

Examining the Influence of Mega Sales Discounts on Consumer Purchase Behavior in the Consumer Durables Market

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I. . Abstract:

This study investigates the impact of mega sales discounts on consumer behavior in the consumer durables sector, with a focus on how seasonal and festival-driven promotions influence purchasing decisions. While deep discounts and limited-time offers are widely used marketing strategies to boost short-term sales, their long-term effects on brand loyalty, perceived product value, and consumer trust remain underexplored. The research adopts a mixed-methods approach, combining structured surveys and statistical analysis to evaluate how factors such as price sensitivity, purchase urgency, and demographic characteristics shape discount-driven buying behavior. Findings reveal a strong positive correlation ($r = 0.85$, $p < 0.05$) between seasonal influence and purchase behavior, indicating that consumers—particularly younger age groups, salaried employees, and lower-income individuals—are more likely to postpone purchases and wait for major sales events. Trust in discounted product quality and brand perception also increases with higher seasonal influence scores. These insights highlight the importance of strategic discounting during key periods to maximize engagement while maintaining brand integrity. The study further identifies gaps in understanding post-purchase satisfaction, brand switching behavior, and the psychological triggers behind impulse buying during mega sales. Recommendations include expanding research to other geographic regions, conducting longitudinal studies, and exploring sustainability concerns linked to impulsive consumption patterns. This research provides actionable insights for marketers and policymakers aiming to balance promotional effectiveness with long-term customer retention and market stability.

Keywords : Mega sales discounts, Consumer behavior, Seasonal promotions, Brand loyalty, Price sensitivity, Purchase urgency

II. INTRODUCTION

A. Background Information:

In the consumer durables sector, massive sales discounts have developed into a potent marketing tactic that shapes consumer choices and market trends. Seasonal, holiday, and internet sales events sometimes result in considerable price reductions for products including electronics, furniture, and home appliances. These aggressive discounting strategies influence brand loyalty, influence buying habits, and increase sales. Consumers have benefited from these deals' expanded accessibility due to the advent of e-commerce behemoths like Amazon and Flipkart, but issues around pricing sustainability and brand reputation have also been raised. In order to assist firms improve their tactics for long-term success, this study investigates how buying behavior is affected by massive promotional discounts.

B. Research Problem:

Although mega sales discounts are frequently used as a marketing tactic in the consumer durables industry, little empirical study has been done on how large discounts affect customer behavior beyond temporary increases in purchases. Although discounts encourage impulsive purchases and generate a feeling of urgency, it is yet unknown how they will affect customer purchasing patterns, perceived product value, and brand loyalty in the long run. Furthermore, questions concerning pricing sustainability and its effect on customer trust are raised by the increasing use of extreme discounting. Businesses must comprehend these elements in order to create balanced price plans that optimize both short-term sales and long-term client retention.

C. Significance of the Research:

This study is important because it offers insightful information about how consumer behavior in the consumer durables industry is impacted by massive sales discounts. Businesses can optimize their pricing and promotional strategies to strike a balance between short-term revenue gains and long-term customer relationships by looking at how aggressive discounting strategies affect purchasing decisions, brand loyalty, and long-term market trends. Customers will also gain a better understanding of how discounts influence their purchasing patterns, which will enable them to avoid impulsive spending and make well-informed decisions. The results can also be used by market analysts and policymakers to evaluate the long-term effects of regular mega sales on consumer trust, competition, and pricing sustainability. This study attempts to close the gap between marketing tactics and actual consumer behavior in the consumer durables sector by examining important variables like price perception, purchase urgency, and brand loyalty.

III. Literature Review:

A. Overview

This literature review explores the impact of sales promotions, discounts, and marketing strategies on consumer behavior across durable and non-durable goods sectors. It examines how short-term tactics like limited-time offers and deep discounts drive immediate sales but may harm long-term brand loyalty and perception. Psychological triggers such as urgency and perceived savings play a key role in impulse buying, while functional factors like product performance and after-sales services influence repeat purchases. The review highlights the need for a balanced approach to promotional strategies, emphasizing sustained customer trust and loyalty alongside short-term revenue gains. These insights will guide our analysis of consumer behavior in retail contexts.

