

## **ABSTRACT**

*Now the rise of the retail business is increasing every year. In clothing 2017 creative industry and distribution outlets fell to purchase 30 % to 40 %, caused by several factors. This influences falls in their sales volumes for distro screamous in the past three years. Screamous must have effective marketing strategies to survive in fashion industry. This study aims to determine and prove the effect of bonus packs and price discounts on impulse buying on consumers of Distro Screamous Bandung.*

*The method used in this research is quantitative with the type of descriptive and causal analysis. The type of data needed for this research is primary data and secondary data. Sampling was done by non-probability sampling method of accidental sampling with the number of respondents taken as many as 100 respondents who had bought the product by impulse buying in Distro Screamous Bandung. Then for the analysis technique using multiple linear regression analysis and data processing using SPSS software version 23.*

*Based on the research that has been done, the percentage of the influence of bonus pack is 71.3% which falls into the good category, the percentage of the influence of price discount is 58,8% in the fairly good category, the percentage of impulse buying is 65,9% so that it falls into the fairly good category. Bonus pack and price discount have an effect on impulse buying by 1,314 and 0,487 price discount. Bonus pack partially has a significant effect on impulse buying with a tcount of 7,497 and a price discount partially has a significant effect on impulse buying with a tcount of 2,978. Bonus pack and price discount influence impulse buying of 59,6% and 40,4% are influenced by other variables not examined in this research like store atmosphere, price, shopping lifestyle.*

**Key word:** *Bonus Pack, Impulse Buying, Price Discount.*