



Consumer Decision in Determining the Purchase of Products Based on The Offer Price

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ABSTRACT

Customer behavior is closely related to purchasing decisions, and individuals, groups, and groups make purchasing decisions to meet their needs and aspirations for products and services. Therefore, companies need to understand how consumers make purchasing decisions to influence their purchasing decisions. This article reviews the factors that affect consumer purchases, namely consumer decisions, prices, and products, and is a literature study of consumer behavior. This article aims to build a hypothesis of influence between variables to be used in future research. The results of this literature review article are as follows: 1) Promotion affects Consumer Purchases; 2) Price affects Consumer Purchases; and 3) Products that affect Consumer Purchases.

Keywords: *Price, Purchase Decision, Offer*

INTRODUCTION

Newspapers are one of the most popular forms of media, serving as a vital source of information. They provide facts and figures on various topics, including economics, politics, society, law, crime, culture, technology, sports, and entertainment. In addition to delivering news, newspapers offer educational insights, support, and public opinion. Typically, newspapers are presented in print, comprising stories and reports conveyed through text or symbols. To succeed in the competitive market and boost sales, newspaper companies employ various strategies, including promotions and pricing. Moreover, from a corporate value perspective, companies must be able to compete effectively in the newspaper market to achieve growth.

Companies must enhance performance as competition intensifies to foster long-term relationships with customers and other stakeholders. Through promotional activities, companies can introduce their products to the public, making potential customers aware of them. However, given the highly competitive nature of the business environment, companies must understand consumer behavior and recognize the factors that influence purchasing decisions. By gaining insights into these decision-making processes, companies can effectively influence consumer choices, ultimately leading to the adoption and use of their products.

Consumer Purchasing Decisions are defined as the final buying behavior of consumers, whether individuals or households, who purchase products for personal consumption (Kotler & Armstrong, 2002). The dimensions or indicators of Consumer Purchasing Decisions, according to Kotler (2000), include cultural, social, personal, and psychological factors that influence consumer buying behavior. Purchasing decisions involve a process of integrating knowledge to evaluate two or more alternative behaviors and select one of them (Philip et al.; Keller, 2009). In this process, buyers make their choices, purchase, and consume the product. This decision-making process can involve the consumer's purchasing or the influence of others' choices (Suharso, 2010).

Consumer purchasing decisions are driven by various reasons that encourage consumers to choose and purchase a product that meets their needs. According to Fandy Tjiptono (2016:22), purchasing behavior reflects a consumer's attitude toward buying or using a product that they believe offers satisfaction or mitigates potential risks. Previous researchers have extensively studied this concept, including Kotler and Armstrong (2002), Kotler (2000), and Philip Kotler and Kevin Lane Keller (2009).

Marketing is one of the most critical functions of any company. Companies must find a way to

isolate themselves from the market to grow and continue developing. Marketing goes beyond sales; it seeks to identify the needs and wants of potential customers and effectively fulfill them, often in competition with other market players. The success of a company in achieving its business objectives depends not only on its marketing, production, finance, human resources, and other functions but also on its ability to coordinate these activities to meet organizational goals.

According to Philip Kotler (2002:9), marketing is a social process through which individuals and groups create, offer, and exchange valuable products and services freely with others. All marketing efforts must be market-driven, focusing on the product, distribution, pricing, and promotion to identify potential customers. According to Sostha and Iran (1993:5), marketing is a general business process aimed at managing, promoting, and distributing products and services that meet the needs of current and potential market users. Therefore, marketing is the core business activity of a company, enabling it to sell its products by engaging with consumers through compelling product offerings, pricing, promotion, and distribution channels.

Promotion is a crucial element in the marketing mix. Once a company has identified the right product, set an appropriate price based on its value, and placed the product in convenient locations for buyers, the next critical task is promotion. Promotion is key to the success of any marketing program. If buyers have never heard of a product or are not convinced of its benefits, they are unlikely to purchase it. Promotion is a form of marketing communication.

According to Fandy Tjipto (2002), promotion is a form of marketing communication that involves spreading information, influencing or convincing customers, and expanding the market for a company's products. This includes personal selling, marketing, sales promotion, social media, and direct marketing, often called advertising and publicity. All these activities are essential for companies to enhance their marketing efforts and increase sales.

Price plays a significant role in influencing consumer purchasing decisions. Price is the amount of money charged for a product or service or the sum of values consumers exchange for the benefits of having or using the product or service (Kotler & Armstrong, 2018). According to Tjiptono (2008), price is crucial to the economy, consumers, and companies. Product prices affect wages, rent, interest, and profit levels for the economy. Price serves as the primary regulator in the economic system, influencing the allocation of production factors such as labor, land, capital, and entrepreneurship. Most consumers are price-sensitive, but other factors may also be considered. Consumers' perceptions of product quality are often influenced by price, with higher prices sometimes associated with better quality, especially in specialty products. For companies, the product price is the primary determinant of market demand. Price impacts competitive positioning and market share, affecting revenue and profit margins.

