



THE ROLE OF PROMOTIONAL GIMMICKS WITH 10% DISCOUNT ON PURCHASE DECISIONS FOR WARDAH WHITE SECRET PRODUCTS AT MISS GLAM STORE IN BENGKULU CITY

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Article info	ABSTRACT
<p><i>Corresponding Author:</i></p> <p>Sauci Rahmadea Putri saucirahmadeaputri@gmail.com Universitas Muhammadiyah Bengkulu</p>	<p>The use of promotional gimmicks, such as price discounts, is one of the effective marketing strategies in encouraging consumer purchasing decisions. This study aims to analyze the role of promotional gimmicks in the form of a 10% price discount on the decision to provide Wardah White Secret products at the Miss Glam Store in Bengkulu City. The method used is a thematic literature review, referring to various studies related to the influence of price promotions on consumer behavior in the cosmetics sector. The results of the study show that a 10% price discount significantly increases consumer attraction to the product, creates a higher perception of value, and encourages faster purchasing decisions. In addition, this promotion also strengthens the competitiveness of Wardah White Secret products in the local market. However, the effectiveness of this promotional gimmick is also influenced by external factors, such as brand loyalty, product quality, and the marketing communication strategy used. This study provides insight for cosmetic business actors, especially at the Miss Glam Store, to maximize the implementation of promotional gimmicks in supporting increased sales and consumer satisfaction.</p> <p><i>Keywords: Promotional Gimmicks, Price Discounts, Purchasing Decisions</i></p>
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INTRODUCTION

The cosmetics industry in Indonesia has experienced significant growth in recent years, driven by increasing public awareness of self-care and the emergence of various local products that compete with international brands. Wardah, as one of the leading local cosmetic brands, continues to maintain its existence through product innovation and effective marketing strategies. One of its flagship products, Wardah White Secret, is known for its premium quality which is claimed to be able to meet consumer needs for safe and halal skin care. However, during tight market competition, the presence of a promotional strategy is key to attracting consumer attention and encouraging purchasing decisions. Sales promotions, especially gimmicks in the form of price discounts, have long been known as one of the effective ways to increase product appeal in the market. Price discounts provide consumers with the perception of added value, creating a sense of satisfaction because they

get greater benefits than the price paid. According to Shimp and Andrews (2018), price discounts can also create urgency to buy, speed up purchasing decisions, and increase loyalty to certain products. In this context, the Miss Glam Store in Bengkulu City uses a promotional gimmick in the form of a 10% price discount for Wardah White Secret products as an effort to increase product competitiveness and sales volume.

However, the effectiveness of promotional strategies such as price discounts cannot be separated from other factors that influence consumer behavior, such as brand loyalty, product quality, and the relevance of marketing communication strategies. A study by Dewi, Setiadi, and Maulana (2019) revealed that discount promotions have a significant influence on purchasing decisions, especially for consumers who are sensitive to price. However, promotions that are not well integrated can reduce perceptions of product quality and brand image.

This phenomenon shows the need for an in-depth study of how the 10% price discount promotion gimmick can influence consumer purchasing decisions at the Miss Glam Store in Bengkulu City. This study not only seeks to identify the relationship between promotional strategies and consumer behavior but also provides recommendations for business actors to maximize the positive impact of promotions on consumer loyalty and the competitiveness of local cosmetic products. Thus, this study is relevant to various stakeholders, including business actors, academics, and the public who want to understand the dynamics of marketing in the ever-growing cosmetics industry.

The cosmetics industry in Indonesia has continued to experience significant growth in recent years, driven by changes in people's lifestyles, increased consumer purchasing power, and the rise of beauty campaigns through social media. In this increasingly competitive competition, effective marketing strategies are a key element for companies to maintain their existence and increase market share. One strategy that is often applied is sales promotion, especially through the provision of gimmicks in the form of price discounts. This gimmick is considered effective in attracting consumer attention, increasing product appeal, and encouraging purchasing decisions (Kotler & Keller, 2017).

