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## **The Influence of Brand Image and Price Discounts on Buying Impulse with Buying Interest as An Intervening Variable: Study of Miniso Consumers in Malang City**

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### **ABSTRACT**

*Retail enterprises continue to thrive and evolve, exemplified by specialty shops, convenience stores, and similar establishments. Retail enterprises serve as the final link in the distribution chain, specifically to customers. In particular, brands with a substantial brand image offer discounts to stimulate impulsive customer purchasing.*

*In this instance, consumer impulsive purchases are affected by various factors, including brand perception and discounts. This study aims to assess the direct impact of brand image and discount variables on impulsive purchases and the indirect influence of brand image and discounts on impulsive purchases through the mediation of purchase interest.*

*This research employs a quantitative methodology via a survey approach involving 140 Miniso consumers in Malang City. The study employed online sampling with a questionnaire sent via Google Forms, allowing users to scan a barcode link generated by the researcher, with data analyzed using Smart-PLS 4.0 statistical software.*

*The study's findings demonstrate that brand image significantly influences purchase intention, while discounts also significantly affect purchase intention. However, the brand image only significantly impacts impulse buying. In contrast, discounts significantly influence impulse buying, and purchase intention significantly affects impulse buying. Furthermore, brand image, mediated by purchase intention, significantly impacts impulse buying, as do discounts through purchase intention, specifically among Miniso consumers in Malang City.*

**Keywords:** Brand Image, Price Recording, Impulse Buying, and Purchase Intention.

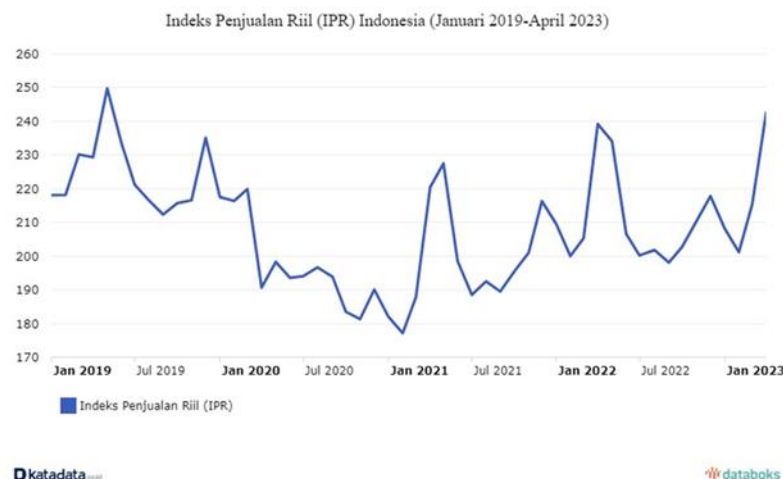
## INTRODUCTION

Corporate entities employ the extensive advancement of information and communication technology for transactions in cyberspace. This is seen in the expansion and evolution of cyberspace transactions, beginning with payments via electronic money (e-money), electronic commerce (e-commerce), and online marketplaces. Furthermore, the retail sector continues to thrive and evolve, exemplified by the emergence of specialty stores, convenience stores, and similar establishments.

The retail sector serves a crucial function as the final component in the distribution chain. Through retail, a product can directly engage with its users. The retail industry is characterized as a sector that offers items and services enhanced with additional value to satisfy the requirements of individuals, groups, or end consumers. (Anggarwati, Hermawan & Rahayu, 2023; Aulia Kusumawardhani & Mulyowahyudi, 2023; Trisnadi, Komaludin & Suroso, 2024)

The retail sector in Indonesia remains highly attractive for domestic and international producers. According to the 2021 Global Retail Development Index, Indonesia's retail sales totaled US\$407 billion (Rp. 6,044 trillion), ranking it fourth, following China, India, and Malaysia.

According to the 2021 Global Retail Development Index (GRDI) published by A.T Kearney, Indonesia ranks fourth among the most active retail markets among 35 developing nations globally. Indonesia achieved a score of 53.0 out of a maximum of 100. The GRDI assessment comprises four criteria: market attractiveness, nation risk level, market saturation, and time pressure. This rank has risen from the previous year's 5th place.



