

**Two-Day National Conference on
"GST Reforms: Challenges, Opportunities, and Socio-Economic Effects in Telangana State"
on 09th & 10th June 2026**



CMR TECHNICAL CAMPUS

Department of MBA

UGC Autonomous, Approved by AICTE, New Delhi & JNTU Hyderabad

Kandlakoya (V), Medchal, Hyderabad – 501401



Impact of Festive Discounts and Promotional Strategies on Consumer Buying Behaviour at Bajaj Electronics

* **Mogilicherla Shivakumar**, Student of MBA, CMR Institute of Technology, Hyderabad, Telangana, India.

Email id: shivakumarnani2916@gmail.com

* **Mrs. L. BHARANI**, Assistant Professor, CMR Institute of Technology, Hyderabad, Telangana, India.

Email id: bharanilasya@cmritonline.ac.in

Abstract

The study titled “Impact of Festive Discounts and Promotional Strategies on Consumer Buying Behaviour at Bajaj Electronics” examines how festive promotional activities influence consumer purchasing decisions in the consumer electronics retail sector. With increasing competition among retailers, festive discounts, cashback offers, exchange schemes, and No-Cost EMI facilities have become important tools for attracting customers and enhancing sales. The primary objective of the study was to analyze the impact of festive discounts on consumer buying behaviour, identify the factors influencing purchase decisions during festive seasons, and evaluate the effectiveness of various promotional strategies adopted by Bajaj Electronics. The research employed a descriptive research design and collected primary data from 100 respondents through a structured questionnaire. Secondary data were gathered from journals, books, websites, and published research articles. The collected data were analysed using percentage analysis, graphical representations, and statistical techniques. The findings revealed that festive discounts and promotional offers significantly influence consumer purchase decisions, increase customer satisfaction, and encourage impulse buying behaviour. Price discounts, cashback offers, and No-Cost EMI schemes were identified as the most preferred promotional tools, while social media emerged as the most effective source of customer awareness. The study concludes that well-planned festive promotional strategies play a crucial role in enhancing customer engagement, increasing sales, and strengthening customer loyalty at Bajaj Electronics.

Keywords: Festive Discounts, Promotional Strategies, Consumer Buying Behaviour, Bajaj Electronics, Customer Satisfaction, Sales Promotion.

1. INTRODUCTION

The consumer electronics retail industry in India has experienced significant growth due to rising disposable incomes, technological advancements, and changing consumer lifestyles. Products such as smartphones, televisions, refrigerators, washing machines, and other home appliances have become essential parts of daily life. As competition among retailers increases, companies adopt various marketing strategies to attract customers and increase sales.

Festive seasons such as Diwali, Dasara, Sankranti, and New Year are considered important periods for retailers because consumer spending generally increases during these occasions. Retailers introduce festive discounts, cashback offers, exchange schemes, No-Cost EMI facilities, free gifts, and other promotional activities to influence purchase decisions. Bajaj Electronics, one of the leading electronics retailers in Telangana and Andhra Pradesh, actively utilizes these promotional strategies to attract customers and enhance sales performance.

Modern consumers are well-informed and often compare prices, offers, and product features before making purchasing decisions. Therefore, understanding how festive discounts and promotional activities influence consumer behaviour is important for developing effective marketing strategies. This study aims to analyze the impact of festive discounts and promotional strategies on consumer buying behaviour at Bajaj Electronics.

Statement of the Problem

The consumer electronics market is highly competitive, with retailers continuously introducing attractive promotional offers to gain customer attention. During festive seasons, Bajaj Electronics launches various discount schemes and promotional campaigns to increase sales and customer engagement. However, it is essential to understand whether these promotional activities effectively influence consumer purchasing decisions and identify which promotional tools have the greatest impact on buying behaviour.

The study seeks to examine the relationship between festive discounts, promotional strategies, and consumer buying behaviour at Bajaj Electronics and to assess their effectiveness in influencing purchase decisions.