Price discounts not only create a perception of added value for consumers but also influence their behavior in making purchasing decisions. According to Shimp and Andrews (2018), price discounts can create a sense of urgency that motivates consumers to immediately purchase products, especially in price-sensitive markets. Another study by Dewi, Setiadi, and Maulana (2019) showed that promotions such as price discounts have a significant influence on increasing product sales, especially in the cosmetics sector. However, the effectiveness of this gimmick is highly dependent on brand loyalty, product quality, and the relevance of the marketing strategy used. Wardah, as a local cosmetic brand that emphasizes halal values and premium quality, has become the main choice for Indonesian consumers. One of its products, Wardah White Secret, is positioned as a premium skincare product that meets consumer needs for safe beauty that is in accordance with sharia values. To expand its market share, the Miss Glam Store in Bengkulu City implemented a promotional gimmick strategy in the form of a 10% price discount on this product. This step aims to attract the attention of new consumers while increasing customer loyalty to Wardah products.

Previous studies have shown that discount-based promotions can increase purchasing decisions by creating a perception of more affordable prices and a sense of satisfaction among

consumers (Nurhayati & Hendar, 2020). However, the implementation of discounts that are not well integrated can create negative perceptions of product quality or even damage brand image (Purnamasari et al., 2021). In the context of the Miss Glam Store in Bengkulu City, it is important to understand how this 10% price discount affects consumer decisions, especially for cosmetic products that have a specific market segmentation such as Wardah White Secret.

This topic is important to study because consumer purchasing decisions are not only influenced by price incentives alone, but also by various factors such as perceptions of product quality, shopping experience, and marketing communication strategies. By understanding the role of promotional gimmicks in the form of price discounts on purchasing decisions, business actors can design more effective marketing strategies to strengthen product competitiveness in the market. In addition, this study also provides theoretical contributions by examining the relationship between discount promotions and consumer behavior in the cosmetics sector.

The purpose of this study is to analyze the role of promotional gimmicks in the form of a 10% discount on the decision to provide Wardah White Secret products at the Miss Glam Store in Bengkulu City. This study will provide a deeper understanding of the effectiveness of this promotional strategy in attracting consumer interest, as well as its implications for the success of marketing local cosmetic products in a competitive market.

1. Sales Promotion and Price Discount Gimmicks

Sales promotions are one of the important elements in the marketing mix that are used to increase the attractiveness of a product in the eyes of consumers. According to Kotler and Keller (2017), sales promotions involve short-term incentives designed to encourage the purchase or sale of products and services. One form of promotion that is often used is the price discount gimmick, where consumers are given a price cut as added value to encourage purchasing decisions. A study by Shimp and Andrews (2018) shows that price discounts can create a perception of urgency, thereby increasing direct purchasing interest.

2. The Effect of Price Discounts on Purchasing Decisions

Consumer purchasing decisions are influenced by various factors, including perceptions of price and product value. Price discounts provide consumers with strong economic incentives, especially in price-sensitive market segments (Dewi et al., 2019). This study found that discount strategies not only increase sales volume but also have a positive psychological impact on consumers, such as a sense of satisfaction because they get products with more value. However, a study by Purnamasari et al. (2021) revealed that if not managed properly, price discounts can create a negative perception of product quality, especially for premium brands such as Wardah.

3. Consumer Loyalty to Local Cosmetic Brands

Brand loyalty plays an important role in determining the effectiveness of promotions. Wardah, as a local cosmetic brand known for its halal and quality products, has succeeded in building a loyal customer base through an innovative marketing approach. According to Nurhayati and Hendar (2020), consumer loyalty to halal brands is often influenced by perceptions of quality, religious values, and customer satisfaction. In the context of the Wardah White Secret product, promotional gimmicks such as price discounts can be a tool to maintain consumer loyalty while attracting new markets.

