

# How Multiple Pricing Strategies Impact Consumer Purchasing Behavior

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**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, Customer Buying Attitudes

## I. INTRODUCTION

Even though many businesses can obtain better products, their ineffective pricing tactics may prevent them from being able to compete in the market. In this approach, a great brand has the ability to create devoted, long-term customers, which will ultimately result in increased sales in the future. History and Danes by Hess, 20011. The survey will concentrate on the significant reputation of the brand and the role or impact of the brand in the consumer's purchasing decision-making process as a result of the problems in managing the brand and its advantages. A sort of pricing strategy known as multiple pricing strategies involves selling the same product at various rates. Price differences that exist between different pricing schemes for telecom products (particularly those offered by MTN and Globacom) are one of the largest issues. These issues require the case study done by MTN and Globacom Nigeria for investigating the impact of multiple pricing strategy of consumer purchasing behavior.

### **The specific goals are:**

Find out whether MTN and Globacom are perceived by customers as having different pricing methods.

Examine the impact of different pricing strategies on user perceptions of MTN and Globacom's dependability.

Determines how customers perceive various pricing methods for items from MTN and Globacom.

Any business' foundation is its customers. A company's potential clients have a significant impact on its ability to survive. Therefore, it fails for companies who are unable to find and keep clients. Different regions of Finland are producing businesses, and various industries are expanding in size. Since businesses in an industry typically have similar target markets for potential customers, as the number of businesses in an industry rises, the battle for clients intensifies and market share rises. (Berry, 2001). If you pay close attention, you'll notice that the bond between the business and the client is eroding. Customers complain about the stress, uncertainty, and operational transactions that they experience instead of applauding a corporate partner. Contrarily, marketers tend to do Due to intense competition in the telecommunications sector, telecoms companies have increased their marketing efforts through branding,

advertising, and communication density (number of subscribers per 100 people). rice paddies The telecommunications sector has established a foundation for fresh possibilities in terms of learning and imparting knowledge for various objectives. Additionally, the family was able to communicate.

## II. REVIEW OF LITERATURE

A technique to seize the maximum big traits of an entrepreneur is supplied via way of means of Wickham (2001), who described entrepreneurship as “a fashion of control” and marketers as a “difference among the entrepreneur as a performer of managerial tasks, as an agent of monetary alternate and as a personality”. In entrepreneurial studies marketers are described as marketplace entrants or younger companies which have currently entered the marketplace. Like in every other enterprise, entrepreneurship withinside the style enterprise combines the advent and control of an undertaking with the particular components of the enterprise, in this example style. As noted above, marketers make an applicable contribution to the monetary boom and the dynamics of the economy. (Davidson 2006; Zhao 2005; Parietal 2007). It is big to study the attention ratios of massive gamers and small businesses of the clothing enterprise, so that you can examine the monetary effect of small actorswithinside the style enterprise. Especially the style enterprise is ruled via way of means of small groups. In the United Kingdom, for instance, the pinnacle 15 groups generate 25% of the final results as a percent of the overall. Compared to the variety of different industries just like the dairy enterprise, wherein the pinnacle 15 groups generate 57% of the overall final results or the pharmaceutical enterprise, right here the pinnacle 15 groups advantage 74% of the overall final results. It is seen that the clothing enterprise includes many small companies that make contributions to the enterprise output. Consequently, the small actors of the style enterprise maintain relevance in phrases in their monetary strength and dominate the style enterprise panorama. This isn't always best authentic for the United Kingdom however additionally for lots of different countries. In Germany micro groups with inside the layout enterprise generates 75% of the overall enterprise volume. The European Enterprise and Industry Commission defines micro groups as businesses, which hire fewer than ten people and whose annual turnover is beneath 2 million euro. Additionally, to the monetary relevance, the cultural contribution to society of the style enterprise needs to be considered. The not pricey overall performance needs to be enlarged via means of the “cultural fee of return”. It is the cultural sales businesses create, which stands in assessment to the not pricey sales. Fashion layout marketers innovate internal those dimensions with creativity and regular alternatives. As Dickerson (2003) said to the point: “The regular in style is alternate.” According to Schumpeter (1934) innovation is difficult to replicate and Drucker (1985) talked about the need for non-stop innovation. Both statements are authentic for style marketers who have to be constantly progressive in their sphere of activity; style may be copied however now no longer innovation. A style layout entrepreneur is the important individual that manages the entrepreneurial method and unites an enterprise to combine their layout thoughts into the marketplace.

