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COMPARATIVE ANALYSIS ON THE INFLUENCE OF BRAND IMAGE AND SALES PROMOTION ON IMPULSIVE BUYING BEHAVIOUR BETWEEN GENERATION Z AND GENERATION X CUSTOMERS AT STARBUCKS MANADO

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Abstract

This study examines the comparative influence of brand image and sales promotion on impulsive buying behavior between Generation Z and Generation X customers at Starbucks in Manado. The research objectives are to analyze the simultaneous and partial effects of these variables on impulsive buying for each generation and to identify any differences between them. Employing a quantitative comparative approach, data were collected via questionnaires using a Likert scale from 200 respondents (100 from each generation) selected through purposive sampling. Multiple linear regression, t-tests, and F-tests were used for analysis. The findings reveal that sales promotion has a significant positive effect on impulsive buying behavior for both generations, while brand image does not. The simultaneous influence of brand image and sales promotion is significant for each group, but there are no significant differences in these effects between Generation Z and Generation X. These results imply that sales promotions are a more effective driver of impulsive purchases across generations at Starbucks Manado, offering practical insights for tailored marketing strategies and contributing to consumer behavior literature.

Keywords: *Brand Image, Sales Promotion, Impulsive Buying Behavior, Generation Z, Generation X*

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INTRODUCTION

Over the past few years, Indonesia has experienced rapid growth up to 4.95% in Q3 2024. (Statistics Indonesia, 2024) This growth causes the market to be more competitive than ever, followed by the emerging of businesses across various industries. Due to this, companies must adapt to the changing environment and invest in innovative marketing strategies that would differentiate themselves from other competitors and maintain a competitive edge. According to AMA (2017), Marketing is defined as “an activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. Effective marketing has become crucial to not only

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attract consumers but also build loyalty with the existing customers and encourage repeat purchases.

Especially in a highly competitive industry like FnB, an effective marketing strategy can build a strong brand image. Brand image according to Keller(1993:2), can be defined as “The observations around a brand as reflected by the brand association held in the consumer's memory”. This is important since a strong brand image can shape how consumers perceive the brand and influence purchasing behaviour. One crucial element that determines how effective a marketing strategy is sales promotion, which serves to attract consumer attention, increase brand awareness, and encourage purchasing decisions.

Sales promotion, defined by Blatberg and Neslin (1990) as “an action-focused marketing event whose purpose is to have a direct impact on the behaviour of the firm’s customer.” In other words, sales promotion is a marketing strategy that is designed to stimulate consumers' purchasing behaviour, usually through short-term wants like discounts, special deals, and exclusive offers. The aim of sales promotion is to create urgency and encourage immediate buying decisions, effectively driving customers’ impulsive purchases. Unlike rational decision-making, impulsive buying occurs when customers feel an immediate urge to make a purchase without evaluating the necessity or the benefits of said purchase decision. A study by Badgaiyan et al. (2016) found that impulsive buying is often seen as a consumer behavior driven by momentary desires and hedonistic attitudes, leading individuals to make unplanned, immediate, and sometimes inefficient purchases. Due to this pattern in human behaviour, leveraging sales promotion and brand image to trigger impulsive purchases has become a crucial aspect in marketing strategy.

The utilization of online sales promotions by Starbucks serves as a strategic approach to satisfy their customer base, which suits both Generation X and Generation Z despite their differing values. For generation Z these special deals encourage hasty judgment for purchasing decisions for purchases due to the time limit These promotions make the brand’s high-end experience seem more accessible, and encourage impulsive purchases among young customers who now can acquire both prestige and affordability. To the contrary, for Generation X known for financial stability and a preference for quality and trust (Mandolfo et al., 2022), these promotions enhance perceived value, encouraging purchases that align with their more conservative approach to consumption.

To conclude from the phenomenon explained above, this study examines how brand image and sales promotions influence impulsive buying behavior at Starbucks in Manado. It investigates the direct effects of brand image and sales promotion on unplanned purchases, while exploring how these effects are channeled differently through Gen Z’s trend-driven, status-seeking tendencies 8 versus Gen X’s focus on reliability and long-term value. By analyzing these relationships, the research seeks to uncover how generational characteristics mediate the impact of marketing strategies, offering insights into consumer behavior patterns at Starbucks in Manado.

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LITERATURE REVIEW

Marketing

Marketing is a strategy aimed at creating value for customers to drive profitability for the business. According to Kotler and Armstrong (2018), marketing is defined as "The process of engaging customers and managing profitable relationships by delivering superior value". Modern marketing is focused on building a relation with the customers, ensuring loyalty to the brand through consistent delivery of value.

