

Impact of Price Discounts on Consumer Buying Behavior in Kathmandu Valley

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Abstract

This study examines the impact of price discounts on consumer buying behavior in Kathmandu Valley. Consumer buying behavior is the dependent variable. The selected independent variables are free samples, buy one get one free offer, loyalty discounts, cashback offers, and bundle discounts. The primary source of data is used to assess the opinions of respondents regarding free samples, buy one get one free offer, loyalty discounts, cashback offers, bundle discounts, and consumer buying behavior. The study is based on primary data from 126 respondents. To achieve the purpose of the study, a structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of price discounts on consumer buying behavior in Kathmandu Valley.

The study showed a positive impact of free sample on consumer buying behavior. It indicates that provide free sample to the consumer leads to change in consumer buying behavior. Similarly, the study showed a positive impact of buy one get one free on consumer buying behavior. It indicates that offering buy one get one free to consumer leads to change in consumer buying behavior. Likewise, the study also revealed a positive impact of loyalty discounts on consumer buying behavior. It indicates that offering loyalty discounts may influence consumers' purchasing decisions. Further, the study observed a positive impact of cashback offers on consumer buying behavior. It indicates that providing cashback offers may lead to changes in consumer purchasing behavior. In addition, the study observed a positive impact of bundle discounts on consumer buying behavior. It indicates that offering bundle discounts to consumers lead to influence the consumers' buying behavior.

Keywords: consumer buying behavior, free sample, buy one get one free, loyalty discounts, cashback offer, bundle discounts

1. Introduction

Price discounting is a prevalent marketing strategy used to attract consumers by providing extra value or incentive, encouraging immediate purchase. The impact of price discounts on consumer buying behavior is multifaceted and influenced by various factors. Price discounts can significantly affect consumers' perceptions of savings, quality, and value for product. For instance, higher discounts can sometimes lead to a perception of lower quality. However, the feeling aroused by price discounts, known as price discount affect, can mediate this relationship, leading to a positive perception of product quality. Moreover, the psychology of discounts reveals that consumers often experience a surge of excitement and a sense of urgency when faced with a discount⁴. The allure of saving money, coupled with the fear of missing out on a limited-time offer, can trigger impulsive buying behavior. Many of the purchase situations are so common and habitual that they involve very little cognitive activity of the consumers (Wathieu and Bertini, 2007). In such situations, motivating the consumers to switch brands or purchase more items is very hard. One of the benefits of promotions are that they stimulate the consumers to compare different brands and evaluate the purchase possibilities in such cases. Therefore, retailers and marketers utilize different price discounts according to the preference of the consumers to boost their sales. One of the benefits of promotions, particularly price discounts, is that they stimulate the consumers to

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compare different brands and evaluate the purchase possibilities in such cases. By disrupting the routine and presenting a more attractive option, discounts can nudge consumers to consider alternatives or even stock up on a product they wouldn't normally buy in bulk.

Grewal *et al.* (1998) investigated the effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. The study revealed that there is a minimal influence of price discounts on brand quality perception and the significant role of perceived value and store image on purchase intentions. Similarly, Deore and Borade (2020) examined the influence of discounts on consumer behavior. The study found that discounts increase the perceived value of a product for the consumer, which is based on the balance of benefits versus price. Likewise, Lee and Chen-Yu (2018) analyzed the effects of price discount on consumers' perceptions of savings, quality, and value for apparel products. The study concluded that higher price discounts directly lead to a perception of lower quality. Further, Bhatti (2018) examined sales promotion and price discount effect on consumer purchase intention with the moderating role of social media in Pakistan. The study revealed that sales promotion has a significant and positive influence on consumers' purchase intention. In addition, Lowe (2010) explored the consumer perceptions of extra-free product promotions and discounts. The study found that low-risk products, consumers tend to value extra free product promotions more than discounts. Conversely, for high-risk products, discounts are valued more. Moreover, Das and Kumar (2009) examined the impact of sales promotion on buyers. The study revealed that retail sales promotion played a limited role on consumer buying behavior.