From a consumer perspective, price is often used as an indicator of value when combined with the perceived benefits or performance of the product. According to Sudharto (2007:156), consumers expect prices to reflect the value they receive from the product or service, and the perceived balance between price and value influences their purchasing decisions.

Purchasing Decisions involve choosing among alternative actions, and the decision-making process depends on the situation. The process involves systematically identifying and resolving issues. Decision-making requires a structured approach and a series of procedures. Prof. DJ. Salalu (2005:45) emphasizes the central role of decision-making in management, referring to it as the core of leadership and the essence of the management function. Decision-making is critical in all programs because it involves managers' responsibility to ensure decisions are made and implemented effectively.

The decision to purchase is ultimately a consumer behavior that determines whether a product will be bought or not. The number of consumers making purchasing decisions is one of the critical factors determining the success of a product in the market. Setiadi (2008:416) argues that consumer decision-making is a data-driven process that integrates information to evaluate multiple alternatives and select the best one. According to Shiffman and Kanuk (2007:485), decision-making involves choosing between two or more alternatives, implying that consumers have options when making a decision. Kotler and Armstrong (2010:177) suggest that purchasing decisions are part of a broader process, from recognizing a need to the actual purchase event.

In conclusion, understanding consumer purchasing decisions is crucial for companies to effectively influence consumer behavior through strategic pricing, promotion, and marketing efforts. By comprehensively addressing these elements, companies can better position themselves in a competitive market and drive successful outcomes.

METHOD

The method of writing this scientific article is by qualitative method and literature review (Library Research). Examine the theory and the relationship or influence between variables from books and journals offline in libraries and online sourced from Mendeley, Google Scholar, and other online media. A literature review should be used consistently with methodological assumptions in qualitative research. This means that it must be used inductively so that it does not direct the questions asked by the researcher. One of the main reasons for conducting qualitative research is that it is exploratory (Ali & Limakrisna, 2013).

RESULT AND DISCUSSION

The Effect of Promotions on Purchase Decisions

Promotion affects Consumer Purchases. The dimensions or indicators of promotional promotion significantly affect consumer purchase decisions, and advertising variables are stated to have the greatest influence on purchase decisions (Abdullah, 2016).

Consumers Affect Consumer Purchase Dimensions or Indicators The majority of consumers are somewhat sensitive to prices, but other factors are also considered. In addition, consumer perception of product quality is often influenced by price. In some cases, the high price reflects high quality, especially in the specialty products category (Tjiptono, 2008).

Increase consumer purchases by paying attention to promotions, which must be done by management as a sales effort. Some manufacturers promote their products through print media advertisements, brochures, and even the Internet (Tarida, 2012).

Promotion affects Consumer Purchases. If Promotions are perceived well by customers/consumers, then this will improve the quality of promotions, partially having a positive and significant effect on Consumer Purchase decisions (Fernando, 2018).

Promotion has an effect on Consumer Purchases, according to research conducted by Abdullah (2016), Tjiptono (2008), and Tarida (2012).

The Effect of Price on Purchase Decisions

Price affects Consumer Purchases, where the dimensions or indicators of Promotion According to (Kotler and Armstrong's translation Sabran, 2012), in the price variable, there are several main elements of price activities, which include price lists, discounts, discounts, and payment periods. Affecting the Dimensions or Indicators of Consumer Purchase According to (Sabran, 2012), there are four indicators that the price is:

- a. Affordability
- b. Suitability of price with product quality
- c. Price competitiveness
- d. Suitability of price with benefits.

To increase Consumer Purchases by paying attention to Promotion, management must do pricing, where a determination is a selection made by the company on the general price level that applies to certain products relative to competitors' prices (Tjiptono, 2014).

Price affects Consumer Purchases; if Prices are perceived well by customers/consumers, this will be able to improve the quality of a Consumer Purchase product (Suparyanto et al., 2015). Prices affect Consumer Purchases; this is in line with research conducted by: (Tjiptono, 2014), (Sabran, 2012), and (Suparyanto et al., 2015).

The Influence of Products on Consumer Purchases

Products affect Consumer Purchases, where the dimensions or indicators of Promotion of form, features, adjustments, quality of work, quality of conformity, durability, reliability, ease of repair, style, and design affect the dimensions or indicators of Consumer Purchase (1) Performance (2) Features (3) Conformity with specifications (4) Durability (5) Aesthetics (6) Serviceability. (Tjiptono, 2012).

To increase Consumer Purchases by paying attention to the product, what must be done by management is product quality, where the ability of a product to carry out its function, including durability, reliability, accuracy, ease of operation, and repair, as well as other valuable attributes. Product quality is an important thing that must be pursued by every company if it wants to be able to compete in the market and satisfy the needs of consumers. (Kotler et . al., 2012).

