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FREE PRODUCT SAMPLES AND ITS IMPACT ON IMPULSE BUYING

Kartika Imasari Tjiptodjojo^{*} and Surya Setyawan^{**}

Abstract: One of the company's strategy in introducing products especially new products or products that have not been widely known through free product samples. Through free product samples, consumers are expected to be willing to use and buy the product so that ultimately the company can achieve a large market share. However, the achievement was not easy, especially if consumers do not have awareness on the presence of such products. Therefore, the company tried to giving free samples of the product to push a unplanned purchases so that little by little awareness of the product can begin to be formed in the minds of consumers and in the end the product is acceptable and has a large market share. This study took a sample of 100 respondents in which the respondents are a society in Bandung have ever get free product samples. The results are found the impact of free product samples toward impulse buying was 16.3% while the remaining 83.7% is influenced by other factors.

Keywords: Free product samples, impulse buying.

1. INTRODUCTION

Today, almost all companies have a goal to not only achieve margin or profit but trying to win the hearts of consumers. This is done so that the company can survive in the existing business, moreover, can be a leader for its target market. In this case the consumer becomes the most important focus for the company. Enterprise learn and figure out how to be able to attract more consumers and keep them into customers who are loyal to the company. To be able to make the target customer into a loyal customer, companies must be able to think of a way or strategy of how consumers are aware and can be persuaded to try the products of the company. If a consumer has never tried a product, the consumer will never know how the product is required or favored. At this stage the company is expected to make the right strategy to be able to introduce a product to the target market. One way or strategy that can be done is through marketing communications. According to Kotler and Keller (2009), marketing communication is a means for companies to communicate, persuade and remind consumers either directly or indirectly on products or brands sold. Strategies in marketing communications including advertising, sales promotion, events and

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experiences, public relations, direct and interactive marketing, word of mouth and personal selling. (Kotler and Keller, 2009). In the marketing communication strategies, there are one of the more specific way in introducing products directly is through sales promotion. According to Kotler and Keller (2009), sales promotion is a variety of long-term incentives that are useful to encourage trial or purchase products or services. One of the tools of sales promotion is the provision of free product samples.

Sample is a strategy that is done by offering a number of free products and services delivered from door to door, sent by mail, taken in stores, attached to other products, or displayed in the ad deals. (Kotler and Keller, 2009). Through free product samples, consumers can be encouraged to try and taste new products. Companies hope that through this strategy, consumers can be attracted to purchase consumer products that were not previously planned. Once consumers make a purchase outside of the plan, expected performance of these products can fit even exceed consumer expectations and ultimately consumers can make purchases over and over.

Purchases are expected to be spontaneous or unplanned can be an opportunity for the company to demonstrate the performance of the product to the consumer and is expected to seize the new target markets. Unplanned purchases are often referred to as impulse buying. Impulsive buyers or consumers irrationally in response and act usually hard to control and hard to resist the temptation of shopping. (Bessouh et al. 2015). Although in impulse buying behavior is one form of deviant behavior but many companies use it to be able to influence and attract more consumers to use the product. Giving free product samples can be encourage consumers to try without giving financial burden. But when consumers are given free samples of the product, consumers will be faced with some decisions like just try and not buy, try and buy because they like the product, try and buy out of necessity. The Company will endeavor to more consumers who will give a decision to try and buy because they like the product . This would be one of those occasions for company that the consumer may be potential customers in the future. Therefore, the company is hoping that the strategy in providing free product samples can influence consumer purchases unplanned in advance as this can be a starting point for the company's success in finding and attracting more consumers.

2. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

Free Product Samples

One form of marketing mix is promotion. According to Islam & Rahman (2015), the promotion is a way to transmit and communicate the right message to the targeted customers that aim to create awareness to the customer's mind. Forms

of promotion mix according to Kotler and Keller (2009), among others, consist of advertising, sales promotion, events and experiences, public relations, direct and interactive marketing, word of mouth and personal selling. Sales promotion is one of the key elements in the marketing mix for products used to stimulate consumer purchases. (Esfahani & Jafarzadeh, 2012). Sales promotion is a set of stimuli that are not routinely given to reinforce the desire to buy a particular product. (Ashraf et al., 2014). According to Kwok & Uncles (2005) there are important differences between the two types of sale are monetary promotions such as rebates, discounts and coupons. This promotion is likely to provide direct rewards to consumers in the form of a refund. Non-monetary promotions like sweepstakes, free product samples, rewards and membership rewards tend to involve delayed and more emphasis on long-term relationships. According Nagadeepa et al., (2015), sales promotion can be classified as the price and non-price based on the nature of publicity, such as vouchers and discounts, which can reduce the price of goods as well as reward points and prize draw which adds value to the product. According Meo et al. (2014), sales promotion is defined as a special offer or a part of marketing communications activities. Sales promotion is an independent variable and the other side of the social environment such as purchase behavior, free samples, price reductions and discounts are dependent variables of sales promotion.

Free Product Samples is the process of sending the product or trial-size customers actually e.g. circuitry sends the merchandise free of charge so that customers have the opportunity to try and use the product. (Ashraf et al., 2014). Free Product Samples provide cost products to customers to try and test the features of the product. (Rizwan et al, 2013). Free Product Samples merupakat very impactive tool to get consumers to try a new brand or product. (Shimp, 2007). Free Product Samples refer to give a small sample of the product so that consumers have the opportunity to try and use the product. (Meo et al., 2014).