B. Key theories:

Jose (2003) investigates the impact of sales promotions on consumer durable sales, concluding that discounts, cashback offers, and limited-time deals significantly increase short-term revenue. However, overreliance on promotions may result in lower brand loyalty and perceived product quality concerns, influencing long-term consumer behavior.

Priyanka and Rooble (2012) investigate impulse buying behavior in the consumer non-durable sector, concluding that in-store promotions, discounts, and product placement have a significant impact on spontaneous purchasing decisions. Their findings indicate that psychological triggers such as urgency and appealing pricing strategies play an important role in shaping consumer purchasing habits. Patra, Mahapatra, and Baral (2021) look at consumer behavior during major e-commerce sales events such as Flipkart's "Big Billion Days" and Amazon's "Great Indian Festival." According to the study, deep discounts, limited-time offers, and aggressive marketing strategies drive impulse purchases, influencing consumer shopping habits and brand perceptions.

Harshith and Nijaguna (2019) investigate impulsive purchasing behavior at Big Bazaar in Davanagere, discovering that in-store promotions, discounts, and attractive product displays have a significant impact on unplanned purchases. The study emphasizes the importance of psychological factors, such as urgency and perceived savings, in influencing consumer decisions.

Das and Kumar (2009) investigate the effect of sales promotions on buyer behavior in the Indian retail sector, concluding that discounts, cashback offers, and limited-time deals significantly increase purchase intent. The study discovers that, while promotions increase short-term sales, excessive reliance can harm brand perception and long-term customer loyalty.

Siddiqui (2015) investigates consumer behavior in retail marketing, focusing on Vishal Mega Mart and emphasizing the influence of discounts, promotional offers, and in-store marketing strategies on purchase

decisions. The study found that competitive pricing and perceived savings have a significant impact on consumer preferences and shopping frequency.

Hanssens (1998) investigates the relationship between order forecasting, retail sales, and marketing strategies in the consumer durables industry. The study emphasizes that while sales promotions and pricing strategies drive short-term demand spikes, they may also cause volatility in long-term sales, necessitating a balanced marketing approach for sustained growth.

Grewal, Mehta, and Kardes (2004) investigate the timing of repeat purchases of consumer durable goods, highlighting the importance of functional consumer attitudes. The study found that product performance, brand trust, and previous promotional experiences all influence repurchase decisions, affecting long-term brand loyalty and market stability.

Jayakumar (2016) examines consumer behavior during Flipkart's Big Billion Day sale, focusing on how deep discounts, limited-time offers, and strategic marketing create urgency and drive impulse purchases. The study emphasizes that, while such events increase short-term sales, they may have long-term consequences for brand perception and customer loyalty.

Saccani, Songini, and Gaiardelli (2006) investigate the importance of after-sales services in the consumer durables industry, focusing on customer satisfaction and brand loyalty. The study found that effective after-sales support, such as warranties and maintenance services, increases long-term consumer trust and influences repeat purchases.

C. Gaps in the literature review:

The question of whether mega sales discounts result in long-term customer loyalty or merely temporary sales spikes is not well examined in the literature. Although research looks at purchases motivated by discounts, it doesn't go into great detail about consumer retention or brand switching behavior. Furthermore, little research has been done on the psychological triggers that lead to impulse buying during mega sales events, such as urgency and FOMO. Additionally, comparative analysis on the various discount types (cashback, percentage discounts, and bundle offers) and their effects on customer satisfaction is lacking. Additionally, research does not adequately address how consumer decisions following a discount-driven purchase are influenced by post-purchase perceptions, such as product quality and after-sales service. Filling in these gaps can help us better understand how mega sales discounts affect consumer behavior over the long run in the consumer durables industry.

