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**MULTIPLE UNIT PRICE PROMOTION AND THEIR EFFECTS ON QUANTITY
PURCHASE INTENTIONS: JAKARTA CONSUMERS' OVERVIEW**

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Abstract

Objective. The objective of this research was to analyze quantity purchase decisions towards multiple unit price promotions offerings with increased quantity amount in promotions, presented saving info, and high or low consumption product category. As well as considering the cognitions factors whether they had specific effects on consumers' quantity purchase intentions.

Method. Quantitative methodology applied in this research and data were gathered by distributing 250 questionnaires among Hypermarkets shoppers in Jakarta and greater area. Several analysis method used were ANOVA (Analysis of Variance), mean comparisons, independent samples t-test, and multiple regression.

Results. Increased number in the multiple unit price promotion resulted on higher number of purchased quantity. Each independent variable had significant effect to quantity purchased intentions. However, interrelations between them were insignificant. High consumption products and presented saving info generated more purchased quantity. Nevertheless, if product type combined with increased number of unit, it had no major differences on quantity purchased. Factors of cognition did not have significant influences on consumers' quantity purchase intentions. Additional analysis based on gender and visited Hypermarkets related to different treatments and cognitions factors had significant effect on quantity purchase intentions. Female consumers had more positive reaction towards increased number of unit in promotion and both product types. Different visited Hypermarkets generated various purchased quantity of different products and product type. Number of unit increased in the promotion still enhanced number of products obtained regardless visited Hypermarkets.

Conclusion. In conclusion, multiple unit price promotion generated higher purchase intentions. Different products, product type, saving info, and number of unit presented, each of them had major influences to purchase quantity decisions. Several recommendations were careful considerations on combining the factors in promotions such as omit saving info, present an appropriate number in promotions, launch more aggressive promotion towards female consumers, find another strategy to attract male consumers, effective promotion format for certain Hypermarkets.

Key words. Price Promotion, Multiple-unit Price Promotion, Consumer Behavior, Retail Marketing