**Figure 1. Indonesian Real Sales Index (IPR) Data (January 2019 - April 2023)**

**Source: [databoks.katadata.co.id](https://databoks.katadata.co.id)**

Graph 1 indicates that Bank Indonesia (BI) projects the national Real Sales Index (IPR) to attain 242.9 in April 2023, marking the highest level since the onset of the COVID-19 pandemic. IPR serves as a metric for home consumption, assessed via retail sales data. An increase in the IPR figure suggests a rise in the actual sales of retail traders, indicating a

corresponding increase in public consumption. If the IPR statistic declines, retail sales and public consumption are deemed to diminish.

Jack Ye, the founder of Miniso, derived the concept for Miniso during a family vacation in Japan in 2013. He discovered numerous specialist boutiques offering high-quality, well-crafted, affordable things predominantly manufactured in China. Leveraging his expertise in product development, supply chain management, and the fashion sector, Jack established Miniso, headquartered in Guangzhou, China, a brand catering to a global youth demographic. Miniso's primary objective was to allow the younger generation to experience life through premium products and services. He desired consumers to possess inexpensive, aesthetically pleasing, and high-quality products. Miniso, leveraging consumer insights from its global operations, formulated its definition of "extreme affordability" and introduced the notion of "interest-based consumption" within the retail sector for the first time. To satisfy the demands of young customers, Miniso engages in co-branding collaborations with prominent licensees, leverages its exceptional design and contemporary technology, and introduces aesthetically pleasing, user-friendly, and enjoyable goods to interact. (Slamet, Prasetyo & Azmala, 2022; Fadilah, Barkah, Listiana, Hasanudin & Fauzan, 2023; Hafizah & Simangunsong, 2024)

Miniso conducts its international operations under the marketing motto "Life is for fun." Miniso has successfully expanded to over 100 countries and regions, establishing more than 5,500 outlets globally. Miniso will persist in delivering high-quality and pleasurable life experiences for hundreds of millions of people globally. Miniso advocates for "intelligent consumer products" by embracing the principles of "simplicity, nature, and high quality." Miniso sustains its market presence with an innovative strategy characterized by frequent product updates, competitive pricing, and discerning consumer demographics. (Salam & Jayadi, 2023; Salsabila & Sholahuddin, 2024; Rifqi, Rosanty & Surya, 2023)

The brand image is a contributing factor to impulse purchasing behavior. Branding aims to distinguish a product or service from others in the market. Presently, numerous products exhibit similarities yet differ in quality and quantity, resulting in increased intentional and impulsive purchases. Moreover, increasing discounts offered by the company will enhance its appeal to consumers, boosting product purchases. During a sale, shoppers will likely purchase items on their shopping list and additional things at a discounted price. It can foster an inclination towards unplanned purchasing (impulse buying). This study evaluates the influence of brand image, discounts, and purchasing interest on impulse buying among Miniso consumers in Malang City. This study offers significant insights for sustaining good revenue and enhancing offline retail sales at the shop. (Parwitasari, Sonjaya, Tedi, Ambarsari & Ruyani, 2023; Mirandi & Rimiyati, 2023; Ritonga & Tirtayasa, 2023)

Brand image constitutes a consumer's view of a brand, shaped by the associations within the consumer's cognition. It is crucial and intricately linked to the impression it generates. Brand image refers to people's perceptions and beliefs regarding a specific product or brand as reflected in their memory. (Arianty, Gultom, Yusnandar & Arif, 2024; Titing, Worang & Pandowo, 2022; Putra, Rufianto, Junanto & Suminar, 2023)

A discount is a reduction from the standard price, executed with meticulous calculations to ensure the business does not incur financial losses. A *discount* is a price decrease

provided by the seller to the customer in recognition of specific actions by the buyer that are favorable to the seller. A discount is a decrease in the price of a product from its standard price within a specific timeframe. The author finds that a discount constitutes a decrease in the price of a product presented to the purchaser.

*Impulse buying* is a phenomenon that transpires when an individual experiences spontaneous feelings. It is characterized as a sudden transaction in which the individual perceives the act as normative behavior. An impulse purchase is an action driven by emotions or sentiments. Impulse buying refers to a buyer's unplanned or unexpected decision to purchase items that are wanted but not essential, such as cosmetics, fashion items, and perfumes. (Tirtayasa, 2022; Ramadania, Ratnawati, Juniwati, Afifah, Heriyadi & Darma, 2022; Wijayanto, Jushermi, Wahyuni, Alvionita, Junaidi & Pramadewi, 2023)

Purchase interest constitutes a component of the behavioral aspects of consumer attitudes. Purchase interest is a form of consumer behavior that manifests as a reaction to a product, indicating the consumer's inclination to acquire it. *Purchase interest* is an individual's disposition toward an object, effectively gauges the behavior associated with a specific product, service, or brand. Purchase interest refers to the consumer's motivation to acquire a specific product or service. Buyer interest in a product, characterized by pursuing further information, is commonly termed purchase interest.