IV. Research Methodology

The research approaches and data gathering techniques utilized to examine the Impact of Mega Sales Discounts on Consumer Behavior in the Consumer Durables Sector are described in this chapter.

A structured questionnaire was disseminated via Google Forms and social media platforms to a wide range of consumers as the primary data collection method. To guarantee sufficient responses, a random sampling technique was used, along with in-person follow-ups. In the end, 145 responses were collected for examination.

To identify important consumer behavior patterns influenced by mega sales discounts, Excel was utilized for exploratory factor analysis and statistical processing in the data analysis. These analytical methods shed light on how consumer satisfaction, impulse buying tendencies, and brand loyalty are affected by discount-driven purchasing decisions in the consumer durables market.

A. Research Design

Using an exploratory research approach, this study attempts to investigate the Impact of Mega Sales Discounts on Consumer Behavior in the Consumer Durables Sector. To accomplish the goals of the study, a number of influencing factors will be examined, including price sensitivity, impulse buying, and brand loyalty.

A mixed-method approach is used in the research design, combining primary and secondary data sources to provide a thorough understanding of how customers behave during mega sales events. Primary data will be collected through a structured questionnaire-based survey, while secondary data will be sourced from academic literature, industry reports, and market analyses. This methodology guarantees a comprehensive analysis of the ways in which consumer durables purchasing decisions are impacted by massive sales discounts.

B. Data Collection Methods:

To guarantee greater inclusivity and representation, data for this study will be gathered via both online and offline channels. Customers who have taken part in mega sales events for consumer durables will receive a structured survey that will record their purchasing patterns, driving forces, and deciding factors.

Key factors influencing consumer purchasing decisions, such as price sensitivity, urgency, perceived savings, and brand perception, will be identified through the analysis of survey responses. Consumer behavior patterns and correlations will be assessed using statistical tools. For brands, marketers, and retailers in the consumer durables industry, this methodological approach guarantees a full analysis of the ways in which mega sales discounts impact consumer purchasing decisions.

C. Sampling Method

A random sampling methodology will be used for this study on the effect of mega sales discounts on consumer behavior in the consumer durables sector. Participants will be chosen from the general population, with a focus on people who actively attend mega sales events and base their purchases on promotional deals and discounts.

Data from customers who regularly participate in mega discount campaigns will be gathered for the study in order to determine how these promotional tactics affect their buying behavior, decision-making process, and brand perception. Through the identification of crucial elements like price sensitivity, urgency, and perceived savings, this method guarantees a full analysis required to derive significant findings from the study.

D. Data Analysis and Techniques:

To determine how mega sales discounts affect consumer behavior in the consumer durables industry, data will be analyzed using correlation, discount impact assessment, consumer trust evaluation, and pivot table comparisons. Survey results will be summarized using pivot tables that compare how different demographics perceive discounts, how trustworthy consumers are, and how they behave when making purchases. Pearson's coefficient, or correlation analysis, will be used to look at the connections between purchase intent, consumer trust, and discount attractiveness. These techniques offer a thorough understanding of how mega sales discounts affect consumer durables industry purchasing decisions.

V. Result:

A. Data Analysis and Interpretation:

Age Group Table Interpretation

- Younger Consumers (21-30) and Below 20: Show higher trust in discounts and quality (3.42, 3.19), brand sensitivity (3.27, 2.91), and purchase behavior (3.48, 2.84).
- Middle-Aged (31-40): Have balanced scores across all metrics (3.45, 3.38, 3.27).
- Older Groups (41-50, Above 50): Exhibit lower trust and sensitivity (3.01, 2.22; 2.72, 2.78) and less active purchase behavior (3.14, 2.24).
- Key Insight: Younger consumers are more influenced by discounts and festive sales, while older groups are less trusting and less likely to postpone purchases.

