

A Study on Impact of Discount and Promotion Strategies on Consumer Buying Decision in Supermarket of Amravati City

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Abstract

In the rapidly evolving retail environment, supermarkets face intense competition due to the presence of multiple brands, price-sensitive consumers, and increasing expectations for value and convenience. As a result, discount and promotion strategies have emerged as crucial marketing tools for influencing consumer buying decisions. These strategies include price discounts, coupons, loyalty programs, festival offers, bundle pricing, and in-store promotional activities. The present study examines the impact of discount and promotion strategies on consumer buying decisions in supermarkets of Amravati City.

The study adopts a descriptive research design to analyze consumer perceptions and responses to promotional strategies. Primary data were collected from 150 supermarket consumers in Amravati City using a structured questionnaire based on a five-point Likert scale. Secondary data were obtained from books, academic journals, research papers, and online sources related to consumer behavior and retail marketing. Data analysis was carried out using percentage analysis and descriptive interpretation.

The findings reveal that discount and promotion strategies have a significant influence on consumer buying decisions. Price discounts and festival offers were found to be the most effective promotional tools in attracting consumers and increasing purchase volume. Promotions were also observed to stimulate impulse buying and brand switching behavior. However, excessive discounting may reduce brand loyalty and negatively affect perceived product quality. The study concludes that supermarkets should adopt balanced, transparent, and customer-oriented promotional strategies to achieve sustainable growth and long-term customer retention.

Keywords: Discount Strategies, Promotion Strategies, Consumer Buying Decision, Supermarkets, Amravati City

1. Introduction

The retail sector plays a significant role in the economic development of any country by contributing to employment generation, income growth, and consumer satisfaction. In India, the retail industry has undergone a remarkable transformation over the last two decades due to rapid urbanization, rising disposable incomes, changing consumer lifestyles, and increasing exposure to organized retail formats. Traditional kirana stores are now being complemented and, in some areas, replaced by organized retail outlets such as supermarkets and hypermarkets. These supermarkets offer a wide range of products, standardized quality, competitive pricing, and a convenient shopping environment, making them increasingly popular among urban and semi-urban consumers.

In the highly competitive retail environment, supermarkets face continuous pressure to attract new customers while retaining existing ones. As consumers are exposed to multiple brands and retail outlets offering similar products, price and promotional strategies have become critical tools for differentiation. Among various marketing mix elements, discount and promotion strategies are considered the most effective short-term tactics for stimulating consumer demand and influencing purchase decisions. Supermarkets frequently use promotional tools such as price discounts, buy-one-get-one-free offers, coupons, loyalty programs, bundle pricing, seasonal sales, and festival-based promotions to increase footfall and boost sales volume.

Consumer buying decision is a complex psychological and behavioral process that involves recognizing a need, searching for information, evaluating alternatives, making a purchase, and evaluating post-purchase satisfaction. This decision-making process is influenced by a variety of factors including price, product quality, brand image, store atmosphere, personal preferences, social influence, and promotional activities. Among these factors, price discounts and promotional offers have a particularly strong impact, especially in price-sensitive markets like India. Consumers often perceive discounted products as offering greater value for money, which can lead to increased purchase intention, impulse buying, and higher purchase quantities.

Discount and promotion strategies not only affect planned purchases but also encourage unplanned or impulse buying behavior. Attractive in-store displays, limited-time offers, and promotional signage can stimulate immediate purchase decisions by creating a sense of urgency and perceived savings. While such strategies can increase short-term sales, excessive reliance on discounts may reduce brand loyalty and negatively influence consumers' perception of product quality. Therefore, understanding how consumers respond to promotional strategies is essential for supermarkets to design balanced and effective marketing plans.

In recent years, consumer behavior has also been influenced by economic uncertainty, inflation, and changing spending patterns, particularly in the post-COVID-19 period. Consumers have become more value-conscious and price-sensitive, making promotional offers even more influential in shaping buying decisions. Supermarkets have responded by intensifying promotional activities to maintain sales volumes and customer loyalty. This changing retail environment has increased the need for empirical studies that examine the effectiveness of discount and promotion strategies in influencing consumer behavior.