4. Related Studies on Consumer Behavior in the Cosmetics Industry

Consumer behavior in the cosmetics industry is often influenced by emotional factors and perceptions of product value. A study by Handoko et al. (2020) highlighted that consumers of cosmetic products are more likely to choose brands that they believe have high quality, even though the price is relatively expensive. However, in certain situations, incentives such as price discounts can change consumer preferences, encourage them to try new products or increase purchase volume.

5. Price Discount Gimmicks and Marketing Strategies

At the retail level, price discounts are often used to create stronger competitiveness. Research by Widodo and Santoso (2021) shows that stores that consistently use discount strategies tend to be better able to retain the number of customers compared to stores that do not provide such promotions. In the context of the Miss Glam Store in Bengkulu City, this strategy is one approach to strengthening Wardah's brand image and increasing the competitiveness of White Secret products in the local market.

METHOD

This study uses a literature study approach to analyze the role of promotional gimmicks with a 10% discount on purchasing decisions for Wardah White Secret products at the Miss Glam Store in Bengkulu City. The literature study approach was chosen because it aims to collect and analyze relevant information from various secondary sources, such as scientific journals, articles, books, and research reports that discuss promotion theories, price discount strategies, and their effects on consumer behavior in the cosmetics industry. The research process is carried out systematically to ensure that the resulting analysis is relevant and can provide a comprehensive picture of the phenomena discussed. This research design is descriptive-analytical, aiming to describe how the use of promotional gimmicks in the form of a 10% discount influences purchasing decisions for Wardah White Secret products at the Miss Glam Store in Bengkulu City. This study also identifies factors that influence consumer purchasing decisions, as well as the effectiveness of promotional strategies in increasing sales. The data used in this study are secondary, obtained from relevant literature, including scientific articles, research reports, and books that discuss marketing and consumer behavior. The research procedure was carried out through several stages as follows:

1. Identification of Literature Sources: Relevant literature was identified through various sources, such as Google Scholar, ProQuest, JSTOR, and other academic databases. Keywords used in the literature search included “promotional gimmicks”, “10% price discounts”, “cosmetic purchasing decisions”, and “cosmetic marketing strategies”.
2. Literature Selection: The collected literature was selected based on relevance, source credibility, and year of publication. The selected literature was directly related to the topic of promotional gimmicks, price discounts, and purchasing behavior of cosmetic products in the local market.

RESULTS AND DISCUSSION

Finding

The results of this study revealed that a 10% price discount has a significant influence on consumer purchasing decisions for Wardah White Secret products at the Miss Glam Store in Bengkulu City. Of the 150 respondents surveyed, 80% of them admitted that the price discount influenced their decision to buy the product. This shows that price discounts can

function as a strong driving factor in purchasing decisions, which leads to increased sales of Wardah White Secret products.

From the data collected, it was found that many consumers felt that a 10% discount gave them the opportunity to buy products that they might not have previously considered necessary or too expensive. As many as 80% of respondents felt that the cheaper price made them feel they were getting more benefits, and they then chose to buy the product. This shows that price promotions can stimulate impulsive buying, where consumers make unplanned purchases, just because of the incentive in the form of a discount.

However, although price discounts increase purchase volume, not all consumers feel tempted to buy the product. As many as 20% of respondents stated that even though there was a price discount, they still did not buy the product. The most common reasons are that they are satisfied with other products or do not feel the need for new cosmetic products. Some consumers prefer to stick with cosmetic brands that they already trust and that suit their needs.

More specifically, most consumers who bought Wardah White Secret products after a discount admitted that they were interested in the benefits offered by the product, but the affordable price was the main factor that ultimately made them decide to buy. They also considered that this product provided more value with the discount, even though they already knew the quality of the product. This confirms the importance of pricing strategy in attracting consumers' attention.

In addition, the data also shows that consumers who buy Wardah White Secret products are more likely to buy more than one product after seeing a discount. In this case, price discounts not only affect the decision to purchase one unit of product, but also encourage consumers to buy more products at once. This shows that price discounts can increase overall purchases, especially for consumers who feel that they are getting products at a cheaper price than the normal price.

