The Impact of Discount Framing on Purchase Intention with Brand Reputation as a Mediator: A Study on Shopee E-Commerce

Putri Tarmizi[1], Roslina[2], Nurul Husna[3]
[1,2,3] *University of Lampung, Indonesia*

ABSTRACT

This study aims to examine the impact of discount framing on brand reputation and consumer purchase intention within the Shopee marketplace. Purchase intention, a crucial determinant of consumer decisions, is shaped by various individual factors and online platform experiences. Data were gathered via surveys and questionnaires from respondents with prior Shopee shopping experience. The analysis employed structural equation modeling and the Sobel test using SPSS software to explore the mediating role of brand reputation in the relationship between discount framing and purchase intention. The results reveal that discount framing significantly and positively influences both brand reputation and purchase intention. Furthermore, brand reputation was found to strengthen the link between discount framing and purchase intention, indicating that a positive brand reputation enhances the effectiveness of discount strategies in attracting consumers. These findings offer valuable insights for businesses to design more impactful marketing strategies, especially regarding discount management and brand reputation, ultimately contributing to improved customer satisfaction and business competitiveness.

INTRODUCTION

Purchase intention refers to a consumer's behavioral response to a product or service, reflecting their inclination or desire to make a purchase. Kotler and Keller (2016) define purchase intention as the probability that a consumer will buy a particular brand or service, or the likelihood of them shifting from one brand to another. This concept serves as a critical predictor of consumer behavior, as it signifies the potential for a customer to commit to a purchase. Teng and Laroche (2007) emphasize that purchase intention acts as a key indicator of a consumer's willingness to engage in a transaction, which, in turn, plays a crucial role in shaping the purchasing decision-making process. Various

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factors influence a consumer's purchase intention, including individual characteristics such as age, life stage, occupation, economic status, lifestyle preferences, personality traits, and self-concept. These personal attributes interact with external factors, such as marketing stimuli and social influences, to ultimately guide the consumer's decision to proceed with or forego a purchase. Understanding these dimensions is vital for businesses to effectively design marketing strategies that align with consumers' intentions and drive purchasing behavior.

Understanding purchase intention is crucial for businesses, particularly those in online retail, as it can directly influence sales strategies. By gaining insight into consumer intentions, businesses can design effective marketing strategies to boost product sales. Husnurrosyidah (2019) defines a marketplace as a website or online platform that facilitates buying and selling between various vendors. Similar to traditional markets, the marketplace only provides a space for sellers to offer their products and is not responsible for the quality or condition of the goods sold. This system simplifies transactions, making online shopping more accessible, particularly in the digital age.

Andriati (2021) notes that transactions on these platforms are managed entirely by the marketplace, which ensures the delivery of goods once payment is received. One of the main reasons marketplaces are so popular is the ease and convenience they offer for purchases, as evidenced by the increasing number of visitors to these platforms. In Indonesia, the marketplace industry is vast, with many consumers benefiting from the convenience it offers in shopping. Based on data from Goodstats (2023), Shopee remains the most visited e-commerce platform in Indonesia, surpassing others like Tokopedia, Lazada, Blibli, and Bukalapak in terms of visitor numbers during the first half of 2023.

Shopee, an e-commerce platform managed by SEA Group, launched in Indonesia in 2015, offering a variety of products such as electronics, fashion, health, and home goods. This diversity has contributed to Shopee's rapid growth. One of the key strategies used by Shopee to attract consumers is discount framing, often communicated through banners or posters displaying discounted prices. Retailers often employ tactics such as striking through the original higher price and presenting a lower price to create the impression of a significant discount. This practice is a form of framing, where sellers attempt to make their products appear much cheaper than their original price (Gumelar & Rosita, 2016).

However, the use of discount framing can have negative implications. Sung-Wook et al. (2015) explain that excessive discounts can lead to skepticism regarding the product's quality and may diminish consumer trust in the brand.