The retail sector is evolving in response to the growing diversity of consumer wants. The prevalence of several retail forms, including specialized and convenience stores, evidences the development and expansion of this sector. Retail is the final link in the distribution chain, which is crucial in connecting manufacturers with end customers. A significant challenge in the retail sector is the capacity to capture attention and influence consumer purchase decisions, mainly through techniques emphasizing brand image and promotional discounts.

Brand image is a factor that influences favorable consumer impressions of the products or services provided. Brands with a robust image typically cultivate consumer confidence and facilitate increased purchasing desire. Conversely, price cuts are a successful marketing strategy that stimulates impulsive purchases, characterized as unplanned purchasing decisions. The synergy of a robust brand image with discounts can substantially enhance a product's appeal to consumers. (Ningsih & Zed, 2023; Salsabila & Andriana, 2024; Uripto & Lestari, 2023)

This study investigates the impact of brand image and discounts on impulsive purchasing behavior among Miniso consumers in Malang City, directly and indirectly, through buying desire as a mediating variable. This study employed a quantitative survey method with 140 Miniso users. Data were gathered through an online questionnaire accessible via a Google Form URL with a barcode. Additionally, the data was analyzed utilizing Smart-PLS 4.0 statistical software.

This study's results are anticipated to enhance comprehension of the influence of brand image and discounts on impulsive buying while elucidating the process of indirect interactions via purchase desire. Consequently, this study offers valuable insights for retail professionals in formulating more effective marketing strategies that are aligned with consumer demands.

## **METHOD**

This research used a quantitative methodology via a survey to examine the impact of brand image and discounts on impulsive buying, with purchase intention as an intervening variable among Miniso consumers in Malang City. The research was executed by gathering primary data via questionnaires disseminated online through Google Forms. Participants can access the questionnaire using the barcode supplied by the researcher, enabling their involvement in this study.

The study's demographic comprised Miniso consumers in Malang City. The sampling method employed was purposive sampling, targeting respondents from the millennial or Generation Z cohorts who had shopped at Miniso Malang City a minimum of twice. The optimal sample size ranges from 5 to 10 times the number of indicators in the questionnaire. The questionnaire utilized 28 question indicators, resulting in a sample size of 140 respondents (5 x 28).

The questionnaire comprised 28 questions organized according to signs from each research variable: brand image, discounts, buy intention, and impulsive purchases. Each question employs a 5-point Likert scale, ranging from 1 for "strongly disagree" to 5 for "strongly agree." This device is engineered to measure variables with precision and thoroughness.

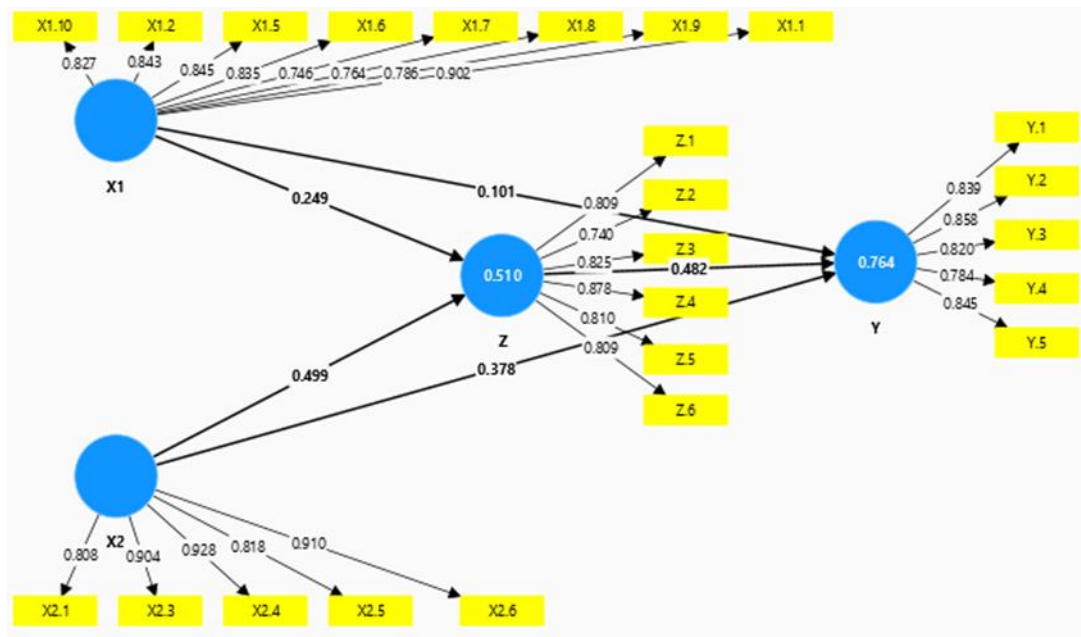
The gathered data were examined with Smart-PLS 4.0 statistical software. This strategy is employed to model the structural relationships among study variables and to evaluate the offered hypotheses. Smart-PLS was selected due to its capacity to evaluate data with a comparatively small sample size and to guarantee the model's validity and dependability. The approach encompasses convergent validity, discriminant validity, reliability, and path analysis to assess the direct and indirect links among variables.

