The Influence of Psychological Pricing, Brand Awareness and Promotional Media on Purchasing Decisions for Mineral Water Products

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Abstract

This research aims to determine the influence of psychological pricing, brand awareness, and promotional media on decisions to purchase mineral water. In this research, the quantitative descriptive method was used. In this research, the data collection method used is the survey research method. Data collection was carried out by distributing questionnaires online via Google Form to 30 people. Judging from the research results, it can be seen that there is no influence between psychological pricing, brand awareness, and promotional media on purchasing decisions. Psychological pricing can have a significant influence on student purchasing decisions. Prices that end with a lower number tend to make the product appear more affordable and attractive to consumers. This pricing strategy can influence the perceived value of the product and generate incentives to purchase mineral water. Brand awareness of available mineral water also influences students' purchasing decisions. If students have good knowledge about a particular brand of mineral water being sold, they are more likely to choose that brand because they have higher trust and familiarity with that brand. The promotional media used to market mineral water products also plays a role in influencing students' purchasing decisions. If you use effective promotional media such as television advertisements, social media, or attractive brochures, you can attract students' attention and influence them to choose the mineral water products being sold.

Keywords: psychological pricing, brand awareness, promotional media, purchasing decisions.

INTRODUCTION

Humans regularly consume products that contain mineral water. In the market, there are many types of mineral water brands that consumers can buy, so now people are more selective in choosing a mineral water product. In the economic situation of Indonesian society,
which tends to pay attention to the brand and price of mineral water to reach purchasing decisions, mineral water companies must be able to survive and compete with other brands. Therefore, mineral water companies must be able to determine strategies that can be used as advantages in order to compete with other mineral water products. In order to be able to compete with companies, they are required to be creative in developing their products and have a clear strategy that suits their target market. One of the necessities sold by minimarkets is mineral water, and of course the mineral water available at minimarket is many and varied. Consumers are faced with various choices of mineral water, and consumer purchasing decisions will be influenced by the brand of a mineral water based on the brand image and price of the mineral water. Of course, the way a mineral water brand promotes its product and creates a good image requires a platform or channel so that it can reach consumers, so promotional media will help mineral water companies promote their products and convey them to consumers, with the aim that consumers can buy and choose to consume their products.

Use of psychological pricing is one strategy that businesses can use. Psychological pricing is a marketing practice based on the theory that certain prices have a psychological impact. This strategy is usually used by companies and brands to make consumers feel that the price of the product offered seems more attractive to buy. Apart from psychological pricing, brand awareness can also be a factor for consumers in determining purchasing decisions. Brand awareness is the ability of customers to recognize or remember that a brand is a certain part of a product. Therefore, with brand awareness, companies can have an advantage in increasing consumer trust, as well as increasing the company's potential in finding consumers, so that purchasing decisions can be more easily achieved by consumers.

Furthermore, a component that is no less important in the consumer's decision to purchase a product is promotional media. A brand or company must have knowledge of the promotional media that will be used to promote its products. The definition of media is anything that can be used to convey messages, stimulate the mind, and arouse the enthusiasm, attention, and will of students so that it can encourage their learning process. Promotion is a form of communication between sellers and buyers that contains accurate information about a product and aims to change the attitudes and behaviors of buyers so that they can get to know the product. With that, this research serves to find effective strategies for mineral water companies. The use of promotional media such as banners, TV advertisements, banners, and social media (Instagram, TikTok, YouTube, and others) can increase consumers' desire to buy the products offered. The promotional media chosen to be used must be tailored to the target market.

METHOD

Research design is a blueprint for collecting, measuring, and analyzing data. Apart from that, research design is a plan and structure designed to get answers to research questions. This research design provides a framework or a plan of action for conducting research. In this research, the quantitative descriptive method was used. The descriptive quantitative research
A method is a research method that aims to describe a phenomenon or situation in detail and accurately using numerical data. The population of this study consisted of students from various majors. In this research, the data collection method used is the survey research method. Researchers collect data by distributing questionnaires to respondents who are students. This research will distribute the first questionnaire as a pre-test questionnaire. The distribution of this questionnaire will be done online via Google Form. Carrying out this pre-test is to test the validity and reliability of the variables used in this research. This pre-test questionnaire will be distributed to students with a total of 30 respondents. After carrying out the pre-test, the researcher will distribute questionnaires for the main test as the next stage. This main-test questionnaire will be distributed to students with a total of 50 respondents.

RESULT AND DISCUSSION

Based on the results of the descriptive analysis, it is known that of the 41 respondents, 2.4% (1 person) really do not know the meaning of psychological pricing; 4.9% (2 people) do not know the meaning of psychological pricing; 51.2% (21 people) know the meaning of psychological pricing; and 41.5% (17 people) really know the meaning of psychological pricing. Of the total 41 respondents, 2.4% (1 person) did not really pay attention to the price factor when buying mineral water products; 7.3% (3 people) do not pay attention to price factors when buying mineral water products; 48.8% (20 people) pay attention to the price factor when buying mineral water products; and 41.5% (17 people) really pay attention to the price factor when buying mineral water products. Of the 41 respondents, 19.5% (8 people) did not agree that purchasing mineral water at a low price was better; 43.9% (18 people) agreed that purchasing mineral water at a low price was better; and 36.6% (15 people) strongly agree that purchasing mineral water at a low price is better because they can get more value.