This highlights the need for careful consideration in the use of discount strategies, as overly aggressive pricing tactics may harm a brand's reputation and negatively affect purchase intention. Brand reputation plays a critical role in influencing purchase intentions. It refers to the perception of a brand's quality and trustworthiness, which is shaped by advertising, product performance, and customer relationships (Andriani, 2020). Consumers often evaluate the reputation of a brand before making purchasing decisions, especially when encountering framed discounts. Factors such as the seller's activity history, follower count, product range, and customer ratings contribute to the brand's perceived reputation (Agmeka et al., 2019). The relationship between discount framing and purchase intention is evident in studies by Gumelar and Rosita (2016), which suggest a positive correlation between the two. They also differentiate between two types of discount framing: percentage framing and nominal framing. In percentage framing, discounts are presented as a percentage of the original price, while nominal framing presents discounts as a fixed amount of money. Both types of framing have been shown to influence purchase intention by increasing the perceived value of the product.

Agmeka et al. (2019) further support this by highlighting that brand reputation acts as a mediator in the relationship between discount framing and purchase intention. A strong brand reputation can enhance consumer perception of the product's quality, leading to a higher likelihood of purchase. This mediating effect underscores the importance of both framing techniques and brand reputation in shaping consumer behavior. This research aims to investigate the influence of discount framing on purchase intention in Shopee, with brand reputation serving as a mediator. It examines how discount framing can impact consumer perception of product value and how brand reputation can enhance or diminish these effects. The findings are expected to provide insights into effective marketing strategies for e-commerce platforms, particularly Shopee, to increase consumer purchase intention through well-designed discount framing and strong brand reputation management.

RESEARCH METHODE
Data Source and Data Collection Method

This study adopts a dual approach, utilizing both primary and secondary data sources to ensure the robustness, reliability, and comprehensiveness of the research findings. Primary data is obtained directly from respondents through various methods, including surveys, interviews, or observations, as articulated by Sugiyono (2017). This direct data collection allows for a real-time, in-depth exploration of the research variables, providing insights into participants'

experiences and perspectives. In contrast, secondary data is sourced from existing literature, documents, reports, or previous scholarly works, serving as a foundation for contextualizing and supporting the primary data (Sugiyono, 2017). To capture primary data, the researcher employs a structured questionnaire methodology, which includes the use of a Likert scale to assess the attitudes, perceptions, and behavioral intentions of the respondents concerning the effects of discount framing and brand reputation on their purchase intentions. The Likert scale, ranging from "strongly agree" to "strongly disagree," allows for a nuanced measurement of respondents' agreement levels with various statements related to the research hypotheses. This methodology facilitates the systematic gathering of quantitative data, which is essential for subsequent statistical analysis and hypothesis testing, ensuring that the conclusions drawn are based on a robust empirical foundation.

Population and Sample

As articulated by Sugiyono (2017), the term "population" refers to the entire set of individuals or phenomena that are the focus of a particular research investigation. In the context of this study, the population comprises consumers who actively engage in online shopping activities on the Shopee e-commerce platform in Indonesia, a significant demographic due to the platform's prominence in the region. To determine an appropriate sample size, this study adheres to the guidelines proposed by Hair et al. (2017), which suggest that the minimum sample size should be calculated by multiplying the number of items in the questionnaire by a factor of ten. This methodology results in a minimum of 140 respondents, a number deemed sufficient to ensure the statistical validity of the analysis and to capture a diverse range of consumer behaviors and attitudes.

For participant selection, this study employs a non-probability sampling technique, specifically purposive sampling, a method that involves the deliberate selection of individuals who meet predetermined criteria relevant to the research objectives (Sugiyono, 2017). In this instance, the criteria for selection include participants who possess knowledge of discount framing and who demonstrate a clear intention to make a purchase after being exposed to such marketing strategies. By applying this purposive sampling approach, the study ensures that the respondents are not only relevant to the research focus but also possess the necessary characteristics to provide meaningful insights into the influence of discount framing and brand reputation on consumer purchase intentions. This methodological choice enhances the accuracy and relevance of the data collected, thus strengthening the validity of the study's findings.

