

# How Discount and Bundling Strategies Shape Purchase Decisions Through Brand Image Mediation in Indonesian Retail Context

Mohammad Soni<sup>1</sup>, Ratih Hurriyati<sup>2</sup>, Puspo Dewi Dirgantari<sup>3\*</sup>

<sup>1,2,3</sup>Faculty of Economics and Business Education, Universitas Pendidikan Indonesia, Jl. Dr. Setiabudi No.229, Isola, Kota Bandung

\*E-Mail Correspondence: [soni@upi.edu](mailto:soni@upi.edu)

**Abstract**– In an increasingly competitive business environment, selecting effective marketing strategies is crucial for shaping customer purchase decisions. This study examines how discounts and bundling influence purchase decisions at Kedai Tekun, with brand image as a mediating variable. Using a quantitative approach, surveys were distributed to one hundred customers. Structural Equation Modeling (SEM) via Smart-PLS was employed to evaluate variable relationships. Findings reveal that discounts positively and significantly affect both brand image and purchase decisions, while bundling demonstrates a positive significant impact on purchase decisions. Interestingly, brand image negatively and significantly influences purchase decisions. Mediation analysis confirms discounts have an indirect effect on purchase decisions through brand image. Results suggest discount strategies facilitate consumer purchase decisions, whereas bundling enhances purchase intention. However, brand image requires careful management, as favorable perceptions do not necessarily increase purchase decisions. Business owners should optimize marketing effectiveness by balancing promotional strategies with strengthening brand identity and core values.

**Keywords:** Discount; Bundling Strategies; Purchase Decision; Brand Image

## I. INTRODUCTION

Soft drinks represent a vital component of the global food and beverage industry, continuously evolving with diverse options and flavors that cater to consumer preferences worldwide. Companies operating in this sector face complex challenges, including intense competition, shifting consumer preferences, and the necessity to understand purchasing patterns and target market behavior [1]. Through comprehensive understanding of customer segmentation and demographic characteristics, manufacturers can formulate more effective marketing strategies, boost sales, and maintain brand loyalty [2].

**Table 1. World's Largest Soft Drink Markets**

Country	Sales Value (USD)
US	323 billion
China	42 billion
England	37 billion
Nigeria	33 billion
Germany	30 billion
Japan	27 billion
Mexico	19 billion
Indonesia	16 billion

Source: [3]

As the eighth-largest non-alcoholic soft drink market, Indonesia is projected to generate approximately USD 16 billion, equivalent to IDR 23.03 billion in sales. In this era of globalization and intensifying business competition, marketing strategies have become essential for companies seeking to capture consumer attention. Among various approaches employed, discounts and bundling are tactics frequently utilized to enhance product appeal. Discounts, or price reductions, have proven effective in driving purchase decisions by improving consumers' perceived value of products [4], [5]. Meanwhile, bundling offering products in packages at more attractive prices can increase consumer interest and enhance brand value perception [6].

Recent research underscores the importance of brand image in mediating the relationship between price and purchase decisions. Evidence shows that strong brand image can amplify consumer purchase intention when supported by competitive pricing [7]. Similar findings emphasize that brand image functions as a powerful mediator between product quality and purchase decisions [8]. Consequently, how discount and bundling strategies are implemented significantly influences brand image and, ultimately, consumer purchase decisions.



Other studies highlight that consumer experience and product quality also substantially impact purchase decisions, with brand image frequently serving as a mediating variable [9], [10]. For instance, research demonstrates that price affects purchase decisions not only directly but also through the brand image formed in consumers' minds [11]. As technology and digital marketing continue advancing, a thorough understanding of how these elements interact becomes critical for companies developing more effective marketing strategies.

Within this context, this article examines the influence of marketing strategies specifically discounts and bundling on purchase decisions, with brand image as a mediating variable for Tekun beverage products. This research aims to provide clearer insights into the mechanisms through which discounts and bundling shape consumer perceptions and their implications for purchase decisions in today's competitive marketplace.

## II. LITERATURE REVIEW

### 2.1 Discount

Discounts take various forms, including percentage reductions from retail price, fixed-value discounts, or buy-one-get-one-free offers, all designed to stimulate consumer interest by making products more financially appealing [12]. Evidence indicates that lower prices through discounts can substantially increase consumer purchase decisions, particularly in mass-market product sectors [13]. Research demonstrates that price discounts influence consumer purchasing behavior differently depending on distribution channels, whether through mobile applications or websites [14].

