

## The Effect of Price Discount on Impulse Buying Behavior (Study on E-Commerce Sociolla)

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### Abstract

*Internet use in 2021 is as many as 202.6 million people due to activities switching to using the internet. In terms of work, education, and personal needs using the internet, thus providing an opportunity for entrepreneurs to carry out buying and selling activities using electronic media or e-commerce. For consumers, e-commerce makes it easy for them to fulfill their needs, one of which is the purchase of cosmetics. Sociolla is a beauty e-commerce that sells several beauty products by giving a number of discounts so as to give consumers positive energy to buy beauty products impulsively or suddenly. This study aims to determine the effect of price discount on impulse buying behavior in Sociolla e-commerce. This study uses a quantitative method with an individual unit of analysis for Sociolla e-commerce users in Jakarta with a productive age range of 15-64 years. The number of samples used in this study were 400 respondents with the sample method used was non-probability sampling and used purposive sampling. The analysis technique used is simple linear regression analysis. Data collection for this study was conducted through an online questionnaire distributed to individual Sociolla e-commerce users in Jakarta with a productive age range of 15-64 years.*

### Keywords

impulsive buying; discounted prices; E-Commerce



## I. Introduction

Currently, internet users in Indonesia are experiencing a fairly rapid increase, which is around 202.6 million people, when compared to the 2019 quarter 2/2020 period of 196.7 million people (Databoks, 2020). This is because all activities have turned digital, the Covid-19 pandemic has also become one of the factors that has led to an increase in internet users because people have switched to using internet technology to meet needs such as household needs, basic necessities, education, work, and personal needs such as clothes. and beauty products. The high use of internet technology provides an opportunity for entrepreneurs to sell their products through electronic media or e-commerce. According to Turban in Sudaryono (2017), e-commerce is the process of buying, selling, exchanging products, services or information via computer networks, including the internet. Thus, the ease of using e-commerce provides a great opportunity for sellers to sell and market products.

E-commerce has four business models, such as Business to Business, Business to Consumer, Consumer to Business, and Consumer to Consumer. In Indonesia, there are several e-commerce sites with a Business to Consumer business model, where sellers directly sell products to final recipients or consumers. The number of e-commerce purchases throughout 2020 was in an increase of around 18.1% to 98.3 million transactions valued at US\$1.4 million. As for users who just accessed e-commerce during the Covid-19 pandemic, there were 12 million users based on research produced by RedSeer

(Sirclo.com, 2020). The use of e-commerce makes it easy for consumers to be able to see the features that exist in e-commerce, such as product descriptions, product reviews, store ratings, and product ratings given by other consumers.

The ease of using e-commerce as a medium of buying and selling has a positive impact on entrepreneurs who are selling and promoting their products. Due to the Covid-19 pandemic, the Indonesian economy has also been helped by sales from online stores as a solution to overcome the tax deficit due to economic delays (Ekonomi Bisnis.com, 2020). At the time of the transaction, most e-commerce has its own digital payment. With the digital payment, consumers have more time to open e-commerce to look for products that are being planned or not planned at that time.

Sociolla, which is an e-commerce in the beauty sector, has an increase in transactions in the ecosystem by 50% compared to before the Covid-19 pandemic, this increase in transactions is because the beauty industry is proof as one of the sectors that has survived well during the Covid-19 pandemic (Dailysocial.id, 2021). When compared to other competing beauty companies such as Sephora which also sells beauty products, the number of monthly web visits Sociolla on iPrice data in Q3 2021 is 1,836,700. Meanwhile, Sephora has 244,600 monthly web visits on iPrice data in Q3 2021 (Iprice.co.Id, 2021) which can be concluded that Sociolla is able to survive in the beauty industry.

Sociolla's concept is interesting and interactive, because they have an offline store that can be connected directly to the Sociolla.com website and the Sociolla Connect or SOCO application so that consumers can get the right products with a seamless or hassle-free shopping experience. So that consumers can get information and reviews about the products to be purchased, consumers can scan the barcode on the Sociolla Connect or SOCO application. Consumers can also make transactions in the payment section if they already have a list of products, they want to buy in the Sociolla.com shopping cart and the Sociolla Connect or SOCO application (Antaranews.com, 2020).