Operational Definition of Research Variables

In the context of this study, operational definitions are crucial for providing precise, quantifiable specifications for each of the key variables under investigation, thereby ensuring a clear and consistent understanding that facilitates the development of relevant and accurate indicators. The first key variable, discount framing (X), is conceptualized as the strategic price reductions or promotional discounts offered by businesses as a tactic to drive consumer purchases and stimulate sales activity. This variable is operationalized through specific indicators that draw from the work of Cabeza et al. (2022), who highlighted various forms of discount framing used in marketing strategies, such as percentage-off discounts, buy-one-get-one-free offers, or time-limited sales.

The second critical variable, purchase intention (Y), represents an individual's conscious intention or planned behavior to purchase a particular product or brand. This variable encapsulates the consumer's decision-making process and willingness to engage in a transaction after being exposed to specific marketing stimuli, including discount offers and brand positioning. The indicators for this variable are derived from Akkaya (2021), who emphasized the role of attitudinal and behavioral factors in shaping purchase intention, such as perceived product value, anticipated satisfaction, and the urgency to act on promotional deals.

Finally, brand reputation (M) is defined as the collective consumer perceptions regarding a brand's reliability, trustworthiness, and overall image in the market. It encapsulates how consumers assess a brand's credibility and its ability to deliver consistent quality and service over time. This variable is operationalized using indicators adapted from Agmeka et al. (2019), who identified various dimensions of brand reputation, including consumer trust, brand loyalty, and perceived quality.

To ensure the systematic measurement of these variables, the study employs a Likert scale, a widely recognized psychometric tool that enables the quantification of respondents' attitudes, perceptions, and intentions across a spectrum of agreement. The Likert scale is utilized to capture data on the strength of agreement or disagreement with statements related to each variable, thereby allowing for a structured and reliable analysis of the factors influencing consumer behavior in the context of discount framing and brand reputation.

Data Analysis Method

Data analysis in this study employs path analysis to examine both direct and indirect effects among variables. Path analysis, chosen for its ability to test theoretical propositions regarding causal relationships, utilizes correlation and

regression techniques to determine whether the dependent variable is reached directly or through mediation (Sugiyono, 2017). The primary analysis aims to empirically test the proposed path constructs. Statistical tests for validity and reliability are essential for ensuring the accuracy of the data. Validity, assessed by comparing the calculated r value to a threshold of 0.30, ensures that the questionnaire accurately measures the intended variables (Sugiyono, 2017). Reliability is evaluated using Cronbach's alpha, with a score above 0.60 indicating stable and consistent measurements (Sugiyono, 2017).

Descriptive statistics play a pivotal role in summarizing the fundamental characteristics of data, including metrics such as mean, median, mode, standard deviation, and variance. These statistics are crucial for organizing and structuring raw data, providing a foundation for informed decision-making (Sugiyono, 2017). To ensure the accuracy and reliability of the data, classical assumption tests such as normality and heteroskedasticity are performed. These tests verify the data's consistency and adherence to key assumptions required for advanced statistical analysis.

Furthermore, path analysis is employed to examine the mediation effects within the model, particularly through Sobel's test, which evaluates the indirect impact of independent variables on dependent variables via a mediator (Baron & Kenny, 1986). The model's explanatory power is assessed using the coefficient of determination (R^2), with adjusted R^2 being favored to account for potential bias introduced by the inclusion of additional independent variables (Sugiyono, 2017). Finally, hypothesis testing involves conducting F-tests to assess the overall significance of the model and t-tests to evaluate the significance of individual predictors, allowing for a comprehensive understanding of the contributions made by each independent variable in the model (Sugiyono, 2017).

RESULT AND DISCUSSION
Descriptive Characteristics of Respondents

The demographic and financial characteristics of respondents reveal key insights into their profiles. Most respondents are women (80%) and predominantly from Java (52%), with a large proportion aged 17–25 (55%) and holding undergraduate degrees (73%). The majority are employed in private sectors (62%), with 29% being students. Financially, a significant portion of respondents spends between IDR 1,000,000–2,000,000 per month (32%), with the majority allocating less than IDR 1,000,000 for online shopping (66%).These findings suggest a focus on budget-conscious young women, mainly from

urban centers, and highlight the need for targeted, price-sensitive marketing strategies for e-commerce platforms.

