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THE IMPACT OF DISCOUNTS AND PRODUCT BUNDLING ON IMPULSIVE BUYING BEHAVIOR AMONG CONSUMERS IN MAKASSAR CITY

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Abstract: This study examines the impact of discounts and product bundling on impulsive buying behavior among consumers in Makassar City. Primary data were collected through an online survey using Google Forms with a quantitative approach. The survey collected responses from 80 frequent e-commerce platform users. This research investigates how discounts and product bundling affect impulsive buying. Structural Equation Modeling-Partial Least Squares (SEM-PLS) is used to analyze the data. The results show that there is a strong positive relationship between Discount and Impulsive Buying. Product Bundling showed a negative link with Impulsive Buying, which is different from what was found in previous studies. This indicates that the people who answered the survey see value perception, high prices, and limited flexibility as obstacles to emotional appeal, which usually encourages people to make purchases on impulsive. As a result, this study suggests that there is a negative link between product bundling and impulsive buying.

Keywords: *Impulsive Buying, Discount, Product Bundling, Makassar*

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1. Introduction

The advancement of information technology has significantly transformed the marketing industry, shifting from traditional to digital approaches (Shabrina, 2019). Digital marketing refers to the practice of utilizing digital technology to reach consumers in a more effective and efficient way (Wijoyo et al., 2021). With its interactive and integrated characteristics, digital marketing facilitates producers, market intermediaries, and consumers to interact within a more dynamic ecosystem.

The rise of digital marketing has not only reshaped business strategies but also had a profound impact on consumer behavior. Previously, consumers had to visit physical stores to select and try products before making a purchase. However, with the presence of online shopping platforms, consumers can now enjoy the convenience of fulfilling their needs without leaving their homes. The purchasing process has become more practical, where consumers only need to order goods through digital platforms, and the ordered products can be delivered in a short time. According to Adha (2022), this transformation demonstrates how digital marketing has created new patterns of interaction between consumers and producers while enhancing efficiency in the purchasing process.

Consumer behavior has become a key focus in global marketing due to the increasing diversity of needs and preferences in modern society. According to Wulandari et al. (2025), businesses continue to innovate in designing marketing strategies to attract consumer interest and drive purchasing decisions. Two commonly used strategies are offering attractive pricing and bundling products into a single package. These methods have been proven to significantly influence consumer purchasing decisions, especially amidst the intensifying market competition. With the growing competition in e-commerce, business strategies must become increasingly innovative, such as utilizing discounts and product bundling, which not only enhance consumer appeal but also strengthen sales in the digital market.

In the study "The Influence of Discounts and Product Quality on Consumer Impulsive Buying in Tokopedia E-commerce," it was found that the discount variable has a negative impact on consumers' impulsive behavior. This result indicates that offering discounts does not always encourage consumers to make impulsive purchases. The findings of this study show an inconsistency with previous research, which generally concludes that discounts have a positive effect on impulsive buying. Instead, this research reveals that discounts can negatively affect consumers' impulsive behavior on e-commerce platforms.

This inconsistency highlights a research gap that needs to be explored further, especially regarding how discounts can influence consumer behavior differently in specific contexts. One possibility is that discounts trigger consumers to compare prices or evaluate the benefits of products more rationally, which ultimately reduces the tendency for impulsive purchases. Therefore, further research is needed to comprehensively understand how discounts influence impulsive buying, particularly in the increasingly competitive e-commerce environment.

Based on the background above, this study aims to analyze the influence of discounts and product bundling on impulsive buying behavior in Makassar for several key reasons. First, the use of discounts and product bundling as marketing strategies in e-commerce is highly relevant to contemporary digital marketing trends. Second, the inconsistency of findings in previous research opens opportunities for deeper exploration of the impact of these strategies on consumer behavior, particularly in the context of digital marketing. Third, a more comprehensive understanding of consumer responses to these marketing strategies has the potential to provide practical contributions to businesses in designing more effective and contextual promotions. Therefore, this research is expected to make a significant contribution, both academically and practically, particularly in explaining the mechanism of the influence of discounts and product bundling on impulsive buying in the digital era.

