THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Analysis of Influence Price Discounts, Free Gifts, and Social Media Marketing on Consumer Behavior with Aida Method on Huawei Premium Smartphone Products in Indonesia

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Abstract:
In this era, smartphones becoming one of the most important things to support human life. This device contributes an important role to arrange people's daily life in any condition. It comes with a lot of modern specifications and different features based on its price. Smartphone abilities to connect people make this device demands increase by now. That makes all of the smartphone companies around the world attempt to promote their brands, so it can attract people to buy their products. One of the biggest companies of the smartphone in the world, Huawei, is trying to sell its premium smartphone products with several promotional tools such as price discounts, free gifts, and social media marketing. This company just release its high-end smartphone products which directly change their ways to promote the products, to be more interesting than before. The purpose of this research is to identify the impact of Huawei's promotional tools in its premium smartphone products, which are price discounts, free gifts, and social media marketing on consumer behavior with AIDA's method in Indonesia. This study is collecting data from Huawei's premium smartphone users by questionnaire and calculate it with SmartPLS 3.2.8 using the SEM method. The sampling method is using purposive sampling because this study only involves users of Huawei's premium smartphone which are P and Mate series. The result shows that each of the promotional tools has a different influence on the AIDA method. Price discount doesn't have an impact on action, while free gift doesn't have an impact on interest, and social media marketing doesn't have an impact on action behavior. According to that, we can conclude that each of the promotion tools must be done together to encourge the buying decision.

Keywords: Price Discount, Free Gift, Social Media Marketing, AIDA's method.

1. Introduction

In these modern times, smartphones becoming a new technology that facilitates people to do their activities. This makes smartphone as part of people's lives. The different variety of smartphones are available to be used by people in their daily activities [1]. Smartphones have many uses and different features that can be used to facilitate human life such as increasing productivity and notify other people's information [2]. Based on a survey from Statista (2018), smartphone users from the world is increased from 1.57 Billion in 2014, to 2,53 Billion in 2018. This survey also estimates that in 2020, the smartphone users will continue increasing up to 2.87 Billion. More than 36 percent of the world's population is projected to use a smartphone in 2018. China, which is the most populous country in the world, is a country that also leads the smartphone industry. The number of smartphone users in China is expected to grow from around 563 million in 2016 to nearly 675 million in 2019 [3]. In Indonesia, the number of smartphone users is bigger than the total population. A survey from We Are Social in January 2019 revealed, the total population in Indonesia is 268.2 Million with mobile subscriptions around 355.5 Million. That means the circulation of smartphones and tablets is more than the total population in Indonesia. This incident can happen if one person has two or more devices (gadgets)[4]. According to the survey from D.I Marketing Co, Ltd, about 59 percent of Indonesian people use a smartphone to surf the social network and the internet. On the other hand, about 52 percent of people use their smartphones to take a picture [5]. The mobile phone industry is an interesting segment in the ICT sector. Smartphone itself become the standard configuration around all types of mobile devices [6]. As the users of smartphone increase, all of the smartphone companies around the world try to make their smartphone more interesting and modern to use compared to their competitors. Most mobile phone manufacturers use continuous cycles to drive innovation which will improve their market share, profitability, maintain their competitive advantage from their competitors, and strengthen their brand identity [7]. This makes the competition between those companies become more tightly. Over the years, some mobile phone companies dominated the world with their products. Based on the IDC Survey in 2019, the Top Five Smartphone Companies based on Worldwide Shipments, Market Share, And Year-Over-Year Growth around 2019 And 2018 in second Quarter is shown on the Table 1. below

Vendor	2Q19 Shipments (Millions)	2Q19 Market Share (%)	2Q18 Shipments (Millions)	2Q18 Market Share (%)	Year-Over-Year-Change
Samsung	75.5	22.7%	71.5	21.0%	5.5%
Huawei	58.7	17.6%	54.2	15.9%	8.3%
Apple	33.8	10.1%	41.3	12.1%	-18.2%
Xiaomi	32.3	9.7%	32.4	9.5%	-0.2%
OPPO	29.5	8.9%	29.4	8.6%	0.3%
Others	103.4	31.0%	112.4	32.9%	-8.0%
Total	333.2	100.0%	341.2	100.0%	-2.3%
Source: IDC Quarterly Mobile Phone Tracker, Q2 2019, July 31, 2019					

Table 1:Top Five Smartphone Companies Based On Worldwide
Shipments, Market Share, And Year-Over-Year Growth

From that table, we can conclude if the top smartphone companies mostly are made in China, they are Huawei, XiaoMi, and Oppo. This proves that China leads the smartphone industry around the world. Based on a survey from Statista (2018), from 2014, there are more than 480 million smartphone users in China. Until this year, Statista predicted the users will increase up to 690 Million [8]. According to the data from IDC (2019), the Top Five Chinese Smartphone Vendors Based on Shipment Volumes, Market Share, And Year-Over-Year Growth in the Second Quarter of 2019 is stated on the Table 2. below.

Company	2Q19 Shipments	2Q19 Market Share	2Q18 Shipments	2Q18 Market Share	Year-Over-Year Change
Huawei	36.3	37.0%	28.5	27.4%	27%
Vivo	18.3	18.7%	19.9	19.1%	-8.0%
Oppo	18.2	18.6%	21.2	20.3%	-14%
Xiao Mi	11.7	11.9%	14.5	13.9%	-19%
Apple	6.6	6.7%	7.0	6.7%	-6%
Others	6.8	7.1%	13.1	12.6%	-48%
Total	97.9	100%	104.2	100%	-6%
Source: IDC China Quarterly Mobile Phone Market Tracker, 2019Q2					

Table 2: Top Five Chinese Smartphone Vendors Based on Shipment Volumes,
Market Share and Year-Over-Year Growth

According to the table, Huawei is the biggest company in China with a total market share around 37 percent in 2019, increased by 9.6 percent compared to the previous year. Huawei in China as the biggest company of smartphones is also in the second place on the Top Five Smartphone Companies based on the Worldwide Shipments, Market Share, And Year-Over-Year Growth around 2019 And 2018 in the second Quater, based on IDC (2019) Survey. Huawei is and company from China that focused on telecommunications equipment and communication networks. Huawei is established on 15 September 1987 by Ren Zhengfei. This company is dominating the smartphone market share in China. However, specifically in Indonesia, Huawei does not even enter the list of the Top 5 Smartphone Companies, which shown on the Table 3. below.

