



The Winning Combination: Low Bonus Packs and High Price Discounts Lead to Positive Consumer Attitudes

Aji Salman Fauzan¹(✉) and Chairy²

¹ University of Indonesia, Depok, Indonesia
ajifauzansalman@gmail.com

² President University, Bekasi, Indonesia

Abstract. Seeing the changes that have occurred to consumers, business actors should always update their ways of making offers to consumers. This study aims to determine consumer attitudes towards the offer of a product with two types of offers made together, namely bonus packs and price discounts. This study also tries to see whether consumers who have high price awareness tend to have a more positive attitude towards product offerings with a combination of low bonus packs and high price discounts (LBP HPD) compared to high bonus packs and low price discounts (HBP LPD). The study will use a 2x2 factorial design between subjects with bonus packages and price discounts as a research stimulus. The results of the study show that consumers have a more positive attitude towards product offerings with the LBP HPD combination compared to the HBP LPD. Further discussion of the results of the study also showed that attitudes tended to be more positive towards offers with the LBP HPD combination because of the effect of price discounts. Finally, consumers who have high price consciousness are not proven to have a more positive attitude towards product offerings with the LBP HPD combination compared to the HBP LPD, conversely consumers with low price consciousness have a more positive attitude towards product offerings with the LBP HPD combination. The findings in this study can be used as a reference for manufacturers to start offering products more frequently with two types of offers simultaneously, this can increase value and attract more consumers to buy the product.

Keywords: Bonus Packs · Price Discount · Price Consciousness · Attitude Toward Offer · Multiple Promotion

1 Introduction

Price offer or promotion is an effort made by producers to offer their products to consumers with the aim of attracting potential consumers to buy and consume these products. Manufacturers have various types of promotional options or offers that can be used to attract consumers, one type of promotional choice is a bonus package or bonus pack, where manufacturers offer products without additional prices and communicate this

information on product package labels [1]. Many of the previous studies studied and discussed bonus packs in the context of comparing conditions and situations such as what kind of bonus pack offers are better than price discount offers or other types of offers, for example [2] consumers tend to value bonus pack offers. In addition while the price discount is a reduction so that consumers will be more inclined to choose a bonus pack because they are considered to get an additional product quantity compared to a price discount which is considered a reduction in economic value due to the product being old or less attractive to consumers. [3] conducted research on bonus packs and price discounts and found that consumers would prefer price discounts for unhealthy food products, while bonus packs would be more attractive to consumers for healthy food products. Eat unhealthy food by saving by buying at a low price compared to bonus packs. [4] found that if bonus packs influence consumer perceptions in assessing product offerings, bonus packs can lead to misleading of the quantity of bonuses consumers receive when buying products. Then product offerings using bonus packs create feelings of guilt for consumers if they don't buy products with bonus packs because they will lose the extra quantity profit they will get. So far there has not been much research that focuses on discussing how the deficiencies possessed by one type of product offering are disguised by the advantages possessed by another type of product offering so that the combination of the two can create greater value for consumers, it is very possible for a product to be offered using more of one type of offer at the same time as was done by [5] who examined how to offer products simultaneously with a combination of premium offers and price discounts. Research conducted [5] became the basis for conducting this research where premium type offers have similarities to bonus packs but are not the same, where premiums are product offers that provide additional products, for example buying up to free conditioner, while bonus packs are a type of product offerings that provide additional quantity or volume to product packages at the same price.

2 Hypothesis

Bonus packs as a promotional technique turned out to affect a drastic increase in consumer demand in one period which occurred for AA and AAA alkaline battery products, both products received a 210 percent increase in sales within 52 weeks [6]. Naturally, bonus packs are becoming increasingly popular for use by manufacturers to offer products to consumers [7]. Previous research suggests the importance for manufacturers not only to offer with one offer but to use multiple promotions to offer one product simultaneously, for example, marketers can offer a price discount along with a premium [8]. According to [9], consumers can evaluate multiple deals more positively than those offered alone. Furthermore [10] multiple promotions can generate greater economic value. On this basis, this research will try to offer a bonus pack and a price discount simultaneously under research conducted by [5] which offers a price discount with a premium. The use of research [5] cannot be separated from the similarities between premium and bonus packs, although they are not the same, because the premium is a type of product offering that offers two products at one price, while bonus packs offer products with extra volume or quantity with fixed price.

H1: Consumer attitudes towards promotional offers with a combination of low bonus packs and high price discounts (LBP HPD) will be assessed more positively than promotional offers with a combination of low bonus packs and high price discounts (HBP LPD).

