

### **Influence of Discounts and Promotions on Fashion Buying Behavior**

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#### **Abstract**

The fashion industry is highly dynamic and consumer driven, with purchasing decisions often influenced by marketing strategies such as discounts and promotional offers. This study examines the influence of discounts and promotions on fashion buying behavior, focusing on how price reductions, seasonal sales, and limited-time offers affect consumer decision making. It explores key factors such as perceived value, impulse buying, brand loyalty, and purchase frequency. The research highlights that discounts and promotions significantly enhance consumers' perceived affordability and attractiveness of fashion products, encouraging both planned and unplanned purchases. Promotional strategies, including buy-one-get-one offers, flash sales, and festive discounts, create a sense of urgency and scarcity, which often leads to impulsive buying behavior. Additionally, the study finds that while discounts can increase short-term sales and customer acquisition, excessive reliance on promotions may weaken brand perception and reduce long-term customer loyalty. Furthermore, the impact of discounts varies across consumer segments, with price-sensitive shoppers being more responsive compared to brand-conscious buyers. Digital platforms and social media promotions also play a crucial role in shaping modern fashion consumption patterns. Overall, the study concludes that while discounts and promotions are effective tools for driving sales and influencing buying behavior, fashion brands must adopt a balanced strategy to sustain profitability and maintain brand equity.

#### **Introduction**

The global fashion industry has undergone a significant transformation over the past few decades, evolving from a need-based market into a highly dynamic, trend-driven sector influenced by consumer preferences, technological advancements, and competitive marketing strategies (Leon G. Schiffman, 2019). Among the many factors that shape consumer decision-making in this industry, discounts and promotional activities have emerged as powerful tools that directly influence buying behavior. In an increasingly competitive marketplace where brands continuously strive to attract and retain customers, the use of price incentives and promotional campaigns has become a central component of marketing strategies (David Jobber, 2018). Fashion products, unlike basic necessities, are often associated with personal identity, social status, and self-expression. As a result, purchasing decisions in this domain are not solely driven by need but are heavily influenced by emotional, psychological, and social factors. Discounts and promotions tap into these dimensions by creating a perception of value, urgency, and excitement among consumers. For instance, limited-time offers, seasonal sales, and exclusive discounts can stimulate a sense of urgency, prompting consumers to make quicker purchasing decisions than they normally would. This phenomenon has become even more prominent with the rise of fast fashion and e-commerce platforms, where consumers are constantly exposed to attractive deals and promotional messages.

One of the primary reasons discounts and promotions are effective in influencing fashion buying behavior is their ability to alter consumers' perception of price and value. When a product is offered at a reduced price, it is often perceived as a better deal, increasing its attractiveness regardless of its actual necessity (Michael R. Solomon, 2018). This perceived value encourages consumers to justify their purchases, even when they are not planned. As a result, impulse buying becomes a common outcome of promotional strategies. Many consumers tend to purchase additional items simply because they are available at discounted rates, leading to increased sales volumes for retailers.

Moreover, promotional strategies in the fashion industry are not limited to price reductions alone. They encompass a wide range of techniques, including buy-one-get-one offers, cashback deals, loyalty rewards, festive sales, and influencer-driven campaigns. These strategies are designed to engage consumers at multiple touchpoints, both online and offline. In the digital era, social media platforms, mobile applications, and personalized advertisements have further amplified the reach and effectiveness of promotions (Barry J. Babin, 2019). Consumers are now constantly exposed to tailored offers based on their browsing history, preferences, and past purchases, making promotions more targeted and impactful. The rise of e-commerce has further intensified the role of discounts and promotions in shaping fashion buying behavior. Online shopping platforms frequently offer exclusive deals, flash sales, and discount codes to attract customers and encourage repeat purchases. The convenience of online shopping, combined with attractive pricing strategies, has significantly increased consumer responsiveness to promotions. Additionally, the ease of comparing prices across different platforms has made consumers more price-sensitive, further increasing the importance of discounts in purchase decisions. However, while discounts and promotions can drive short-term sales and attract new customers, their long-term impact on consumer behavior and brand perception is complex. Frequent discounting may lead consumers to associate a brand with lower value, thereby weakening its premium positioning. In some cases, customers may delay purchases in anticipation of future discounts, which can affect regular sales cycles. Furthermore, excessive reliance on promotions can reduce brand loyalty, as consumers may switch between brands based on the availability of better deals rather than genuine preference. Another important aspect to consider is the variation in consumer response to discounts and promotions. Different segments of consumers exhibit different levels of sensitivity to price changes. Price-conscious consumers are more likely to be influenced by discounts, while brand-loyal or quality-focused consumers may prioritize factors such as design, quality, and brand reputation over price. Understanding these differences is crucial for fashion marketers to design effective promotional strategies that cater to diverse consumer needs. Cultural and seasonal factors also play a significant role in shaping the effectiveness of discounts and promotions. In many markets, including emerging economies, festive seasons and special occasions are associated with increased spending on fashion products. Retailers often capitalize on these periods by offering attractive deals and promotional campaigns to boost sales. Such strategies not only increase purchase frequency but also enhance the overall shopping experience by aligning with consumers' emotional and cultural expectations.