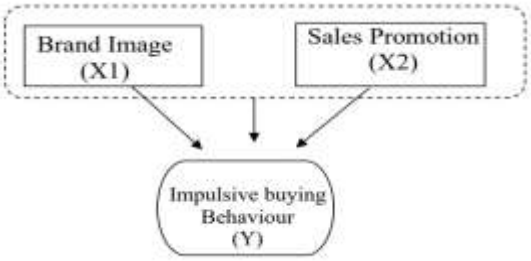
Brand Image

"Brand image is a set of consumer perceptions, associations, and beliefs about a brand that influence the consumer's trust and loyalty" (Alhaddad, 2015). Brand image is crucial in shaping consumer perception and can influence 12 purchasing decisions.

Sales Promotion

"Sales promotion is a marketing strategy that is designed to stimulate consumer purchasing behaviour and drive sales within a specific time frame. Sales promotion consists of short-term incentives that encourage purchases from consumers" (Mbawambo, 2019). The aim of these promotions is to increase brand awareness, attract new and diverse customers, and grow customer loyalty.

Theoretical Model



Theoretical Framework
Source: Author, 2025

RESEARCH METHODS

Research Approach

This research uses a quantitative comparative approach, according to Aliaga & Gunderson (2002) quantitative research approach defined as the research that explained phenomenon by analyzing gathered numerical data using methods based on mathematics such as statistics.

Type of Data and Data Source

In this study, the data that will be used is quantitative data because it is expressed in the form of numbers that provide a value representation of the magnitude of the variables it will represent. "Research data sources can be divided into two, namely primary data and secondary data" (Sugiono, 2019). This study uses both primary and secondary data to achieve the research objective:

1. Primary data would be the main source of data that is used, the data is collected through a structured questionnaire that would be given to Starbucks customers in Manado, the questionnaire's goal is to capture the perceptions of the customers on Brand Image, Sales

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Promotion, and Impulsive buying behaviour 50 using a Likert scale, Additionally, primary data includes respondents' date of birth to categorize them into Generation Z or Generation X.

2. The secondary data is sourced from existing literature, including academic journals, books, and reports on consumer behaviour, generational differences, and impulsive buying behaviour tendencies, to provide a solid theoretical foundation and support the development of the research model.

Data Collection Method

In collecting data, researchers used a questionnaire. The data measurement technique in this study uses a Likert scale. In the Likert scale, a value or weight is given to each choice to indicate more agreement or disagreement with the issue being raised.

Testing of Research Instruments

Validity Test and Reliability Test

The validity test aims to assess the extent to which the questionnaire used for data collection can be considered valid", in accordance with the opinion of Sugiyono (2019:122). This validity test was carried out to evaluate whether the questionnaire that had been made was suitable for use as an instrument measuring tool or not. The validity test uses the correct item-total correlation technique, and the decision is made by the following criteria: a. If r counts > r table, then the questionnaire is valid b. If r counts < r table, then the questionnaire is invalid.

Reliability testing functions as a tool to assess the consistency or stability of a questionnaire, which functions as an indicator of a particular variable or construct. For a questionnaire to be considered reliable, it must produce consistent answers from individuals over time. The measurements for this research were carried out using the one shot method where the questionnaire was only given once. A construct or variable must have a Cronbach Alpha value better than 0.60 in order to be considered reliable. When evaluating research criteria, if the Cronbach Alpha value is equal to or greater than 0.60, this indicates a satisfactory level of reliability, while a Cronbach Alpha value of less than 0.60 indicates an acceptable level of reliability.

Classical Assumptions Test

Normality Test

According to Saerang (2010) regarding multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between observed and model-predicted values of the dependent variable.

Heteroscedasticity Test

Models in which the errors do not all have the same variance are said to exhibit heteroscedasticity" (Newbold et al, 2003). In circumstances such as this, the least squares method is not the most effective approach for estimating regression model coefficients.

Multicollinearity Test

In regards to the analysis of multiple regression, Multicollinearity refers to "the correlation among the independent variables" (Anderson, et al., 2011). The researcher can use Tolerance or VIF to assess multicollinearity, which can build in 54 the regressing of each

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independent variable on the other variables. Even when multicollinearity is present, the estimates of the significance of other variables in the model (variables which are not collinear with others) are not affected.