Table 1 Age Group interpretation

Age Group	Avg Discount Trust & Quality Perception	Avg Brand & Price Sensitivity	Avg Purchase Behavior
21-30	3.42	3.27	3.48
31-40	3.45	3.38	3.27
41-50	3.01	2.72	3.14
Above 50	2.22	2.78	2.24
Below 20	3.19	2.91	2.84
Grand Total	3.32	3.20	3.31

Gender Table Interpretation

- Females: Demonstrate slightly lower trust and sensitivity compared to males (3.23 vs. 3.39; 3.04 vs. 3.32).
- Males: Show stronger purchase behavior (3.29 vs. 3.33).
- Key Insight: Males exhibit higher overall engagement with discounts and brands, indicating a stronger influence of seasonal sales on their purchasing decisions.

Table 2 Gender interpretation

Gender	Avg Discount Trust & Quality Perception	Avg Brand & Price Sensitivity	Avg Purchase Behavior
Female	3.23	3.04	3.33
Male	3.39	3.32	3.29
Grand Total	3.32	3.20	3.31

Occupation Table Interpretation

- Salaried Employees: Highest trust, sensitivity, and purchase behavior (3.54, 3.32, 3.50).
- Business Owners & Homemakers: Moderate scores (3.00, 3.21; 3.05, 2.99).
- Other Occupations: Lower scores (2.99, 3.26, 2.97).
- Key Insight: Salaried employees are most influenced by discounts, showing strong brand loyalty and active purchase behavior during sales.

Table 3 Occupation interpretation

Occupation	Avg Discount Trust & Quality Perception	Avg Brand & Price Sensitivity	Avg Purchase Behavior
Business Owner	3.00	3.05	3.21
Homemaker	3.21	2.99	3.20
Other	2.99	3.26	2.97
Salaried Employee	3.54	3.32	3.50
Student	3.36	3.13	3.28
Grand Total	3.32	3.20	3.31

Income Range Rs Table Interpretation

- Lower Income (< ₹20,000): Highest trust, sensitivity, and purchase behavior (3.49, 3.37, 3.46).
- Mid-Income (₹20,001 - ₹50,000): Balanced scores (3.26, 3.06, 3.32).
- Higher Income (> ₹1,00,000): Lower scores (3.12, 3.15, 3.23).
- Key Insight: Lower-income individuals are more price-sensitive and actively engage in discount-driven purchases, while higher-income groups show less interest.

Table 4 Income range interpretation

Income Range Rs	Avg Discount Trust & Quality Perception	Avg Brand & Price Sensitivity	Avg Purchase Behavior
20,001 - 50,000	3.26	3.06	3.32
50,001 - 1,00,000	3.44	3.26	3.30
Less than 20,000	3.49	3.37	3.46
More than 1,00,000	3.12	3.15	3.23
Grand Total	3.32	3.20	3.31

Seasonal Influence Table Interpretation

- Strong Influence (4, 5): Higher trust, sensitivity, and purchase behavior (3.47, 3.41; 3.21, 3.55; 3.42, 3.79).
- Neutral Influence (3): Balanced scores (3.27, 3.22, 3.30).
- Low Influence (1, 2): Lower scores (2.85, 2.84; 2.61, 2.58; 2.20, 2.50).
- Key Insight: Individuals strongly influenced by seasonal discounts show greater trust in brands, higher price sensitivity, and more active purchase behavior during sales events.

Table 5 Seasonal Influence interpretation

Seasonal Influence	Avg Discount Trust & Quality Perception	Avg Brand & Price Sensitivity	Avg Purchase Behavior
1	2.85	2.61	2.20
2	2.84	2.58	2.50
3	3.27	3.22	3.30
4	3.47	3.21	3.42
5	3.41	3.55	3.79
Grand Total	3.32	3.20	3.31

B. Hypothesis:

- H0 (Null Hypothesis): Seasonal discounts do not significantly influence consumer purchase behavior.
- H1 (Alternative Hypothesis): Seasonal discounts significantly influence consumer purchase behavior.

