0.267 increase in impulse purchases. Bonus packs have the highest impact (0.395), suggesting that promotional bundling strategies strongly drive consumer engagement. Meanwhile, store atmosphere contributes significantly (0.310), emphasizing the role of ambiance, lighting, music, and visual elements in enhancing the shopping experience. The study highlights that modern consumers are increasingly impulsive due to these promotional strategies, reinforcing the importance of a well-balanced retail marketing mix. These insights provide valuable implications for retailers in designing effective promotions to maximize customer engagement and sales performance.

Keywords: Retail Marketing, Consumer Behavior, Price Discount, Bonus Pack, Store Atmosphere

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1. Introduction

The retail landscape has evolved dramatically in recent years, shaped by changing consumer behaviors, technological advancements, and increasingly competitive markets. Shopping is no longer just a functional activity; it has transformed into an experience that blends necessity with entertainment and leisure. Consumers today are more informed, connected, and selective, making it crucial for retailers to implement marketing strategies that align with these evolving expectations. One of the key challenges in modern retailing is influencing consumer purchasing decisions. While product quality and brand reputation remain important, research suggests that external stimuli—such as discounts, promotional offers, and store atmosphere—play a significant role in shaping buying behavior [1]. Price discounts and bonus packs appeal to the rational decision-making process by offering perceived financial benefits, whereas store atmosphere taps into emotional and sensory experiences, influencing impulse buying and customer retention [2].

Consumer buying behavior is a complex process influenced by psychological, social, and economic factors. According to Kotler & Keller (2016), purchasing decisions are shaped by a combination of cognitive and affective responses, where price promotions serve as cognitive triggers while store ambiance evokes emotional engagement [3]. The

Stimulus-Organism-Response (SOR) model also suggests that environmental cues in retail settings—such as discounts and store design—act as stimuli that influence consumer perception and, subsequently, buying decisions [4]. Price discounts are among the most widely used promotional strategies in retail marketing. They create a sense of urgency, prompting consumers to make immediate purchases to capitalize on the perceived savings. Research indicates that consumers often associate discounts with value, leading to increased sales and brand loyalty [5]. However, excessive discounting may also have negative effects, such as reducing brand prestige or encouraging customers to wait for promotions rather than purchasing at regular prices.

Bonus packs, or "Buy One, Get One Free" promotions, are another powerful tactic in retail marketing. Unlike price discounts, which reduce the cost of a single item, bonus packs enhance perceived value by offering additional products at the same price. Research by Mishra & Mishra (2011) suggests that consumers are more likely to respond positively to bonus packs because they feel they are receiving extra benefits rather than simply paying less [6]. Many retail brands, including fast-moving consumer goods (FMCG) companies, use bonus packs to encourage product trials and boost sales. A common example is seen in personal care products, where shampoos or body washes are offered with free additional content, increasing consumer engagement.

Store atmosphere encompasses all sensory elements in a retail space, including lighting, music, scent, color schemes, and store layout. According to Mehrabian & Russell's (1974) PAD (Pleasure-Arousal-Dominance) model, an engaging store atmosphere enhances customer pleasure, reduces stress, and encourages longer shopping durations [7]. A study conducted on modern retail environments found that well-designed store atmospheres led to a 0.310 increase in purchase decisions. Factors such as ambient lighting, background music, and organized displays contributed to an enhanced shopping experience, ultimately influencing consumer spending patterns.

In Indonesia, the rapid expansion of modern retail chains such as Alfamart and Indomaret has intensified market competition. The table below presents sales performance data from key retailers in Mayang District, Jember Regency:

Table 1. Existing businesses in Mayang Sub-district.

Year	Selling
2019	Rp. 187,250,000.00
2020	Rp. 200,240,000.00
2021	Rp. 190,300,500.00

The data indicates that Indomaret holds a competitive advantage over Alfamart in terms of revenue, possibly due to a larger number of stores. However, Alfamart's strategic use of discounts, promotions, and in-store experience plays a critical role in attracting and retaining customers.



Figure 1. Retail strategic.

Given the importance of marketing strategies in influencing consumer behavior, this study aims to Analyze the impact of price discounts on consumer impulse buying behavior, Evaluate the effectiveness of bonus packs in enhancing customer engagement. and Assess the role of store atmosphere in driving purchasing decisions. By understanding these factors, retailers can refine their marketing strategies to maximize customer satisfaction and business performance.

2. Materials and Methods

This research design uses survey method research. Where this research chooses quantitative analysis. Sugiyono (2018) states that quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative / statistical analysis, with the aim of describing and testing predetermined hypotheses. The survey method was chosen as the primary data source.

The survey method focuses on collecting data from respondents who have certain information that allows researchers to solve problems. Data collection is done using a questionnaire or questionnaire instrument. Based on the level of explanation, this research is classified as associative or relationship research, namely research to determine cause and effect. The relationship or influence of the independent variable (X) on the dependent variable (Y).

The type of research used in this study is the survey method, which was chosen to analyze the effect of advertising appeal and brand image on consumer decisions. According to Sugiyono (2018), the survey method is a quantitative research method that aims to obtain data about past or current events, including beliefs, opinions, characteristics, behavior, relationships between variables, and to test several hypotheses related to sociological and psychological variables from samples taken from a certain population.

The data collection technique in this method is done through observation, either by interview or questionnaire, which is not in-depth. Research results from this survey method tend to be generalizable.