Descriptive Respondents' Answers

The analysis of responses regarding discount framing reveals that discounts and competitive pricing significantly influence consumer shopping decisions. The highest mean score (4.516) was recorded for the statement regarding shopping from e-commerce platforms offering discounts, reflecting a strong preference for such incentives. Additionally, the statement about e-commerce offering affordable prices also received a high mean score (4.511), emphasizing the importance of competitive pricing in consumer choices. While shopping on platforms without discounts still garnered a notable score (4.372), it indicates that discounts remain a crucial factor in consumer preference. Similarly, consumers consider price comparisons between e-commerce and physical stores, as indicated by a mean score of 4.438. This analysis highlights the dominant role of price incentives in online shopping decisions and suggests that e-commerce platforms should focus on maintaining competitive pricing and discount strategies to attract and retain customers in a highly competitive market.

Path Analysis

The path analysis results for Structural Equation 1 indicate that Discount Framing has a significant impact on Brand Reputation, with a t-value of 18.032 and a significance level of 0.000, confirming its statistical significance. The model reveals that Discount Framing directly influences Brand Reputation, with an unstandardized coefficient of 1.040. In Structural Equation 2, the analysis shows that Discount Framing and Brand Reputation significantly affect Purchase Intention, with coefficients of 0.507 and 0.509, respectively, and both having t-values of 6.407 and 7.981. Brand Reputation acts as a mediating variable, strengthening the effect of Discount Framing on Purchase Intention. These findings emphasize the importance of Discount Framing and Brand Reputation in influencing consumers' purchasing decisions.

Sobel Test

Based on the Sobel test results, the values for paths a and b are 1.040 and 0.509, with standard errors of 0.058 and 0.064, respectively. The Sobel test statistic is calculated as:

$$Z = \frac{a \times b}{\sqrt{(b^2 \times sa^2) + (a^2 \times sb^2)}}$$

$$Z = \frac{1.040 \times 0.509}{\sqrt{(0.509^2 \times 0.054^2) + (1.040^2 \times 0.064^2)}}$$

$$Z = 7.27$$

This Z-value, significantly greater than the critical Z value of 1.96, indicates that Brand Reputation mediates the effect of Discount Framing on Purchase Intention. The findings suggest that enhancing brand reputation through discounts plays a crucial role in influencing consumer purchase intentions, highlighting the importance of brand reputation management in marketing strategies.
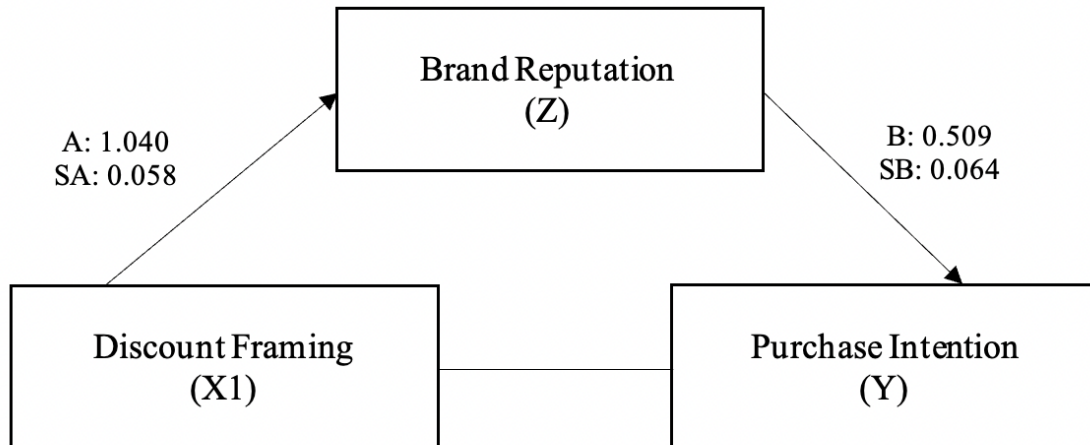