## III. RESEARCH METHODOLOGY

The process of problem-solving is mediated and described in this study, using the framework of behaviour science. The main focus of this investigation is on people's mental and emotional states, as well as changes in how they feel and act in response to the event being studied. Also, the cooperative feedback process with peers and the gathering of knowledge can help an organisation do better in the market and change how customers buy, which can solve a lot of problems. Co-oriented and comparative Jain, A., et.al., (2020) approaches to the study of consumer habits have been developed. Behavioral research suggests that these two elements are significant in their own right. Studying how product pricing and packaging affects consumers' decisions to make a purchase is the focus of this investigation. Structural Equation Modeling (SEM) has been used for analysis.

**(i) Research Design-** Simultaneously, satisfaction acts as a moderator. Quantitative data was gathered through the use of self-reported questionnaires. Four hundred and six out of a possible 500 respondents responded to the survey, out of the total number of responses received, 94 were

disqualified due to lack of sufficient information. The researchers in this study collected their data through a process of convenience sampling. In order to collect information for this study, the researcher relied on questionnaires. The scale reliability, validity, and overall quality of the instrument were all examined using SPSS.

(ii) Conceptual Model for the Existing Study is framed and are as Follows

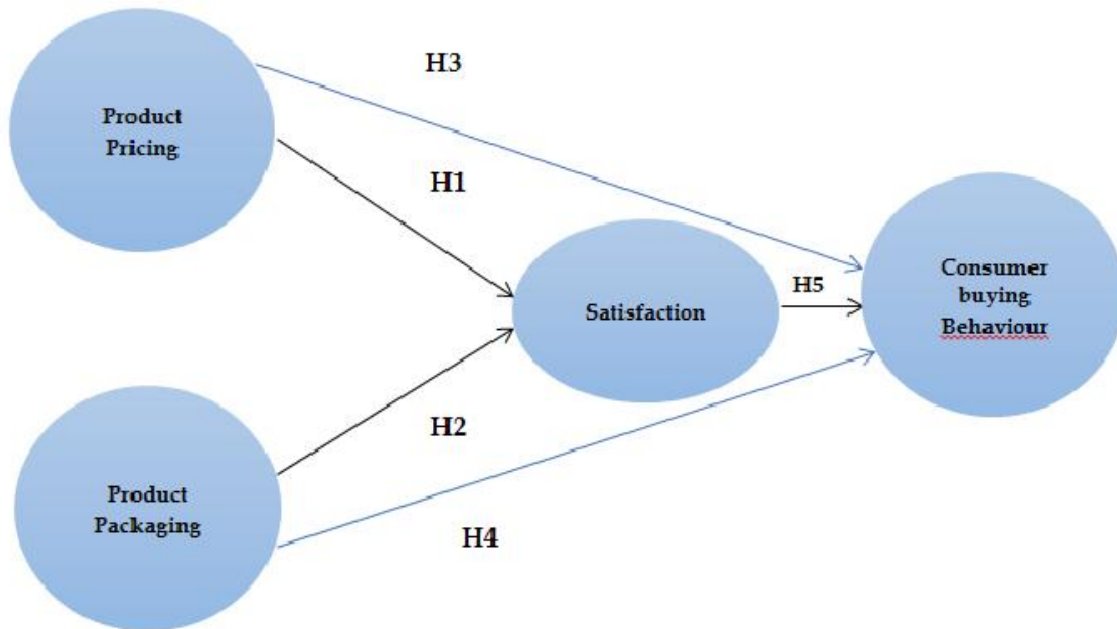


Figure 1- Conceptual Model For The Study

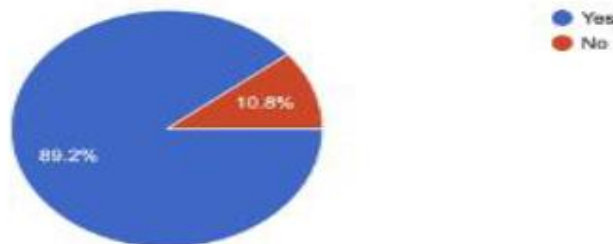
**IV. DATA ANALYSIS**

For analyzing the data simple tools like google forms are used we have the data analysis of 30 people on how the responses are submitted