The convenience provided by Sociolla in terms of product information makes it easier for consumers to fulfill their needs because they can shop for beauty products at any time and can choose products that are necessary until they are not really needed. Sociolla consumers often when they see the promo that applies, unconsciously encourage buying behavior suddenly and lead to the emergence of plastic waste (Pressrelease.id, 2022). This is part of the impulse buying behavior or the behavior of buying goods without any planning. According to Utami in Noor (2020), impulse buying is a purchase that occurs when consumers see a particular product or brand and are attracted to it. According to Mowen and Minor in Wahyudi (2017), impulse buying or unplanned purchases is a buying process, in which purchase intentions are formed without any purchase intentions before entering the store. The factors that cause impulse buying come from internal and external, where internal factors come from within oneself such as mood, gender, age, and the nature of hedonism. While external factors come from the attributes of the products sold or it can be done by promotions. According to Wahyudi (2017), the indicators of impulse buying are spontaneity (spontaneous), power, compulsion, and intensity (strength, compulsion, and intensity), excitement and stimulation, and disregard for consequences. The impacts given by impulse buying include increased spending and a sense of guilt when buying a product without a plan.

The convenience that Sociolla consumers also get when accessing the application, coming directly to the store, and selling original products gives positive emotions to make sudden purchases or impulse buying. This happens because of product involvement in consumers which raises the emotional factor when potential consumers feel the experience of the product. According to Bian and Moutinho in Elsyah and Indriyani (2020), product

involvement is a consumer's perception of the importance of a product based on consumer needs, values, and interests. Some of the reasons that can lead to impulse buying include giving discounts. Sociolla often provides attractive discounts on existing products, this causes consumers to want to buy because they are worried that they will not get a lower price than before. According to Kotler and Keller in Puspitasari (2019), pricing has influencing factors such as cost being the lower limit, competitor prices, and the price of substitute goods which are the orientation points that need to be considered by consumers.

Company, as well as customer ratings of product features that come from the company and will be the upper limit of the price. Based on this background, Sociolla often provides discounts on its products so that it attracts the attention of consumers to make purchases and causes impulse buying or sudden purchases. Thus, the formulation of the problem to be focused on in this research is how much influence the price discount has on impulse buying behavior that occurs in Sociolla e-commerce. The higher the company's leverage, the company tends to generate less cash, this is likely to affect the occurrence of earning management. Companies with high debt or leverage ratios tend to hold their profits and prioritize the fulfillment of debt obligations first. According to Brigham and Ehrhardt (2013), the greater the leverage of the company, it tends to pay lower dividends in order to reduce dependence on external funding. So that the greater the proportion of debt used for the capital structure of a company, the greater the number of liabilities that are likely to affect shareholder wealth because it affects the size of the dividends to be distributed. (Yanizzar, et al. 2020)

The purpose of this study was to determine the effect and analyze the influence of the existence of a price discount on impulse buying behavior. This research is expected to provide knowledge and insight for writers in the field of discounts given to products sold in a business. In addition, to determine the effect of a price discount on a sudden purchase of a product and provide knowledge about a quantitative picture of how much influence a price discount has on a sudden purchase.

## **II. Review of Literature**

### **2.1 Management**

According to Sudaryono (2017), management is a science and art consisting of planning, organizing, directing, and supervising the performance of an organization with the resources it has to achieve organizational goals and objectives.

According to Terry and Rue in Karyoto (2016), management is a process that involves guiding or directing a group of people to organizational goals.

According to Wisdomin Sudaryono (2017), management is a science and art that regulates the process of utilizing human resources effectively supported by other sources to achieve certain goals in an organization.

According to Suhardi (2018), management is an organizational activity with effective and efficient goals through processes such as planning, organizing, actuating, and controlling.

According to Hasibuan in Silalahi et al (2020), management is a science and art in regulating a process of utilizing human resources and other resources that are carried out effectively and efficiently to achieve a goal.

It can be concluded that management is a science, art, and process that consists of planning, organizing, directing, and supervising an organization by utilizing its resources so that it can produce the goals expected by the organization.

## 2.2 Marketing Management

According to Kotler in Entaresmen and Pertiwi (2016), marketing is a managerial process in which individuals and groups obtain needs and wants by creating, offering, and exchanging things of value with one another. According to Sudaryono (2017), marketing is an effort to meet consumer needs through products or services which are then enjoyed or purchased by consumers in need through an exchange process.