Beyond immediate sales impact, discount strategies also strengthen brand image. Well-executed discount offers attract new consumers while retaining existing customers, simultaneously enhancing positive product perception in the marketplace. Understanding that discounts directly correlate with perceived quality can boost purchase intention [15]. Thus, appropriate discount strategies not only drive sales but also reinforce brand loyalty. However, excessive discount use may produce long-term negative effects, such as eroding product value perception and reducing profitability [16]. This study measures discount variables using indicators including discount magnitude, discount duration, and product types receiving discounts [17].

### 2.2 Bundling Strategy

Bundling strategy is a marketing tactic involving the sale of two or more products or services as a single unit, typically priced lower than if purchased separately [18]. This concept aims to enhance product appeal, facilitate purchase decisions, and encourage consumers to buy more than they would with individually offered products [19] [20]. Through bundling, companies create additional customer value and stimulate sales of products that might be less attractive when sold separately [21].

A critical factor in bundling effectiveness is the degree of complementarity among offered products [22]. Complementary products typically prove more effective when sold as packages, as consumers perceive benefits from acquiring two products usable together [23]. Psychological aspects are equally important; studies show bundling reduces consumers' cognitive burden in decision-making, meaning bundling offers not only economic efficiency but also enhanced customer experience [24]. This study employs several indicators to measure bundling variables: appropriateness, price, attractiveness, and product combination method [25].

### 2.3 Brand Image

Brand image serves as a fundamental pillar in building long-term relationships between brands and consumers while influencing purchase decisions [26] [27]. Research demonstrates that positive brand image contributes significantly to consumer purchase intention [26]. Additionally, customer-brand interactions play crucial roles in forming positive perceptions based on direct experiences [28].

Brand image has become increasingly relevant in the digital era, where social media marketing and digital strategies serve as primary instruments for many companies [29]. Studies note that brand image management in higher education institutions significantly impacts reputation and public perception, similar to its effect in retail industries, where digital platform utilization helps build strong brand images [30]. Overall, brand image not only influences consumer purchase decisions but also shapes long-term impressions affecting consumer-brand relationships. Companies must therefore design marketing strategies focusing not solely on products but also on building and maintaining strong brand images [31]. This research measures brand image



variables using indicators including brand strength, brand favorability, and brand uniqueness [32].

### 2.4 Purchase Decision

Purchase decisions often result from complex processes encompassing problem recognition or need identification, information search, alternative evaluation, purchase decision, and post-purchase behavior [33]. Research shows brand image and product quality significantly influence consumer purchase decisions [34]. Furthermore, digital marketing contributes substantially to purchase decisions [35]. Factors such as ease of use, brand image, and marketing content collectively contribute to purchase decisions [36]. Effective marketing focuses not merely on technical aspects but also on consumer experiences when interacting with products and brands [37]. This study measures purchase decision variables using indicators including problem recognition, internal or external information, alternative evaluation, buying decision, and post-purchase behavior [32].

### III. RESEARCH METHODS

This study employs a quantitative approach with Tekun as the unit of analysis. Data sources comprise both primary and secondary data, obtained from existing literature and field observations. The sample consists of 100 respondents who are Kedai Tekun customers, following the guideline that "sample sizes larger than 30 and less than 500 are appropriate for most research. Primary data collection was conducted through online surveys using questionnaires. Field data were analyzed using Structural Equation Modeling (SEM) with Smart-PLS software.

**H3:** Bundling strategy positively influences brand image

**H4:** Bundling strategy positively influences purchase decision

**H5:** Brand image positively influences purchase decision

**H6:** Discount positively influences purchase decision through brand image

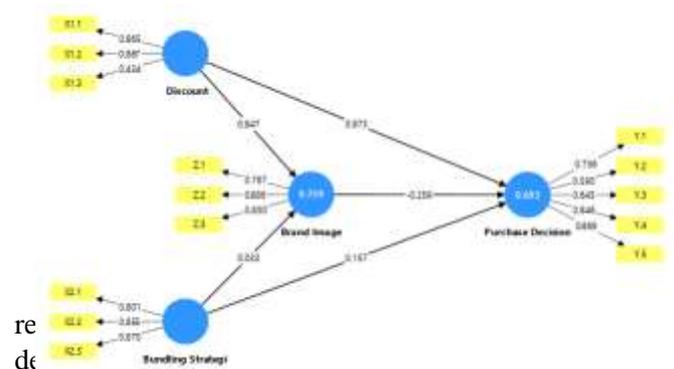
**H7:** Bundling strategy positively influences purchase decision through brand image.

