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A STUDY ON IMPACT OF DISCOUNTS AND OFFERS ON CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO D-MART IN COIMBATORE CITY

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ABSTRACT :

In the competitive retail environment, discounts and promotional offers play a crucial role in influencing consumer buying behaviour. This study investigates the impact of such offers at D-Mart in Coimbatore City. Through data collected from 120 respondents, the research analyzes how discounts affect shopping patterns, impulse purchases, and customer loyalty. Results reveal that while offers do increase consumer spending and occasionally lead to unplanned purchases, a significant number of customers shop mindfully, prioritizing value. Strategic promotions, targeted offers, and price consistency are vital in enhancing consumer satisfaction and boosting sales.

Keywords: Discounts, Offers, Consumer Behaviour, Retail, D-Mart, Impulse Buying.

INTRODUCTION

Discounts and offers are effective tools used by retailers to attract customers, drive sales, and create brand loyalty. D-Mart, a major player in the Indian retail market, utilizes a consistent discount strategy to appeal to price-sensitive consumers. In cities like Coimbatore, where consumers actively compare prices and seek value, understanding the effectiveness of these promotional strategies is essential. This study aims to explore how discounts influence buying decisions and whether they encourage repeated purchases or only short-term sales spikes.

STATEMENT OF THE PROBLEM

- While discounts are commonly used to increase sales, their actual influence on long-term buying behaviour and loyalty at D-Mart remains unclear.
- It is essential to analyze whether these offers lead to meaningful engagement or only temporary increases in spending.

SCOPE OF THE STUDY

This study is restricted to D-Mart stores in Coimbatore City and focuses on consumer responses to discounts and offers. It explores how these marketing strategies affect purchase frequency, basket size, and customer retention.

OBJECTIVE OF THE STUDY

- To analyze the impact of discounts and offers on consumer buying behaviour at D-Mart.
- To understand the role of price sensitivity in shaping purchase decisions.
- To examine whether promotional offers result in impulsive buying or planned purchases.

RESEARCH METHODOLOGY

- *Sample Size:* 120 respondents

- *Sampling Technique:* Convenience Sampling
- *Data Sources:* Primary (structured questionnaires) and Secondary (journals, articles)
- *Tools Used:* Simple Percentage Analysis, Likert Scale, Rank Analysis
- **Primary data:** Collected 120 respondents
- **Secondary data:** Journal , books and websites

LIMITATIONS OF THE STUDY

- Limited to D-Mart locations in Coimbatore, Hence not generalizable to other regions.
- Sample size of 120 may not fully reflect broader consumer behaviour.
- Economic and seasonal influences may affect responses temporarily.

FINDING AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS:

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

TABLE 1
TABLE SHOWING GENDER OF THE RESPONDENTS

S.NO	GENDER	NO.OF.RESPONDENT	PERCENTAGE (%)
1.	Male	71	59.2
2.	Female	49	40.8
	TOTAL	120	100

INTERPRETATION:

From the above table, it is observed that 59.2% of the respondents are male, while 40.8% of the respondents are female.

LIKERT SCALE ANALYSIS

TABLE 2
TABLE SHOWING OVERALL EXPERIENCE OF PERCENTAGE DISCOUNT

S.NO	LEVEL OF SATISFACTION	NO.OF.RESPONDENT	LIKERT SCALE(X)	TOTAL SCORE(FX)
1	Very Satisfaction	55	5	275
2	Satisfaction	24	4	96
3	Neutral	15	3	45
4	Dissatisfaction	14	2	28
5	Very Dissatisfaction	12	1	12
	TOTAL	120		456

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

= 456/120

= 3.81

INFERENCE:

The percentage discount offer is well-received with a Likert score of 3.81 indicating overall customer satisfaction. 55 respondents are satisfied, a significant 15 respondents are remain neutral while 14 respondents are dissatisfied. Only 6 respondents are express very high satisfaction A small proportion of respondents 11 are is dissatisfied. This suggests that percentage discounts are effective, but improvements are needed to address the concerns of dissatisfied customers.

TABLE 3

TABLE SHOWING THE RANKING OF PRODUCT CATEGORIES BASED ON LIKELIHOOD OF PURCHASE DURING DISCOUNTS

PRODUCT CATEGORY	RANK 5	RANK 4	RANK 3	RANK 2	RANK 1	TOTAL	RANK
Fruits and Vegetables	22(5)	36(4)	11(3)	17(2)	34(1)	355	Rank1
Household items	12(5)	18(4)	29(3)	21(2)	40(1)	301	Rank5
Apparel	26(5)	14(4)	33(3)	19(2)	28(1)	351	Rank2
Groceries	20(5)	31(4)	10(3)	25(2)	34(1)	338	Rank3
Footwear	18(5)	27(4)	15(3)	22(2)	38(1)	325	Rank4

INTERPRETATION:

The ranking analysis shows that consumers at D-Mart in Coimbatore prefer Fruits and Vegetable are Rank 1 as the most, followed by Apparel and Groceries, which Rank 2 and Rank 3 respectively. Footwear holds the Rank 4, while Household Items are the least preferred, Rank 5. This indicates that fresh produce and clothing are key attractions for customers, while household items are less of a priority in their shopping choices.

SUGGESTION

D-Mart can enhance customer loyalty by providing more personalized and location-specific offers. Promoting combo deals on frequently purchased items and implementing a simple loyalty program can increase repeat visits. Seasonal and festival-based discounts should be advertised well in advance through digital platforms. Maintaining product quality, especially in perishable items, and streamlining checkout efficiency will further improve the shopping experience. Additionally, D-Mart should focus on diversifying product categories and bundling essential items to encourage bulk buying.

CONCLUSION

This study highlights that while discounts and offers significantly influence consumer behaviour, especially in terms of impulse buying and spending habits, not all customers are equally swayed by price reductions. D-Mart's consistent low-price strategy is effective, but to sustain long-term loyalty, it must complement price competitiveness with quality, convenience, and experience. The insights from this research can help retail managers tailor offers that balance short-term promotions with lasting customer engagement.

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