Based on previous research [11] the bonus pack offer presents difficulties to be integrated into price information, it is even more difficult to understand than the offer with a price discount format, even though previous research stated that the bonus pack was successful and became popular among marketers but not without drawbacks because bonus packs are not easy to assess into price information. This causes the possibility that producers who use offers in the bonus pack format are deceiving consumers because it is difficult for bonus packs to be assessed in price information and this can lead to misleading [4]. [12] said that consumers will find it easier to assess price information compared to non-price information that is owned by bonus packs. Then this thought can be used as a good basis for producers to offer bonus packs at discounted prices because price discounts can help bonus packs to be assessed more easily by consumers. Then to make it easier to see the effects caused by price discounts, previous research suggested offering bonus packs + price discounts with a combination of high and low levels, explained by research conducted by [13] showing that consumers do not like offers with low price discount compared to offering a high price discount. This can be used as a basis to see whether the price discount can improve consumer attitudes in assessing the bonus pack offer with this combination or not. On this basis, hypothesis 2 (two) is as follows:

H2: The positive attitude of consumers towards product offerings with a combination of low bonus packs and high price discounts (LBP HPD) is influenced by the price discount effect.

Based on the findings obtained as future research in previous research and reinforced by findings from [14] found variations in price consciousness can affect the perception of offers on price discounts and premiums. So that this can be used as a basis for finding new findings on how different levels of price consciousness can influence consumer attitudes in assessing product offers for bonus packs + price discounts. So that hypothesis 3 (three) is as follows:

H3: Consumers with high price consciousness will have a positive attitude towards promotional offers with a combination of low bonus packs and high price discounts (LBP HPD) compared to those with low price consciousness.

3 Methodology

This study uses a 2x2 factorial design which is divided into 2 (two) research studies conducted to examine the effect of bonus packs, price discounts, and price consciousness on attitude toward offers. Study 1 (one) tries to prove the positive attitude of consumers in assessing promotional offers with a combination of low bonus packs and high price discounts (LBP HPD) better than product offerings with a combination of high bonus packs and low price discounts (HBP LPD) and to prove there is a price discount effect that causes consumers to have a positive attitude towards promotional offers with a combination of low bonus packs and high price discounts (LBP HPD). The 2nd (two) study

Tabel 1. Independent T test Study one

Promotion Condition	N	Mean	Sig (2-tailed)
LBP HPD	35	5.74	0.039
HBP LPD	34	5.15	
LBP LPD	34	4.21	0.000
HBP HPD	35	5.46	

Tabel 2. Two Way Anova Study One

Dependent Variable	Independent Variable	Sig	Partial eta square
Main Effect Bonus pack	Attitude toward offer	0.106	0.019
Main effect Price Discount	Attitude toward offer	0.000	0.136
Bonus pack*price discount	Attitude toward offer	0.003	0.065

will investigate price consciousness at the level (high vs low) in influencing consumer attitudes towards promotional offers with a combination of LBP HPD and HBP LPD.

4 Result and Discussion

4.1 Study 1

The total number of participants who took part in the first study were 138 people. Where in the cell with the HBP BPD stimulus there were 35 participants, in the cell with the HBP LPD stimulus there were 34 participants, for the cell with the LBP HPD stimulus there were 35 participants, finally for the sell with the LBP LPD stimulus condition there were 34 participants. The different test results shown in Table 1 in this study show that the combined form of the HPD LBP promotion is rated more positively by consumers compared to the LBP HBP promotional combination with a sig value of 5.74 > 5.15. Then Table 2 shows that the main effect bonus pack is not significant for attitude toward offer with a significance value of 0.106 > 0.05 while the main effect of price discount is significant for attitude toward offer with a significance value of 0.000 < 0.05. Significance also occurs in the interaction between bonus packs and price discounts with a significance value of 0.003 < 0.05. These results indicate that independently the offer of a bonus pack does not have a strong influence on the attitude toward the offer of consumers in assessing the positive product offering compared to the price discount. Meanwhile, when bonus packs and price discounts are offered simultaneously to consumers, it shows an influence on the attitude toward the offer of consumers in assessing the offer positively.