Figure 1.
Sobel Test Result

Coefficient of Determination (R2)

The analysis of the coefficient of determination (R^2) for both models reveals important insights regarding the explanatory power of independent variables on Purchase Intention. In the first model, which examines the direct effects of Discount Framing and Brand Reputation on Purchase Intention, R^2 is 0.702, indicating that 70.2% of the variance in Purchase Intention is explained by these factors. In the second model, which explores the effect of Discount Framing through Brand Reputation, R^2 increases to 0.823, explaining 82.3% of the variance. The lower standard error in the second model (1.348542) indicates more accurate predictions, highlighting the stronger mediating role of Brand Reputation in influencing Purchase Intention.

Table 1.
Coefficient of Determination

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1 (The Effect of Discount Framing on Brand Reputation)	0.838	0.702	0.700	1.799919
Model	**R**	**R**	**Adjusted**	**Std. Error of**

		Square	R Square	the Estimate
2 (The Effect of Discount Framing through Brand Reputation on Purchase Intention)	0.907	0.823	0.821	1.348542

Simultaneous Test (F Test)

The simultaneous test results (F-test) for both models demonstrate how independent variables collectively influence Purchase Intention. In the first model, which evaluates the effects of Discount Framing and Brand Reputation, the regression sum of squares is 1053.456, with an F-value of 325.17 and a significance of 0.000, indicating that the model is highly significant in explaining Purchase Intention variability. In the second model, which assesses the impact of Discount Framing through Brand Reputation, the regression sum of squares is 1162.256, with an F-value of 319.55 and a significance of 0.000. Both models are statistically significant, with the second model providing a stronger explanation by incorporating the mediating role of Brand Reputation.

Partial Test (t Test)

The results of the partial test (t-test) provide insights into the significance of each relationship within the regression model. Hypothesis 1 (H1) examines the impact of Discount Framing on Brand Reputation, with a coefficient of 1.040, a t-value of 18.032, and a significance level of 0.000, indicating a highly significant relationship. This supports the hypothesis that changes in Discount Framing are strongly associated with changes in Brand Reputation. Hypothesis 2 (H2) assesses the effect of Brand Reputation on Purchase Intention, with a coefficient of 0.507 and a significance of 0.000, demonstrating a significant influence. Similarly, Hypothesis 3 (H3) investigates the direct effect of Discount Framing on Purchase Intention, showing a coefficient of 0.509 and a significance of 0.000, confirming its significant impact on Purchase Intention. Additionally, Sobel's test results in a Z-value of 7.27, supporting the mediating role of Brand Reputation between Discount Framing and Purchase Intention, with a significance above the critical value of 1.96.

Table 2.
Partial Test Result

Hypothesis	B	t	Sig.	Conclusion
H1: Framing Discounts on Brand Reputation	1.040	18.032	0.000	Significant
H2: Brand Reputation on	0.507	6.407	0.000	Significant

Purchase Intention				
H3: Framing Discounts on Purchase Intention	0.509	7.981	0.000	Significant

The Effect of Discount Framing on Brand Reputation

Statistical analysis confirms that Discount Framing significantly positively influences Brand Reputation, thus supporting the first hypothesis. Higher levels of discount framing lead to a stronger brand reputation, as consumers view these discounts not merely as price reductions but as a sign of the brand's attentiveness to their needs. Well-crafted discounts foster the perception that a brand offers competitive pricing and quality, thereby enhancing its reputation. Survey data indicate that consumers prefer e-commerce platforms offering discounts, emphasizing the role of competitive pricing in shaping consumer preferences (Oktaria, 2024). However, a lack of discounts diminishes e-commerce appeal (Zhafira & Sigit, 2023). Despite potential skepticism regarding manipulative discount framing, transparency in discount presentation fosters trust, reinforcing the brand's reputation (Darke & Chung, 2005). As consumers increasingly rely on reviews and ratings, clear and honest discount strategies can strengthen brand loyalty and image (Agmeka et al., 2019; Shakti & Zuliarni, 2019; Yen et al., 2014).