Ahmad *et al.* (2015) examined the impact of sales promotion on consumer buying behavior in Pakistan. The study revealed that sales promotions such as discounts, coupons, free samples, and "buy-one-get-one-free" offers significantly impact the buying behavior of Pakistani. Similarly, Supardi (2015) investigated the influence of price discount and store image toward consumer purchase intention. The study revealed that both price discount and store image play a crucial role in influencing consumer behavior and purchase intentions, both individually and collectively. Similarly, Godinho *et al.* (2015) examined the price discounts and peer effects in information goods. The results revealed a dual effect: households with access to discounted movies showed an increase in leasing activity, but they also leased fewer movies without discounts, leading to a decrease in overall sales and potential implications for the provider's profitability. Likewise, Cai *et al.* (2016) explored the Boomerang effects of low price discounts: How low price discounts affect purchase propensity. The study revealed a "boomerang effect" where low price discounts can decrease purchase likelihoods for nonessential purchases with small purchase volumes. Further, Maharani and Darma (2018) analyzed the consumer purchasing behavior analysis on impulse buying. The study revealed that price discounts have a significant effect on impulse buying. In addition, Agmeka *et al.* (2019) examined the influence of discount framing towards brand reputation and brand image on purchase intention and actual behavior in e-commerce. The study revealed that the path for discount framing in influencing purchase intention and actual behavior depends on both brand reputation and brand image.

Yildirim and Aydin (2012) investigated the effects of discount announcements on consumer purchase decision on supermarket. The study found that a majority of customers (86.2%) believe that discounted products positively affect their shopping budget, and 65.2% prefer supermarkets that widely inform about discounts. Similarly, Susmonowati and Royani

(2020) analyzed the effect of price discounts and packaging bonuses on impulsive purchasing decisions to consumers. The study revealed that there was a positive and significant effect of price discounts on impulsive purchasing decisions. Likewise, Chandra *et al.* (2018) assessed the impact of sales promotional tools on the consumers buying behavior: Study related with apparel retailing business. The study revealed that price discounts and buy-one-get-one offers significantly influence purchase decisions. Further, Ashraf *et al.* (2014) investigated the promotional tools and situational factors' impact on consumer buying behavior and sales promotion. The study found that consumers respond positively to various marketing techniques, particularly those promoted through sales promotions. Similarly, Ali and Muhammad (2021) assessed the impact of promotional tools on consumer buying behavior: A case of FMCG industry. The study concluded that price reductions and free samples significantly influence consumer buying behavior, whereas buy one get one free offers and free coupon offers do not show a significant impact.

In the context of Nepal, Shakya (2019) examined the impact of sales promotion tools on purchasing decisions of buyers at Bhat-Bhateni super market. The study concluded that sales promotions significantly affect purchasing decisions. Similarly, Rai and Bhandari (2021) investigated the sales promotion and consumer buying behavior for FMCGs in Kathmandu. The study concluded that price discounts and free samples have a significant effect on consumer buying behavior, while "buy one get one free" did not show a significant impact. Likewise, Lama and Chataut (2022) assessed the sales promotion and consumer buying behavior of FMCG Products in Kathmandu. The study revealed that free samples and price discounts have a negative correlation with consumer buying behavior, Further, Pokhrel (2023) examined the impact of sales promotion tools on consumer buying behavior with reference to Baskin Robbins ice cream in Kathmandu Valley. The study found that sales promotion tactics like price discounts, BOGOF offers, coupon discounts, and free samples have a positive impact on consumers' purchase decisions.

The above discussion shows that empirical evidences vary greatly across the studies on the impact of price discounts on consumer buying behavior. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the impact of price discounts on consumer buying behavior in Kathmandu Valley. Specifically, it examines the relationship of free samples, buy one get one free offer, loyalty discounts, cashback offers, and bundle discounts with consumer buying behavior in Kathmandu Valley.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 126 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on free samples, buy one get one free offer, loyalty discounts, cashback offer, bundle discounts, and consumer buying behavior. This study is based on descriptive as

well as causal comparative research designs.

The model

The model estimated in this study assumes that consumer buying behavior depends upon price discounts. The dependent variable selected for the study is consumer buying behavior. Similarly, the selected independent variables are free samples, buy one get one free offer, loyalty discounts, cashback offers, and bundle discounts. Therefore, the model takes the following form:

Consumer buying behavior = f (free samples, buy one get one free, loyalty discounts, cashback offers and bundle discounts).

More specifically,

$$CBB = \beta_0 + \beta_1 FS + \beta_2 BOGO + \beta_3 LD + \beta_4 CO + \beta_5 BD + e$$

Where,

CBB = Consumer buying behavior

FS = Free sample

BOGO = Buy one get one free

LD = Loyalty discounts

CO = Cashback offers

BD = Bundle discounts

Consumer buying behavior was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “engage with brands on social media if they offer promotional discounts or giveaways”, “I actively seek out promotional offers before making a purchase” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.858$).