**(i) Data Analysis & Interpretation**

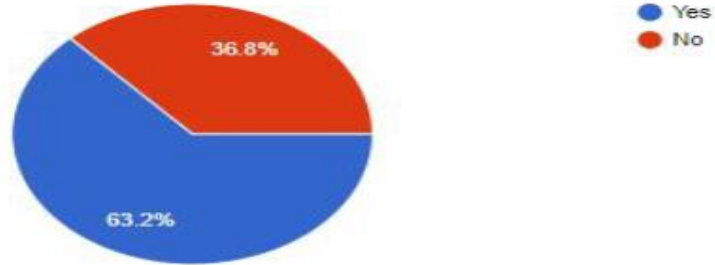
10.8% percent people said no and 88.2% people said yes according to this question

If students and staff return to school in the fall, are you planning to send your student?  
240 responses



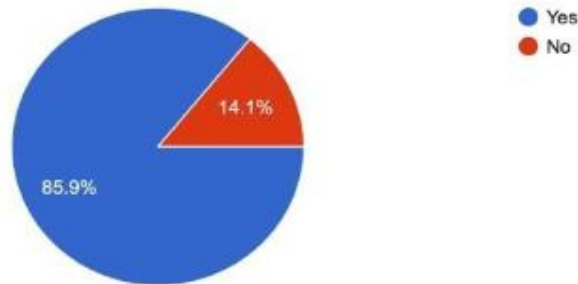
36.8% people said no and 63.2% people said yes according to this survey

5. Have you ever felt like giving up your studies due to a lot of stress?  
19 responses

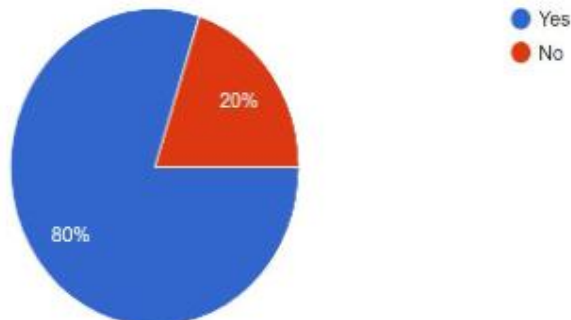


14.1% people said no and 85.9% people said yes

Do you think that further information regarding the safety of these GMOs would make you feel more comfortable about consuming these crops?  
99 responses



Do you fully trust the credibility of information when using mass media?  
15 responses



### V. CONCLUSION

The study demonstrates how pricing has a big impact on what consumers decide to buy. When the store alters the price and adopts new pricing procedures, the customer's expectations shift. These marketing techniques draw both current

and potential clients. According to the poll and current trends, India is establishing itself as a market full of opportunities for advertisers and entrepreneurs, and it will also offer special benefits to consumers. Additionally, the demands of the customers, which can be the benefits associated with the products, are what the businesses need to focus on. The benefit also keeps in mind the appropriate goods for the appropriate customer at the appropriate pricing, as well as what The company can focus on helping the customers by providing them with accurate information about the products and also new uses for

the products. The attitude of the retailer is also one of the most important factors that affects the customer. The pricing approach used on the shop side draws in more customers. People typically wait for the offer price to arrive before they make a purchase. When a store uses the price bundling strategy, customers also make purchases without feeling obligated to do so, thereby promoting the brand. Thus, it can be said that the majority of buyers wait for unique products that will provide them with the most possible value for their money and innovation.

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