THE DARK SIDE OF DISCOUNTS IN JAKARTA: AN INACTION INERTIA PERSPECTIVE ON THE POST-PROMOTION DIP

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Abstract

Objectives - This research aims in finding out whether missing discounts affect customer decision while conducting purchase and whether it results in switching behavior of customers in Jakarta. It also aims in seeing whether the size of discount missed plays a role in inaction inertia.

Method - Three experiments were conducted in the form of a questionnaire and distributed to 150 participants. The data is then calculated and analyzed by Descriptive and Non-parametric tests using SPSS Software.

Results – The result of the experiments was that switching can occur after a discount is missed, but statistically, these differences are not significant.

Conclusion – Although the differences are insignificant, a lot of people still conduct switching behavior when they miss a discount and the larger the discount, the more switching occurs.

Keyword – Inaction Inertia, Discounts, Purchase Decision

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