2018Q4		2019Q1		2019Q2	
Company	Market Share	Company	Market Share	Company	Market Share
1. Samsung	27.0%	1. Samsung	31.8%	1. Samsung	26.9%
2. XiaoMi	20.7%	2. OPPO	23.2%	2. OPPO	21.5%
3. OPPO	19.7%	3. Vivo	14.9%	3. Vivo	17.0%
4. Vivo	11.8%	4. XiaoMi	10.8%	4. XiaoMi	16.8%
5. Realme	1.6%	5. Realme	1.4%	5. Realme	6.1%
Others	19.2%	Others	17.8%	Others	100.0%
Total	100.0%	Total	100.0%	Total	100.0%
Source: IDC Quarterly Mobile Phone Tracker 2019Q2					

Table 3: Top 5 Smartphone Companies in Indonesia

From this table, we can conclude that Samsung has the biggest market share in Indonesia. Meanwhile, Huawei is not on the list at all. The other Chinese products that entered on the list are Oppo, Vivo, Xiaomi, and Realme.

1.1. Statement of the Problem

In consonance with the explanations stated earlier, we can conclude that Huawei is not one of the biggest smartphone companies in Indonesia. Even though Huawei is one of the top five smartphone companies in China and also worldwide. From 2017. Huawei launched some premium's products such as Huawei Mate 20 Series (Huawei Mate 20 and Huawei Mate 20 Pro), P20 Po, and Huawei P30 Series (Huawei P30, Huawei P30 Pro, and P30 Lite)[9], This current time, Huawei tries to reach the middle-up segment of Indonesian people. By reason of that, Huawei enhances its promotion strategy to improve its brand awareness [10]. Based on a deep interview with 13 people who use Huawei's smartphone, there are some promotional tools that they often saw. The information is stated on the Table 4. below.

Frequently Viewed Promotions	Number of people
Price Discount	5
Free Gift	4
Advertisements in *Youtube, Instagram*	2
Trade-in promo	1
TV ads	1
Total	13 people

Table 4: Deep Interview Result

From that, we include if price discounts, free gifts, and social media marketing (YouTube, Instagram, etc.) are the most seen marketing tools by the Huawei's consumers. By that data, in this paper, we discuss the impact of Huawei's promotional tools on consumer behavior with the AIDA method, specifically in Huawei's premium smartphone.

1.2. Purpose of the Study

The main objective of the study is to identify the impact of Huawei's promotion strategies on its premium smartphone such as price discounts, free gifts, and social media marketing on consumer behavior by using the AIDA method.

1.3. Specific Objective of the Study

The objectives of the study are as follow:
- To identify the impact of price discounts, free gifts, and social media marketing in pushing consumer Attention, Interest, Desire, and Action on Huawei's premium smartphone products.
- To evaluate consumer behavior towards each and every one of the promotional strategies that provided by Huawei.
- To perceive which strategies that have most influential impact on directing consumer behavior to buy the products.

1.4. Research Hypothesis

- H_1: Attention has a significant positive influence on Interest.
- H_2: Interest has a significant positive influence on Desire.
- H_3: Desire has a significant positive influence on Action.
- H_4: Price discount has significant positive influence on Attention.
- H_5: Price discount has significant positive influence on Interest.
- H_6: Price discount has significant positive influence on Desire.
- H_7: Price discount has significant positive influence on Action.
- H_8: Free Gift has a significant positive influence on Attention.
- H_9: Free Gift has a significant positive influence on Interest.
- H_{10}: Free Gift has a significant positive influence on Desire.
- H_{11}: Free Gift has a significant positive influence on Action.
- H_{12}: Social media marketing has a significant positive influence on Attention.
- H_{13}: Social media marketing has a significant positive influence on Interest.
- H_{14}: Social media marketing has a significant positive influence on Desire.
- H_{15}: Social media marketing has a significant positive influence on Action.

1.5. Significance of the Study

Consumer behavior to the products has been very important to understand by the companies. Most of the companies evaluate their consumer behavior and make promotion strategies that conform to their consumers' segments.

As a result, the research, therefore, aims to determine which strategy is the most effective to push the consumers in doing buying decisions on Huawei's smartphone premium products. The study can be used as a source of reference document for future researchers.

1.6. Scope of the Study

This study is limited to Huawei's company and its customers that using Huawei's premium smartphone premium products in Indonesia. This study involves 400 respondents that are Huawei's premium smartphone users.

2. Literature Review

2.1. Consumer Behavior

According to Donni (2017: 62), consumer behavior is an action that taken by consumers included the activities of searching, purchasing, using, evaluating, and consuming products to meet their needs and desires. Consumer behavior has a strong impact on the marketing concept, which can help the advertisers to make the right promotion. Basically, consumer behavior is a study of consumer consumption activities that involve the exchange of values to satisfy their needs. Irham (2016: 1) concluded that consumer behavior leads advertisers to understand consumer actions that related to products. Consumer behavior is part of marketing management. Advertisers should notice to understand consumer behavior, they need to learn more about marketing in order to create marketing strategies that are able to make a positive effect on consumer behavior in the purchasing stage. Meanwhile, according to Danang (2015: 4), consumer behavior includes all actions from individuals, groups, or organizations that relate to their decision-making process which can be seen by the purchasing stages. The stages itself are consist of planning, purchasing, and consuming products / services that occur over time.