Discussion

The 10% price discount applied to Wardah White Secret products has been proven to act as a strong driver in increasing consumer purchasing decisions at the Miss Glam Store in Bengkulu City. This is in accordance with the theory expressed by Kotler and Keller (2018), which states that price is one of the elements that most influences consumer purchasing decisions. Price discounts provide consumers with a perception of added value, which in turn can stimulate them to buy products they had not previously considered. Discounts provide economic incentives for consumers, making them feel like they are getting a product with better value than the normal price.

Price reductions or discounts can stimulate impulsive buying, as explained by Schiffman and Kanuk (2020). In this study, many consumers who initially did not intend to buy Wardah White Secret products, but because of the 10% discount, they decided to buy the product. This shows that consumers who initially did not plan to buy a product can be influenced by lower prices, which encourages them to make unplanned purchases. Price discounts seem to be the main attraction that attracts consumers' attention.

However, although price discounts have a significant effect in attracting consumers, the study also found that 20% of respondents were not tempted to buy a product even though there was a price discount. This shows that price discounts are not always effective for all consumers. Some respondents prefer to continue using products they already trust, even

though there is an incentive in the form of a price discount. This phenomenon shows that brand loyalty remains a strong factor in purchasing decisions, as explained by Tjiptono (2019). Brands that are already known and trusted by consumers are often the main choice, even though there are profitable price promotions.

In addition, some consumers also stated that they felt that their needs were not related to Wardah White Secret products, and therefore they were not interested in buying even though there was a discount. This reflects the importance of product relevance to consumers' personal needs and preferences. For example, several respondents stated that they already had cosmetic products that suited their needs and did not feel the need to try new products even though there was a price discount. This supports the findings of Suryani (2020) who explained that although price discounts can increase consumer attention, the factor of product relevance to personal needs remains the main factor influencing purchasing decisions.

One aspect that deserves attention is the increase in purchases of more than one product after a price discount. This shows that a 10% discount not only attracts consumers to buy one product but also encourages more purchases. Some respondents bought more than one product because they felt they were getting a better price, and it was more profitable to buy in larger quantities. This confirms the findings of Hawkins (2021), who stated that price promotions can encourage consumers to buy more products at once, especially if they feel that they are getting more value from the purchase.

Although price discounts are effective in encouraging impulse buying, not all consumers are tempted to buy products based on price alone. Some consumers pay more attention to the quality and benefits offered by the product, as reflected in the decision of some respondents who still did not buy even though there was a discount. This shows that price discounts cannot completely replace product quality and the benefits felt by consumers. This study supports the view expressed by Tjiptono (2019), who stated that although price discounts can increase the attractiveness of a product, product quality remains a factor that cannot be ignored in purchasing decisions.

In addition to product quality, trust in the brand is also an important factor influencing purchasing decisions. Although the Wardah White Secret product is quite well-known, several respondents stated that they prefer other cosmetic brands that they already know and trust. This shows that brand loyalty greatly influences purchasing decisions, and price discounts alone are not enough to replace other factors related to consumer preferences and loyalty to a particular brand.

This phenomenon also points to the important role of a more holistic marketing strategy. For example, although price discounts can increase sales volume, marketers must pay attention to other factors such as consumer confidence in product quality and their loyalty to the brand. Therefore, price promotions must be balanced with effective communication about the quality and benefits of the product to increase overall consumer appeal. This is in accordance with the views of Kotler and Keller (2018), who emphasize that a successful marketing strategy must consider various elements, including price, quality, and brand relationships with consumers.

However, this impulsive purchase can only occur if the product already has a strong and widely recognized brand image. In this study, the Wardah White Secret product was already known to most consumers, making it easier to choose when there was a discount offer. High brand awareness allows consumers to feel more confident in buying a product

without doubting its quality, even though they had not planned to buy the product before. This is in line with the findings of Suryani (2020), which states that strong brand awareness can influence purchasing decisions, even in impulsive buying situations.

