

## Training on Price Education and Its Impact on Perceptions and Purchasing Decisions of Bella Square Hijabs

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### ABSTRACT

This article is about training about price education on the purchasing decisions of Bella Square hijabs among female students at the State Islamic University of North Sumatra (UINSU). Bella Square hijabs, known for their simple square design and affordable pricing, have seen a significant increase in sales from 2020 to 2021. The methodology involves Focus Group Discussions and coaching to understand how price and quality influence the purchasing interest of female students. Primary data was collected from 50 respondents who have purchased Bella Square hijabs. The results indicate that while the affordable price has attracted many buyers, it is crucial for the company to balance price and quality to maintain the product's market appeal. Understanding how price affects consumer value perception can assist producers in developing more effective marketing strategies, such as offering discounts, loyalty programs, and utilizing social media for promotion. Additionally, paying attention to the quality of materials and designs that align with current fashion trends is essential to capture the interest of female students. The findings of this article provide insights for producers to optimize marketing strategies and maintain consumer loyalty amid increasing competition.

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## 1. INTRODUCTION

Indonesia has the largest Muslim population in the world. According to a project by the Pew Research Center, a U.S.-based survey organization that collects various types of data, including population and religion data, the number of Muslims in Indonesia in 2019 was approximately 222,454,572, or about 82.2% of Indonesia's total population, which was around 270,626,000 at that time (Afrid, Fransisco, 2020). Given this large Muslim population, the hijab market has significant potential for product marketing in Indonesia. Hijabs are categorized as a secondary need for Muslim women because wearing a hijab is an obligation for them; hijabs are crucial in Muslim women's attire,

where they are required to wear clothing that covers their aurat. Hijabs are considered a secondary need because it is an obligation for Muslim women to wear them (Vika Lina Sari, 2021).

Originally, hijabs were used to cover women's bodies, but they have now become a fashion trend, especially among female students. This trend is evidenced by the increasing diversity of hijab styles. This phenomenon presents a new business opportunity in Indonesia. Consequently, the hijab business has flourished, and new brands have emerged. Hijabs have now become a trend among teenagers and female students. One of the most popular products today is the Bella Square hijab.

The Bella Square hijab is a square-shaped hijab made from a flexible, cool, and easy-to-shape fabric. It is made from a type of cotton called double hycon and is sold at an affordable price. Bella Square is known for its simple yet elegant design. This hijab usually consists of two main parts: a head cover and a neck cover that extends to cover the chest. The head cover of the Bella Square hijab is designed to cover the entire hair and neck, allowing the wearer to appear more modest and protected from direct sunlight. Additionally, the Bella Square hijab is available in various colors and designs that can be customized to consumer preferences. In the decision-making process, during the evaluation stage, consumers tend to choose products with relatively low prices, process information about competing brands, and consider their purchasing decisions. According to annual sales data, there has been a significant increase in sales from 2020 to 2021. However, sales data for 2021 shows that while sales of the Bella Square hijab increased each year, sales of the Pashmina Ceruti hijab slightly decreased due to the growing number of competitors selling similar products, which has caused the initially large market share to become narrower.

This phenomenon clearly shows a deviation from the theory that suggests price is a crucial aspect to be considered by consumers when choosing products or services. According to Kotler and Armstrong (2012:345), price can be understood narrowly as the amount of money paid to acquire a product or service. In a broader sense, price is the total value exchanged by consumers to gain the benefits of owning and using the product or service, which, in turn, allows the company to achieve a reasonable profit through payment for the value provided to customers. Meanwhile, Basu Swastha (2010:147) explains that price includes the amount of money required to obtain a particular combination of goods and services. In the decision-making process, during the evaluation stage, consumers tend to choose products with relatively low prices, process information about competing brands, and make purchasing decisions. The Bella Square hijab is often offered in various price ranges, which can be accessed by different market segments. The purchasing decision involves a process that begins with consumers becoming aware of a problem, then seeking information about a particular product or brand, and evaluating how each alternative can address the problem. This process eventually leads to a purchasing decision (Tjiptono, 2014:21). Essentially, the purchasing decision occurs when consumers decide to buy a product after recognizing a problem, searching for information about various products or brands, and assessing the effectiveness of each alternative in solving their problem. This decision involves identifying all possible options to resolve the issue and evaluating each option systematically and objectively, including considering the advantages and disadvantages of each choice (Kotler and Keller, 2007:268). Several factors influence the relatively high purchasing decision of Bella Square hijabs. According to Kotler (2016), these factors include cultural, personal, psychological, and social factors. Cultural factors are crucial for businesses to consider in their operations. In Indonesia, a noticeable cultural aspect is the tendency of people to dress modestly and covered. Therefore, businesses need to adjust their product stock to meet these criteria, including adding fashion options that cover the aurat, such as Bella Square hijabs.

Marketers need to understand the various factors influencing purchasing decisions and develop an understanding of how consumers actually make their purchasing decisions. This includes

identifying who makes the decisions, the type of purchasing decisions, and the steps in the purchasing process (Philip Kotler and A.B. Susanto, 2000:246). Price is a critical component in product marketing to remain competitive with competing products (Meutia et al., 2021). Rahel Sophia Maretiana (2022) states that price is a measure that aligns with the quality of a product or service. Price perception refers to the assumptions or views consumers have about the price information provided and their subsequent consideration of the benefits generated (Dzulharnain, 2019 in Lestari, 2019).

