



# International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

*(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)*



**Impact Factor: 8.699**

**Volume 14, Issue 4, April 2025**

# **An Analysis of Buying Behaviour among Working Professionals in Response to Price Discounts & Promotions on Electronic Goods**

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**ABSTRACT:** The study examines the impact of price discounts and promotions on purchasing decisions among working professionals, focusing on smartphones and laptops. The research uses quantitative surveys and qualitative interviews to explore factors like income levels, brand loyalty, perceived value, and impulsive buying tendencies. Results show that promotions' effectiveness is often moderated by brand perception, product necessity, and timing. The findings can help marketers tailor effective promotional campaigns.

**KEYWORDS:** Price Discounts, Promotions, Electronic Goods and Consumer Psychology

## **I. INTRODUCTION**

Price discounts and promotions are crucial tools in the electronics industry to attract and retain customers. These strategies can alter consumer perceptions of value, increase perceived urgency, and motivate purchases. Working professionals, a significant demographic in the electronics market, are particularly interested in these strategies due to their higher disposable income, time constraints, and preference for high-quality, technologically advanced products.

## **II. STATEMENT OF THE PROBLEM**

The electronics market is competitive, and businesses use price discounts and promotional offers to attract consumers. However, the effectiveness of these tactics on working professionals' buying behavior is not fully understood. Working professionals have high disposable income, technological preferences, and purchasing patterns influenced by convenience, brand loyalty, and perceived value. Understanding these factors is crucial for businesses to optimize their marketing strategies and tailor promotional campaigns to this demographic.

## **III. SCOPE OF THE STUDY**

The study examines working professionals' buying behavior in response to price discounts and promotional offers on electronic goods, focusing on factors like brand loyalty, perceived value, urgency, and income levels. It investigates the effectiveness of promotional strategies in urban areas with access to both physical and online shopping platforms.

## **IV. OBJECTIVES OF THE STUDY**

- To understand how price discounts influence the purchasing decisions of working professionals.

### **Hypothesis No.2**

Null Hypothesis (H<sub>0</sub>): There is no significant association between age group and brand loyalty

Alternative Hypothesis (H<sub>a</sub>): There is a significant association between age group and brand loyalty

## V. REVIEW OF LITERATURE

Moorthy, K. S. (1988) "Tactical and strategic pricing in a dynamic competitive environment" This paper discusses the dynamic relationship between tactical and strategic pricing decisions. Moorthy identifies that price discounts and promotions are often used as short-term tactics to boost sales, while strategic pricing decisions are geared towards long-term brand positioning. For working professionals, who are often motivated by immediate savings, tactical price promotions are highly effective. The study suggests that retailers need to balance both tactical and strategic pricing to ensure immediate sales boosts while also establishing a long-term brand position. Price promotions, such as discounts, bundle offers, or seasonal sales, are short-term strategies that can appeal to professionals seeking immediate value. However, these should be balanced with more strategic pricing decisions that promote brand loyalty and customer retention. Working professionals, in particular, are responsive to short-term savings but are also likely to remain loyal to a brand if the product quality and overall brand experience align with their expectations.

## VI. RESEARCH METHODOLOGY

- **TYPES OF RESEARCH** The study was based on descriptive analysis.
- **PRIMARY DATA** The primary data was collected from the working professionals using structured questionnaires.
- **SECONDARY DATA** Secondary data was collected from various journals, magazines and published paper.
- **SAMPLE SIZE** The sample size of the study was 100.
- **SAMPLING TECHNIQUE** The convenient sampling technique was used in this study.

## VII. LIMITATIONS OF THE STUDY

The study's limitations include small sample size, response bias, external factors, short data collection period, product variability, geographical focus, and rapid technological changes.

- The study focused only on the working professionals, which may not be representative of other industries.
- The sample size was restricted to a specific area, which may limit the applicability of the findings to other regions or populations.
- The study relied on self-reported data from employees, which may be subject to biases and inaccuracies.
- The study did not control for other factors that may influence job satisfaction, such as salary, benefits, and work-life balance.

## VIII. ANOVA ANALYSIS

### Educational qualifications and the importance given to discounts

ANOVA					
Importance given to discounts					
	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	7.631	3	2.882	3.17	0.026
Within Groups	89.354	96	0.951		
Total	96.99	99			

### FINDING:

Anova analysis reveals that the F-value is 3.170 with a significance value of 0.026, which is less than the standard significance level of 0.05. This indicates a statistically significant association between educational qualifications and the importance given to discounts. Therefore, the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted, confirming that the level of education significantly influences how much importance respondents place on discounts when purchasing electronic products.



#### **IX. SUGGESTIONS**

1. Promote electronic products on social media platforms to reach the most responsive audience.
2. Offer occasional price discounts to align with buyer behavior and boost sales.
3. Introduce attractive 30% or higher discount slabs to motivate purchases

#### **X. CONCLUSION**

Working professionals are highly responsive to promotional strategies, especially those offering discounts. Online shopping, particularly through social media platforms, has gained a strong foothold among this segment. Pricing strategies, particularly discount levels and promotional timing, play a vital role in shaping purchase decisions. Most professionals are driven by occasional price discounts, especially substantial ones, suggesting a rational yet opportunistic mindset.

#### **REFERENCES**

1. "Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon
2. This book offers a comprehensive understanding of how consumers make decisions, the impact of price discounts, promotions, and factors influencing the buying behavior of different segments, including working professionals.
3. "Marketing Management" by Philip Kotler and Kevin Lane Keller
4. Kotler's book is a classic in marketing and offers detailed explanations of various promotional strategies and how they impact consumer behavior, including price-sensitive buyers like working professionals



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