3. Results

PT Sumber Alfaria Trijaya Tbk, better known as Alfamart, is a retail company based in Tangerang. To support its operations, the company targets to have 34 distribution centers and 19,000 minimarkets across Indonesia by the end of 2023. Initially, Alfamart was founded by HM Sampoerna cigarette company and focused on the distribution of Sampoerna cigarette products, not the minimarket business as it is today. Along with its development, the company also has subsidiaries, such as PT Alfa Retailindo, which operates a supermarket business under the Alfa Supermarket brand.

As part of Alfa Retailindo's retail business expansion, PT Alfa Mitramart Utama was established on July 27, 1999 with 51% ownership. The company operates in the minimarket sector under the brand "Alfa Minimart," and its first store opened on October 18, 1999 in Karawaci, Tangerang. Alfa Retailindo and Alfa Mitramart were co-founded by Sampoerna and Djoko Susanto, a Sampoerna cigarette distributor who later became an executive in the company. On June 27, 2002, PT Sumber Alfaria Trijaya sold its majority stake in Alfa Retailindo to PT Sigmantara Alfindo, a company owned by Djoko Susanto. The remaining shares owned by Sumber Alfaria in Alfa Retailindo were then transferred to the parent company, HM Sampoerna. Furthermore, on August 1, 2002, Alfa Minimart (PT Alfa Mitramart Utama) was separated from Alfa Retailindo and became a direct subsidiary of PT Sumber Alfaria Trijaya. At that time, Alfa Minimart had 141 stores, and PT Sumber Alfaria Trijaya changed its business focus from trading and distribution of various products to become the main manager of Alfa Minimart stores. On January 1, 2003, Alfa

Minimart officially changed its name to Alfamart, with the number of stores growing to 800. However, the ownership structure of PT Sumber Alfaria Trijaya (Alfamart) remained the same, with HM Sampoerna as the main control holder and Djoko Susanto owning 30% of the shares. In 2005, the number of stores managed directly or through the franchise system reached 1,200 stores. In mid-2007, Alfamart launched the Alfagift application to make it easier for customers to access available promotional information. The following are the results of research and analysis of the three hypotheses tested. The results show that all variables in this study, including Purchase Decision as the dependent variable, are influenced by at least one of the independent variables (H1, H2, and H3). Discussion of the influence of each variable will be explained as follows:

The Effect of Price Discount (H1) on Purchasing Decisions

The first hypothesis in this study states that Price Discount has a positive effect on Purchasing Decisions. The results of the analysis prove that Price Discount does have a positive and significant influence on Purchasing Decisions, as indicated by the direction of the regression coefficient which is positive by 0.267.

This means that every increase in Price Discount by 1 unit, the Purchasing Decision will increase by 0.267 units. Thus, the hypothesis in this study is accepted, indicating that Price Discount has a significant relationship with Purchasing Decisions.

The results of this study are in line with previous research by Arkana, Hidayati, and Zamzam (2024) and Wahyu (2020), which also state that Price Discount has a positive effect on Purchasing Decision behavior.

Based on these results, the hypothesis can be structured as follows:

The independent variable (Price Discount / X1) is proven to significantly, partially, affect the dependent variable (Purchase Decision / Y) on Alfamart Mayang customers, Jember Regency.

The Effect of Bonus Pack (H2) on Purchasing Decisions

The second hypothesis in this study states that Bonus Pack has a positive effect on Purchasing Decisions. The results of the analysis prove that the Bonus Pack has a positive and significant effect on Purchasing Decisions, as indicated by the direction of the regression coefficient which is positive by 0.395. This means that every increase in Bonus Pack by 1 unit, the Purchasing Decision will increase by 0.395 units. Thus, the hypothesis in this study is accepted, indicating that Bonus Pack has a significant relationship with Purchasing Decisions. The results of this study are in line with previous research by Fitrotin and Sudarwanto (2022), which also states that Bonus Pack has a positive effect on Purchasing Decisions. Based on these results, the hypothesis can be structured as follows:

The independent variable (Bonus Pack / X2) is proven to significantly, partially, affect the dependent variable (Purchase Decision / Y) on Alfamart Mayang customers, Jember Regency.

The Effect of Store Atmosphere (H2) on Purchasing Decisions

The third hypothesis in this study states that Store Atmosphere has a positive effect on Purchasing Decisions. The results of the analysis prove that the Store Atmosphere has a positive and significant effect on Purchasing Decisions, as indicated by the direction of the regression coefficient which is positive by 0.310. This means that every increase in Store Atmosphere by 1 unit, the Purchasing Decision will increase by 0.310 units

4. Discussion

Thus, the hypothesis in this study is accepted, indicating that the Store Atmosphere has a significant relationship to Purchasing Decisions. The results of this study are in line with previous research conducted by Ilham [5] and Fahimah, Fauzi, and Hidayat [6], which state that Store Atmosphere has a positive and significant influence on Purchasing Decisions. Based on these results, the hypothesis can be structured as follows:

The independent variable (Store Atmosphere / X3) is proven to significantly, partially, affect the dependent variable (Purchase Decision / Y) on Alfamart Mayang customers, Jember Regency.

5. Conclusion

Price Discount is proven to have a positive and significant effect on Purchasing Decisions. These findings indicate that the more often Price Discount is held, the more purchasing decisions will be made by consumers. In other words, the price discount strategy can be an effective factor in encouraging customers to make purchases.

Bonus Pack has a positive and significant effect on Purchasing Decisions, the results of these findings mean that the more often Bonus Pack is held, the more it will increase Purchasing Decisions.

Store Atmosphere has a positive and significant effect on Purchasing Decisions, the results of these findings mean that the better the Store Atmosphere, the Purchasing Decision will be.

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