## **2. METHOD**

The method of this community service adopts Focus Group Discussions and Coaching methods to evaluate whether the price and quality of Bella Square hijabs affect purchasing decisions among female students at the State Islamic University of North Sumatra (UINSU). Through in-depth discussions with Bella Square representatives and female students, the aim is to gain deeper insights into their views on the price and quality of Bella Square hijabs. The data used in this article is primary data, with the population consisting of UINSU female students who have purchased Bella Square hijabs, with a sample size of 50 people.

## **3. RESULTS AND DISCUSSION**

### **Results**

Based on the results of the community service, although the Bella Square hijab is affordably priced, the company recognizes the need for a deeper understanding of how price impacts purchasing decisions. While the low price has contributed to high purchase interest, the company needs to implement more effective strategies to maintain the product's appeal in the market. To address this, a training program titled "Pricing Strategy and Demand Management for Bella Square Hijabs" was designed to enhance marketers' understanding of the importance of price in attracting and retaining consumers. This training includes an analysis of how affordable pricing affects purchase interest and marketing techniques that can leverage price to increase product appeal. Additionally, the training teaches marketers how to evaluate pricing performance and make necessary adjustments to keep prices competitive and aligned with consumer-perceived value. The results of the training show that with a better understanding of the role of price, Bella Square marketers can maintain high purchase interest and optimize sales. The program also provides additional insights for the company on how to use price strategically to build consumer loyalty and enhance customer satisfaction. With this strategy, Bella Square is expected to continue growing and better meet market needs.

### **Discussion**

The influence of price on the purchasing decisions of Bella Square hijabs among students at the Universitas Islam Negeri Sumatera Utara (UINSU) is an intriguing and relevant topic, given the evolving fashion trends and consumer preferences. Bella Square hijabs, being popular among students, have a unique appeal due to their fashionable design and variety of colors. However, price remains a crucial factor affecting purchasing decisions. UINSU students, as a market segment with limited income, often need to carefully consider their budget. In this context, price is not just a number but a representation of the value they receive from the product. When setting the price of Bella Square hijabs, producers must consider the perceived value in the eyes of consumers. If the price is too high, students might feel that the product does not justify the benefits or quality they receive, leading them to seek more affordable alternatives. Conversely, if the price is too low, it might raise doubts about the product's quality. Therefore, it is essential for producers to find the right balance between price and quality. This indicates that students tend to be price-sensitive, and their purchasing decisions are often

influenced by external factors such as discounts, promotions, or even recommendations from friends. By offering special deals or loyalty programs, producers can capture the attention of students and encourage purchases. Additionally, social and cultural factors also play a significant role in the decision-making process. Among students, wearing a hijab is not only a religious obligation but also a statement of identity and fashion. Therefore, when choosing Bella Square hijabs, they consider not only the price but also how the product reflects their lifestyle and social status. In this regard, price can be seen as a status indicator. More expensive hijabs are often associated with better quality or more prestigious brands, which can enhance the social value of the wearer in the eyes of their peers. On the other hand, more affordable hijabs might be perceived as less prestigious, even if their quality is comparable. Understanding the impact of price is also related to how producers and retailers market their products. Effective marketing strategies should consider price perspectives from the consumer's viewpoint. For example, bundling offers, where multiple products are sold together at a discounted price, can be an effective strategy to attract students. Furthermore, the use of social media as a marketing platform is increasingly important, as many students are exposed to hijab advertisements through influencers or friends. This suggests that community-based marketing and recommendations can strengthen purchasing decisions, where price is one of the factors considered in the overall value of the product.

#### **4. CONCLUSION**

Based on the article's findings, to ensure that Bella Square hijabs remain popular among consumers, particularly students, marketers need to implement several strategies. These include keeping prices affordable to attract students, who often have limited budgets. Marketers should conduct market analysis to ensure that product prices are competitive and reflect the value provided. Discounts, special promotions for students, and loyalty programs can enhance product appeal. This way, consumers feel they are getting added value from their purchases. Additionally, utilizing social media as a marketing platform is crucial, given that many students are active on platforms like Instagram and TikTok. Marketers can leverage influencers or brand ambassadors relevant to their audience to promote Bella Square hijabs. Engaging visual content, such as styling tutorials or user testimonials, can increase engagement and generate buzz among the target market. Offering design variations and collections that align with current fashion trends can attract consumer attention. Marketers should pay attention to customer feedback to develop new designs that meet their preferences and needs. Limited edition collections or collaborations with local designers can also create exclusivity and boost interest. Emphasizing the quality of materials and product comfort is essential. Marketers must ensure that Bella Square hijabs are made from fabrics comfortable enough for all-day wear, especially for active students. Providing information about product quality and advantages across all marketing channels can help build consumer trust. Responsive and friendly customer service is important for enhancing satisfaction and loyalty. Marketers should ensure that their customer service team is ready to assist with any questions or issues consumers may have. A positive experience with the brand can encourage consumers to recommend the product to their friends.

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