According to Deliyanti in Sudaryono (2017), marketing is a process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges in order to satisfy customers and companies simultaneously.

According to Schiffman and Wisenblit (2019), marketing is an activity, set of institutions, and processes at creating, communicating, and delivering offerings of value to consumers, clients, partners and society.

According to Tjiptono and Diana (2020), marketing is a process of creating, distributing, promoting, and pricing goods, services and ideas with the aim of satisfying customers, building and maintaining positive relationships with stakeholders in a dynamic environment.

It can be concluded that Marketing is a process of an activity, planning, and implementation in which individuals and groups or organizations can meet their needs from several processes to get value for the satisfaction of customers, clients, partners, society, and the company simultaneously.

## 2.3 Consumer Behavior

According to Laudon and Bitta in Sudaryono (2017), consumer behavior is a decision-making process and physical individual activity that involves processes such as evaluating, obtaining, using, or using goods and services.

According to Schiffman and Kanuk in Sudaryono (2017), consumer behavior is the behavior displayed by customers in purchasing, evaluating, as well as products and services that are expected to meet consumer needs. According to Solomon in Sudaryono (2017), consumer behavior is a process when individuals or groups select, buy, use, or dispose of products, services, ideas and experiences to satisfy their needs.

According to Kotler in Damiati et al (2017), the stages in consumer behavior carried out by consumers are as follows:

- a. Problem recognition (exploring problems or needs)
- b. Information search (looking for information about goods or services)
- c. Evaluation of alternatives (evaluating several options of available goods or services)
- d. Purchase decision (decision to buy)
- e. Post purchase behavior (behavior or evaluation after making a purchase)

According to Schiffman and Wisenblit (2019), consumer behavior is a study of the choices made by consumers during the activities of searching, evaluating, buying, using products, and using services which will then be used to meet consumer needs.

It can be concluded that consumer behavior is a process of individuals and groups to meet their needs by evaluating, selecting, buying, and using products and services. As well as in consumer behavior there are stages carried out by consumers to meet their needs, such as exploring problems or needs, seeking information about goods or services that are currently needed, evaluating several choices of available goods or services, making decisions to buy, and behavior or evaluation after make a purchase.

## 2.4 Impulse buying behavior

According to Utami in Noor (2020), impulse buying or a sudden purchase is a purchase that comes from the interest of a particular product or brand due to the stimulation of interest from the store.

According to Peschel et al in Noor (2020), impulse buying has levels that can be influenced by lifestyle and consumer demographics, such as age, gender, educational background, family income, and family composition.

According to Mowen and Minor in Wahyudi (2017), impulse buying is an activity to make a purchase that is made without having any previous interests or problems that were formed before entering the store.

According to Laudon and Bitta in Wahyudi (2017), there are four types of impulse buying, namely:

- a. Pure impulse, is a purchase as opposed to the normal type of purchase.
- b. Suggestion impulse, a condition in which consumers have no prior knowledge about the product, see the product for the first time, and feel the need for the product.
- c. Impulse Reminder, a condition in which consumers see a product and remember that the supply of the product has begun to decrease, or when consumers remember an advertisement, information, and purchase decision that has occurred through other consumers who bought the product.
- d. Planned impulses, a condition in which consumers' expectations and goals in entering a store are based on special prices, coupons, and the like to buy a product.

According to Kharis in Fernanda (2019), impulse buying is a behavior carried out by someone where the person did not plan a purchase from the start.

It can be concluded that impulse buying behavior is a condition or activity of consumers in making purchases suddenly, spontaneously, directly, and without any interest or problems before entering the store.

## 2.5 Price Discount

According to Wieseke in Noor (2020), price discount is a reduction in product prices from product prices that have been determined previously or for a certain period.

According to Tjiptono in Sari and Faisal (2018), price discount is a price reduction given by producers to consumers as a form of price for a certain activity and as a pleasant consumer for the seller.