The research commenced with the formulation of a questionnaire derived from variable indicators. Subsequently, the questionnaire was disseminated to eligible respondents via link or barcode. The gathered data were further processed and evaluated to evaluate the study model. Every phase of the study was meticulously crafted to guarantee the integrity of the data and the pertinence of the research findings to the specified objectives.

This approach aims to elucidate the elements influencing impulsive purchases among Miniso consumers in Malang City and the mediating effect of buying desire in the relationship between brand image, discounts, and impulsive buying.

## **RESULTS AND DISCUSSION**

Figure 2 depicts the structural model illustrating the relationship between latent variables in the study examining the impact of brand image and price discounts on impulsive buying, with buying interest as a mediating variable among Miniso consumers in Malang City.



**Figure 2. Assessment of Convergent Validity**

This result is an analysis of the relationships between the variables presented in Table 1:

**Table 1. Hypothesis Evaluation**

|       | Original Sample (O) | Sampel Mean (M) | Standart Deviation (STDEV) | T-Statistic | P-Values | Decision |
|-------|---------------------|-----------------|----------------------------|-------------|----------|----------|
| X1->Y | 0.101               | 0.078           | 0.124                      | 0.815       | 0.416    | Rejected |
| X1->Z | 0.249               | 0.246           | 0.115                      | 2.161       | 0.032    | Accepted |
| X2->Y | 0.378               | 0.405           | 0.152                      | 2.480       | 0.014    | Accepted |
| X2->Z | 0.499               | 0.494           | 0.090                      | 5.523       | 0.000    | Accepted |
| Z->Y  | 0.482               | 0.473           | 0.075                      | 6.394       | 0.000    | Accepted |

The table above presents the results of the path analysis of the relationship between research variables using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. This table analyzes the relationship between brand image, price discount, buying interest, and impulse buying based on the original sample value, the sample mean, standard deviation, t-statistic, p-values, and hypothesis decisions.

The results show a path coefficient value (original sample) of 0.101 with a p-value of 0.416 and a t-statistic of 0.815. A p-value greater than 0.05 indicates that the influence of brand image on impulse buying is not significant, so this hypothesis is rejected. This finding indicates that brand image has a weak influence on encouraging impulse buying among Miniso consumers in Malang City. This condition may be due to consumer characteristics

that are more responsive to emotional factors or direct incentives, such as price discounts, than brand image's direct influence.

The relationship between brand image and purchase intention has a path coefficient of 0.249 with a p-value of 0.032 and a t-statistic of 2.161. A p-value of less than 0.05 indicates that this relationship is significant, so the hypothesis is accepted. This result shows that a positive brand image can directly increase consumer purchase intention. Consumers who associate Miniso with a brand with a good reputation and reliable product quality tend to have a greater desire to buy the product. Therefore, building and maintaining a strong brand image remains important to attract consumer interest. The relationship between discounts and impulsive purchases has a path coefficient of 0.378 with a p-value of 0.014 and a t-statistic of 2.480. A p-value of less than 0.05 indicates that this influence is significant, so the hypothesis is accepted. These findings indicate that discounts encourage impulsive purchases by Miniso consumers in Malang City. Consumers tend to be triggered to make sudden purchases when they see attractive discounts. The price discount strategy can be used by Miniso as an effective tool to attract consumers' attention and increase sales volume.