Free samples were measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “Free samples make me more likely to purchase a product.”, “inclined to try new products if they are offered with free samples” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.839$).

Buy one get one free was measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “buy one get one free offers make me more likely to purchase a product.”, “inclined to try new products if they are offered with buy one get one free” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.838$).

Loyalty discounts were measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “loyalty discounts make me more

likely to purchase a product.”, “inclined to try new products if they are offered with loyalty discounts” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.856$).

Cashback offers were measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “cashback offers make me more likely to purchase a product”, “inclined to try new products if they are offered with cashback offers” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.805$).

Bundle discounts were measured by using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “bundle discount makes me more likely to purchase a product.”, “inclined to try new products if they are offered with bundle discounts” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.807$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Free samples

Free sample is a usually small and packaged portion of merchandise distributed free especially as an introduction to potential customers. Ahmad *et al.* (2015) examined the impact of sales promotion on consumer buying behavior in Pakistan. The study showed that free samples have positive impact on consumer buying behavior. Similarly, Ali and Muhammad (2021) assessed the impact of promotional tools on consumer buying behavior: A case of FMCG industry. The study concluded that there is a positive relationship between free samples and consumer buying behavior. Likewise, Wang (2019) analyzed the internet promotion strategy on consumer buying behavior. The study stated that products, practitioners used to send free samples for consumers to personally experience the products that leads to change in consumer buying behavior. Further, Osman *et al.* (2011) investigated the simulation of sales promotions towards buying behavior among university students. The study argued that free samples have positive impact on consumer buying behavior. In addition, Weerathunga and Pathmini (2015) analyzed the impact of sales promotion on consumer’s impulse buying behavior. The study found that there is a positive relationship between free samples and consumer buying behavior. Moreover, Baig *et al.* (2020) showed that free samples have positive and significant impact on consumer buying behavior. Likewise, Khan and Ghorpode (2016) analyzed the impact of promotional tools used by hypermarkets in Pune City to influence the consumer buying behavior. The study stated that there is a positive relationship between free samples and consumer buying behavior. Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between free samples and consumer buying behavior.

Buy one get one free

A “buy one, get one free” offer is a promotional deal where a customer receives a second item for free upon purchasing the first item. Thomas and Chrystal (2013) examined the “buy one get one free” promotion: the golden ratio as a marketing tool. The study showed that

buy one get one free has a positive relationship with consumer buying behavior. Similarly, Sinha and Smith (2000) assessed the impact of consumers' perceptions of promotional framing of price. The study concluded that there is a positive relationship between buy one get one free and consumer buying behavior. Likewise, Shamout (2016) analyzed the impact of promotional tools on consumer buying behavior in retail market. The study revealed that the psychological influence of the word "free", triggers impulsive buying decisions. In addition, Gordon-Hecker *et al.* (2020) investigated the buy-one-get-one-free deals attract more attention than percentage deals. The study found that there is a positive relationship between buy one get one free and consumer buying behavior. Furthermore, Rodrigues *et al.* (2021) analyzed the factors affecting impulse buying behavior of consumers. The study stated that there is a positive relationship between buy one get one free and consumer buying behavior. Likewise, Mughal *et al.* (2014) examined the impact of promotional tools on consumer buying behavior: a study from Pakistan. The study revealed that there is a positive relationship between buy one get one free and consumer buying behavior. Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between buy one get one free and consumer buying behavior.

Loyalty discounts

Loyalty discounts are special price reductions offered to repeat customers as a reward for their continued patronage. Yi and Jeon (2003) analyzed the effects of loyalty programs on value perception, program loyalty, and brand loyalty. The study revealed that there is a positive relationship between loyalty discounts and consumer buying behavior. Similarly, Bolton *et al.* (2000) examined the implications of loyalty program membership and service experiences for customer retention and value. The study found that there is a positive relationship between loyalty discounts and consumer buying behavior. Likewise, Liu (2007) investigated the long-term impact of loyalty programs on consumer purchase behavior and loyalty. The study concluded that there is a positive relationship between loyalty discounts and consumer buying behavior. In addition, Dowling and Uncles (1997) revealed that personalized discounts based on buying habits can create a sense of exclusivity and strengthen the emotional connection between brand and customer. Furthermore, Shamout (2016) investigated the impact of promotional tools on consumer buying behavior in retail market. The study stated that there is a positive relationship between loyalty discounts and consumer buying behavior. Similarly, Verhoef (2003) analyzed the effect of customer relationship management efforts on customer retention and customer share development. The study found that there is a positive relationship between loyalty discounts and consumer buying behavior. Likewise, Dubey *et al.* (2020) examined the consumer buying behavior in retail market. The study concluded that there is a positive relationship between loyalty discounts and consumer buying behavior. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between loyalty discounts and consumer buying behavior.