2.2. The AIDA Model (Attention, Interest, Desire, Action)

After defining the expected audience response, the marketer should develop the message to be more effective. When they develop an effective message, the message content should bring attention, interest, increase desire, and encourage action known as the AIDA framework (Kotler & Armstrong, 2018: 433). In reality, some messages can lead consumers away from the stage of awareness to purchase, but the AIDA model can show the desired quality of good messages. The right implementation of the AIDA model in marketing according to Kishore and Rohit (2016) can attract the attention of potential buyers and increase their interest and desire until they do the final action which is a purchase decision. The marketing strategy of the AIDA method generally is to increase the likelihood that potential customers will become real buyers. The cognitive state of the AIDA Method will be shown on the table below.

2.2.1. The Attention Stage

Attention stage according to Kishore and Rohit (2016) is a process to attract the attention of consumers. In developing the advertising programs, marketers should start with identifying the target consumers and specify reasons for buying the products and services offered. The important thing that advertisers need to pay attention is, to focus on the strategies that can maintain consumers' attention to their brands. Donni (2017: 165) stated that the attention stage is the initial stage to provide an assessment of a product/service that matches the needs of potential customers and this stage is the beginning where the consumer learns about the products and services offered by the company. Meanwhile, according to Vinna (2015: 118), attention is the processing capacity allocated by customers to the stimulus series that made it into. However, not all stimuli received by consumers are able to get their attention.

2.2.2. The Interest Stage

The stage of interest is the stage where potential customers begin to have an interest in buying products or services offered after getting all of the information about the products/services offered (Donni, 2017: 165). Meanwhile, Kishore and Rohit (2016) define this stage as a process to enhance consumer interest by focusing on the implementation of advertising programs. Marketers should embed the emotions that purchase is the best offer, the right step, and is a reasonable decision when they convey a message to consumers. For the record, it is very important to know the reasons consumers do not make a purchase of the product or service offered. Vinna (2015: 192) stated that when the message delivered to the potential customers and has been received, the consumer will respond to the message. This response will determine whether consumers are interested or not in the products and services offered. The response can be negative, positive and neutral responses. The company is successful, if consumers respond positively to the message given. Positive responses from consumers can encourage them to take action on the products/services offered.

2.2.3. The Desire Stage

Desire is a stage when human needs are influenced by the culture and personality of individuals (Kotler & Armstrong,2018: 30). Desires are formed from society and are described as objects that will satisfy those desires. If the desire is driven by purchasing power, demand will form. According to Donni (2017: 165), this stage happens when potential customers begin to think and discuss the products/services offered. In this stage, potential consumers already have an interest in the product or service, so they are triggered to try the product or service. Kishore and Rohit (2016) mentioned that this stage is a way to convince consumers that they want and are interested in the product or service offered and the product or service can satisfy their needs. According to Kotler & Arsmtrong (2018: 433), in order to

generate the desired response, marketers should find out the right content to be implemented in the message conveyed. The attractiveness consists of three types, which are emotional, rational, and moral.

2.2.4. The Action Stage

Donni (2017: 165) stated that in this stage, potential buyers already have a high level of stability to make purchases of products and services offered. This stage discusses potential customers when taking actions related to the product or service offered. This stage will determine whether consumers are satisfied or not with the products or services that they purchased. If satisfied, the consumer will have the opportunity to make a repurchase, if not, they are losing the interest of products/services that they purchased. Kishore and Rohit (2016) stated that action is the end of the stage that involves consumers in the purchasing phase. When companies promote the products or services they offer through advertising programs, the level of persuasion should be ensured can make consumers have a strong enough curiosity about the brand or product brand. This will encourage consumers to purchase and try to find out which products or services that meet their needs and desires. If consumers make purchases, marketers should make sure consumers will be satisfied and make repeated purchases. Furthermore, Kishore and Rohit (2016) stated that the principle behind advertising remains the same, which should be able to attract attention and persuade people to take action.

2.3. Sales Promotion

Sales promotion has a substantial role in marketing, which consists of incentive tools, with short periods and planned to encourage the purchase of products or services faster and much more by customers or other traders (Kotler (2016: 623). Sales promotions are used together with advertising, personal selling, direct and digital marketing, or other promotional tools. The goal of sales promotion comes from the marketing objectives of products/services for consumers, retailers, and salespeople (Kotler, 2016: 624). For consumers, sales promotion goals are to encourage consumers to buy products/services more frequent with larger purchases and distract consumers from competing brands. For retailers, the goals of sales promotion are to drive them bringing more inventory products and encourage unexpected purchases, carry out competitive promotional activities, strengthen brand loyalty, and increase opportunities to enter new markets. This is supported by research Syed et al (2015: 19) which concluded that sales promotion has an important role in marketing programs made by marketers and retailers. For salespeople, the goal of sales promotion is as a tool of encouragement for them to support new products / services and motivate them to increase the number of customers, and stimulate unexpected sales. Research by Handy and Liza (2018: 21) reveals that there is a positive relationship between sales promotions and purchase intentions. This means if the sales promotion is increased, then the desire to buy would also increase. This theory also supported by research from Cleon and Mike (2018: 472), both said that there are factors that can manage to increase the effectiveness of sales promotions, so it will create a positive effect on consumer behavior. These factors consist of price reduction, POP, free samples and prizes / bonuses. In this study, the sales promotion strategies that analyzed are price discount and free gift.