Research Objectives

1. To study the impact of festive discounts and offers on the buying behaviour of customers at Bajaj Electronics.
2. To identify the factors that encourage consumers to purchase electronic products during festive seasons.
3. To evaluate the effectiveness of promotional strategies such as cashback offers, exchange schemes, discounts, and No-Cost EMI facilities in influencing consumer purchasing decisions.

Research Hypotheses

H0(Null Hypothesis):

There is no significant relationship between festive discounts and promotional strategies offered by Bajaj Electronics and consumer buying behaviour.

H1 (Alternative Hypothesis):

There is a significant relationship between festive discounts and promotional strategies offered by Bajaj Electronics and consumer buying behaviour.

Significance of the Study

The study is significant from both academic and practical perspectives. Academically, it contributes to the understanding of consumer buying behaviour, promotional strategies, and retail marketing practices. It provides insights into how festive offers influence customer purchasing decisions and helps bridge the gap between theoretical concepts and practical applications.

From a business perspective, the findings will help Bajaj Electronics identify the most effective promotional strategies and improve future marketing campaigns. The study will assist management in developing customer-focused promotional activities, increasing customer satisfaction, enhancing brand loyalty, and maximizing sales during festive seasons.

The research also serves as a valuable reference for future studies related to consumer behaviour, retail marketing, and promotional management.

SCOPE AND LIMITATIONS

Scope of the Study

- The study focuses on the impact of festive discounts and promotional strategies on consumer buying behaviour at Bajaj Electronics.
- It covers customers who purchase electronic products during festive seasons.
- The study examines promotional tools such as discounts, cashback offers, exchange schemes, No-Cost EMI facilities, and social media promotions.
- The research is limited to selected Bajaj Electronics stores and customers.

Limitations of the Study

- The study is restricted to a sample of 100 respondents.
- The findings are based on responses collected through questionnaires and depend on the honesty of respondents.
- The study focuses only on selected festive seasons and promotional campaigns.
- Consumer buying behaviour is influenced by several factors such as income, personal preferences, and brand image, which may not be fully covered in this research.
- The results may not be applicable to all customers or geographical regions.

2. LITERATURE REVIEW

1. Rithika (2026)

Title: Retail Promotion Strategies and Consumer Buying Behavior

Rithika (2026) conducted a study to examine the impact of retail promotion strategies on consumer buying behavior. The research focused on promotional tools such as discounts, cashback offers, loyalty programs, coupons, and advertisements. The study revealed that promotional activities play a significant role in influencing consumer purchase decisions by creating awareness and increasing the perceived value of products. Consumers were found to be more responsive to promotional campaigns that offered immediate financial benefits. The research also highlighted that effective promotional strategies encourage impulse buying and improve customer engagement. The study concluded that retailers can enhance sales performance and customer satisfaction by implementing well-planned promotional campaigns, especially during festive seasons when consumer spending tends to increase.

2. Sangeetha (2024)

Title: A Study on Consumer Buying Behaviour During the Festival Season

Sangeetha (2024) examined consumer purchasing patterns during festival seasons and analyzed the factors influencing buying decisions. The study found that cultural traditions, family influence, social celebrations, and attractive promotional offers significantly affect consumer spending behavior. Consumers tend to increase their purchases during festive periods due to emotional attachment and the availability of special discounts and offers. The research further revealed that advertising campaigns and festive sales promotions

create positive perceptions among consumers and motivate them to purchase products. The study concluded that festival seasons provide retailers with an excellent opportunity to increase sales through effective promotional activities and customer-oriented marketing strategies.

3. Mishra (2024)

Title: Impact of Sales Promotion on Consumer Buying Behavior in India

Mishra (2024) investigated the effectiveness of various sales promotion techniques on consumer buying behavior in India. The study analyzed promotional methods such as discounts, coupons, free gifts, and limited-time offers. The findings indicated that sales promotions positively influence purchase intentions by reducing the perceived cost of products and increasing customer value. The research also showed that promotional activities enhance customer satisfaction and encourage repeat purchases. Consumers were more likely to try new products when attractive promotional schemes were offered. The study concluded that sales promotions are powerful marketing tools that help organizations increase market share, improve customer loyalty, and achieve higher sales volumes.