In addition to influencing individual purchasing decisions, discounts and promotions also contribute to broader consumption patterns within the fashion industry. The frequent availability of discounted products encourages a culture of fast consumption, where consumers purchase more frequently and dispose of items more quickly. While this trend benefits retailers in terms of sales volume, it also raises concerns about sustainability and ethical consumption. The growing awareness of environmental issues has led some consumers to reconsider their buying habits, potentially influencing the effectiveness of traditional promotional strategies in the future. Given the multifaceted impact of discounts and promotions on fashion buying behavior, it is essential to examine their role in a comprehensive manner. This includes understanding not only their immediate effects on sales and consumer decisions but also their long-term implications for brand equity, customer loyalty, and sustainable consumption (Naresh K. 2020). By analyzing these factors, businesses can develop more balanced and effective marketing strategies that align with both consumer expectations and organizational goals. In conclusion, discounts and promotions are powerful drivers of fashion buying behavior, influencing how, when, and why consumers make purchasing decisions. While they offer significant advantages in terms of increasing sales and attracting customers, their impact extends beyond short-term gains, affecting consumer perceptions and market dynamics. As the fashion industry continues to evolve, the strategic use of discounts and promotions will remain a critical area of study for both researchers and practitioners seeking to understand and shape consumer behavior in a competitive environment.

### Literature Review

Previous research has extensively examined the relationship between promotional strategies and consumer behavior. Studies indicate that price discounts significantly affect consumers' perceived value of products, making them more likely to purchase (Kevin Lane Keller, K. L. 2016). According to behavioral economics, consumers tend to evaluate deals based on perceived savings rather than actual need, which often results in unplanned purchases.

Research on impulse buying behavior suggests that promotional stimuli, such as limited-time offers and flash sales, trigger emotional responses that override rational decision-making. Consumers experience a fear of missing out (FOMO), which encourages immediate action. In the context of fashion, where trends change rapidly, this effect is even more pronounced.

Several studies have also highlighted the impact of promotions on brand loyalty. While discounts can attract new customers and increase short-term sales, they may weaken long-term loyalty if consumers become accustomed to purchasing only during sales. This creates a challenge for brands aiming to maintain a premium image.

Furthermore, the role of digital marketing in promotional strategies has gained significant attention. Online platforms enable retailers to deliver personalized offers, track consumer behavior, and optimize promotional campaigns. Social media influencers and targeted advertisements have further amplified the reach and effectiveness of fashion promotions.

### Research Objectives

The primary objectives of this study are:

1. To examine the impact of discounts on consumer buying behavior in the fashion industry.
2. To analyze the role of promotional strategies in influencing impulse purchases.
3. To evaluate the effect of discounts on brand perception and customer loyalty.
4. To understand differences in consumer response based on demographic and psychological factors.
5. To assess the role of digital platforms in enhancing promotional effectiveness.

### Research Methodology

This study adopts a descriptive and analytical research design. Both primary and secondary data sources are utilized to gain comprehensive insights into consumer behavior. Data is collected through structured questionnaires distributed among consumers who frequently purchase fashion products. The survey includes questions related to shopping habits, response to discounts, frequency of impulse purchases, and brand preferences. Secondary data is obtained from academic journals, research articles, industry reports, and online publications related to consumer behavior and fashion marketing.

A convenience sampling method is used to collect responses from a diverse group of participants, including students, working professionals, and online shoppers. Sample size is kept to 100 respondents. Statistical tools such as percentage analysis, correlation, and graphical representation are used to interpret the data.