According to Kotler in Wilujeng (2017), there are several types of discounts such as cash discounts, quantity discounts, functional discounts, seasonal discounts, and allowances or trade-in discounts, with the following explanation:

- a. Cash discount, is a price reduction for consumers who buy products and immediately pay the bill on time.
- b. Quantity discount, is a price reduction for consumers who buy products in large quantities.
- c. Functional discount is a price reduction offered by producers to trade channel consumers if they perform certain functions such as selling, storing, and recording.
- d. Seasonal discount, is a reduction in the price of a product or service out of season.
- e. Allowance (exchange discount), is a reduction in price by giving up the old product to buy a new product.

According to Belch and Belch in Ittaquillah et al (2020), price discounts or discounts provided by sellers can provide several benefits for sellers and buyers, such as triggering consumers to buy products in large quantities, anticipating promotions from competitors, and supporting buying and selling in a huge amount.



It can be concluded that the price discount is a reduction in the price of a product from the normal price to a predetermined price as a form of buying and selling activities with several types of discounts such as cash discounts, quantity discounts, functional discounts, seasonal discounts, and allowances or trade-in discounts. and with a discounted price can provide benefits for sellers and buyers who are mutually beneficial.

## 2.6 Data Analysis Techniques

### a. Descriptive Analysis

According to Sugiyono in Olivia and Nurfebriaraning (2019), descriptive analysis is used to analyze data by describing or telling the data that has been collected without intending to make conclusions that apply to the general public or generalizations. According to Riduwan in Sari et al (2020), to find out the level of achievement of respondents from research, the following formula is used:

$$\text{Respondent's Achievement Level} = \frac{\text{Average score}}{\text{Maximum ideal score}} \times 100\%$$

### b. Method of Successive Interval (MSI)

According to Sugiyono (2019), the method of successive interval (MSI) is used when the data obtained from the questionnaire results using a Likert scale (ordinal data), can be processed using path analysis which has the condition that the data used is interval data, so that the ordinal data is increased. scale the measurement to an interval scale using MSI.

### c. Normality Test

According to Ghazali in Nanincova and Petra (2019), the normality test has the aim of seeing whether in a regression model, the independent variables and dependent variables are normally distributed or not. To test whether the data is normally distributed or not is to use the Kolmogorov-Smirnov test in SPSS software with a probability value (sig.) > 0.05, then the data is normally distributed. Meanwhile, if the probability value (sig.) < 0.05, it can be said that the data is not normally distributed.

### d. Heteroscedasticity Test

According to Ghazali in Nanincova and Petra (2019), the heteroscedasticity test has the aim of knowing whether in a regression model there is an inequality from the residuals of one observation to another. Heteroscedasticity test can be seen from the value of the Spearman Rank correlation coefficient between each independent variable and the confounding variable. The basis for the decision that can be taken is if the probability value (sig.) > 0.05, it can be concluded that there is no heteroscedasticity (Ghazali in Nanincova and Petra, 2019).

### e. Simple Linear Regression Analysis

According to Wahyudi (2017), analysis simple linear regression used for explain connection Among variables X and Y, with formula calculation simple linear regression as following:

$$Y = a + bX$$

Description:

Y = Y variable, that is impulse buying

a = constant

X = variable price discount

b = coefficient regression variable X

#### f. Individual Significance Test (T Test)

According to Ghozali in Nanincova and Petra (2019), the individual significance test or t test was carried out to determine each X variable against Y variable. If  $t_{count} > t_{table}$  or the significance value of t test  $< 0.05$ , it can be said that individually the X variable has a significant effect on variable Y. If the significance value of the t test is  $> 0.05$ , then it can be said that individually the X variable is not significant to the Y variable. The following is the formula for conducting the t test (Umar in Wahyudi, 2017):

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Description:

T = value significant ( $t_{count}$ )

r = coefficient correlation

n = number sample

#### g. Coefficient Determination (R<sup>2</sup>)

According to Ferdinand in Nanincova and Petra (2019), the coefficient of determination is carried out to measure the ability of the regression model to explain the dependent variable. The value of the coefficient of determination (R<sup>2</sup>) which is close to 1, indicates that the contribution of the X variable is large to the Y variable. If the value of the coefficient of determination (R<sup>2</sup>) is getting smaller or closer to 0, it indicates that the contribution of the X variable is small to the Y variable. The coefficient determination (R<sup>2</sup>) can be calculated using the following formula:

$$KD = r^2 \times 100\%$$

Description:

r<sup>2</sup> = value coefficient determination (R<sup>2</sup>)

KD = coefficient determination

### 2.7 Framework Thinking



**Figure 1.** Skeleton Thinking

Indicators on the price discount variable in Wahyudi's research (2017) include:

- Amount of Discount
- Discount Time
- Discount Frequency

Indicators on the impulse buying behavior variable in Wahyudi's research (2017), including:

- Spontaneity (Spontaneous)
- Power, Compulsion, and Intensity
- Excitement and Simulation
- Disregard for Consequences

The hypothesis contained in the research this namely:

- H1: No there is positive and significant influence on price discount to impulse buying behavior.  
H2: There are positive and significant influence on price discount to impulse buying behavior.