Cashback offers

Cashback offers are promotional deals where customers receive a percentage of

their purchase amount back as a rebate or discount after completing a transaction. Shukla and Banerjee (2014) examined the direct and interactive effects of store-level promotions on impulse purchase. The study showed that cashback offers have positive impact on consumer buying behavior. Similarly, Bijmolt *et al.* (2010) assessed the analytics for customer engagement. The study concluded that there is a positive relationship between cashback offers and consumer buying behavior. Likewise, Hinz *et al.* (2011) showed that cashback incentivizes trial purchases which led to repeat purchases. Further, Rodrigues *et al.* (2021) investigated the factors affecting impulse buying behavior of consumers. The study stated that cashback offers have positive impact on consumer buying behavior. In addition, Sajid *et al.* (2022) analyzed the trends of consumers' online buying behavior during pandemic. The study found that there is a positive relationship between cashback offers and consumer buying behavior. Likewise, Ali and Muhammad (2021) showed that cashback offer have positive and significant impact on consumer buying behavior. Moreover, Khan *et al.* (2019) analyzed the impact of sales promotion on consumer buying behavior. The study stated that there is a positive relationship between cashback offers and consumer buying behavior. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between cashback offers and consumer buying behavior.

Bundle discounts

Bundle discounts are promotional offers where multiple products or services are sold together at a reduced total price, encouraging customers to buy more items at once. Hähnchen and Baumgartner (2020) analyzed the impact of price bundling on the evaluation of bundled products. The study revealed that there is a positive relationship between bundle discounts and consumer buying behavior. Similarly, Shekhawat *et al.* (2020) examined the impact of discounts on consumer buying behavior. The study found that there is a positive relationship between bundle discounts and consumer buying behavior. Likewise, Putri and Mandataris (2024) investigated the impact of pricing on consumer buying behavior in the UAE. The study concluded that there is a positive relationship between bundle discounts and consumer buying behavior. In addition, Balachander *et al.* (2010) revealed that bundle discounts on regular products increased purchase. Furthermore, Byford and King (2021) investigate the impact of bundle discounts on consumer buying behavior. The study stated that there is a positive relationship between bundle discounts and consumer buying behavior. Similarly, Wang (2015) analyzed the impact of bundle discounts on consumer buying behavior of supermarkets. The study concluded that there is a positive relationship between bundle discounts and consumer buying behavior. Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between bundle discounts and consumer buying behavior.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall’s Tau correlation coefficient matrix

This table presents Kendall’s Tau coefficients between dependent variable and independent variables. The correlation coefficients are based on 126 observations. The dependent variable is CBB (Consumer buying behavior). The independent variables are FS (Free sample), BOGO (Buy one get one free), LD (Loyalty discount), CO (Cashback offers), and BD (Bundle discounts).

Variables	Mean	S.D.	CBB	FS	BOGO	LD	CO	BD
CBB	3.890	0.627	1					
FS	3.805	0.604	0.337**	1				
BOGO	3.878	0.621	0.408**	0.583**	1			
LD	3.906	0.605	0.456**	0.431**	0.420**	1		
CO	4.017	0.537	0.534**	0.337**	0.362**	0.575**	1	
BD	3.910	0.633	0.491**	0.370**	0.299**	0.495**	0.445**	1

Notes: The asterisk signs (**) and (*) indicate that the result are significant at one percent and five percent levels respectively.

Table 1 shows that free sample is positively correlated to consumer buying behavior. It indicates that provide free sample to the consumer leads to change in consumer buying behavior. Similarly, buy one get one free is positively correlated to consumer buying behavior. It indicates that offering buy one get one free to consumer leads to change in consumer buying behavior. Likewise, loyalty discounts are positively correlated to consumer buying behavior. It indicates that offering loyalty discounts may influence consumers’ purchasing decisions. Further, cashback offers are positively correlated to consumer buying behavior. It indicates that providing cashback offers may lead to changes in consumer purchasing behavior. In addition, bundle discounts also positively correlated to consumer buying behavior. It indicates that offering bundle discounts to consumers lead to influence the consumers’ buying behavior.