Multiple Linear Regression Analysis

Multiple linear regression analysis involves testing the linear relationship between one dependent variable and two or more independent variables. To prove the influence of the independent variable on the dependent variable, regression analysis is used. The linear regression model can be stated as follows:

$$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \epsilon$$

Y= Impulsive Buying Behaviour
α= Intercept
β1, β2, β3, β4= The Regression Coefficient of Each Variable
X1= Brand Image
X2= Sales Promotion
X3= Generation Z
X4= Generation X
ϵ= Error Standard or Error Term

Hypothesis test

Partial Test (t-Test)

The t-test is used to determine the significance of each individual independent variable within the regression model. If the p-value is less than 0.05, it suggests that the specific predictor has a meaningful influence on the dependent variable (Field, 2013).

Simultaneous Test (F-Test)

The F-test evaluates the overall effectiveness of the regression model. A p-value below 0.05 indicates that the model collectively accounts for a significant portion of the variation in the dependent variable (Gujarati, 2004).

Comparative Analysis between Generational Groups

To specifically analyze the influence of brand image and sales promotion on impulsive buying behavior between Generation Z and Generation X customers, this study will employ a comparative analysis approach by running separate multiple regression models for each generational group. A multiple regression model is a model which analyzes how a dependent variable is related to two or more independent variables (Anderson et al., 2011). This method is chosen to directly observe and contrast the specific effects of the independent variables within each distinct demographic segment, aligning with the research's objective to understand generational differences.

The z-test is employed to determine if there is a significant difference between the regression coefficients (ß) of the independent variables (Tirmizi et al, 2009). The formula for the z-test is as follows:

$$Z = \frac{BGenX - BGenZ}{\sqrt{SE^2GenX + SE^2GenZ}}$$

RESULT AND DISCUSSION

Classical Assumption Test

Normality Test

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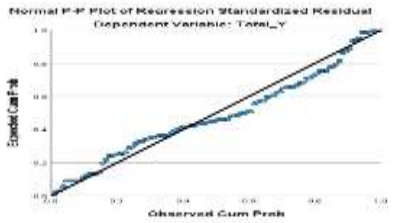
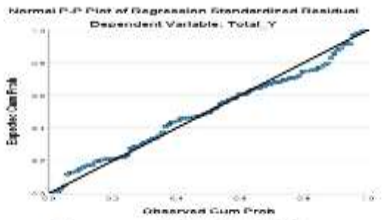
Normality test is conducted to test the variables whether or not it is normally distributed or to identify invalid distribution of the research data. Normality test can be test using P-P Plot and statistical analysis.

Gen X



Source: SPSS, 2025

Gen Z

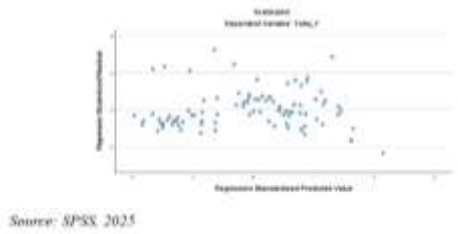


Source: SPSS, 2025

Heteroscedasticity Test

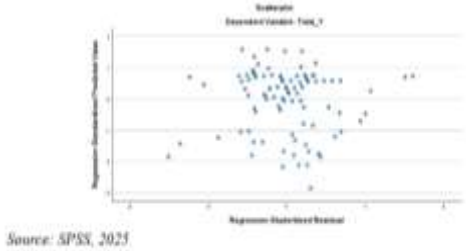
This study assesses heteroscedasticity using a scatterplot analysis. When the scatterplot shows a random distribution of points scattered above and below the Y-axis value of 0 without forming a clear pattern, it suggests that the regression model is free from heteroscedasticity.

Generation X



Source: SPSS, 2025

Generation Z



Source: SPSS, 2025

The scatterplot diagram of the two generations shows no clear pattern or funnel shape, indicating that the points spread randomly and do not form a certain pattern.. This confirms that the assumption of Heteroscedasticity for both generations is met.

Multicollinearity Test

Multicollinearity occurs in multiple linear regression when two or more independent variables are highly correlated with each other, which can interfere with the accuracy of the regression results.

Generation X

Collinearity Statistics			
Variable	Tolerance	VIF	Status
X1	0.927	1.078	No Multicollinearity
X2	0.927	1.078	No Multicollinearity

Generation Z

Collinearity Statistics			
Variable	Tolerance	VIF	Status
X1	0.554	1.805	No Multicollinearity
X2	0.554	1.805	No Multicollinearity

Multiple Linear Regression Analysis

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Multiple linear regression goal is to assess how much impact does the independent variable has towards the dependent variable, with the aim of predicting the value of the dependent variable (Y) based on independent variables such as brand image (X1) and sales promotion (X2).