Based on the results of the analysis, it is known that out of a total of 41 respondents, 2.4% (1 person) did not know the meaning of brand awareness; 29.3% (12 people) know the meaning of brand awareness; and 68.3% (28 people) really know the meaning of brand awareness. There were 9.8% (4 people) who did not pay attention to the brand when buying mineral water products; 48.8% (20 people) agreed that they pay attention to brands when buying mineral water products; and 41.5% (17 people) strongly agreed that they pay attention to brands when buying mineral water products. Of the 41 respondents, 4.9% (2 people) disagreed that they felt that brand awareness could increase customer trust in a mineral water brand; 41.5% (17 people) agreed that they felt that brand awareness could increase customer trust in a mineral water brand; and 53.7% (22 people) strongly agreed that they felt that brand awareness could increase customer trust in a mineral water brand. There are 2.4% (1 person) and 4.9% (2 people) who do not agree that brand awareness influences purchasing decisions now and in the future. Also, 39% (16 people) and 53.7% (22 people) agree that brand awareness influences current and future purchasing decisions. 4.9% (2 people) and 9.8% (4 people) do not tend to have mineral
water products that have more popular brands. Also, 43.9% (18 people) and 41.5% (17 people) tend to have mineral water products that have more popular brands.

It can be seen that of a total of 41 respondents, 34.1% (14 people) agreed and 65.9% (27 people) strongly agreed that they knew the meaning of promotional media. 4.9% (2 people) answered strongly disagree; 12.2% (5 people) answered disagree; 46.3% (19 people) answered agree; and 36.6% (15 people) answered strongly agree that respondents saw promotional media from a brand when buying mineral water products. There were 19.5% (8 people) who answered disagree; 41.5% (17 people) answered agree; and 39% (16 people) answered that they strongly agreed that promotional media was an important factor in the decision to purchase mineral water. 4.9% (2 people) answered strongly disagree; 4.9% (2 people) answered disagree; 43.9% (18 people) answered agree; and 46.3% (19 people) answered that they strongly agreed that promotional media increased customer trust in a mineral water brand. 9.8% (4 people) answered strongly disagree; 7.3% (3 people) answered disagree; 41.5% (17 people) answered agree; and 41.5% (17 people) answered that they strongly agreed that buying a mineral water product was based on the promotional media owned by the mineral water brand.

It can be seen that out of a total of 41 respondents, 58.5% (24 people) agreed and 41.5% (17 people) strongly agreed that they would buy mineral water in the future. 51.2% (21 people) agreed, and 48.6% (20 people) strongly agreed that they would recommend mineral water products to others. 2.4% (1 person) disagreed that they bought mineral water products because they were known by the wider community, 36.6% (15 people) agreed that they bought mineral water products because they were known by the wider community, and 61% (25 people) strongly agreed that they bought mineral water products because they were known by the wider community. 61% (25 people) agreed, and 39% (16 people) strongly agreed that buying certain brands of mineral water products because they have better quality.

Judging from the research results above, it can be seen that there is no influence between psychological pricing, brand awareness, and promotional media on purchasing decisions.

CONCLUSION

Psychological Pricing can have a significant influence on student purchasing decisions. Prices that end with a lower number tend to make the product appear more affordable and attractive to consumers. This pricing strategy can influence the perceived value of the product and generate incentives to purchase mineral water. Brand awareness of the mineral water available also influences students' purchasing decisions. If students have good knowledge about a particular brand of mineral water being sold, they are more likely to choose that brand because they have higher trust and familiarity with that brand. The promotional media used to market mineral water products also plays a role in influencing students' purchasing decisions. If you use effective promotional media such as television advertisements, social
media, or attractive brochures, you can attract students' attention and influence them to choose the mineral water products being sold.

However, it is important to remember that these conclusions are general and may vary depending on other factors that may influence a student's purchasing decision, such as product quality, personal preference, or previous experience. In addition, each individual may have different preferences and considerations when deciding to purchase mineral water products. Psychological pricing, brand awareness, and promotional media also do not have a relationship with purchasing decisions. For readers, it is hoped that the results of this analysis will increase knowledge regarding the factors that influence the purchase of mineral water products. Especially for those who want to know more about the influence of psychological pricing, brand awareness, and promotional media, it is necessary to increase the research period in order to get answers from more respondents so that the results obtained are more detailed. With this, research results can be more objective and varied. Future researchers are expected to further expand the scope of analysis in terms of research. Future researchers who carry out the same study can develop the research they want to do and focus more on what is being researched. Changing the type of variable to be more concrete and specific so that the results of the linear regression test have an influence on the dependent variable.

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