2.3.1. Price Discount

Kenneth and Donald (2018: 369) stated that price discounts are a temporary reduction in the price of products/services to consumers. Price discounts sometimes can be found in price tags or point of purchase, sign or shelf display. Discounted prices will stimulate sales of existing products/services. The price discount can also attract consumers to try new products since the prices offered are lower and also can reduce their financial risk in making purchases. However, according to Kenneth and Donald (2018: 370), if this method used too often, price discount would create a negative impact on the brand image because consumers will demean the brand. Meanwhile, Kotler and Armstrong (2018,500) said if the manufacturing companies can also offer discounts through a price list on every purchase that occurs in a particular period. Marketers usually will mark cost reductions directly through product labels or packaging.

2.3.2. Free Gift

Gift-giving is one of the appreciations for consumer loyalty by giving some merchandises for free (Kenneth and Donald, 2018: 369). According to Kotler and Armstrong (2018,500), bonus prizes are additional merchandise to consumers who buy products in specific quantities or sizes. Free gift will encourage consumers to try brand switching. Marketing research indicates that a small bonus gives consumers a different perception about price, which they will think that the price per unit does not really change. On the other hand, a large bonus will make consumers believe that the price has increased to compensate for the additional amount of products/services. This means that increasing the number of bonuses can create the attention of consumers, but does not convey the message desired by the company (Kenneth and Donald, 2018: 369).

2.4. Social Media Marketing

Social media is an online social network that is independent and commercial as a place where people gather to socialize and share messages, opinions, images, videos and other content (Kotler and Armstrong, 2018: 521). A marketer can connect with social media in two ways, utilize existing social media they have or creating their social media. According to Kenneth and Donald (2018: 275), social media marketing involves the use of social media and/or social networking to sell a product, company, or brand. Some of the social media sites that are often used as promotional tools are Facebook, Instagram, Twitter, YouTube, and Pinterest. The advantages of using social media as a marketing tool are the fact that its targeted and personal platform, which indicates that the marketers can create and share different content regarding their brands that have been tailored to consumers individually/organization/community. Furthermore, social media is also

interactive, it manages to assist the marketers to start and participate in conversations between consumers and listen to consumer feedback. In addition to that, this tool can also reduce costs since some social media platforms are free or not too expensive. Kenneth and Donald (2018: 282) stated that the reasons for using social media marketing are because it can increase brand exposure, increase brand image, increase sales, improve search ranking, and others.

2.5. Previous Research

The previous research has revealed that attention has a significant positive effect on interest (Kishore Bhattacharjee and Rohit Kumar, 2016; Atika Robiatun Adawiyah Sis,2015; Qamar Farooq et al, 2015). Meanwhile, research conducted by Kishore Bhattacharjee and Rohit Kumar, 2016; Atika Robiatun Adawiyah Sis,2015; Qamar Farooq et all, 2015 has identified that interest has a significant positive effect on desire. Another research has determined that desire has a significant positive effect on action (Kishore Bhattacharjee and Rohit Kumar, 2016; Atika Robiatun Adawiyah Sis,2015; Qamar Farooq et al, 2015).

Discounts attract the attention of consumers to encourage the desire of potential consumers to buy products or services offered (Meigie Putri Dalihade et al, 2017; Ms. Deepa Nathwani, 2017). Price reduction attracts the attention of consumers since the price is cheaper than the original one (Yong Zhang et al, 2017). These results are supported by a researcher, Nobel Ibrahim Putra et all (2018), he stated that discounts attract the attention to make purchases. There is a positive response to the price discount given by the company in which can increase consumer perceptions toward the products or services offered (Hoon S. Choi et al, 2019; Jung Eun Lee, 2018). Price discounts have a positive influence on consumers' desire to make purchases of products or services offered (Oey Rebecca Gabriella Supardi, 2015; Hong Zhou et al, 2015; Fernando de Oliveira Santini et al, 2015). Aside from that, price discounts also manage to influence consumers in making various kinds of purchasing decisions, including buying earlier than planned and encouraging consumers to make impulsive purchases (Cleon Oguya K'ombwayo et al, 2018; Nobel Ibrahim Putra et all, 2018).

The tendency of consumers on direct recognition of the product or service offered is influenced by the gift or bonus that included in the purchase of the product. Therefore, advertisers need to provide the attractive bonuses and offers to stimulate consumers in order to aware with the product and stimulate the desire to buy (Michael Ch. Raintung et al, 2016). The gift-giving proved to attract the attention of consumers to make a purchase (Nobel Ibrahim Putra et al, 2018; Cleon Oguya K'ombwayo, 2018). In addition to that, free gifts have another function, which is as a provider of information about the value of the underlying products offered as free gifts (Nobel Ibrahim Putra et all, 2018). According to consumers, promotions with bonus gifts are more attractive compared to the other types of promotions because they can cause positive emotions that can improve mood when shopping (Eva Ade Paramitha, 2017). Giving bonuses is considered very useful because consumers get additional products at normal prices or similar prices (Christian Elroy Mohede et al, 2018). The existence of gifts and bonuses can cause the consumers to get interested in the product so they can decide to make a purchase (Dwian Cahyo Utomo et al, 2015). Respondents agreed that free gifts encourage them to try new products (Cleon Oguya K'ombwayo et al, 2018). In giving gifts or souvenirs, companies usually focus more on consumers who make large transactions or royal consumers (Anggit Yoebrilianti, 2018). One of the ways to attract consumer interest is by providing gifts directly because it is able to influence the product purchase (Nobel Ibrahim Putra et al, 2018). Free gift has a positive influence on consumer purchasing decisions because they are interested in gifts offered by companies (Dwian Cahyo Utomo et al, 2015; Angela Ya-Ping Chang, 2017). The results of the study were supported by Rami Syah Putri and Indra Safri (2015) who found that gift bonuses were quite influential on sales because they are one of sales promotion tools that was very important in increasing sales and influencing purchase decisions.