The results show that price discounts have a path coefficient of 0.499, a p-value of 0.000, and a t-statistic of 5.523, indicating a significant relationship. This value indicates that price discounts have a powerful direct effect on purchase intention. This result means that price discounts encourage impulsive purchases and increase consumers' desire to buy products. Thus, Miniso can continue to use the price discount strategy as the primary approach to attract potential buyers.

The relationship between purchase intention and impulse buying has a path coefficient of 0.482, a p-value of 0.000, and a t-statistic of 6.394, indicating a very significant relationship. This result shows that the higher the consumer's purchase intention, the more likely they are to make impulsive purchases. This finding strengthens the importance of purchase intention as a mediating variable in this research model. In other words, brand image and price discounts can indirectly increase impulse buying through increased purchase intention.

The analysis results indicate that price reductions exert a more significant and immediate impact on impulse purchasing than brand image. Brand image is significant as it can enhance consumer purchasing intention, thereby affecting impulse buying. Among Miniso consumers in Malang City, predominantly including millennials and Generation Z, price reductions are demonstrated to be a more effective catalyst for stimulating impulse purchasing behavior. This generation is more receptive to price discounts and direct incentives that enhance the value of their purchases.

This finding underscores the significance of buying intention as a mediating component. Brand image and price reductions significantly affect purchasing intention, directly impacting impulse buying. This result indicates that a marketing approach emphasizing price discounts and enhancing brand image to cultivate buy intention can yield superior outcomes.

The findings of this study offer valuable insights for Miniso management in formulating a more effective marketing plan. The primary emphasis should be on appealing discounts to stimulate impulse purchases and enhance consumer buying intention. Secondly, while the direct impact of brand image on impulse purchasing is small, Miniso must enhance its brand image via marketing initiatives that emphasize product quality, distinctive design, and brand reputation. Third, integrating discount techniques with enhancing brand image might augment purchase intention and, consequently, indirectly foster impulse buying. This table indicates that discounts significantly affect impulse buying directly and via purchase intention. Simultaneously, brand image significantly enhances purchase intention more than directly affecting impulse buying. By comprehending this link, Miniso may enhance its marketing plan to target millennial and Generation Z consumers in Malang City more successfully. A plan integrating price promotion with enhancing brand image will significantly influence consumer purchasing behavior.

## CONCLUSION

This study offers a comprehensive analysis of the impact of brand image and discounts on impulsive consumer buying, with purchase intention as a mediating variable. The investigation revealed that discounts significantly influence impulse buying, demonstrating the efficacy of price promotion methods in fostering spontaneous purchasing decisions. This condition suggests that customers, particularly millennials and Generation Z cohorts, are more receptive to pricing incentives that offer tangible economic benefits. The brand image does not directly affect impulse buying; however, it significantly contributes to the formation of customer purchase intention. A robust brand image fosters trust and emotional resonance, enhancing consumer inclination to purchase a specific product. This study identified Purchase intention as a crucial mediating element, connecting brand image and discounts to impulse buying. A favorable brand image and appealing discounts affect the desire to purchase, subsequently enhancing the probability of impulse buying. These data demonstrate that external influences, such as price promotions, and internal factors, including consumer interest in the brand and product, influence impulse purchasing. Consequently, a successful marketing plan must amalgamate these two components to foster an enjoyable shopping experience and incentivize consumer purchases.

This study highlights the significance of price reductions as a key marketing strategy for Miniso to attract consumers and stimulate impulse buying. Nevertheless, it is crucial for Miniso to avoid solely depending on price discounts and enhance its brand image. Brand image can be enhanced by marketing initiatives emphasizing product quality, innovative design, and reputable brand trustworthiness. By establishing a robust brand image, Miniso may enhance consumer loyalty and promote sustained purchasing intent.

This research offers practical consequences for several stakeholders in the retail sector. To stimulate impulse purchases, businesses must design a marketing plan that emphasizes price reductions and fosters emotional connections with consumers via a favorable brand image. Moreover, comprehending the function of purchase intention as a connection

between brand image, price reductions, and impulse buying indicates that cultivating purchase intention is a crucial element of an effective marketing plan.

This study underscores the significance of a cohesive approach in marketing strategy to attain the best outcomes. Combining appealing price discounts and brand image development can yield a gratifying shopping experience for consumers and stimulate higher sales. In a period of intensifying retail rivalry, comprehending and leveraging aspects that affect consumer behavior, as demonstrated in this study, is essential for the success of retail firms like Miniso. This study offers scholarly insights and practical advice for formulating a retail business strategy.

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