2. Literature Review

2.1. Discount

A discount is a price reduction offered by a company to lower the standard price of a product, making it more attractive to consumers (Azam & Sukandani, 2020). Discounts are generally considered a short-term pricing strategy designed to stimulate sales and enhance market responsiveness. By offering discounts, companies seek to create an incentive for consumers to act quickly, especially during promotional periods. Baskara (2015) explains that discounts are frequently used as a tactical approach to provoke impulsive purchasing behavior, encouraging consumers to buy products they might not have initially intended to purchase. This approach not only increases the likelihood of unplanned purchases but also helps businesses improve their overall sales volume.

Moreover, Novirsari (2019) emphasizes that discounts play a crucial role in influencing consumer decisions and are often a key motivator in driving purchases. Many consumers

perceive discounts as an opportunity to gain greater value, which significantly impacts their buying behavior and purchase satisfaction. In both theoretical discussions and empirical studies, discounts have been proven to exert a strong and measurable influence on consumer behavior, particularly in the context of purchase decisions. Therefore, it is evident that discounts are an effective marketing tool that enables companies to enhance their competitiveness, build customer loyalty, and ultimately increase profitability.

2.2. Product Bundling

Product bundling refers to a marketing strategy in which two or more products are grouped together and sold as a single package at a predetermined price point (Pradhan et al., 2022). This approach allows businesses to present multiple products as a single unit, often at a discounted or special price, which adds perceived value for consumers. By offering bundled products, companies aim to attract consumers who are seeking greater value for their money while simultaneously introducing them to additional products they may not have initially considered purchasing.

Research by Chung et al. (2013) highlights that consumer purchase interest tends to be significantly higher when products are offered in a bundle compared to being sold separately. This is because bundling not only creates the perception of a better deal but also simplifies the decision-making process for consumers by reducing the effort needed to evaluate individual products. Furthermore, Komala (2024) reinforces the idea that product bundling is a highly effective marketing strategy, as it enhances the attractiveness of a company's offerings and serves as a powerful driver of consumer purchasing decisions.

2.3. Impulsive Buying

Impulsive buying, often referred to as unplanned buying, describes consumer purchases made without prior planning (Nagadeepa et al., 2015). According to Kirana (2012), impulsive buying is a spontaneous act of purchasing that occurs without any pre-existing intention or problem-solving thought before entering the store. Similarly, Mowen and Minor (2002) describe unplanned purchases as buying actions that are not previously considered or intended before stepping into a store. This type of purchase can be seen as a sudden, strong, and urgent urge to buy something, often made without careful consideration of its consequences.

Impulsive buying, therefore, reflects decisions that are predominantly driven by emotional triggers and situational factors rather than deliberate and rational planning (Dahliawati, 2019). Such purchases are frequently observed in environments that stimulate a desire for immediate ownership of a product, ultimately leading to quick and unexpected decision-making.
Based on the explanation of the three variables above, the following hypothesis can be concluded:
H1: Discount have a significant and positive influence on Impulsive Buying
H2: Bundling Product have a significant and negative influence on Impulsive Buying

This research has three variables. The independent variables of this research are Discount and Bundling Product. Meanwhile, the dependent variable of the research is Impulsive Buying. The indicators for each variable are in Table 1.

Table 1. Questionnaire Items

Variable	Indicators	Reference
Discount (D)	1. I enjoy shopping on e-commerce platforms because of the attractive discounts. 2. I feel benefited by the discounts offered by e-commerce platforms. 3. I often purchase products in large quantities when there are discounts. 4. I immediately make a purchase when there is a big discount.	Rook and Hoch 1985; Andini Kartika Sari 2018
Product Bundling (PB)	1. I am interested in purchasing products in bundled packages because the combination of items complements each other. 2. The variety in item combinations makes me more interested in making a purchase. 3. The information provided by the store regarding the price difference between bundled packages and individual items is very clear and complete. 4. The bundling of several related products can compete with products sold individually.	Sandi, S. 2021
Impulsive Buying (IB)	1. I often purchase items without prior planning. 2. I feel happy after making a spontaneous purchase. 3. When I see an item, I want available on an e-commerce platform, I buy it immediately. 4. I find it hard to resist the urge when I see attractive offers on e-commerce platforms.	Gita Warnerin, 2020

Source: Authors (2025)

3. Research Methods

A quantitative method is used in this study. This method, which is grounded in positivism, looks at a particular sample, gathers information using research tools, and then uses quantitative analysis to evaluate the hypothesis. The core data used in this study was acquired straight from the original source. Questionnaires and interviews are two techniques for gathering data (Sugiyono, 2019). Google Forms was used to distribute questionnaires online to collect primary data for this study. The study sample represents a subset of the target population. 80 Makassar-based respondents who frequently utilize e-commerce platforms make up the sample for this study. Purposive sampling is the method used, which entails choosing participants according to predetermined standards and criteria that match the traits of the community to be represented. People from Makassar who have made rash purchases as a result of discounts and product bundling campaigns are eligible to participate in this study.