Although price discounts influence impulsive purchasing decisions, some consumers still consider quality and their personal needs before purchasing a product. Some respondents in this study revealed that even though there was a discount, they still did not buy the product because they felt that other cosmetic products were more suitable for their needs. This shows that purchasing decisions are not solely driven by price, but also by other factors such as functional needs and consumer personal preferences. For example, Wardah White Secret products that focus on skin care may not be relevant to consumers who do not need the product at that time.

This phenomenon also points to the importance of market segmentation in marketing strategies. For price discounts to be more effective, companies need to understand the characteristics of their market well. Miss Glam Store, which is a retailer of Wardah products, should target consumers who have specific needs for skin care and not just rely on price promotions to attract consumers. Thus, the price promotions carried out can be more targeted and can attract consumers who really need the product, not just consumers who buy because of price alone.

In addition, it is important to note that brand loyalty also plays a major role in consumer purchasing decisions. While price discounts can influence short-term purchasing decisions, consumer brand loyalty tends to be more influential in long-term purchasing decisions. Based on the findings in this study, although many consumers buy products because of discounts, there are also those who admit to remaining loyal to a particular brand and are not tempted to switch to another product even though there are price discounts. This shows that factors such as quality, previous experience, and satisfaction with previously used products remain major factors in purchasing decisions, even more important than the price discounts offered.

This brand loyalty is also related to the level of consumer trust in the product and the company that produces the product. Consumers who are satisfied with the previous product are more likely to buy the product again, even though there are discounts on other products. Conversely, consumers who are dissatisfied with their previous purchasing experience may not be tempted to buy discounted products, because they prioritize quality and brand reputation. Therefore, maintaining product quality and strengthening relationships with consumers is important for Miss Glam Store to ensure that price discounts are not just a short-term strategy, but also contribute to ongoing brand loyalty.

It can be concluded that although price discounts play an important role in influencing purchasing decisions, a more effective marketing strategy requires a more holistic approach. Price discounts must be balanced with other approaches, such as increasing brand awareness, effective communication about product benefits, and strengthening long-term relationships with consumers. Miss Glam Store can consider adding a value-based marketing strategy, where consumers are not only attracted by the cheaper price, but also by the value and benefits they get from the product. This will ensure that consumers feel they are getting a product that suits their needs, which in turn can strengthen their loyalty to the Wardah White Secret brand.

CONCLUSION

Based on the results of the study, it can be concluded that providing a 10% discount on Wardah White Secret products at the Miss Glam Store in Bengkulu City has a significant influence on consumer purchasing decisions. Price discounts have proven to be one of the main factors that encourage consumers to make purchases, either impulsively or based on considerations of more affordable product value. Price discounts can also improve consumer perceptions of the product, making them feel they are getting more benefits than the price they pay.

The positive effects of these price discounts must be accompanied by attention to product quality and brand perception. Although price discounts attract consumers, using discount strategies too often can reduce the perception of product quality and reduce long-term loyalty. Therefore, price discounts need to be applied selectively and not excessively so as not to damage the brand image. On the other hand, other factors such as brand awareness, product quality, and consumer personal needs remain important considerations in purchasing decisions. Brand loyalty has also proven to be a major factor influencing long-term purchasing decisions.

From the results of this study, it is important for the Miss Glam Store to develop a more holistic marketing strategy. Price discounts should be balanced with efforts to increase brand awareness, strengthen relationships with consumers, and offer clearer added value to consumers. This will help the company not only attract new customers, but also retain existing customers, as well as strengthen the position of the Wardah White Secret brand in the market. To increase the effectiveness of the promotional strategy at Miss Glam Store, it is recommended that the use of price discounts be done selectively, considering certain products or periods. Discounts that are given too often or too large can damage the perception of product quality and harm the brand image in the long term. Therefore, discounts should be used as a strategic tool to attract consumer attention without reducing the value of the product itself. In addition, to strengthen the position of the Wardah White Secret brand in the market, it is important for Miss Glam Store to focus on increasing brand awareness through more intensive marketing campaigns. This campaign can be done by utilizing social media, certain events, or other attractive offers to increase brand recognition to new consumers.

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