

# **The Impact of Discounts and Promotions on Consumer Purchasing Decisions**

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**Abstract:** *This paper explores the psychological and behavioural effects of discounts and promotions on consumer purchasing decisions. Through a comprehensive review of existing literature and experimental data, the study identifies key factors such as perceived value, scarcity, social influence, and consumer mindset that shape purchasing behavior in the context of promotional offers. Furthermore, the paper discusses the long-term impact of discounts on brand loyalty, consumer trust, and how businesses can strategically leverage promotions to enhance sales while maintaining profitability.*

**Keywords:** Consumer Behaviour, Discounts, Promotions, Sales Promotions, Price Sensitivity, Perceived Value, Consumer Psychology