Google Forms was used to distribute online questionnaires to gather primary data for this study. A Likert Scale was employed to systematically assess respondents' preferences and opinions on the research topic, was employed in the evaluation process. The indicators obtained from the questionnaire's questions served as the basis for determining the parameter measurements. A score of 5 indicates "Strongly Agree," 4 indicates "Agree," 3 indicates "Neutral," 2 indicates "Disagree," and 1 indicates "Strongly Disagree." The Likert Scale employs a range of values.

SEM-PLS is the technique utilized in this study to examine the primary data (Firman et al., 2023). The associations between the independent and dependent variables in the study are examined using SEM-PLS (Akter et al., 2017). This approach facilitates the measurement of variables in the research by helping to represent those that cannot be measured directly (Ghozali & Latan, 2015). The SMARTPLS 4.0 program, which is seen in Figure 1, is used to analyze the data.

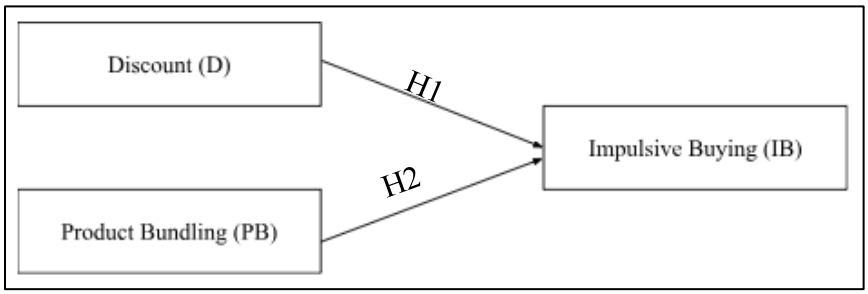

Figure 1. Research Design
Source: Authors (2025)

4. Results and Discussion

Tabel 2, Based on the table, items D3, D4, IB1, IB2, IB3, IB4, PB1, PB2, and PB3 have loading factor values above the threshold of 0.7, except for D1, D2, and PB4, which is slightly below. The Cronbach's Alpha (CA) for variable D is 0.626, with a Composite Reliability (CR) of 0.702, indicating moderate reliability. Variable IB has a CA of 0.882 and a CR of 0.899, showing very good reliability. Meanwhile, variable PB has a CA of 0.776 and a CR of 0.822, indicating good reliability. Overall, variables IB and PB are sufficiently reliable for further analysis, and variable D has adequate reliability.

Table 3, This indicates that the Fornell-Larcker criterion and HTMT are the two primary methods for evaluating the discriminant validity of variance-based structural equation models, such as partial least squares Based on the Fornell-Larcker table, the diagonal values (in bold) represent the square root of the Average Variance Extracted (AVE) for each variable, which should be greater than the correlations with other variables to indicate discriminant validity. The diagonal values for D (0.646), IB (0.858), and PB (0.773) are higher than the correlations with other variables, confirming discriminant validity.

Table 3 reveals that the Fornell-Larcker criterion and HTMT are the two principal approaches for assessing the discriminant validity of variance-based structural equation models, including partial least squares (Henseler et al., 2015). The table indicates that the bold diagonal numbers signify the square root of the AVE for each variable, which must exceed the correlations with other variables to demonstrate discriminant validity. The diagonal values for D (0.646), IB (0.858), and PB (0.773) exceed the correlations with other variables, so affirming discriminant validity. The correlation values between variables such as D and IB (0.445), D

and PB (0.858), and IB and PB (0.549) in the HTMT table are all lower than the standard value of 0.9. This criterion indicates the variables exhibit valid.

