

A STUDY ON IMPACT OF DISCOUNTS AND PROMOTIONAL OFFERS OF SEASONAL PRODUCTS AMONG CONSUMER BUYING BEHAVIOUR

Author 1: N.Deepa,Assistant professor,School of Applied Commerce,A.V.P college of Arts and Science,Tirupur-641652.

Author 2:M.Sowmiya,Bachelor of Commerce,School of Applied Commerce,A.V.P college of Arts and Science,Tirupur-641652.

ABSTRACT

In today's competitive market, businesses use various promotional strategies such as discounts, coupons, special offers, and seasonal sales to attract customers and increase product sales. Seasonal products, which are demanded only during specific periods such as festivals, summer, or winter, rely heavily on these promotional techniques to influence consumers' purchasing decisions. The main purpose of this study is to analyze how discounts and promotional offers affect consumer preferences, purchasing frequency, and brand choices for seasonal products. The study examines the psychological and economic factors that motivate consumers to respond to promotional offers. Promotional offers such as "buy one get one free," festival discounts, and price reductions can significantly increase consumer interest and sales volume during the seasonal period. The research is based on primary data collected from consumers through a structured questionnaire. The data is analyzed using statistical tools such as percentage analysis and ranking methods to understand the relationship between promotional offers and consumer buying behaviour.

Key Words:

Discounts,Promotional Offers,Consumer Buying Behaviour,Seasonal Products,Sales Promotion,Consumer Preferences,Marketing Strategies,Purchase Decision,Brand Perception,Seasonal Demand.

INTRODUCTION

Consumer buying behaviour refers to the decision-making process and actions of individuals involved in purchasing and using products or services. It includes stages such as need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. Discounts and promotional offers can influence each of these stages by altering consumers' perceptions of price, value, quality, and urgency.

Seasonal products, by nature, face unique challenges such as fluctuating demand, limited selling periods, high inventory risks, and intense competition. Retailers and manufacturers often use aggressive promotional strategies to maximize sales within a short time frame. Discounts help in reducing excess stock at the end of a season, while promotional offers help in boosting demand during peak periods

STATEMENT OF THE PROBLEM

1. Seasonal products are bought only at certain times of the year. Discounts and offers can strongly affect when and why people buy them. Some consumers may buy because of real need, while others buy just because of the offer.
2. Discounts can attract more customers, but too many discounts may reduce the brand's value. Consumers may think the product is not worth the original price. This can affect trust and loyalty towards the brand.
3. Consumers see different types of promotions like price cuts, cashback, and combo deals. Too many offers may confuse them instead of helping them. This can make decision-making difficult. A study is needed to understand how consumers react.
4. Discounts may increase sales in the short term. But they can also reduce the company's profit. Businesses need to know if promotions really benefit them in the long run.
5. Not all consumers respond to discounts in the same way. Some are attracted by price reductions, while others care more about quality. Companies must understand these differences.

OBJECTIVES

- To evaluate awareness of seasonal discounts and promotional strategies.
- To identify the most preferred seasonal products.
- To evaluate how discount levels influence the purchase frequency of seasonal products.

- To analyse the consumer perception towards price reduction on seasonal products.
- To analyse the effect of frequent discount on consumer trust in seasonal products.

1.4.SCOPE OF THE STUDY

The study focuses on analyzing the impact of discounts and promotional offers on consumer buying behaviour of seasonal products. It examines consumer perceptions and responses to various promotional tools such as discounts, cashbacks, and festive offers. The study considers buying decisions in both online and offline markets. It also covers the influence of promotions on purchase timing and impulse buying. The research includes consumers from different demographic backgrounds. The scope is limited to a specific geographical area and time period.

RESEARCH METHODOLOGY

DATA COLLECTION TOOL

PRIMARY DATA

Primary data is collected directly from consumers using a structured questionnaire.