Social media marketing has a significant positive effect on consumers' attention (awareness) of the products or services offered (Syed Ikram Akbar and Engin Ozgul, 2018; Yusuf Bilgin, 2018; Hansel Bagus Tritama and Riswan Efendi Tarigan, 2016). Social media marketing is one marketing channel that affects consumers awareness towards the value of the brand (Maha M. Khan, 2019. It has a significant positive effect on consumer interest in the product or service offered (Hansel Bagus Tritama and Riswan Efendi Tarigan, 2016; Maha M. Khan, 2019; Nugzar Todua, 2018). Furthermore, it has been proven that social media marketing can increase consumer trust in products and then arouse the desire to buy (Maha M. Khan, 2019). Based on the research conducted by Hansel Bagus Tritama and Riswan Efendi Tarigan (2016), it revealed that social media marketing affects and increases interest in the product since many social media users are interested in advertisements which exposed through social media. Social media marketing has a significant positive effect on consumer buying interest (Maha M. Khan, 2019; Melissa Anastasia Karman, 2015; Giri Maulana Arief and Heppy Millianyani, 2015; Patria Laksamana, 2018; Deru R. Indika and Cindy Jovita, 2017). It is essential to note that purchase intentions are the ultimate goal of marketing activities that will result in purchasing decisions (Melissa Anastasia Karman, 2015). When consumers receive commercial messages, interact and get information about brands, it significantly influences their purchase intentions (Maha M. Khan, 2019). Social media marketing significantly has a positive effect on consumer buying actions (Walid Nabil Iblasi et al, 2016). In addition to that, social media marketing has a positive effect on consumer loyalty to brands and it can trigger purchases (Maha M. Khan, 2019).

3. Methodology

3.1. Design of the Study

The methodology used by the study is descriptive and causal. The aim is to receive a correct method for achieving the objectives of this research, including the research questions which analyzed statistically to check the hypotheses of the research and use all of the different literature references and sources to build a theoretical and practical background and research based on the previous and new studies. The scales used to answer the research questions and get the final result

in this research is Likert. This study also used a structured questionnaire as the primary data collection to gather information from all of the respondents. We analyze data quantitively, using SPSS and SmartPLS 3.2.8 softwares.

3.2. Population and Sampling

3.2.1.Target Population

The study targeted customers who use Huawei's premium smartphone products in Indonesia, which are mostly Mate an P series. Only individual customers were targeted. They were 200.000.000 users along 2019 that became the population.

3.2.2. Sample Size

Knowing the fact that the population is too large and the time of data collecting is limited, we used a method to determine how much the population is going to be observed. The method of sampling (a tool to represent the population) is Simple Random Sampling (SRS). This technique uses a random sample of population users and assumes if all of the users of Huawei's premium products are homogeneous or they have the same opportunity to be members of the sample. The sample is examined by using the Slovin formula:

$$N= \frac{N}{1+(N.e^2)}$$

Variable n is a sample number, and N is a population number, while e is an error tolerance, as if 2%, 5%, or 10%. The population is 200.000.000 and error tolerance used is 5%. Meanwhile the data calculation is shown below:

$$N= \frac{200.000.000}{1+(200.000.000 \ X \ 0,05^2)}$$
$$N= 399,2$$

After using this Slovin formula, the process of calculation will be used, and the number of samples studied is 399,2 rounded to 400.

3.2.2. Sampling Techniques

This study used a non-probability sampling technique, which is purposive sampling. This is because, in this research, the respondents that needed are those who use Huawei's P and Mate premium smartphone series.

3.3. Data Collection Instruments

3.3.1. Primary Data Collection

A structured questionnaire was used as the primary research instrument. This questionnaire has 32 questions that need to be answered by the respondents. There are clear instructions to direct the respondents when they fill in the questionnaire.

3.3.2. Personal/Control Variables

Four personal variables were used. Gender, education level, occupation, and income level of the respondents were included.

3.3.3. Validity and Reliability Test

To find out whether the questionnaire made has met the validity criteria of the data or not, it is necessary to measure two general criteria, which are validity and reliability. According to Indrawati (2015: 156), validity illustrates a clue about how a measuring tool can range what you want to scope, if the validity of a measuring device is higher, it will increasingly show what is measured. Sugiyono (2016:177) stated that the validity test is a degree of accuracy between the data that actually happened and the data collected by the researcher. The validity formula is:

$$R= \frac{n(\Sigma XY)-(\Sigma X)(\Sigma Y)}{\sqrt{N\Sigma X^2)-(\Sigma X)^2(n(\Sigma Y^2)-(\Sigma Y^2)}}$$

The minimum requirement considered a valid instrument if it has a value of a validity index about ≥ 0.3 (Sugiyono, 2016: 179). All statements that have a correlation level below 0.3 are considered invalid and must be corrected. Hence, the validity index is valid if it has a level correlation of more than 0.3. According to the table above, it revealed that all the variables are valid because their value of CITC is >0.3. Thus, all the variables can be used in this research without any correction.

According to Indrawati (2015: 155), reliability describes the level of trust, reliability, consistency, or stability of the results of a measurement. Moreover, reliability is one of the characteristics that a measuring instrument is good. Sugiyono (2015:184) stated, to determine whether the variables are reliable or not, it can be seen by its r, if its r is greater or equal to 0.600 then the item is reliable. If r is smaller than 0.600, the item is not reliable.

3.3.4. Secondary Data

The research has the secondary sources of data collection, used for additional information. There are unpublished and published data, such as articles from journals and the internet which are related to the study.

3.4. Data Analysis

The research model is evaluated by the partial least squares (PLS) technique, a variance-based structural equation modeling (SEM) method. This study used SmartPLS 3.2.8 software for PLS analysis, in two testing method which is measurement and structural model testing.