Generation X

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.720	4.453		1.060	.292
	Total_X1	.106	.119	.076	.895	.373
	Total_X2	.347	.053	.563	6.611	<,001

a. Dependent Variable: Total_Y

Source: SPSS, 2025

The multiple linear regression equation is formulated as follows:

$$Y= 4.720 + 0.106X1 + 0.347X2 + \varepsilon$$

This can be interpreted as follows:

- Constant (α = 4.720):

  When both Brand Image (X1) and Sales Promotion (X2) are held at zero, the dependent variable, Impulsive Buying Behavior (Y), is predicted to have a baseline value of 4.720.
- The β_1 coefficient of 0.106 show a positive relationship between Brand Image (X_1) and Impulsive Buying Behavior (Y). This implies that, holding other variables constant, a one-unit increase in Brand Image is associated with a 0.106 increase in Impulsive Buying Behavior.
- The β_2 coefficient of 0.347 signifies a positive relationship between Sales Promotion (X_2) and Impulsive Buying Behavior (Y). This means that assuming other variables remain constant, a one-unit increase in Sales Promotion is associated with a 0.347 increase in Impulsive Buying Behavior.

Generation X

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	13.383	5.590		2.394	.019
	Total_X1	.055	.192	.036	.286	.776
	Total_X2	.321	.122	.334	2.620	.010

a. Dependent Variable: Total_Y

Source: SPSS, 2025

The multiple linear regression equation is formulated as follows:

$$Y= 13.383 + 0.055X1 + 0.321X2 + \varepsilon$$

This can be interpreted as follows:

- Constant (α = 13.383):

  When both Brand Image (X_1) and Sales Promotion (X_2) are held at zero, the predicted baseline value of the dependent variable, Impulsive Buying Behavior (Y), is 13.383.
- The regression coefficient for Brand Image (β_1 = 0.106) indicates a positive relationship, suggesting that a one-unit increase in Brand Image is associated with a 0.106 increase in Impulsive Buying Behavior, assuming other variables are held constant.

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- Likewise, the coefficient for Sales Promotion (β_2 = 0.321) demonstrates a positive influence, meaning that each one-unit increase in Sales Promotion leads to a 0.321 increase in Impulsive Buying Behavior, with all other factors remaining unchanged.

The multiple linear regression results for both Generation X and Generation Z show that Brand Image (X_1) and Sales Promotion (X_2) positively influence Impulsive Buying Behavior (Y).

The Coefficient of Determination ($R2$)

Generation X

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589[a]	.346	.333	4.084

a. Predictors: (Constant), Total_X2, Total_X1

Source: SPSS, 2025

Generation Z

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.359[a]	.129	.111	4.788

a. Predictors: (Constant), Total_X2, Total_X1

Source: SPSS, 2025

This suggests that as Brand Image and Sales Promotion increase, Impulsive Buying Behavior also tends to increase. While the R value does not indicate a perfect correlation, it reflects a meaningful and positive association among the variables equally for both generations.

Hypothesis Test

Partial Test (t-test)

Generation X

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.720	4.453		1.060	.292
	Total_X1	.106	.119	.076	.895	.373
	Total_X2	.347	.053	.563	6.611	<,001

a. Dependent Variable: Total_Y

Based on the Partial Test table (t test) above, it can be seen that:

- The t-Test results for the **Brand Image variable (X1)** obtained a t-count value of **0.895** with a significance value of **0.373**. It can be concluded that Brand Image does not have a significant effect on Impulsive Buying Behavior for Generation X.
- The t-Test results for the **Sales Promotion variable (X2)** obtained a t-count value of **6.611** with a significance value of **< 0.001**. It can be concluded that Sales Promotion has a positive and significant effect on Impulsive Buying Behavior for Generation X.

Generation Z

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	13.383	5.590		2.394	.019
	Total_X1	.055	.192	.036	.286	.776
	Total_X2	.321	.122	.334	2.620	.010

a. Dependent Variable: Total_Y

Source: SPSS, 2025

Based on the Partial Test table (t-Test) for Generation Z, it can be seen that:

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- The t-Test results for the **Brand Image variable (X1)** obtained a t-count value of **0.286** with a significance value of **0.776**. It can be concluded that Brand Image does not have a significant effect on Impulsive Buying Behavior for Generation Z.
- The t-Test results for the **Sales Promotion variable (X2)** obtained a t-count value of **2.620** with a significance value of **0.010**. It can be concluded that Sales Promotion has a positive and significant effect on Impulsive Buying Behavior for Generation Z.