### IV. RESULT AND DISCUSSION

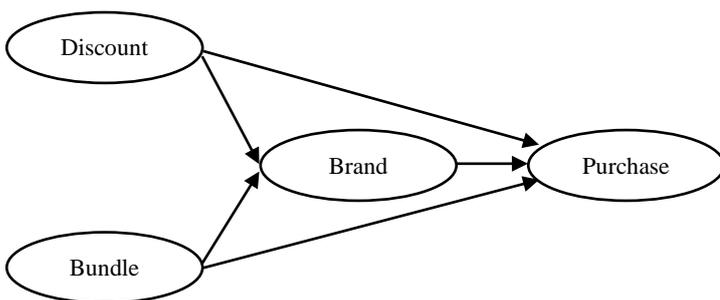
#### Results

#### 4.1 Outer Model Evaluation

Before proceeding with hypothesis testing, Structural Equation Modeling (SEM) methodology necessitates preliminary assessment of convergent validity, discriminant validity, and indicator reliability—collectively termed outer model evaluation. These validity and reliability tests were conducted using a sample of 100 respondents. The outer model test results are presented below.



represents its construct (validity) and can be utilized. An indicator is considered valid when its outer loading value exceeds 0.70. Detailed information regarding the outer loading of each indicator is presented in the table below.



**Figure 1. Research Model**

The following are the hypothesis for this study:

**H1:** Discount positively influences purchase decision

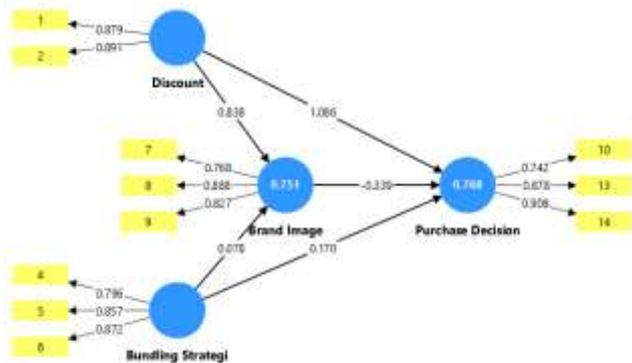
**H2:** Discount positively influences brand image



**Table 2. Outer Loading**

	Brand Image	Bundling Strategi	Discount	Purchase Decision
X1.1			0.865	
X1.2			0.867	
X1.3			0.434	
X2.1		0.801		
X2.2		0.855		
X2.3		0.870		
Y.1				0.736
Y.2				0.590
Y.3				0.645
Y.4				0.846
Y.5				0.869
Z.1	0.767			
Z.2	0.886			
Z.3	0.830			

The results presented in Table 2 indicate that most indicators in this research adequately represent their respective constructs and demonstrate validity. Nevertheless, certain indicators display outer loading values falling below the 0.70 threshold, namely indicators X1.3, Y.2, and Y.3. Therefore, before proceeding with hypothesis testing through the bootstrapping procedure, model re-estimation must be performed by removing these invalid indicators from the analysis.



Upon completing model re-estimation by removing indicators with outer loading values below 0.70, the following table displays which indicators will be employed in subsequent analytical stages of this study.

**Table 3. Outer Loading Values After Re-estimation**

	Brand Image	Bundling Strategi	Discount	Purchase Decision
1			0.879	
10				0.742
13				0.878
14				0.908
2			0.891	
4		0.796		
5		0.857		
6		0.872		
7	0.768			
8	0.888			
9	0.827			

Further analysis examines convergent validity through AVE values and assesses variable reliability using Cronbach's alpha and Composite Reliability (rho\_a and rho\_c), as illustrated in the following table.

**Table 4. Construct Reliability and Validity**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.772	0.796	0.868	0.687
Bundling Strategi	0.797	0.813	0.880	0.710
Discount	0.724	0.725	0.879	0.784
Purchase Decision	0.802	0.865	0.882	0.715

Table 3 presents the calculated values encompassing Cronbach's alpha, Composite Reliability (rho\_a and rho\_c), and Average Variance Extracted (AVE) for each variable in this study. The Brand Image variable demonstrates a Cronbach's alpha score of 0.772, Composite Reliability (rho\_a) of 0.796, Composite Reliability (rho\_c) of 0.868, and an AVE value of 0.687. The Bundling Strategy variable shows a Cronbach's alpha score of 0.797, Composite Reliability (rho\_a) of 0.813, Composite Reliability (rho\_c) of 0.880, and an AVE value of 0.710. The Discount variable exhibits a Cronbach's alpha score of 0.724, Composite Reliability (rho\_a) of 0.725, Composite Reliability (rho\_c) of 0.879, and an AVE



value of 0.784. Finally, the Purchase Decision variable yields a Cronbach's alpha score of 0.802, Composite Reliability ( $\rho_a$ ) of 0.865, Composite Reliability ( $\rho_c$ ) of 0.882, and an AVE value of 0.715. These results indicate satisfactory construct validity. The findings provide confidence that all measurement indicators employed in this study are reliable and valid for analyzing the relationships among Discount, Bundling, and Purchase Decision with Brand Image as a mediating variable.