4. Result and Discussion

4.1. Demographic Profile Respondents

Table 5. represents the demographic characteristics of the respondents in this research:

Profile	Category	Number	% Frequency
Gender	Male	290	72,5%
	Female	110	27,5%
	Total	400	100%
Age	18-24	130	32,5%
	25-30	203	50,75%
	31-36	20	5%
	37-42	35	8,75%
	> 42	12	3%
	Total	400	100%
Educational Level	SMA/SMK	98	24,5%
	Sarjana D3	21	5,25%
	Sarjana S1	201	50,25%
	Sarjana S2	77	19,25%
	Sarjana S3	3	0,75%
	Total	400	100%
Occupation	Students	12	3%
	Private Employees	225	56,25%
	Government Employees	52	13%
	Entrepreneur	101	25,25%
	Others	16	4%
	Total	400	100%
Average Montly Income	Rp 3.500.000-Rp 5.500.000	202	50,5%
	Rp 5.600.000-Rp 8.500.000	128	32%
	>Rp 8.600.000	70	17,5%
	Total	400	100%

Table 5. Demographic Profile Respondents
Source: Survey data, 2020

4.1.1. Gender Distribution of Respondents

From the table above it can be seen that Huawei's most premium smartphone users are men. This is in accordance with the survey on the use of ICT by Kominfo in 2017 that most smartphone users are men with a percentage of 67.41% while women is 65.09% percent. This result also supported by research from Feodora (2016), stated that there are differences in smartphone demand for men and women. Men have a higher level of smartphone demand than women. By reason of that, men tend to follow the latest smartphone developments, so there are differences in demand for male and female smartphones.

4.1.2. Age Distribution of Respondents

Table 5. shows that of the 400 respondents, 203 respondents were categorized at the age of 25-30 years with a percentage of 50.75%, the highest among the other age categories. While the age category of 18-24 years only got a percentage of 32.5%, followed by the age category 31-36 with a percentage of 5% and the age category ≥ 42 years with a percentage of 3%.

4.1.3. Educational Qualification of Respondents

According to Wikipedia Indonesia, the level of education applied to people over 17 years is divided into two categories, namely moderate education which in this study is included in high school / vocational education and higher education that includes Diploma Degree, Bachelor Degree, Master Degree, and Doctoral Degree. From the Table 5. above, most respondents came from Diploma Degree, Bachelor Degree, Master Degree and Doctoral Degree with a total percentage of 75.5%. As for moderate education, namely SMA / SMK has a percentage of 24.5%. Thus, it can be interpreted that Huawei premium smartphone users are dominated by people with higher education background.

4.1.4 .Occupation of Respondents

Based on data obtained from the Table 5, most respondents in this study were filled by private employees with a percentage of 56.25% with 225 respondents. As many as 25.25% of respondents are entrepreneurs with 101 respondents, 13% of respondents are government employees with 52 respondents, 3% are students with 12 respondents, and 4% are included in the other with 16 respondents.

4.1.5. Average Montly Income of Respondents

In the Table 5. above, it can be seen that respondents who have a salary range of IDR 3,500,000-IDR 5,500,000 are 202 people with a percentage of 50.5%. While as many as 128 respondents (32%) have salary ranges of Rp 5,600,000-Rp 8,500,000. For salary ranges > Rp 8,600,000, owned by 70 respondents (17.5%). From this data, it can be said that the majority of respondents who use Huawei premium smartphones, pay the price of a smartphone in installments. This is evidenced by the price of premium smartphone products which are priced around IDR 6,000,000 (Mate 20) to IDR 13,000,000 (P 30 Pro).

4.2. Correlation Between the Hypothesis

In this research, the measurement model is examined using the reability, convergent validity, and discriminant validity. Cronbach's α and composite reliability is used to asses the construct reliability. The level of internal consistency for all of constructs can be accepted, with the Cronbach's alpha value ranging from 0,759 to 0,835 (Table 6). This score is exceeded from the rule of using the reliability level of 0,5(Hair et al., 2006 on Maha M.Khan, 2019). Hence, the analysis result shows that the measurement scales are highly reliable, with the composite reliability (CR) values are ranging from 0,842 to 0,890 (Table 6). This value is greater than 0,7 and indicates that the constructs are valid and suitable with reliability criteria. Meanwhile, the convergent validity is assessed by looking at all of the loading factors of indicators and the values of average variance extracted (AVE), which can be accepted if the value is greater than 0,5 (Hair et al., 2006 on Maha M.Khan, 2019). As a result, all of the item loadings are greater than 0,6 and the AVE's indicators values ranged from 0,573 to 0,669 (Table 6).

Variables	Factor Loading	Composite Reliability	Cronbach's α	AVE
Price Discount:		0,842	0,759	0,573
PD 1: In my opinion, the price discount given by Huawei is large.	0,703			
PD 2: The period of the discount given by Huawei is long	0,787			
PD 3: The discount provided by Huawei is interesting	0,727			
PD 4: Discounted Huawei smartphones have a high quality	0,806			
Free Gift:		0,871	0,805	0,629
FG1: Bonus prizes that given in Huawei smartphone products is attractive	0,807			
FG2: Prizes offered by Huawei smartphone products are numerous.	0,703			
FG3: Prizes offered by Huawei are useful.	0,841			
FG4: The types of gifts offered by Huawei have high quality.	0,816			
Social Media Marketing:		0,936	0,922	0,647
SMM1: I feel entertained with Huawei social media.	0,736			
SMM2: Content on Huawei social media is fun	0,766			
SMM3: I can share information on Huawei social media easily.	0,791			
SMM4: I can have discussion on Huawei social media easily.	0,823			
SMM5: I can give opinions on Huawei social media easily.	0,810			
SMM6: Information provided on Huawei social media is up to date	0,840			