4. Patel (2025)

Title: Impact of Discounts and Offers on Consumer Buying Behaviour

Patel (2025) studied the relationship between discounts, special offers, and consumer buying behavior. The research focused on understanding how price reductions, cashback offers, exchange schemes, and festive discounts influence purchasing decisions. The findings revealed that consumers perceive discounted products as offering greater value, which increases their willingness to purchase. The study also found that attractive promotional offers create a sense of urgency among consumers and encourage immediate buying decisions. Furthermore, discounts and special offers were identified as important factors contributing to customer satisfaction and repeat purchases. The study concluded that retailers can significantly improve their sales performance by designing effective discount strategies and promotional campaigns tailored to consumer preferences.

Identification of Research Gaps

Although many studies have examined promotional strategies and consumer behaviour, certain gaps remain:

1. Most previous studies focused on online shopping platforms rather than consumer electronics retail stores.
2. Limited research has been conducted specifically on Bajaj Electronics.
3. Existing studies often analyze promotional strategies in general without concentrating on festive-season promotions.
4. Few studies evaluate the combined effect of discounts, cashback offers, exchange schemes, and No-Cost EMI facilities on consumer buying behaviour.
5. Research related to consumer behaviour in the Telangana and Andhra Pradesh electronics retail market remains limited.

These gaps highlight the need for a focused study on the impact of festive discounts and promotional strategies on consumer buying behaviour at Bajaj Electronics.

Context and Rationale of the Study

The consumer electronics market is becoming increasingly competitive, requiring retailers to adopt innovative promotional strategies to attract customers. Festive seasons represent peak sales periods, making promotional campaigns an important marketing tool.

Bajaj Electronics regularly implements festive discounts, cashback offers, exchange programs, and No-Cost EMI schemes to increase sales and improve customer satisfaction. Understanding how consumers respond to these promotional activities is essential for developing effective marketing strategies.

This study provides valuable insights into consumer preferences, purchase motivations, and promotional effectiveness. The findings will help Bajaj Electronics optimize its festive marketing campaigns, strengthen customer relationships, and improve overall business performance. Furthermore, the study contributes to academic knowledge by expanding understanding of consumer buying behaviour in the consumer electronics retail sector.

3. RESEARCH METHODOLOGY:

Research Design

The study adopted a **descriptive research design** as it aims to describe and analyze consumer opinions, preferences, and buying behaviour regarding festive discounts and promotional strategies offered by Bajaj Electronics.

A **quantitative research approach** was primarily used to collect numerical data from respondents through a structured questionnaire. This approach helped in measuring customer responses and analyzing consumer behaviour statistically.

Population and Sample

Population

The population of the study consists of customers of Bajaj Electronics who purchase electronic products during festive seasons and are exposed to promotional offers and discount schemes.

Sample Size

A total of **100 respondents** were selected for the study. The sample represents consumers who have experience purchasing products from Bajaj Electronics during festive periods.

Sampling Technique

The study used **Convenience Sampling**, a non-probability sampling technique. Respondents were selected based on their availability and willingness to participate in the survey. This method was chosen because it is economical, time-saving, and suitable for collecting data from customers within a limited period.

Data Collection Methods

Primary Data

Primary data were collected directly from consumers using a structured questionnaire. The questionnaire included questions related to:

- Awareness of festive offers
- Consumer preferences
- Satisfaction levels
- Purchase decisions
- Impact of discounts and promotional schemes

Secondary Data

Secondary data were collected from various sources such as:

- Research journals
- Company websites
- Published articles
- Marketing reports
- Online databases

These sources helped in understanding existing theories and previous studies related to consumer buying behaviour and promotional strategies.

Instruments Used

The primary instrument used for data collection was a **structured questionnaire prepared through Google Forms**.

The questionnaire consisted of:

- Demographic questions (Gender, Age, Occupation)
- Multiple-choice questions
- Likert-scale questions
- Consumer preference and satisfaction questions

Additional tools used include:

- Google Forms for data collection
- Microsoft Excel for tabulation
- Charts and Graphs for data presentation
- Statistical tools for analysis

Data Analysis Techniques

The collected data were organized, classified, and analyzed using the following techniques:

Percentage Analysis

Percentage analysis was used to calculate the proportion of responses for each survey question and present the findings clearly.

