

To Study the Impact of Multiple Pricing Strategies on Consumer Purchasing Behaviour

Ravina Soni

Assistant Professor, BMS Department

Shri L.P. Raval College of Mass Media & Management Studies, Mira-Bhayander, Maharashtra, India

Abstract: *This survey aims to look at organized retailers to investigate the impact of pricing strategies on consumer buying behavior. Three organized retailers were considered for the study. 150 respondents were included in the survey. Lunch was selected as a research site where stratified random sampling was performed to understand aspects of consumer buying behavior related to pricing. Consumers have been surveyed for quality results. First, we approached retailers and conducted face-to-face interviews to learn what pricing methods they used to promote their products and what they were doing well. Consumers were then asked about the impact of pricing strategies on buying behavior. A survey was conducted using a sample of 150 lunch respondents, of whom 144 responded. The purpose of this survey is to identify the impact of pricing strategies and customer buying attitudes. The results show that the way retailers set prices influences consumers' buying habits, which attracts customers and creates value and loyalty. Retailers are pricing tools to promote their products by offering seasonal festival discounts on their products*

Keywords: Buying Behavior, Consumer, Organized Retail, Pricing

REFERENCES

- [1]. <https://www.bing.com/search?q=IMPACT+OF+MULTIPLE+PRICING+STRATEGIES+ON+CONSUMER+PURCHASING+BEHAVIOUR&qsn&form=QBRE&sp=-1&pq=impact+of+multiple+pricing+strategies+on+consumer+purchasing+behaviour&sc=0-70&sk=&cvid=62773F0ECC094AF6A2286F019FDDF0EC&ghsh=0&ghacc=0&ghpl=&ntref=1>
- [2]. <https://eduprojecttopics.com/product/impact-of-multiple-pricing-strategies-on-consumer-purchasing-behavior/>