

ABSTRACT

Every supermarket must be able to assess the smooth efficacy of budget that are allocated for doing promotional activities intended to increase sales. Because of that reason, this research main objective is to analyze consumer responses of selection to various promotional tools such as price discounts, buy-one-get-one, and coupons as the promotional tools that are commonly used.

This quantitative study contains 117 consumers who are the respondents. The research model is tested empirically through a survey of consumers aged 18 years to 59 years, who are divided into three age levels, and have shopped at a supermarket with price promotions. The data is collected by means of non-probability sampling using purposive sampling method. The data analysis method is carried out by using multiple linear regression tests.

The findings of this paper exhibits that price discounts grant a significant effect on consumer purchasing behavior. The buy-one-get-one does not really have effect on consumer purchasing behavior, meanwhile the coupon sales promotion can be stated that it does not really affect consumer purchasing behavior.

Keywords: sales promotion, supermarket, price discounts, buy-one-get-one free, coupons, consumer purchasing behavior