Graphical Representation

Pie charts and graphs were used to visually represent the responses and facilitate easy interpretation.

Chi-Square Test

The Chi-Square statistical technique was used to test the relationship between festive discounts, promotional strategies, and consumer buying behaviour.

Hypothesis Testing

Null Hypothesis (H_0):

There is no significant relationship between festive discounts and promotional strategies offered by Bajaj Electronics and consumer buying behaviour.

Alternative Hypothesis (H_1):

There is a significant relationship between festive discounts and promotional strategies offered by Bajaj Electronics and consumer buying behaviour.

DATA ANALYSIS: -

1. Do festive discounts at Bajaj Electronics influence your decision to purchase electronics?

Influence your decision	Respondents	Percentage
Strongly Agree	26	26%
Agree	49	49%
Neutral	23	23%
Disagree	2	2%
Strongly Disagree	0	0%
Total	100	100%

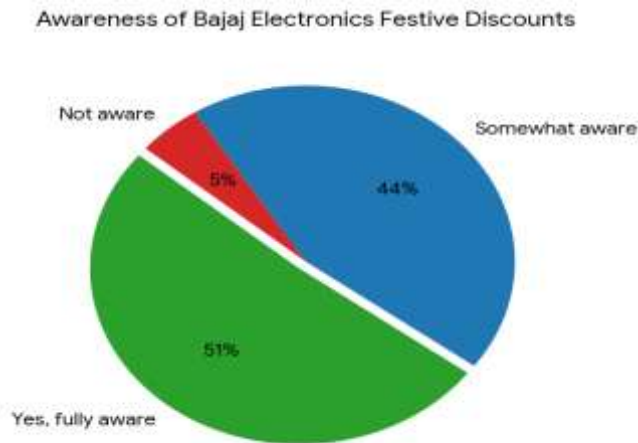


Interpretation

The pie chart shows what people think about festive discounts affecting their purchases. Almost half, 49%, say they do influence their choices, and 26% strongly agree. About 23% are neutral. Just 2% disagree, and no one strongly disagrees. Clearly, these offers have a big impact on what consumers buy.

2. Are you aware of the festive discounts and promotional offers provided by Bajaj Electronics?

festive discounts and promotional offers	Respondents	Percentage
Yes, fully aware	51	51%
Somewhat aware	44	44%
Not aware	5	5%
Total	100	100%

