

# Study the Impact of Discounts on the Profitability of Fast Fashion Industry with Respect to Pune City

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**Abstract:** *This research examines impact of discounting on the profitability of the fast fashion sector with respect to general products available in Pune. By analyzing consumer purchasing habits, often they wait for deals versus purchasing full price, the research identifies essential trends that have an impact on short-term revenue peaks as well as longer-term brand perception and value. The research uses primary data gathered via consumer surveys complemented by secondary data from industry reports and scholarly literature to explore the effects of discounting on customer loyalty, price sensitivity, and brand equity. The major findings are that although discounts are useful in inducing short-term sales, over or repeated promotions have the effect of weakening brand perception, and diluting profit margins in the long run. Additionally, the research delves into how strategic discounting work, when used in conjunction with definite brand positioning, can promote customer engagement without lowering profitability. Findings of this research seek to provide fast fashion companies with empirical evidence-based marketing strategies to pull in price-conscious consumers while preserving brand strength, customer loyalty, and financial health in a rising competitive market environment.*

**Keywords:** Discount, Customer Loyalty, Brand Perception, Margin, Profitability.