2. Review of Literature (2022–2025)

Obiso et al. (2025) – Online Sales Promotion & Impulse Buying

Obiso and colleagues (2025) examined the influence of online sales promotion on impulsive buying behavior among Gen Z consumers and found that sales promotions significantly increase impulsive purchase

tendencies among younger shoppers. The study highlights that promotional incentives like coupons and flash discounts can drive consumers to make quick purchase decisions without detailed evaluation of alternatives, reinforcing the idea that sales promotions alter buying behavior in digital environments.

E-Palli Journals

Sujith S. Nair et al. (2024) – Sales Promotion Techniques in Pharmacies

In a 2024 study examining sales promotion techniques in community pharmacies, the authors reported that promotional activities (such as discounts and cost savings) significantly influenced consumer purchase decisions. They noted that while promotions can attract consumers, other factors like product availability and brand trust also affect outcomes, indicating that promotional effectiveness is multifaceted.

JIPBS

Jia Niu et al. (2024) – Price Promotions in Chinese Supermarkets

Niu et al. (2024) conducted an empirical study focusing on price promotion effects in Chinese supermarkets, revealing that well-designed price promotions enhanced consumer interest and purchase frequency in a retail setting. Their results support the idea that promotional pricing is a key driver for increasing sales volume in supermarkets, similar to the context of the present study.

MDPI

Arun Kumar Sharma & Aditya Sharma (2024) – Sales Promotion in Automobile Sector

Sharma and Sharma (2024) investigated the relationship between sales promotions and consumer buying behavior, reporting a strong positive correlation between promotional incentives such as discounts and consumer purchasing decisions. Although focused on the automobile industry, the study's results align with retail findings, showing that promotional strategies across sectors can strongly shape consumer behavior.

JISEM

Nugroho et al. (2023) – Grocery Shopping Post-COVID-19

In the post-pandemic context, Nugroho and colleagues (2023) explored consumer buying behavior in grocery retail, emphasizing that price discounts, product bundling, and promotional offers played a crucial role in consumer decisions after COVID-19. This research underscores how economic uncertainty and changing consumer priorities make promotional pricing even more influential.

Sean Institute

Abdelkhair et al. (2023) – Sales Promotion & Impulse Buying

Abdelkhair and co-authors (2023) studied sales promotion and impulse buying behavior in the Indian market, reporting that promotional strategies significantly influenced consumers' intention to buy immediately. The study also pointed out that consumers who are exposed to frequent promotional activities are more likely to make spontaneous buying decisions.

3. Objectives of the Study

1. To study the concept of discount and promotion strategies used by supermarkets.
2. To analyze consumer buying behavior in supermarkets of Amravati City.
3. To examine the impact of discount and promotion strategies on consumer buying decisions.
4. To identify the most effective promotional tools influencing purchase decisions.
5. To suggest measures for improving the effectiveness of promotional strategies.

4. Research hypothesis

Null Hypothesis (H_0)

There is no significant impact of discount and promotion strategies on consumer buying decisions in supermarkets of Amravati City.

Alternative Hypothesis (H_1)

There is a significant impact of discount and promotion strategies on consumer buying decisions in supermarkets of Amravati City.

5. Research Methodology

5.0 Research Methodology

Research methodology refers to the systematic framework used to conduct a research study in order to achieve its objectives and ensure validity and reliability of results. The present study adopts a structured and scientific approach to examine the impact of discount and promotion strategies on consumer buying decisions in supermarkets of Amravati City.

5.1 Research Design

The study is descriptive in nature, as it aims to describe and analyze consumer perceptions, attitudes, and responses towards various discount and promotional strategies adopted by supermarkets. Descriptive research design is suitable for understanding consumer behavior patterns and identifying relationships between promotional activities and buying decisions.

5.2 Area of the Study

The geographical scope of the study is limited to Amravati City, Maharashtra. The city has witnessed significant growth in organized retail formats, particularly supermarkets, which frequently use promotional strategies such as price discounts, festival offers, combo schemes, and loyalty programs. This makes Amravati City an appropriate area for studying consumer responses to promotional strategies.