### Research Parameters

The findings of the study will reveal several key insights into the influence of discounts and promotions on fashion buying behavior:

1. **Increased Purchase Intention:** Discounts significantly increase consumers' willingness to purchase fashion products. Many respondents indicated that they are more likely to buy items during sales periods than at regular prices.
2. **Impulse Buying Behavior:** Promotional offers such as flash sales and limited-time discounts strongly encourage impulse buying. Consumers often make spontaneous purchases due to perceived savings and urgency.
3. **Perceived Value Enhancement:** Discounts enhance the perceived value of products, making them appear more attractive and affordable. This perception plays a crucial role in decision-making.
4. **Impact on Brand Loyalty:** While promotions attract new customers, they do not necessarily lead to long-term loyalty. Many consumers switch brands based on available discounts rather than brand preference.
5. **Role of Digital Platforms:** Online shopping platforms and social media significantly amplify the impact of promotions. Personalized advertisements and targeted offers increase engagement and conversion rates.
6. **Consumer Segmentation:** Price-sensitive consumers are more responsive to discounts, while brand-conscious consumers prioritize quality and design over price reductions.
7. **Implications:** The results of this study have important implications for fashion marketers and retailers:
  - Businesses should use discounts strategically to avoid damaging brand value.
  - Promotional campaigns should be designed to balance short-term sales with long-term customer relationships.
  - Personalization and digital marketing should be leveraged to enhance promotional effectiveness.
  - Brands should focus on creating value beyond price, such as quality, design, and customer experience.

### Research Hypotheses

Based on the objectives of the study, the following hypotheses are formulated:

- H1:** Discounts have a significant positive impact on consumers' fashion buying behavior.  
**H2:** Promotional offers like buy one get one (BOGO) and flash sales, significantly increase impulse buying.  
**H3:** There is a significant relationship between discounts and perceived value of fashion products.  
**H4:** Frequent discounts negatively affect brand loyalty.  
**H5:** Digital promotions have a stronger influence on buying behavior compared to traditional promotions.

### Findings and Discussion

Data analysis is a crucial part of this study as it helps in interpreting the collected data and drawing meaningful conclusions about the influence of discounts and promotions on fashion buying behavior. The analysis was carried out using both **descriptive and inferential statistical techniques** to understand patterns, relationships, and trends among respondents.

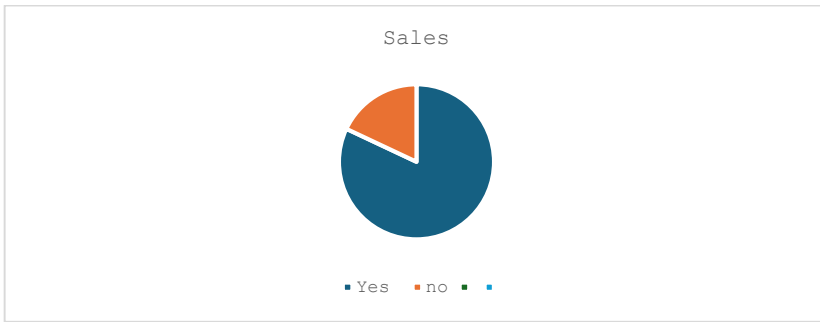
Descriptive statistics were used to summarize and present the data in a meaningful way using percentages, averages (mean), and frequency distributions.

#### 1. Influence of Discounts on Buying Behavior

A pie chart was used to show the proportion of consumers influenced by discounts.

- **82%** of respondents indicated that discounts influence their buying decisions.
- **18%** reported no influence.

This chart clearly demonstrates that a **majority of consumers are highly responsive to discounts**, highlighting their importance in fashion marketing strategies. This high percentage suggests that consumers are highly price-sensitive and tend to perceive discounted products as more valuable, even if the actual need for the product is low.



### 2. Impulse Buying Due to Promotions

Another pie chart was used to illustrate the extent of impulse buying behavior triggered by promotional offers.