Table 3. Two Way Anova Study Two

Dependent Variable	Independent Variable	Sig	Part Partial eta square
<i>Main Effect (LBP HPD, HBP LPD)</i>	Attitude toward offer	0.554	0.002
<i>Main effect (Price consciousness)</i>	Attitude toward offer	0.121	0.015
<i>Promotion* Price Consciousness</i>	Attitude toward offer	0.390	0.005

4.2 Study 2

The total number of participants who took part in the second study was 160 people. Where in the cell with the LBP HPD + High price consciousness stimulus there were 74 participants, in the cell with the LBP HPD + Low price consciousness stimulus there were 6 participants, for the cell with the HBP LPD + High price consciousness stimulus there were 40 participants, finally, for the sell with the HBP LPD + low price consciousness stimulus condition there were 40 participants. Table 3 show the main effect value of the promotional conditions of the LBP HPD and BHP LPD on consumer attitudes in assessing the combined offer of bonus pack promotions and price discounts with a significance value of $0.554 > 0.05$, price discount with a significance value of $0.121 > 0.05$. Then the results of the interaction between the conditions of the combination of bonus pack promotions and price discounts and price consciousness are not proven with a significance value of $0.390 > 0.05$.

4.3 Discussion

The first hypothesis, the study aims to determine the promotional offers with the combination of HPD LBP are assessed more positively by consumers compared to the HBP LPD, this can be seen by looking at the mean or average score of the combination of these offers from the results of the independent t-test below. It is known that the mean value for LBP HPD is greater than the mean value of HBP LPD ($5.74 > 5.15$) with a significance value of $0.039 < 0.05$. Thus it can be said that the results of hypothesis one are in accordance with the findings of previous research conducted [15] which said consumer attitudes would be more positive in assessing bonus pack promotional offers and price discounts with the LBP HPD combination. These results prove and strengthen previous findings so that the use of product offerings in the format of a combination of bonus packs and price discounts can be carried out and can be used as a consideration for manufacturers in implementing product offering strategies in the future.

The results of testing the second hypothesis show that the price discount is more dominant in influencing consumer attitudes compared to the bonus pack. ($0.136 > 0.019$). These findings are in line with the findings of previous research conducted by [15]. Then these results indicate that there is a dominant effect of the price discount on the bonus pack in the combination of the bonus pack and the price discount, this can happen because the profit information possessed by the price discount is easier for consumers to assess than the bonus pack and these results strengthen the findings [16] and [11] who say that these results occur because the benefits provided by bonus packs are difficult

to integrate into price information, making it difficult for consumers to understand the benefits provided by bonus packs compared to price. Discount.

Tests for the of the hypothesis three were carried out with the aim of knowing whether there were individual factors that might influence consumer attitudes in assessing product offerings. The test shows that price consciousness is not proven to be a moderator or a factor that can increase or decrease consumer attitudes in assessing bonus pack promotional offers and price discounts Then from the findings of the third study, the mean value of consumers who have high price consciousness is actually lower than consumers who have low price consciousness in each combination of product offerings, wherein the LBP HPD condition, consumers with high price consciousness have a value of $5.47 < 6.17$ the mean value is owned by consumers with low price consciousness while in the HPB LPD condition, consumers with high price consciousness have an average value of $5.55 < 5.75$ the mean value is owned by consumers with low price consciousness. This finding invalidates the previous findings which say that there is a possibility of price consciousness to be a moderator variable as the assumptions made by [15] which state that consumers with high price consciousness will have a more positive attitude in assessing the LBP HPD compared to the HBP LPD. In addition, these findings show that offers with a combination of LBP HPD are considered better than HBP LPD for consumers who have low price consciousness.

5 Conclusion

This research was conducted to prove the positive attitude of consumers in assessing a product offering that is offered by combining or combining two types of promotions or offers for one type of product. The two types of promotions or offers are a combination of bonus packs and price discounts with two levels (high and low), the use of levels (high and low) has the aim of making it easier to see the different attitudes of consumers in assessing the combination of bonus pack offers and price discounts. The results of this study indicate that consumers have a more positive assessment of the combination of product offerings with a combination of low bonus packs and high price discounts (LBP HPD). Caused by the effect of the price discount which is stronger in influencing consumer attitudes compared to the effect of the bonus pack.

Then this study tries to see the possibility of individual difference factors represented by price consciousness as a moderator, with the assumption that consumers who have high price consciousness will have a positive attitude in evaluating promotional offers with a combination of low bonus packs and high price discounts (LBP HPD). Compared to the high bonus pack and low price discount (HBP LPD). This finding tells us that product offerings simultaneously in addition to increasing consumer attitudes in certain conditions help consumers in making purchasing decisions, for example in this study consumers with a low level of price awareness appear to have more positive attitudes compared to consumers who have high price awareness. This might happen because consumers who have low price awareness feel helped by the price discount information so they feel confident and interested in the offer it may be suspected that consumers with low price awareness are concerned with the utility of the product and feel they don't want to lose the opportunity to get the product with two types of advantages provided.

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