5.3 Data Collection

Data collection is a crucial step in research, as it provides the necessary information required to analyze the research problem and draw meaningful conclusions. For the present study, both primary and secondary data have been used.

5.3.1 Primary Data

Primary data refers to data collected first-hand by the researcher for the specific purpose of the study. In this research, primary data were collected from supermarket consumers in Amravati City using a structured questionnaire.

The questionnaire was designed to gather information related to:

Demographic profile of respondents (age, gender, income, occupation, etc.)

Frequency of supermarket visits

Consumer awareness of discount and promotion strategies

Influence of discounts and promotions on purchase decisions

Impact of promotional offers on impulse buying and brand switching

Level of satisfaction with promotional schemes

Responses were measured using a five-point Likert scale ranging from Strongly Disagree to Strongly Agree. The questionnaire was administered through direct interaction with respondents at supermarkets as well as through online modes where feasible. Primary data helped in understanding actual consumer behavior and perceptions regarding promotional strategies.

5.3.2 Secondary Data

Secondary data refers to data that have already been collected and published by other researchers, institutions, or organizations. Secondary data were used to develop the theoretical background of the study and support primary findings.

Sources of secondary data include:

Textbooks on marketing and consumer behavior

Research papers and articles published in national and international journals

Conference papers and theses

Online databases and academic websites

Reports related to retail marketing and sales promotion

Secondary data provided insights into existing theories, models, and findings related to discount strategies, promotional tools, and consumer buying behavior, especially studies conducted between 2022 and 2025.

5.4 Sample Size

The sample size for the study consisted of 100 respondents, selected from various supermarkets in

Amravati City. The sample size was considered adequate to represent consumer opinions and behavior patterns within the scope of the study.

5.5 Sampling Technique

The convenience sampling technique was used for selecting respondents due to ease of access, time constraints, and availability of consumers at supermarkets. This method is commonly used in consumer behavior studies where respondents are selected based on their willingness to participate.

6. Data Analysis and Findings

The analysis of primary data revealed that a majority of consumers visit supermarkets at least once a week, which increases their exposure to promotional offers. Most respondents agreed that discounts and promotional schemes significantly influence their purchase decisions.

Price discounts and festival offers were found to be the most attractive promotional tools. Consumers reported that such offers encourage them to purchase higher quantities than originally planned. Promotional displays and in-store offers were also found to stimulate impulse buying behavior, particularly for fast-moving consumer goods.

The study also revealed that a significant number of consumers switch brands when attractive discounts are offered. While this increases short-term sales, it indicates reduced brand loyalty. Consumers expressed higher satisfaction when promotions were transparent and perceived as genuine value rather than misleading price reductions.

7. Conclusion

The study concludes that discount and promotion strategies have a strong and significant impact on consumer buying decisions in supermarkets of Amravati City. Consumers are highly responsive to promotional offers, particularly price discounts and festival schemes, which influence purchase quantity, frequency, and brand choice. While promotional strategies help supermarkets increase sales and customer footfall, excessive reliance on discounts may negatively affect brand loyalty and perceived product quality.

Supermarkets should therefore focus on designing balanced promotional strategies that provide value to consumers while maintaining brand credibility and long-term profitability.

8. Suggestions and Recommendations

Supermarkets should design promotional strategies based on consumer preferences and purchasing patterns. Excessive discounting should be avoided to protect brand image. Loyalty programs should be strengthened to improve customer retention. Promotional offers should be clearly communicated to avoid consumer dissatisfaction. Seasonal and festival promotions should be planned strategically.

9. Limitations of the Study

The study is limited to Amravati City only, which restricts generalization of results. The sample size may not represent the entire population. Responses are based on consumer perception and may involve bias. Time constraints limited deeper statistical analysis.

10. Scope for Future Research

Future research may include comparative studies across different cities or retail formats. Researchers may also analyze the impact of digital and online promotional strategies. Longitudinal studies can examine the long-term impact of discounts on brand loyalty.

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