Table 2. Reliability and Validity Overview

Variables	Items	Outer Loading	CA	CR
D	D1	*0.312*	0.626	0.702
	D2	*0.470*		
	D3	0.748		
	D4	0.890		
IB	IB1	0.880	0.882	0.899
	IB2	0.819		
	IB3	0.870		
	IB4	0.862		
PB	PB1	0.879	0.776	0.822
	PB2	0.825		
	PB3	0.733		
	PB4	*0.633*		

Source: Authors (2025)

Table 3. Fornell-Larcker & HTMT

Variable	D	IB	PB
D	**0,646**	*0,445*	*0.858*
IB	0,545	**0,858**	*0.549*
PB	0,579	0,388	**0.773**

Source: Authors (2025)

The purpose of the initial model evaluation phase was to identify and resolve any collinearity issues. However, the Variance Inflation Factor (VIF) results for the collinearity has no concern as the constructs below the threshold recommendation which is 3.3 (Hair Jr et al., 2021). A bootstrapping method with 5,000 subsamples and one-was applied to determine the significance of the proposed relationships. To test the hypotheses, the path coefficients were analyzed (Figure 2). The results indicated a statistically significant positive relationship between PB and IB ($\beta = 0.110$, $p < 0.198$), while a negative relationship was observed between D and IB ($\beta = 0.481$, $p < 0.000$).

The results of this study are uncommon in previous research, especially concerning the relationship between the variables of PB and IB. Most prior studies have demonstrated a negative correlation between these two variables, making this finding offer a fresh perspective in cities that have not been widely studied, such as Makassar. The negative relationship observed in this study is influenced by several factors from the respondents. According to the collected data, Makassar residents perceive factors such as value perception, high prices, and limited flexibility as barriers to emotional appeal, which typically drive impulsive purchases. Consequently, in the context of this research, the relationship between PB and IB tends to show a negative trend.

Based on the results in the Path Coefficients Table 4, the variable D has a positive and significant effect on IB with a coefficient of 0.481, *T Statistics* of 4.440 (greater than 1.96), and

P Values of 0.000 (less than 0.05). In contrast, the variable PB has a negative effect on IB with a coefficient of 0.110. However, this relationship is not significant, as the *T Statistics* only reached 1.849 (less than 1.96) and *P Values* were 0.198 (greater than 0.05). Thus, PB does not have a significant impact on IB behavior. However, the prediction performance of the model has significant impact on the coefficient of determination with value $R^2 = 0.305$ (Cohen, 2013).

Based on the findings of the research examining the influence of D and PB on IB among residents of Makassar, several key insights can be drawn. The findings indicate that PB does not positively influence IB in this context. In fact, the results for the PB variable were negative, indicating that, for the residents of Makassar, PB together into a single package did not significantly encourage IB behavior. This suggests that consumers in this region may not perceive bundled offers as compelling enough to trigger unplanned purchases, possibly due to factors such as a lack of perceived value or the consumer's pre-existing preferences and purchase habits.

On the other hand, the D variable showed positive results, meaning that D has a significant and favorable impact on IB. Consumers were more likely to make spontaneous purchases when offered a discount, suggesting that price reductions are a powerful motivator for unplanned buying behavior in this market. The positive relationship between D and IB can be attributed to the immediate perceived value discounts provide, encouraging consumers to act on impulsive without thoroughly considering the long-term implications of their purchase decisions.

Table 4. Bootstrapping Outcomes

Variable	Original	Mean	Standard Deviation	T Statistics	P Values	R Square	Remarks
D → IB	0,481	0.485	0.108	4.440	0.000	0.305	Positive
PB → IB	0,110	0,140	0.130	1.849	0.198		Negative

Source: Authors (2025)