SMM7: I can easily find the information I need through social media Huawei.	0,838		
SMM8: Huawei social media provides the information I need.	0,823		
Attention:	0,890	0,835	0,670
AT1: I am interested in seeing Huawei smartphone products.	0,825		
AT2: I am very concerned about the shape of the Huawei smartphone.	0,816		
AT3: I can easily understand the information provided by Huawei.	0,766		
AT4: I feel happy to see Huawei products.	0,865		
Interest:	0,888	0,832	0,666
IN1: Huawei smartphone product information is very clear.	0,740		
IN2: I started to like Huawei smartphone products.	0,833		
IN3: I always feel curious about Huawei smartphone product information.	0,847		
IN4: I am looking for more information about Huawei smartphones.	0,841		
Desire:	0,860	0,781	0,606
DE1: I got complete information about Huawei smartphone products.	0,705		
DE2: I believe Huawei smartphone products have a high quality.	0,778		
DE3: I want to have a Huawei smartphone products.	0,844		
DE4: I plan to buy a Huawei smartphone products.	0,781		
Action:	0,890	0,835	0,669
AC1: I am sure to buy a Huawei smartphone products.	0,874		
AC2: I am willing to pay for Huawei smartphone products.	0,821		
AC3: bought a Huawei smartphone products.	0,804		
AC4: I recommend Huawei smartphone products to others.	0,770		

Table 6: Result of Construct Assesment
Source: Data Processed by Researchers, 2020

The discriminant validity of the constructs is calculated by using the correlation matrix. The correlations for each of the constructs are shown on Table 7. The result shows that the constructs are appropriate to proceed in the structural model test. Meanwhile, the assessment of nomological validity is based on the correlation matrix (Hair et al., 2006 on Maha M.Khan.,2019). The result support that all of the constructs are positively related to one and another and these relationships are quite make sense.

	Action	Attention	Desire	Free Gift	Interest	Price Discount	Social Media Marketing
Action	0,818						
Atttention	0,733	0,819					
Desire	0,814	0,779	0,778				
Free Gift	0,469	0,469	0,475	0,793			
Interest	0,737	0,771	0,771	0,440	0,816		
Price Discount	0,436	0,441	0,441	0,483	0,460	0,757	
Social Media Marketing	0,549	0,614	0,614	0,485	0,668	0,476	0,804

Table 7: Correlation Matrix
Source: Data Processed by Researchers, 2020

The inner (structural) model is assessed by multicollinearity. VIF (Variance Inflation Factor) criteria is applied in this research. The structural VIF coefficients must not be higher than 4.0 (Hair et al., 2014 on Maha M. Khan., 2019) values for all research indicators are valid because the scores are higher than the acceptable value. Table 8. shows the VIF results below:

Indicators	VIF
Price Discount:	
PD 1	1.422
PD 2	1.639
PD 3	1.480
PD 4	1.352
Free Gift:	
FG1	1.807
FG2	1.566
FG3	1.917
FG4	1.686
Social Media Marketing:	
SMM1	2.453
SMM2	2.625
SMM3	2.136
SMM4	2.873
SMM5	2.876
SMM6	2.853
SMM7	2.981
SMM8	2.651
Attention:	
AT1	2.043
AT2	1.902
AT3	1.527
AT4	2.165
Interest:	
IN1	1.470
IN2	1.937
IN3	2.360
IN4	2.153
Desire:	
DE1	1.329
DE2	1.561
DE3	1.991
DE4	1.671
Action:	
AC1	2.166
AC2	1.921
AC3	1.821
AC4	1.571

Table 8: VIF results
Source: Data Processed by Researchers, 2020

Furthermore, the GoF (Goodness of Fit) is needed to evaluate the model. According to Ghozali (2015: 82), the GoF test is a measurement to evaluate the combination of measurement models (outer models) and structural models (inner models). The GoF score is obtained by multiplying the average root value of commonalities with the average root value of R^2. The GoF calculation above is done as follows:

$$GoF = \sqrt{Com \ X \ \overline{R^2}}$$
$$GoF = \sqrt{0{,}637 \ X \ 0{,}6105}$$
$$GoF = 0{,}624$$

From the calculation above, it can be seen that the GoF value obtained is 0.624. This means that the research model is good since the value is categorized as a large GoF. Meanwhile, a large categorized GoF value has a value of more than 0.36 (Cohen,1988 on Ghozali, 2015).

SmartPLS software is used to test the statistical significance of the model bootstrapping method in Figure 1. Shows the bootstrapping result (T-value and path coefficients) and the PLS model of this research.
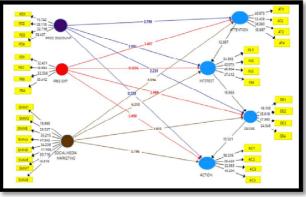
Figure 1: PLS-SEM Result
Source: Data Processed by Researchers, 2020

Hypothesis paths testing has been done and hypotheses are accepted for p ≤0.05 and rejected for p ≥ 0.05. Results show that the price discount has a positive and significant impact on attention with t-value 2.950 (H1). Price discount also has a positive and significant impact on interest with t-value 2.215 (H2). Another result shows that price discount has a positive and significant impact on desire with t-value 2.371(H3). However, price discount does not have an impact on action behavior with t-value 0.742 (H4). It can be said that price discount has a positive and significant impact on attenttion, interest, desire, but not with action.

Fascinatingly, as another promotion strategy, free gift shows a different result compared to the price discount. Free gift shows a positive and significant impact on attention with t-value 3.794 (H5). However, free gift does not possess a positive and significant impact on interest with t-value 0.028 (H6). Meanwhile, it still has a a positive and significant impact on desire with t-value 2.964 (H7). Free gift also has a positive and significant impact on action with t-value 2.376 (H8). Based on the data, we can conclude that free gift has a positive and significant impact on attention, desire, and action, but not with interest variable.