### III. Research Method

This study used quantitative method by distributing questionnaires online or using Google Form to Sociolla users in DKI Jakarta with a productive age range, namely 15-64 years and using an ordinal type of measurement scale. The sample of the target population is 400 people with a cross-sectional study time or at a certain time. The sampling method used is non-probability sampling with purposive sampling type. The data analysis technique used is simple linear regression analysis, with the aim of knowing the effect of price discount (X1) on impulse buying behavior (Y). The method used is the MSI or Method of Successive Interval which is obtained through the results of a questionnaire using a Likert scale. The data analysis technique used is the classical assumption test, multiple linear regression analysis test, T test, and the coefficient of determination test.

### IV. Result and Discussion

#### 4.1 Descriptive Analysis

**Table 1.** Responses Variable Price Discount

No.	Indicator	Percentage	Category
1	Quantity Discount	86.43%	Well
2	Giving Time Discount	86.78%	Well
3	Frequency Discount	85.30%	Well
<b>Average Percentage</b>		<b>86.17%</b>	<b>Well</b>

In the table above, it can be concluded that variable Price Discount in to in category Well with mark percentage by 86.17%. This thing show that Sociolla give piece good prices on existing products.

**Table 2.** Responses Variable Impulse Buying Behavior

No.	Indicator	Percentage	Category
1	Spontaneity (Spontaneous)	86.96%	Well
2	Power, Compulsion, and Intensity	83.37%	Well
3	Excitement and Simulation	88.63%	Well
4	Disregard for Consequences	83%	Well
<b>Average Percentage</b>		<b>85.49%</b>	<b>Well</b>

In the table above, it can be concluded that variable Impulse Buying Behavior enter to in category Well with mark percentage of 85.49%. This thing shows that purchase by suddenly done user Sociolla formed with good.



## 4.2 Classic assumption test

### a. Normality test

**Table 3.** Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		400
Normal Parameters, b	mean	0
	Std. Deviation	4.72072405
	Absolute	0.028
	Positive	0.027
Most Extreme Differences	negative	-0.028
Test Statistics		0.028
asympt. Sig. (2-tailed)		<b>.200c,d</b>
a Test distribution is Normal.		
b Calculated from data.		
c Lilliefors Significance Correction.		
d This is a lower bound of the true significance.		

Based on the normality test using the Kolmogorov-Smirnov test, the results of the significance value of 0.200, where the significance value or  $0.200 > 0.05$ , it can be concluded that the data are normally distributed.

### b. Heteroscedasticity Test

**Table 4.** Heteroscedasticity Test

Correlations			
		Price Discount	Unstandardized Residual
Spearman's rho	Price Discount	Correlation Coefficient	1
		Sig. (2-tailed)	<b>0.009</b>
		N	400
	Unstandardized Residual	Correlation Coefficient	0.009
		Sig. (2-tailed)	<b>0.851</b>
		N	400

Based on the heteroscedasticity test using the Spearman Rank test, the results of the Sig. (2-tailed) Price Discount (X1) variable are 0.851, where  $0.851 > 0.05$ . This shows that there is no heteroscedasticity problem.