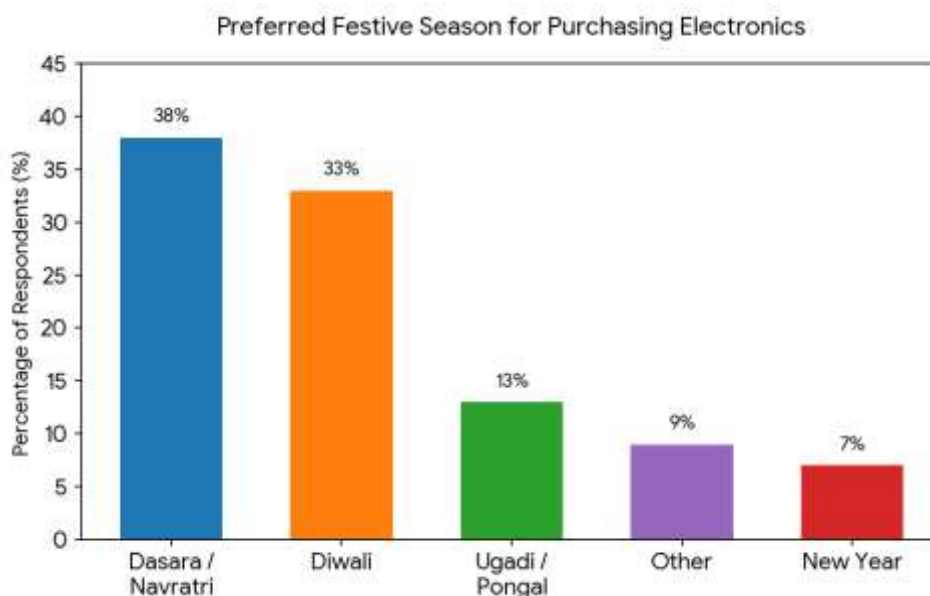


Interpretation

The pie chart shows how aware people are of holiday discounts and promotions. Half of the folks surveyed 51% say they're totally in the loop, which means consumers generally know what's going on. Another 44% say they're kind a aware, so a bunch of people at least catch wind of some deals. Just 5% claim they aren't clued in at all. Overall, it looks like the majority of folks get notified about special promo deals during the holidays.

1. Which festive season do you prefer most for purchasing electronics at Bajaj Electronics?

purchasing electronics	Respondents	Percentage
Diwali	33	33%
Dasara / Navratri	38	38%
Ugadi / Pongal	13	13%
New Year	7	7%
Other	9	9%
Total	100	100%

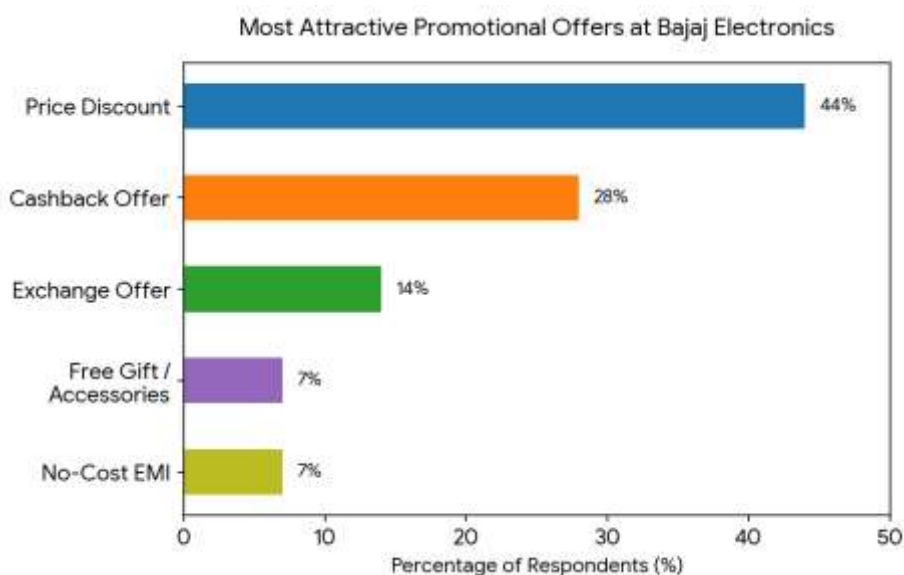


Interpretation

The pie chart shows when people like to buy electronics based on different festivals. Most folks, 38%, choose Dasara/Navratri, making it the top choice. Diwali comes in second with 33% of buyers hitting the stores then. Around 13% buy during Ugadi/Pongal, and 9% go for other times. Just 7% prefer the New Year. These numbers show that big Indian festivals, mainly Dasara/Navratri and Diwali, really drive people to make those electronic purchases

2. Which type of promotional offer attracts you the most at Bajaj Electronics?

Promotional offer	Respondents	Percentage
Price Discount	44	44%
Cashback Offer	28	28%
Exchange Offer	14	14%
Free Gift / Accessories	7	7%
No-Cost EMI	7	7%
Total	100	100%



Interpretation

The chart illustrates which promo offers people like best during holidays. Price discounts top the list at 44%; clearly folks love saving money directly. Around 28% choose cashback, while 14% opt for exchange deals. Fewer folks, at 7% each, go for free gifts or no-cost EMIs

Statistical Tool Analysis (Chi-Square Test)

Null Hypothesis (H0): Festive discounts at Bajaj Electronics do not significantly influence customers' purchase decisions.

Alternative Hypothesis (H1): Festive discounts at Bajaj Electronics significantly influence customers' purchase decisions.

Q: Do festive discounts at Bajaj Electronics influence your decision to purchase electronics?