Impulse Buying

According to Youn and Faber (2000), impulse buying may be one manifestation of a personality trait that lack of self control. According Muruganantham & Bhakat (2013), impulse buying influenced by factors such as the environment, the personal nature of the buyer, the product itself, demography and socio-cultural diverse. According Bessouh et al. (2015), impulse buying is the result of the interaction between internal and external variables of the conditions of purchase and variables associated with the person. For some impulse buying is an interesting and fun experience for some people while others act of impulse buying can be followed by feelings of regret and dissatisfaction. According Nagadeepa et al., (2015), impulse buying is synonymous with the term unplanned purchases. This refers to the purchases made by the buyer without previously planned. According to Banerjee and Saha (2012), impulse buying an unplanned purchases triggered by stimuli. Stimulus provided through the touch

sensor for the marketing of products, see clearly and evidently of supply and aim to help consumers remember what they need.

Hypotesis

Free product samples for free is one of the strategies in sales promotion as the main goal in this strategy is that consumers can try a product that has never known before, and ultimately intend to buy. Long-term goal is that the company can reach consumers for its products and can retain these consumers to continue to consume the product. Free product samples can encourage consumers to buy products that might actually do not they want they may not even be needed in the near future.

Purchase unplanned impulse or refer to behavior that is often referred to impulse buying. According to Mendenhall (2014), impulse buying show individuals have the desire to buy, not to actually have a specific product. Impulsive buyers tend to find more gifts in the product and the desire for the product itself. Based on the above exposure to the research hypothesis that can be established is

H_0 : There is no impact of free product samples toward impulse buying.

H_1 : There is the impact of free product samples toward impulse buying.

3. RESEARCH METHODS

The population in this study is a community in West Java who get free product samples while the samples used in this study is the community in Bandung ever get free product samples. The samples used were 100 respondents. The sampling method used in this research is non probability sampling where the quantity of the population in the study is not known. The study also uses purposive sampling technique where the sample used in the study are determined based on certain criteria that ever get free product samples.

Testing the hypothesis in this study was conducted using SPSS version 17.0 where this test using simple linear regression method. This method is a method to test whether there is an influence of one variable independent to the variable dependent.

4. RESULT AND IMPLICATION

The results of hypothesis testing was done using a simple regression method in which the method is tested whether there is influence between the dependent and independent variables. As for data processing in testing this hypothesis using SPSS version 17.0. Steps in hypothesis testing are as follows:

1. Research Hypothesis:

H_0 : There is no impact of free product samples toward impulse buying

H_1 : There is the impact of free product samples toward impulse buying.

2. Alpha (α) used is 5% (0.05)

3. Level of Significance

Sig. = 0,000

4. Interpretation

Sig. = 0 < 0.05 means H_0 rejected

5. Conclusion

- H_0 rejected it means there is the impact of product samples toward impulse buying.
- $R = 0.404$ means that there is a positive relationship between free product samples with impulse buying.
- $R\text{ Square} = 0.163$ means that impact of free product samples toward impulse buying is by 16.3% while the remaining 83.7% is influenced by other factors.

Based on the results of data processing and testing models of the research results are the impact of free product samples toward impulse buying is by 16.3% while the remaining 83.7% influenced by other factors. However, from the research results of other factors in addition to free product samples proved to have greater influence in impacting the impulse buying. According to research Beatty and Ferrell (1998) found that there are some aspects that can impact the desire or interest of the consumer to make a purchase impulse among others are feeling happy and availability of funds will impact of consumers so that consumers will be happy to linger in the store that will eventually causing consumers make impulse purchases, the availability of a much longer time in exploring the store will cause consumers to have more time in the search and selection of products also allows a customer to make a purchase impulse. So in purchasing impulse can indeed be influenced by the products offered, but a deeper impulse buying is actually more due to the influence of the consumers themselves as feeling happy, excited, sad, depressed, angry, anxious, etc. as well as the environment like a store atmosphere and store layout. Feelings in human beings usually controlled a system called impactive system. This system will provide a signal in human beings to be able to act or behave in accordance with the conditions of feeling, as for example some consumers, especially female consumers if it is in a state of depression or anger tend to be melampiskannya the desire to shop despite before the advent of feeling depressed or angry do not have a plan to shop. Similarly conversely, some consumers who feel the excitement can

excite those feelings into real behavior like shopping. Besides the impactive system, impulse buying is also influenced by the store atmosphere and store layout as illumination light, the music, the layout of items. Several studies and theories even mention that product placement is conveniently and easily accessible can increase impulse purchases.

5. CONCLUSION AND SUGGESTION

Based on the results of data processing is concluded, among others:

- There is an impact of free product samples toward impulse buying.
- There is a positive and significant between free product samples with impulse buying.
- Impact of free product samples to impulse buying is by 16.3% while the remaining 83.7% influenced by other factors.
- Other factors that influence impulse buying in addition to free product samples are impactive system, the availability of time and store atmosphere and store layout.

The company should not only promote or hope to impulse buying because basically impulse buying is a form of deviant behavior so that this behavior will appear and disappear suddenly hanging back from everything that can cause this behavior appears of the consumers themselves. Companies should not use impulse buying as one of the main strategies in attracting the consumer purchase but use free product samples as one strategy to increase sales routine, periodic and repetitive.

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