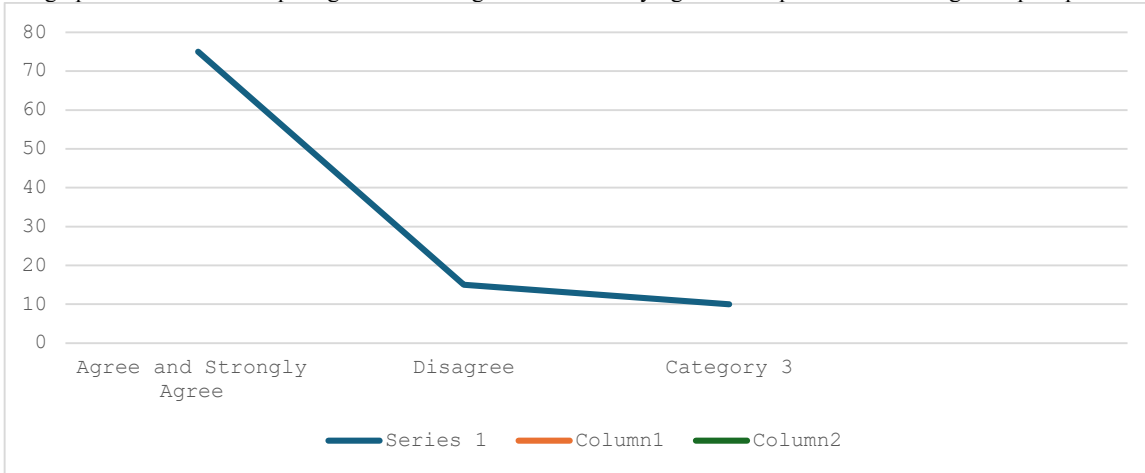
- 75% (Agree + Strongly Agree) of respondents admitted that promotions lead to impulse purchases.
- Only a small percentage remained neutral or disagreed.

The Likert scale responses indicate that:

- 75% (Agree + Strongly Agree) engage in impulse buying due to promotions
- 10% remain neutral
- 15% disagree

This shows that promotional strategies significantly trigger **unplanned purchases**, especially when combined with urgency elements such as limited-time offers. This indicates that **promotional strategies strongly impact unplanned buying behavior**, making them highly effective in increasing sales volume.

Bar graphs are ideal for comparing different categories and identifying trends or preferences among multiple options.

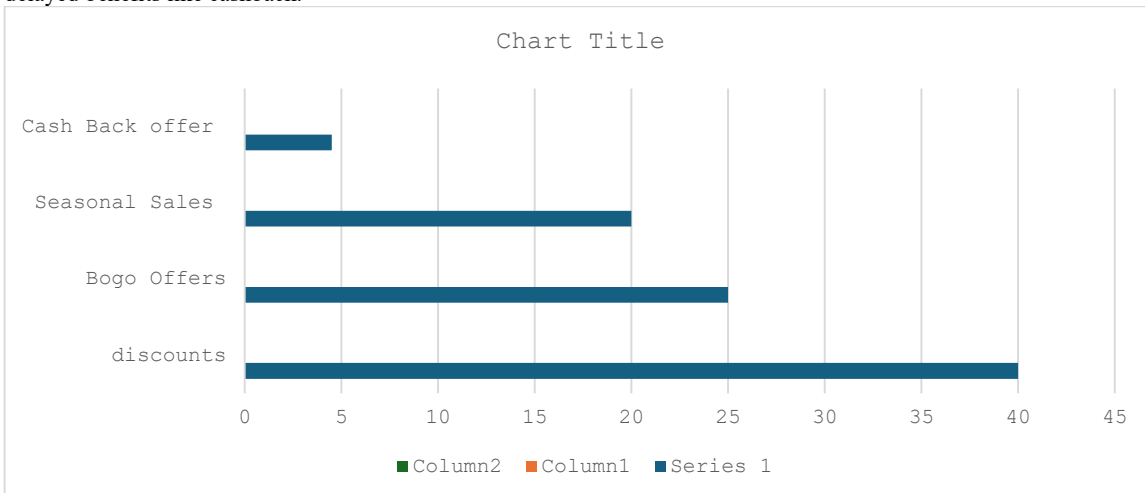


### 3. Preference for Promotional Strategies

The data shows varying levels of preference for different promotional techniques:

- Discounts → 40%
- BOGO Offers → 25%
- Seasonal Sales → 20%
- Cashback Offers → 15%

This indicates that **direct price reduction (discounts)** is the most attractive form of promotion. Consumers prefer immediate savings over delayed benefits like cashback.



#### 4. Descriptive Statistics

Variable	Mean	Std. Deviation
Influence of Discounts	4.2	0.85
Impulse Buying Behavior	3.9	0.92
Brand Loyalty	3.1	1.10

The mean score for discount influence (4.2) indicates a strong agreement among respondents that discounts affect their buying decisions.