### c. Simple Linear Regression Analysis

**Table 5.** Simple Linear Regression Analysis

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	<b>-2.72</b>	1,681		-1.618	0.106
Price Discount	<b>0.001</b>	0	0.901	41,352	0

<sup>a</sup> Dependent Variable: Impulse Buying

Based on the results of simple linear regression in the table above, it can be seen that the resulting regression equation formula is as follows:

$$Y = -2.72 + 0.001X$$

The regression equation above can be concluded as follows:

1. The constant value is -2.72, which means that if the value of the Price Discount variable is 0 (zero), then the level of the impulse buying process at Sociolla is -2.72.
2. The regression coefficient value of the Price Discount variable is 0.001, which means that if the Price Discount variable increases by 1 unit, it will increase the impulse buying variable by 0.001. This shows that the price discount variable has a positive influence on impulse buying on the products contained in Sociolla, because if the price discount variable increases, the impulse buying variable will also increase.
3. If Y (impulse buying) is equal to 0 (zero), then X (price discount) has a value of 2.720, meaning that if Sociolla wants impulse buying of 0 (zero), Sociolla needs to have a price discount of 2.720. It can be concluded that if Sociolla applies a price discount of 2,720, then the value of impulse buying is 0 (zero) or there is no impulse buying for products at Sociolla. Therefore, for the implementation of impulse buying, Sociolla can increase the value of the discount price with a minimum value of 2,720.

### d. Individual Significance Test (T Test)

**Table 6.** Individual Significance Test (T Test)

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.72	1,681		-1.618	0.106
Price Discount	0.001	0	0.901	<b>41,352</b>	0

<sup>a</sup> Dependent Variable: Impulse Buying

Based on the results of the T-test, it can be seen that the Price Discount variable has a t - count value of 41,352, where  $41,352 > 1.9659$  and a t-test significance value of 0.000, where  $0.000 < 0.05$ . Thus, it can be concluded that the Price Discount variable has a positive and significant influence on Impulse Buying Behavior or it can be said that H2 is accepted.

Furthermore, the individual significance test (t test) on the price discount indicator is carried out, including the amount of the discount, the time of giving the discount, and the frequency of the discount. It can be seen based on the following table:

**Table 7.** Price Discount Indicator

Indicator	Sig.	T count	T table
Amount of discount	0.000	27,179	1.9659
Time of giving discount	0.000	22,715	1.9659
Discount frequency	0.000	24,561	1.9659

Based on the table above, it can be concluded that:

1. discount size indicator has a t - count value of 27,179, where  $27,179 > 1.9659$  and a significance value of 0.000, where  $0.000 < 0.05$ . It can be concluded that the discount size indicator has a positive and significant effect on impulse buying behavior.
2. discount time indicator has a t - count value of 22,715, where  $22,715 > 1.9659$  and a significance value of 0.000, where  $0.000 < 0.05$ . It can be concluded that the discount giving time indicator has a positive and significant influence on impulse buying behavior.
3. discount frequency indicator has a t - count value of 24,561. where  $24,561 > 1.9659$  and a significance value of 0.000, where  $0.000 < 0.05$ . It can be concluded that the discount frequency indicator has a positive and significant influence on impulse buying behavior.

Based on the price discount indicator test above, it can be concluded that the discount size indicator has a greater influence than the time of giving the discount and the frequency of the discount. Where for the value generated from the discount amount indicator is 27,179

#### e. Coefficient of Determination (R<sup>2</sup>)

**Table 8.** Coefficient of Determination Test R<sup>2</sup>

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.901a	<b>0.811</b>	0.811	4.726651
a Predictors: (Constant), Price Discount				
b Dependent Variable: Impulse Buying				

Based on the results of the coefficient of determination (R<sup>2</sup>) in the table above, it can be seen that the value of the coefficient of determination (R<sup>2</sup>) is 0.811 or 81.1%. It can be concluded that the price discount variable makes a major contribution to the variation of the increase or decrease in the impulse buying behavior variable on the products in the Sociolla e-commerce by 81.1%. And for the remaining 18.9% influenced by other factors not found in this study.

## V. Conclusion

The conclusion of this study is that consumers' responses to giving price discounts by Sociolla are in the good category, which can be concluded that indicators of price discounts such as the size of the discount, the time of giving the discount, and the frequency of the discount give good results on the desire of Sociolla consumers to shop when it is held. discounts. Consumer responses to impulse buying are in the good category, which can be concluded that the impulse buying indicator is Behaviors such as spontaneity, power, compulsion, and intensity, excitement and simulation, and disregard for consequences give good results to Sociolla's consumers' desire to make impulse purchases. Furthermore, the price discount has a positive and significant effect on impulse buying behavior, where if Sociolla applies a discount to its products, consumers will buy the product without any prior planning.

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