The Effect of Brand Reputation on Purchase Intention

Statistical analysis confirms that Brand Reputation has a significant positive impact on Purchase Intention, supporting the second hypothesis. This indicates that the better a brand's reputation, the higher the consumer's purchase intention. A strong brand reputation builds consumer trust, signaling reliability, quality, and credibility (Simangunsong et al., 2022). These findings align with Mariska and Soesanto (2018), who observed that consumers prefer brands with positive reputations due to their consistent value in products and services. Respondents in this study, particularly regarding Shopee, displayed high purchase intention, reinforcing the notion of a trusted platform, as noted by Darmansah & Yosepha (2020). Positive experiences with a brand increase loyalty, as consumers are more likely to repurchase (Helm & Tolsdorf, 2013). Further, studies show that consumers gravitate towards brands with good reputations, boosting confidence and pride in their choices (Agmeka et al., 2019; Martínez et al., 2014). Reputable brands enhance purchase intent, especially in the competitive e-commerce sector (Sudirjo et al., 2023).

The Effect of Discount Framing on Purchase Intention

Statistical analysis reveals that discount framing has a significant positive impact on purchase intention, validating the third hypothesis. This suggests

that the more discount framing employed by sellers, the higher the consumers' purchase intentions. Consumers make purchasing decisions by weighing the benefits received against the costs incurred (Sinulingga & Tamando, 2023). When discounts are effectively presented, such as through "Free Shipping," "Cash Back," or "Flash Sales," consumers perceive significant savings, which can boost their purchase intentions (Subagio & Hastari, 2021). This aligns with Shakti and Zuliarni (2019), who found that effective discount framing increases buying intentions by enhancing the perceived value of the product. Moreover, Arif and Ali (2024) argued that discounts create urgency, driving consumers to act quickly. Additionally, research by Gumelar (2016) showed that even after price hikes, discounts still positively impact purchase intentions. Ultimately, successful discount framing not only influences buying intentions but also strengthens consumer-brand relationships (Rachmad et al., 2023).

The Effect of Discount Framing on Purchase Intention with Brand Reputation Mediation

The statistical analysis indicates that discount framing significantly influences purchase intention through brand reputation as a mediating variable, confirming the fourth hypothesis. This suggests that effective discount framing increases consumer purchase intention, with brand reputation acting as a key mediator. When consumers encounter appealing discounts, a strong brand reputation enhances their trust in the offer, encouraging more favorable purchasing decisions. Shopee's reputation as a leading e-commerce platform in Indonesia exemplifies this mediation, as its positive reputation reduces perceived risks, fostering trust and promoting purchase intentions (Martiah et al., 2023). According to Sabila et al. (2023), a reputable brand boosts consumer confidence in attractive and clear discount offers, thus enhancing product appeal. Similarly, Agmeka et al. (2019) emphasized that a positive brand reputation mitigates uncertainty, reinforcing consumer trust in the product. In contrast, a poor reputation may limit the impact of discounts on purchase intentions (Ajijah et al., 2023; Tanady & Fuad, 2020).

CONCLUSION

Based on the analysis, discount framing significantly improves brand reputation, which in turn positively affects purchase intentions. It shows that the more effective the discount framing by sellers, the stronger the brand reputation and the higher the consumer's purchase intention. Furthermore, a good brand reputation can enhance consumer trust in discount offers, reinforcing purchase decisions. For e-commerce platforms, it is recommended to adopt more creative discount strategies and focus on building brand

reputation through transparent communication. Consumers are advised to critically evaluate discounts, considering both product value and brand reputation, while sharing experiences to help foster informed purchasing decisions. Future research could explore additional variables, such as customer satisfaction and brand loyalty, and employ diverse methodologies to deepen understanding of consumer behavior and the long-term effects of marketing strategies.

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