In addition to that, social media marketing also shows different result from both of price discount and free gift. It shows a positive and significant impact on attention with t-value 8.639 (H9). Also a positive and significant impact on interest with t-value 6.032 (H10). Social media marketing has a positive and significant impact on desire either with t-value 2.008 (H11). Nevertheless, social media marketing does not have a positive and significant impact on action behavior(H12). According to the explanations, social media marketing has an impact on attention, interest, and desire, but not influence the action behaviour.

As for the last one, attention shows a positive and significant impact on interest with t-value 12.495 (H13). Interest has a positive and significant impact on desire with t-value 17,222 (H14). Desire has a positive and significant impact on action with t-value 20.665 (H15).

No.	Path Diagram	Path Coefficient	T-value	P-value	Result
1.	Price Discount ⟵ Attention	0,134	2,950	0.002	Accepted
2.	Price Discount ⟵Interest	0,075	2,215	0.014	Accepted
3.	Price Discount ⟵Desire	0,088	2,371	0.009	Accepted
4.	Price Discount ⟵ Action	0,035	0,742	0.229	Rejected
5.	Free Gift ⟵ Attention	0,180	3,794	0.000	Accepted
6.	Free Gift ⟵ Interest	0,001	0,028	0.489	Rejected
7.	Free Gift ⟵ Desire	0,100	2,964	0.002	Accepted
8.	Free Gift ⟵Action	0,089	2,376	0.009	Accepted
9.	Social Media Marketing ⟵ Attention	0,463	8,639	0.000	Accepted
10.	Social Media Marketing ⟵ Interest	0,287	6,032	0.000	Accepted
11.	Social Media Marketing ⟵ Desire	0,088	2,008	0.023	Accepted
12.	Social Media Marketing ⟵ Action	0,035	0,787	0.216	Rejected
13.	Attention ⟵Interest	0,560	12,495	0.000	Accepted
14.	Interest ⟵ Desire	0,672	17,222	0.000	Accepted
15	Desire ⟵Action	0,738	20,665	0.000	Accepted

Table 9: Summary of Hypothesis Testing Result
Source: Data Processed by Researchers, 2020

5. Summary, Conclusions and Recommendations

5.1. Summary of Major Findings

The study is determined the effect of promotional strategies of Huawei's premium smartphone in Indonesia (price discount, free gift, and social media marketing) on consumer behavior by the AIDA method. The study shows a different

impact on each of the strategies. This research used quantitative methodology to assess the impact of promotional strategies on consumer behavior of Huawei's smartphone premium users. To gather data for the research, a structured questionnaire was used. Questionnaires that have a valid reliability (Cronbach's alpha >0.70) values were delivered to be filled by the users. Overall, 400 respondent were selected and the demographic result showed that 72.5% of the respondents were men. Meanwhile, 50,75% of the respondents were in the age of 25-30 years. Furthermore, around 50.25% of the respondents were Bachelor's degree and 24.5% respondents were graduated from high school, 56.25% of respondents were private employees and the rest of them were unemployeed, entrepenours, government employees, students, and others. The average monthly income of the respondents was Rp 3.500.000-Rp 5.500.000 with 50.5%. The calculated hypothesis testing showed that price discount has a positive and significant impact on attention, interest, and desire. However, it does not have an impact on action. That happens since vast majority of the discount from Huawei is given through a form of coupon/voucher and the consumers should descend it with the real discount. It makes the low involvement consumers feel they shoud give much effort for the discounts and it makes the action behavior could not be achieved. It also caused by the consumers who tend to compare the discount from Huawei to other smartphone companies.

The other tools, free gift shows a positive and significant impact on attention, desire, and action. But it does not have an impact on interest. That indicates, free gift does not influence consumers to like the products. However, they are forced to buy because of the impulse buying effect. When the consumers see the free gift on Huawei's products, they are encouraged to buy not because they like the products, but because of their desires to be given free gifts, even though they are not interested in the gifts.

In addition to that, social media marketing shows that it has a positive and significant impact on attention, interest, and desire. Nevertheless, it does not have an impact on action. That happens because the consumers want to buy the phone by offline (directly buy the phone at the offline store) not online. Hence, they make the buying decision when they arrive at the store. This considering when people decide to buy smartphone, they want to have the personal touch experience first before they decide to buy the products. While social media marketing is limitedly to show the products by image or video.

5.2. Conclusions

Based on the findings of the study, these are the following conclusions:
- The customers were satisfied with the quality of service delivered by Tigo
- The customers could not indicate whether or not they would retain the services of Tigo
- Of the service quality dimension, tangibility, assurance and reliability had significant and positive effect on customer retention intention of Tigo, while responsiveness had significant negative effect on customer retention

5.3. Recommendations

Based on findings of the study, the following recommendations are:
- Consumers want to buy the products mostly because of the promotional strategies. It means, Huawei should arrange other strategies to make consumers interested in their products, so it will develop brand loyalty on them.
- Huawei should consider the correct promotion tools to trigger buying behavior more effectively and efficiently. It shows that sales promotion (free gift and price discount) can direct consumers to buy, but social media has a big impact on direct consumers to be more aware of the products.
- Huawei should compare their promotional tools with other competitors and decide which one is suitable for implemetable. Because the common consumers usually compare promotion tools with other competitors before they make a decision.

5.4. Limitations of the Study

The study is limited in scope because it did not cover all of the customers in Indonesia. This happens because the access to inform consumers are limited and some of them do not want to fill in the questionnaire. Aside from that, time and resources became the main limitation in this research. This is because the study was conducted by one person and not sponsored by any brands.

5.5. Further Studies

The researcher recommends future studies that they should try to give more promotional tools used in the object of study to be analyzed. Hence, they can compare one tool and others, then decide which one provides the best influence on buying behavior. Moreover, the study should go and visit the real Huawei's store to do some interviews with consumers, it will make the research more complete and deep. It may also add the method used in the research, become quantitative and qualitative methods.

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