SECONDARY DATA

Secondary data is collected from books, journals, research articles, websites, and previous studies related to consumer behaviour and promotional strategies.

SAMPLING DESIGN

The study is descriptive in nature and aims to systematically describe how discounts and promotional offers influence consumer purchase decisions during seasonal periods.

SAMPLE SIZE

The sample consists of a selected number of consumers who purchase seasonal products.

(Sample size 100 Respondents).

TOOLS FOR ANALYSIS

- Simple percentage
- Rank analysis

LIMITATION OF THE STUDY

- The study is based on a small group of respondents, which may not represent all consumers.
- Data is collected from a specific location, so results may not apply everywhere.
- The study covers a limited period and may not reflect long-term behaviour changes.
- Findings depend on respondent honesty, which may affect data accuracy.
- Only selected variables are studied, while other influencing factors are not fully included.

REVIEW OF LITERATURE

Impact of Promotional Schemes on FMCG Buying (Kumar, 2025)¹The study concluded that Sales promotion strategies in FMCG showed that perceived attractiveness of promotions positively influenced purchase decisions. In-store and out-of-store promotions both contributed to increased buying. Customer perceptions mediated the effectiveness of offers.

Priyanka Ranawat & Shivam Kumar (2024)²The study concluded that discounts and promotions were reported to leverage psychological triggers like urgency and perceived value to spur impulsive purchases. Short-term sales were boosted significantly, but frequent discounting risked increasing price sensitivity and reducing long-term loyalty.

Ambica Prakash Mani (2024)³The study concluded that various promotional techniques, including discounts and free samples, significantly influenced impulsive purchases of skincare products. Discounts were among the top motivators for purchase decisions, particularly for younger consumers. The study highlights the role of affective drivers in promotional response.

DATA ANALYSIS AND INTERPRETATION**SIMPLE PERCENTAGE**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE %
1	PERCENTAGE DISCOUNT	35	35%
2	BUY 1 GET 1	45	45%
3	CASH BACK/ WALLET OFFER	12	12%
4	FREE GIFTD/SAMPLE	8	8%
	TOTAL	100	100%

INTERPRETATION:

The table shows that Percentage discount represents 35%, indicating that consumers prefer direct price reduction. Buy 1 Get 1 represents 45%, while Cashback offers represent 8%, and Free gifts represent 8%. Therefore, the majority of respondents prefer buy 1 get 1.

RANK ANALYSIS

S.NO	FACTORS	5	4	3	2	1	TOTAL	RANK
1	PRODUCT QUALITY DOUBT	180	136	72	10	1	399	I
2	PAST EXPERIENCE	175	132	60	20	2	389	II
3	PRICE CREDIBILITY	155	152	66	14	1	388	III
4	BRAND REPUTATION	115	168	81	16	0	380	IV

INTERPRETATION:

This table shows the ranking of factors influencing consumer trust when discounts are frequent. Product Quality Doubt received the highest score of 399 (25.56%) while Brand Reputation scored 380 (24.37%) and is ranked IV, showing it has slightly less influence compared to other factors.

FINDINGS

1. A majority of respondents (45%) are highly influenced by Buy 1 Get 1 offers, showing strong preference for value-based deals.
2. The study shows that product quality doubt is ranked first(rank I) with the highest score Of 399 (25.56%).

SUGGESTIONS

- 1.Ensure that discounted products maintain the same quality as regular-priced items. This will reduce consumer doubts about product standards.
- 2.Clearly display original and discounted prices. Transparent pricing improves credibility and trust.

3. Avoid offering unrealistic heavy discounts. Extremely high discounts may create suspicion among buyers.

CONCLUSION:

The study reveals that consumer buying behaviour for seasonal products is strongly influenced by discounts, promotions, and perceived product quality. Young adults and students form the major part of the sample, with cash being the preferred payment method and local shops dominating purchase locations. Consumers show moderate trust in promotional brands, with quality concerns and past experiences playing a key role in shaping their confidence.