Following validity and reliability assessment of the constructs, the subsequent step involves testing the structural model or inner model using R-Square. R-Square values serve as indicators of model fitness.

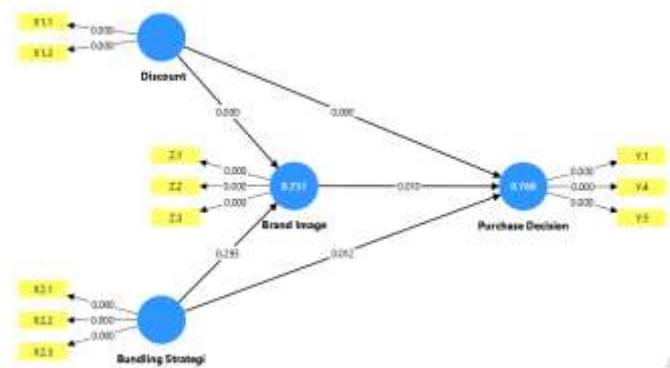
**Table 5. R Square**

	R-square	R-square adjusted
<b>Brand Image</b>	0.751	0.745
<b>Purchase Decision</b>	0.768	0.760

Source: Smart-PLS

Table 5 reveals that the R-square value for the Brand Image variable is 0.751 with an adjusted R-square value of 0.745. This indicates that 75.1% of the variance in Brand Image can be explained by the independent variables in this study. The Purchase Decision variable demonstrates an R-square value of 0.768 with an adjusted R-square value of 0.760, meaning that 76.8% of the variance in Purchase Decision can be explained by other variables in this research. These high R-square values demonstrate that the constructed model exhibits good fit and can significantly explain the relationships among variables in this study. Consequently, these findings provide strong empirical support for the research hypotheses.

Parameter values, path coefficients, and t-statistic significance values are employed to measure the influence of Discount and Bundling on Purchase Decision with Brand Image as a mediating variable. Prior to this analysis, bootstrapping procedures must be conducted on the PLS model to generate an appropriate model.



**Figure 3. Model Bootstrapping**

Following model re-estimation with the elimination of indicators failing to meet validity and reliability criteria, bootstrapping procedures were conducted as the subsequent analytical step. The information presented in Figure 3 above is detailed in Table 6 below.

**Table 6. Path Coefficient**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
<b>Brand Image -&gt; Purchase Decision</b>	-0.339	-0.331	0.131	2.594	0.010
<b>Bundling Strategi -&gt; Brand Image</b>	0.078	0.074	0.074	1.051	0.293
<b>Bundling Strategi -&gt; Purchase Decision</b>	0.170	0.170	0.068	2.515	0.012
<b>Discount -&gt; Brand Image</b>	0.838	0.841	0.033	25.553	0.000
<b>Discount -&gt; Purchase Decision</b>	1.086	1.079	0.112	9.660	0.000

The Path Coefficient table above explains the direct effects of each predictor variable and control variable on the dependent variable. The subsequent table below delineates the indirect effects present in this study.

**Table 7. Total Indirect Effects**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
<b>Bundling Strategi -&gt; Brand</b>	-0.026	-0.025	0.029	0.907	0.364



Image -> Purchase Decision					
Discount - > Brand Image -> Purchase Decision	-0.284	-0.277	0.107	2.644	0.008

Table 6 demonstrates that discount exerts an influence on purchase decision with an original sample value of 1.086, a T-statistic value of 9.660, and a P-value of 0.000, indicating that H1 is accepted. Table 6 reveals that discount influences brand image with an original sample value of 0.838, a T-statistic value of 25.553, and a P-value of 0.000, indicating that H2 is accepted. Table 6 shows that bundling strategy's influence on brand image yields an original sample value of 0.178 with a T-statistic value of 1.051 and a P-value of 0.293, which exceeds 0.05, indicating that H3 is rejected. Table 6 illustrates that bundling strategy influences purchase decision with an original sample value of 0.170, a T-statistic value of 2.515, and a P-value of 0.012, indicating that H4 is accepted.