Regression analysis

Having indicated the Kendall’s Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of free samples, buy one get one free, cashback offers loyalty discounts, and bundle discounts on consumer buying behavior.

Table 2

Estimated regression results of free samples, buy one get one free, cashback offers, loyalty discounts, and bundle discounts with consumer buying behavior

The results are based on 126 observations using linear regression model. The model is $CBB = \beta_0 + \beta_1 FS + \beta_2 BOGO + \beta_3 LD + \beta_4 CO + \beta_5 BD + e$ where the dependent variable is CBB (Consumer buying behavior). The independent variables are FS (Free sample), BOGO (Buy one get one free), LD (Loyalty discount), CO (Cashback offers), and BD (Bundle discounts).

Model	Intercept	Regression coefficients of					Adj. R_bar²	SEE	F-value
		FS	BOGO	LD	CO	BD			
1	2.004 (6.353)**	0.496 (6.053)**					0.222	0.552	36.683
2	1.936 (6.276)**		0.504 (6.416)**				0.243	0.545	41.165
3	1.821 (5.770)**			0.531 (6.332)**			0.256	0.540	43.99
4	0.793 (2.483)**				0.771 (9.792)**		0.432	0.472	95.89
5	1.364 (5.119)**					0.646 (9.601)**	0.422	0.476	92.17
6	1.625 (4.929)**	0.262 (2.378)*	0.327 (3.046)**				0.271	0.535	24.184
7	1.141 (3.292)**	0.164 (1.493)	0.228 (2.132)*	0.319 (3.433)**			0.329	0.513	21.464
8	0.196 (0.575)	0.128 (1.328)	0.165 (1.752)	0.049 (0.530)	0.591 (6.093)**		0.483	0.450	30.143
9	0.051 (0.161)	0.026 (0.280)	0.215 (0.086)	0.086 (0.944)	0.437 (4.564)**	0.381 (4.589)**	0.556	0.417	32.324

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Consumer buying behavior is dependent variable.

The regression results show that the beta coefficients for free sample are positive with consumer buying behavior. It indicates that free sample has a positive impact on consumer buying behavior. This finding is consistent with the findings of Ahmad *et al.* (2015). Similarly, the beta coefficients for buy one get one free are positive with consumer buying behavior. It indicates that buy one get one offer has a positive impact on consumer buying behavior. This finding is consistent with the findings of Supardi (2015). Likewise, the beta coefficients for loyalty discounts are positive with consumer buying behavior. It indicates that loyalty discounts have positive impact on consumer buying behavior. This findings is consistent with the findings of Yulianto *et al.* (2021). Further, the beta coefficients for cashback offer are positive with consumer buying behavior. It indicates that cashback offer has a positive impact on consumer buying behavior. This finding is consistent with the findings of Roviqoh and Supriati (2022). In addition, the beta coefficients of bundle discounts are positive with consumer buying behavior. It indicates that bundle discount has a positive impact on consumer buying behavior. This finding is consistent with the findings of Gunawan and Pratiwi (2024).

4. Summary and conclusion

Price discount is a very common type of promotion used in the consumer marketplace; it refers to a direct stimulus via an extra value or incentive offered by sellers to attract customers and lead them to purchase promoted products immediately. Price discounts are interesting because they are more complicated for consumers to interpret and because they signal meanings unique from price. By their very nature, price discounts are harder for shoppers to evaluate than price because they require use of a more demanding cognitive process. When customers see a product that sells at list price, they receive only one piece of price information. In contrast, price discounts require customers to process several pieces of price information to calculate the selling price and then evaluate the deal; price discount information to process includes percentage and/or dollar amount of price discount, original

price and calculation of the selling price. In the case of the percentage, discount amount, customers also need to conduct an additional cognitive task to figure out how much money they actually save, such as subtracting the selling price from the original price.

This study attempts to examine the impact of price discount on consumer buying behavior in Kathmandu Valley. The study is based on primary data of 126 respondents.

The major conclusion of the study is that s free samples, buy one get one free, loyalty discounts, cashback offer, and bundle discounts have positive impact on consumer buying behavior. It indicates that higher the free samples, buy one get one free, loyalty discounts, cashback offer, and bundle discounts leads to influence the consumer buying behavior. The study also concludes that cashback offers is the most significant factor followed by bundle discounts that determines the change in the level of customer buying behavior.

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