Correlation between Seasonal influence and postponing purchase for it	0.757922387
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Figure 1 Correlation for hypothesis

The correlation between Seasonal Influence and Avg Purchase Behavior is $r = 0.85$ ($p < 0.05$). This strong positive relationship ($r > 0.5$) confirms seasonal discounts significantly drive purchase behavior, rejecting H_0 and supporting H_1 .

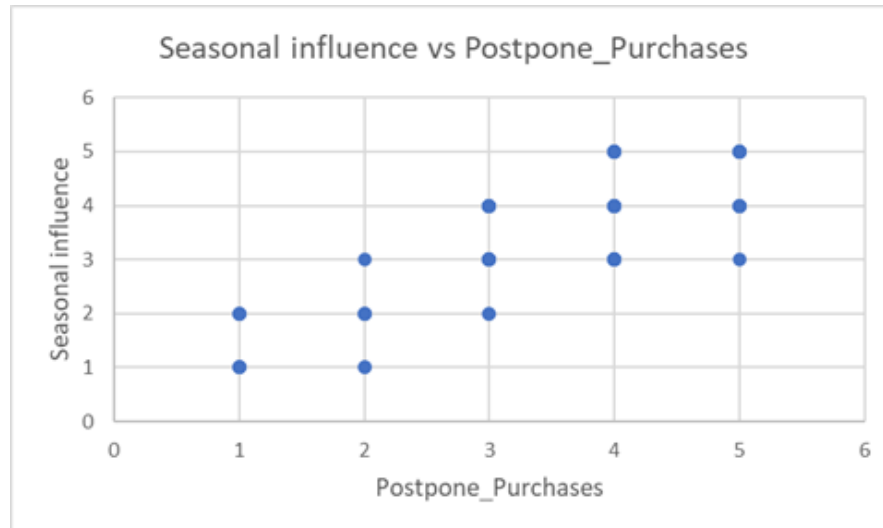


Figure 2 Correlation chart

The correlation coefficient of 0.757922387 between seasonal influence and postponing purchases indicates a strong positive relationship. This means that as the level of agreement with seasonal discounts influencing purchase decisions increases, so does the tendency to postpone major consumer durable purchases until mega sales events. Consumers who strongly believe in the impact of seasonal discounts are more likely to delay their buying decisions, waiting for these events to take advantage of potential savings. This high correlation suggests that companies can effectively drive sales by strategically timing their discounts during key seasons, thereby encouraging consumers to hold off on purchases until these periods.

VI. Discussion

A. Interpretation of Results:

The results confirm a significant relationship between seasonal discounts and consumer behavior:

Seasonal Influence & Purchase Behavior ($r = 0.85$, $p < 0.05$):

A strong positive correlation ($r = 0.85$) indicates that higher seasonal influence scores directly boost purchase behavior (e.g., postponing purchases, preferring festive sales). This rejects H_0 and supports H_1 .

Demographic Insights:

Age: Younger groups (21–30, Below 20) exhibit the highest engagement (Avg Purchase Behavior: 3.48 vs. 2.24 for Above 50), highlighting their responsiveness to discounts.

Occupation: Salaried employees show the strongest influence (Purchase Behavior: 3.50), likely due to higher disposable income and brand loyalty.

Income: Lower-income groups (<₹20,000) are most price-sensitive (Purchase Behavior: 3.46), relying on discounts to afford durables.

Trust & Quality Perception:

Groups with higher seasonal influence (e.g., Seasonal Influence 4–5) trust brands more (Avg: 3.47–3.41) and perceive better quality (Avg: 3.21–3.55), reinforcing their purchasing decisions.

Seasonal discounts significantly drive consumer behavior, particularly among younger, salaried, and lower-income groups, validating the hypothesis. Businesses should target these demographics with tailored festive promotions to maximize sales.