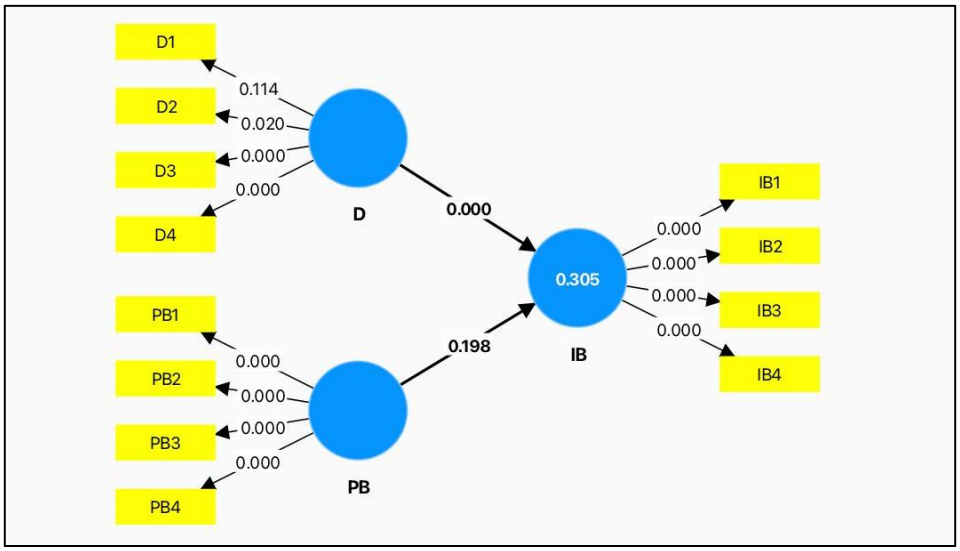

Figure 2. Bootstrapping Outcomes
Source: Authors (2025)

Theoretical Implications

This research contributes to the literature on impulsive buying behavior by providing empirical data on the specific effects of advertising techniques within a particular regional context. The strong positive impact of discounts on impulsive buying backs up stimulus response theory and price promotion theory, which say that immediate financial benefits can trigger sudden buying actions from consumers. The findings confirm prior research suggesting that discounts serve as a significant external stimulus that reduces customers' cognitive control and increases impulsive purchasing behavior (Wang et al., 2020).

The negative and negligible correlation between product bundling and impulsive buying contradicts and prevailing belief in previous research that bundling consistently boosts purchase intent. This finding improves the theory of impulsive buying by showing that the effectiveness of promotions depends on the situation and how customers see value, flexibility, and price fairness. For customers in Makassar, bundled offerings appear to encourage more logical evaluation processes rather than emotional reactions, which reduces their impact on impulsive behavior.

The model's moderate explanatory capacity ($R^2 = 0.305$) indicates that impulsive buying is complex and cannot be fully explained just by promotions focused on price. This emphasizes the imperative for future theoretical models to integrate additional psychological, cultural, and situational variables such as hedonic motivation, self-regulation, and social influence to achieve a more comprehensive understanding of impulsive purchasing behavior, particularly in emerging and under-researched markets.

Managerial Implications

The findings offer practical recommendations for businesses and marketers in the Makassar market from a managerial standpoint. The substantial influence of discounts on impulsive buying demonstrates that price reduction strategies are highly effective in eliciting spontaneous purchases. Managers are thus urged to formulate focused discount initiatives such as time-limited promotions, flash sales, or percentage reductions to leverage consumers' responsiveness to immediate financial incentives.

Product bundling has a minimal impact, suggesting that managers should employ such strategies judiciously. Managers should refrain from presuming that bundled products will inherently stimulate impulsive purchases. Companies should meticulously assess the perceived value and pricing framework of bundles, guaranteeing that they provide distinct and concrete advantages to consumers. Enhancing bundle customization and flexibility may augment their allure and emotional resonance.

The moderate R^2 value suggests that companies should not depend exclusively on price-related promotions to stimulate impulsive purchasing. Complementary strategies such as augmenting in-store ambiance, enhancing product visibility, utilizing digital promotions, and fortifying emotional strategies with local consumer preferences and behavioral patterns, businesses can more effectively impact purchasing decisions and enhance overall marketing performance.

5. Conclusion

This research investigated the impact of discounts (D) and product bundling (PB) on impulsive buying (IB) behavior among the inhabitants of Makassar. The results indicate that discount strategies exert a substantial and favorable influence on impulsive purchasing behavior. This suggests that price reductions create immediate perceived value, prompting consumers to make

impulsive purchasing decisions without extensive prior deliberation. Consequently, discount continue to serve as an effective promotional instrument for eliciting impulsive purchasing behavior in this market.

Product bundling, on the other hand, had a detrimental and statistically insignificant effect on impulsive buying. This indicates that bundled product offerings do not successfully stimulate unplanned purchases among consumers in Makassar. Perceived inflexibility, cost concerns, and insufficient emotional appeal may diminish the allure of bundled offers, hindering their capacity to stimulate impulsive behavior. The structural model accounts for moderate proportion of impulsive buying behavior, suggesting that, although discounts are significant, additional factors also influence impulsive purchasing decisions. This study offers empirical evidence that consumer reactions to promotional strategies may differ across regional contexts. Future research should integrate additional variables, including cultural influences, individual consumer traits, and product-related attributes, to augment the explanatory capacity of impulsive buying models.

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