Products affect Consumer Purchases; if the Promotion is perceived well by customers/consumers, then this will be able to improve the quality of Consumer Purchase products (Kotler et al., 2012). Products have an effect on Consumer Purchases; this is in line with research conducted by: (Tjiptono, 2012), (Kotler et al., 2012) and (Kotler et al., 2012).

The results of this study show that promotion has an impact on decision-making by providing insight into the company's high and attractive performance levels, allowing customers to make purchases and subscribe to the right products/services. The results of this study support Daryani's (2006) research, which states that promotion has an effect on decision-making. Promotion is very important in an effort to capture the competitive advantage of the market. Promoting through attractive media/media will influence buyers in their purchase decisions. The focus of the advertising campaign is on various forms of advertising used by the Merdeka Voice Daily to promote the best promotions to buy. In addition, if the promotion carried out by the company is very attractive, providing financial value will increase the purchase decision. The company's promotional work plays an important role in increasing the number of sales because when the quality of the product is high, it will only be possible to find its own market after first picking up buyers. So this promotion must be successful in order to attract potential buyers in the future.

The Impact of Pricing and Buying Decisions

The results of the study show that there is a relationship between price and purchase decisions. This is in line with Dido Saputra's (2005) analysis of the impact of price on purchase decisions. From this analysis, this study contributes to the theory that price has a positive effect on purchase decisions, which is indeed true. Price is also one of the factors that affect the growth of purchase decisions. The price of Suara Merdeka is not cheap or cheap, but according to the news, accurate information and benefits can be obtained after reading newspapers, such as newspaper prices. Thus, the price of Suara Merdeka is very good for influencing buying decisions.

The impact of promotions and prices on purchase decisions

The results show that promotions and costs have a significant influence on purchase decisions. The decision-making process involves various techniques used by buyers. All uncertain decision-making processes are limited, and purchasing and customer decisions do not always apply these five principles. Marketing decisions often involve changes in the market. Therefore, this marketing mix is essential and can be used as a valuable marketing tool. Since marketing is the focus of all marketing campaign decisions, marketing strategy has a significant impact on pricing, products, promotions, as well as important marketing decisions and distribution channels.

Promotion is a form of marketing communication; marketing communication is a marketing activity that seeks to share information, influence or persuade, and increase market share for a company and its products so that they are ready to receive, buy, and remain loyal. ' products are provided by related companies. Promotion is a type of work that goes hand in hand with marketing activities to increase sales opportunities. With the promotion of promotion, this desire will be increasingly promoted.

Harian Suara Merdeka has created various supporting services through various means, both print and electronic. These efforts can yield results, as evidenced by the impact of decision-making. The promotion will make Suara Merdeka better known every day and increase purchase decisions.

The price is the rupiah currency that the market can pay. From a market perspective, it is a financial or other category (goods and services) that is modified to obtain ownership or use of goods or services. The market has two main functions of consumer decision-making, namely the role of quantity and information services.

Suara Merdeka Daily has launched a pricing plan for the products produced. It is hoped that the public will review the company's prices and the products produced. Pricing can have a significant impact on shoppers who choose a particular product or store or a particular retailer. The high value a person gets from the product, the high conversion value of the product in his eyes, and an excellent way to make changes that are ready to be sacrificed. Depending on the price set, the buyer decides whether to buy the product or not. The results of this study support the research of Rahma Yona (2005), Bobby Setyawan (2012), and Yohanes Chrisna Yonathan (2012), who argue that promotions and prices affect purchase decisions.

CONCLUSIONS

Based on the research findings, both promotion and price have significant effects on consumer purchasing decisions. Promotions, when effectively executed, can significantly enhance the visibility of a product and persuade consumers to make a purchase. Promotional activities that are attractive and provide financial value can increase consumer interest and ultimately lead to higher sales. This supports the notion that promotion plays a crucial role in influencing purchasing decisions by providing consumers with the necessary information and incentives to choose a particular product.

Similarly, the study reveals that pricing is a critical factor that affects purchasing decisions. Consumers often use price as an indicator of value, where a well-perceived price can lead to a positive evaluation of the product and its benefits. This relationship between price and perceived value means that appropriate pricing strategies can significantly impact consumer choice, encouraging them to select a product based on the perceived balance between cost and benefits.

Furthermore, the combined impact of promotions and pricing on purchasing decisions highlights the importance of a well-coordinated marketing strategy. By effectively integrating promotion and pricing efforts, companies can create a compelling value proposition that resonates with consumers, leading to increased brand loyalty and higher sales.

Overall, this study underscores the critical role of promotion and pricing in shaping consumer behavior and decision-making, emphasizing the need for companies to strategically manage these elements to achieve success in a competitive market.

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