As depicted in Table 6, brand image influences purchase decision with an original sample value of -0.339, a T-statistic value of 2.594, and a P-value of 0.010, indicating that H5 is accepted but with a negative directional effect. Table 7 demonstrates that discount's influence on purchase decision through brand image yields an original sample value of -0.284, with a T-statistic value of 2.644 and a P-value of 0.008, indicating that H6 is accepted but with a negative effect. This means brand image can mediate discount's influence on purchase decision but exerts a negative influence. Table 7 shows that bundling strategy's influence on purchase decision through brand image yields an original sample value of -0.026, with a T-statistic value of 0.907 and a P-value of 0.364, which exceeds 0.05, indicating that H7 is rejected.

### Discussion

These findings align with research conducted by [38] and [39], both of which found that discounts significantly influence purchase decisions. This discovery enriches the literature explaining how discounts can enhance customer purchase decisions. These results provide guidance for Tekun and other business entities to employ discount strategies in their efforts to stimulate product sales.

This research finding corresponds with previous studies demonstrating discount's influence on brand image, namely research by [40]. Another study

supporting similar conclusions is from [41], which states that promotion (including discounts) positively influences brand image.

This finding reveals that bundling strategies do not significantly affect brand image formation at Kedai Tekun. Although the coefficient indicates a positive directional relationship (0.178), the effect lacks statistical significance. Several factors may explain this outcome. First, consumers may perceive bundling primarily as a transactional benefit focused on price advantages rather than an indicator of brand quality or prestige. Unlike discounts that can signal brand accessibility and value, bundling may be viewed merely as a convenience strategy without substantial implications for overall brand perception.

Second, the nature of Kedai Tekun's product offerings and target market characteristics may influence this relationship. In price-sensitive markets, consumers might prioritize immediate economic benefits over brand image considerations when evaluating bundled products. Third, the effectiveness of bundling in shaping brand image may depend on product complementarity and bundling execution quality factors that require further investigation in this context.

This finding contrasts with conventional marketing assumptions that promotional strategies inherently strengthen brand perceptions. It suggests that bundling strategies, while potentially effective for driving sales, may not contribute meaningfully to brand equity building in certain market contexts. Business practitioners should therefore recognize that bundling serves primarily as a sales-driving tactic rather than a brand-building instrument, necessitating separate strategies for brand image enhancement.

This research aligns with studies conducted by [42], which also found that bundling strategy significantly influences purchase decisions. These findings provide insights for Tekun's owner and other business practitioners regarding how bundling strategies can serve as options for enhancing their marketing strategies. Brand image demonstrates a negative and significant influence on purchase decisions; in other words, the higher consumers' perception of the brand, the greater the likelihood they will make lower purchase decisions regarding this research object [43], [44].

While this finding is uncommon, it can be explained by the possibility that consumers perceive the brand as possessing higher prestige, making prices appear more expensive or misaligned with their purchasing power, consequently leading to reduced



purchase decisions. This finding corresponds with research by [45], which explains how price factors significantly influence purchase decisions.

This finding aligns with hypothesis 2, where discount positively influences brand image, and hypothesis 5, which discovered brand image's negative influence on purchase decision. Consequently, the discount variable exerts a negative influence on purchase decision when mediated by brand image. This finding corresponds with previous research conducted by [40] and [45].

Consistent with the absence of bundling strategy's influence on brand image as found in Hypothesis 3 of this study, brand image cannot mediate bundling strategy's influence on purchase decision. This finding aligns with previous research by [46], which discovered that product bundling can influence purchases through corporate brand or company and brand image.

## V. CONCLUSION AND SUGGESTION

This study reveals that marketing strategies employing discounts and bundling significantly influence consumer purchase decisions at Kedai Tekun, with brand image functioning as a mediating variable. Discounts demonstrate positive and significant effects on both brand image and purchase decisions, with an indirect influence mediated through brand image. This suggests that while discounts enhance brand perception, the resulting brand perception exerts more complex effects on purchase decisions.

Bundling strategies exhibit positive and significant effects on purchase decisions but fail to significantly influence brand image, rendering brand image ineffective as a mediator. Notably, brand image demonstrates a negative and significant influence on purchase decisions, indicating that higher brand perception does not necessarily translate into increased purchase decisions, potentially due to value perceptions or other contributing factors.

Overall, these findings underscore that selecting appropriate promotional strategies particularly discounts and bundling requires careful consideration of how these strategies shape consumer brand perceptions and impact purchase decisions both directly and indirectly. Consequently, business practitioners are advised to integrate promotional strategies with consistent brand image management to achieve superior marketing outcomes.

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