Options	Observed Value (O)	Expected Value (E)	$\chi^2 = (O-E)^2/E$
Strongly Agree	26	20	1.8
Agree	49	20	42.05
Neutral	23	20	0.45
Disagree	2	20	16.2
Strongly Disagree	0	20	20
Total	100	100	80.5

Chi-Square Test Summary

χ^2 Table Value	χ^2 Calculated Value
9.488	80.50

Degree of Freedom (df) = 4

Level of Significance = 0.05

Formula:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where:

- χ^2 = Chi-Square value
- O = Observed Frequency
- E = Expected Frequency

Decision

Since the **calculated value (80.50)** is greater than the **table value (9.488)**, the **Null Hypothesis (H0)** is **rejected** and the **Alternative Hypothesis (H1)** is **accepted**.

Conclusion

The Chi-Square test indicates that festive discounts and promotional offers at Bajaj Electronics have a **significant influence on customers' purchase decisions**. Therefore, festive promotional strategies are effective in encouraging consumers to purchase electronics during festive seasons.

5.RESULTS & FINDINGS

- A majority of respondents (51%) were fully aware of the festive discounts and promotional offers provided by Bajaj Electronics, while 44% were somewhat aware.
- Dasara/Navratri was the most preferred festive season for purchasing electronics, chosen by 38% of respondents, followed by Diwali with 33%.

- Price discounts were the most attractive promotional offer, preferred by 44% of respondents.
- Cashback offers were the second most preferred promotional strategy, selected by 28% of respondents.
- Exchange offers attracted 14% of respondents, indicating moderate preference among consumers.
- Free gifts/accessories and No-Cost EMI facilities were each preferred by 7% of respondents.
- The majority of respondents showed awareness of promotional campaigns conducted during festive seasons.

6. CONCLUSION

The study examined the impact of festive discounts and promotional strategies on consumer buying behaviour at Bajaj Electronics. The findings showed that most respondents were aware of festive offers and preferred purchasing electronics during Dasara/Navratri and Diwali. Among various promotional strategies, price discounts were the most preferred, followed by cashback offers and exchange schemes.

The study achieved its objectives by identifying customer preferences and analyzing the influence of festive promotions on purchase decisions. The results indicate that festive discounts and promotional activities play an important role in attracting customers and encouraging purchases.

7. REFERENCES / BIBLIOGRAPHY

- Ahmed, M. (2024). The relationship between sales promotion and consumer buying behavior. *Journal of Information Systems Engineering and Management*. Retrieved from <https://www.jisem-journal.com>
- Gupta, R. (2024). Impact of festivals and religious events on consumer buying behaviour. *Effulgence Journal of Management*. Retrieved from <https://effulgence.rdias.ac.in>
- Juware, S. K., & Malani, S. B. (2025). A study on effect of festival offers on online shopping behaviour with reference to Amravati City. *REST Publisher Journal*. Retrieved from <https://restpublisher.com>
- Karthikeyan, S. (2023). Consumer behaviour during festival shopping season. *TIJER - International Research Journal*. Retrieved from <https://tijer.org>
- Kumar, P. (2023). Sales promotion and impulse buying behavior towards retail products. *Indian Journal of Marketing*. Retrieved from <https://indianjournalofmarketing.com>
- Mishra, A. (2024). Impact of sales promotion on consumer buying behavior in India. *Cogent Business & Management*. Retrieved from <https://www.tandfonline.com>
- Patel, D. (2025). Impact of discounts and offers on consumer buying behaviour. *IJSART - International Journal for Scientific Research and Development*. Retrieved from <https://ijsart.com>
- Rao, K. (2024). Impact of sales promotion schemes on consumer buying behavior. *EPRA International Journal*. Retrieved from <https://eprajournals.com>
- Rithika, R., & Marlyn Rose, M. (2026). Retail promotion strategies and consumer buying behavior. *Journal of Advances in Accounting, Finance and Research*. Retrieved from <https://rjwave.org>
- Sangeetha, V. (2024). A study on consumer buying behaviour during the festival season. *ResearchGate Publication*. Retrieved from <https://www.researchgate.net>