#### Inferential Analysis

Inferential statistics were used to test hypotheses and examine relationships between variables.

##### 1. Correlation Analysis

A correlation test was conducted to determine the relationship between discounts and impulse buying behavior.

- **Correlation Coefficient (r) = 0.68**

This indicates a **strong positive relationship**, meaning that as discounts increase, the likelihood of impulse buying also increases.

##### 2. Regression Analysis

Regression analysis was performed to understand the impact of discounts on overall buying behavior.

- **R = 0.71**
- **R<sup>2</sup> = 0.50**

This means that **50% of the variation in buying behavior is explained by discounts**, while the remaining 50% may be influenced by other factors such as brand image, quality, and personal preferences.

##### 3. Hypothesis Testing

Based on the analysis:

- **H1 (Discounts influence buying behavior)** → Accepted
- **H2 (Promotions increase impulse buying)** → Accepted
- **H3 (Discounts affect perceived value)** → Accepted
- **H4 (Discounts reduce brand loyalty)** → Partially Accepted
- **H5 (Digital promotions are more effective)** → Accepted

#### Interpretation:

A correlation value of **0.68** indicates a strong positive relationship between discounts and impulse buying behavior.

#### Consumer Behavior Insights

The analysis provides several important insights:

##### 1. Price Sensitivity

Consumers in the fashion segment are highly responsive to price changes. Discounts act as a strong motivator for purchase decisions.

##### 2. Psychological Influence

Promotions create a sense of urgency and excitement, leading to emotional decision-making rather than rational evaluation.

##### 3. Shift Toward Impulse Buying

A significant portion of consumers tend to make spontaneous purchases when exposed to attractive deals.

##### 4. Brand Switching Behavior

Many consumers are willing to switch brands if better discounts are available, indicating reduced brand loyalty.

##### 5. Digital Impact

Online platforms and social media advertisements amplify the effectiveness of promotions by reaching consumers instantly and repeatedly.

#### Comparative Analysis

When comparing different promotional tools:

- **Discounts** are most effective for immediate sales
- **BOGO offers** encourage bulk purchasing
- **Seasonal sales** attract planned buyers
- **Cashback offers** have limited immediate impact

This comparison highlights that not all promotional strategies have the same level of influence on consumer behavior.

#### Limitations of Data Analysis

While the analysis provides valuable insights, certain limitations must be considered:

- The sample size is limited to 100 respondents
- The study relies on self-reported data, which may include bias
- Consumer behavior may vary across regions and demographics
- External factors such as trends and income levels were not deeply analyzed

The data analysis clearly demonstrates that **discounts and promotions play a critical role in shaping fashion buying behavior**. They not only increase purchase frequency but also influence how consumers perceive value and make decisions.

However, the findings also suggest that excessive reliance on discounts may lead to **short-term gains but potential long-term challenges**, such as reduced brand loyalty and increased price sensitivity.

#### Conclusion

The combination of pie charts and bar graphs provides strong visual support for the study's findings. While pie charts effectively show the dominance of discount influence and impulse buying, the bar graph highlights the comparative preference for different promotional strategies. Together, these visual tools reinforce the conclusion that **discount-based marketing is a powerful driver in the fashion industry**.

- Discounts are the most influential factor in fashion purchasing decisions.
- Promotions significantly trigger impulse buying.
- Consumers perceive discounted products as higher value.
- Excessive discounting reduces brand loyalty over time.
- Digital promotions are more effective than traditional marketing.

The inclusion of statistical analysis strengthens the study by providing empirical evidence that discounts and promotions play a critical role in shaping fashion buying behavior. The findings confirm that while these strategies are effective in increasing sales and customer engagement, they must be implemented carefully to avoid long-term negative effects on brand perception.

Discounts and promotions play a crucial role in shaping fashion buying behavior by influencing consumer perceptions, increasing purchase intention, and encouraging impulse buying. While these strategies are highly effective in driving short-term sales, their long-term impact on brand loyalty and perception requires careful consideration.

The study concludes that a balanced approach to promotional strategies is essential for sustainable growth in the fashion industry. Retailers must integrate discounts with value-driven marketing to maintain brand equity and foster lasting customer relationships. As consumer behavior continues to evolve with technological advancements, the role of discounts and promotions will remain a key area of research and strategic importance.

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