F-Test

Generation X

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	857.768	2	428.884	25.712	<,001[b]
	Residual	1617.992	97	16.680		
	Total	2475.760	99			

a. Dependent Variable: Total_Y
b. Predictors: (Constant), Total_X2, Total_X1

Source: SPSS, 2025

Generation Z

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	328.829	2	164.415	7.173	,001[b]
	Residual	2223.361	97	22.921		
	Total	2552.190	99			

a. Dependent Variable: Total_Y
b. Predictors: (Constant), Total_X2, Total_X1

Source: SPSS, 2025

The F-test results for both Generation Z and Generation X show significance values below 0.05. This means that Brand Image and Sales Promotion together have a significant influence on Impulsive Buying Behavior in both generational groups.

Comparative Analysis between Generational Groups

To test H7 and H8, which examine differences in the influence of Brand Image and Sales Promotion on Impulsive Buying Behavior between Generation X and Generation Z, a z-test was conducted to compare the regression coefficients from separate multiple regression models for each generation (n = 100 per group).

The formula is:

$$Z = \frac{BGenX - BGenZ}{\sqrt{SE^2GenX + SE^2GenZ}}$$

B = Coefficient regression

SE= Standard Error

A z-test was used to compare regression coefficients between Generation X and Generation Z, following a two-tailed test at **α**= 0.05. The critical value of z = 1.96 was determined from the standard normal distribution, where 95% of the distribution lies between z = -1.96 and z = +1.96, leaving 2.5% in each tail.

z-Test for H5 (Brand Image)

Gen X: B = 0.106, SE = 0.119.

Gen Z: B = 0.055, SE = 0.192.

$$Z = \frac{0.106 - 0.055}{\sqrt{0.119^2 + 0.192^2}}$$

$$Z = \frac{0.051}{0.2259} = 0.2257$$

Since z-score = **0.2257 < 1.96**, the difference is not significant. There is no significant difference in the effect of Brand Image on Impulsive Buying Behavior between Generation X and Generation Z.

z-Test for H6 (Sales Promotion)

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Gen X: B = 0.347, SE = 0.053.
Gen Z: B = 0.321, SE = 0.122.

$$Z = \frac{0.347 - 0.321}{\sqrt{0.053 + 0.122^2}}$$
$$Z = \frac{0.026}{0.1330} = 0.1955$$

Since z-score = 0.1955 < 1.96 and p-value = 0.8450 > 0.05, the difference is not significant. There is no significant difference in the effect of Sales Promotion on Impulsive Buying Behavior between Generation X and Generation Z.

DISCUSSION

The Combined Influence of Brand Image and Sales Promotion on Impulsive Buying Behavior at Starbucks in Manado

The findings indicate that brand image and sales promotion together significantly influence impulsive buying behavior among Starbucks customers in Manado. Sales promotion stands out as a key driver, as consumers are drawn to time-limited offers that create a sense of urgency and value. Brand image also plays a role, particularly for consumers who associate Starbucks with prestige and quality, enhancing their inclination to buy impulsively. This aligns with Kotler and Armstrong (2018), who emphasize that marketing strategies, such as promotions and brand perception, create consumer value that drives purchasing decisions.

The Influence of Brand Image on Impulsive Buying Behavior at Starbucks in Manado

The results show that brand image significantly affects impulsive buying behavior for Generation X but not for Generation Z. In contrast, Generation Z's impulsive buying is less influenced by brand image, as they prioritize immediate gratification and trends over brand reputation (Singh, 2014). The Influence of Sales Promotion on Impulsive Buying Behavior at Starbucks in Manado

The findings confirm that sales promotions significantly influence impulsive buying behavior for both Generation X and Generation Z. For Generation Z, promotions are particularly effective due to their responsiveness to quick rewards and engaging campaigns, often seen on platforms like Instagram (Nguyen et al., 2024). Generation X, while also influenced, responds more cautiously, valuing promotions that align with their focus on quality and financial stability (Mandolfo et al., 2022).

CONCLUSION

- Brand image significantly influences impulsive buying behavior among Generation X but not among Generation Z.
- Sales promotions have a strong impact on impulsive buying behavior for both Generation X and Generation Z.
- There is a notable generational difference in the impact of sales promotions, with a stronger effect on Generation Z.
- The combined effect of brand image and sales promotion significantly explains variations in impulsive buying behavior.

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