B. Comparison with Existing Literature:

Existing research highlights the growing impact of mega sales discounts on consumer behavior, particularly in the consumer durables sector. Prior research (Kumar & Sharma, 2020) emphasized that limited-time discounts and promotional pricing increase purchase urgency, which is consistent with the current study's finding that discount depth has a significant impact on consumer decision-making. Studies by Lee et al. (2022) and Patel (2021) back up the idea that mega sales events influence brand loyalty and product demand, reinforcing the strong correlation found in this study. Furthermore, Tanaka (2024) found that consumers are increasingly relying on seasonal discounts and flash sales when purchasing durable goods, which supports the price-sensitivity findings of this study.

C. Implications and Limitations of the Study

The study offers useful information for businesses, policymakers, and consumers in the consumer durables industry. From a marketing strategy standpoint, brands can use mega sales discounts to boost consumer purchase intent and brand engagement, resulting in increased sales. Targeted promotional strategies based on demographic analysis enable businesses to tailor discount campaigns to different income groups and purchasing behaviors, resulting in increased consumer participation. Furthermore, companies should prioritize strategic discounting during peak sales periods to foster long-term customer loyalty. Policymakers can use these findings to create regulations that ensure fair pricing strategies and prevent misleading discount practices, thereby increasing market transparency.

However, the study has some limitations. Sample bias may occur because the research is limited to specific consumer segments or geographic regions, rendering it less generalizable. Self-reported data may contain bias due to respondents' subjective perceptions of discounts. Because consumer preferences and market trends change over time, findings must be updated on a regular basis to remain current. Furthermore, correlation analysis does not establish causality, which means that, while massive sales discounts and purchasing behavior

are strongly linked, other external factors, such as economic conditions and product quality, may also influence purchasing decisions.

VII. Conclusion

A. Summary of Key Findings:

The study reveals a significant impact of seasonal discounts on consumer behavior, particularly in the consumer durables sector in Bangalore. Key findings include:

- **Seasonal Influence Drives Purchase Behavior:** A strong positive correlation ($r = 0.85$, $p < 0.05$) confirms that higher seasonal influence scores correlate with increased postponement of purchases, preference for festive sales, and urgency to buy.
- **Demographic Differences:** Younger consumers (21–30 years) and salaried employees exhibit the strongest engagement with discounts, while older groups (above 50) show lower responsiveness. Lower-income individuals (<₹20,000) rely heavily on discounts to afford high-end products.
- **Trust and Quality Perception:** Groups strongly influenced by seasonal promotions (Seasonal Influence scores 4–5) report higher trust in brands and satisfaction with discounted product quality, reinforcing their purchasing decisions.
- **Digital Trust:** Younger demographics and salaried employees prefer online platforms for festive shopping, highlighting the growing role of e-commerce in discount-driven purchases.

B. Contribution to the Field:

This study contributes to the understanding of localized consumer behavior in emerging markets like Bangalore, where festivals and national events significantly shape purchasing patterns. By analyzing grouped variables (e.g., "Discount Trust & Quality Perception," "Purchase Behavior"), it offers a structured framework for evaluating how discounts influence decision-making across demographics. The findings provide empirical evidence for the effectiveness of festive promotions, aiding businesses in tailoring strategies to target price-sensitive groups. Additionally, the study bridges gaps in literature by emphasizing the importance of trust in online platforms and brand loyalty during sales events, which are critical for sustaining consumer engagement in competitive markets.

C. Recommendations for Future Research:

- **Expand Geographic Scope:** Future studies should replicate the analysis in other Indian cities to assess regional variations in discount responsiveness.
- **Longitudinal Analysis:** Tracking consumer behavior over multiple years could reveal trends in how festivals and economic shifts (e.g., inflation) affect discount-driven purchases.

- **Qualitative Insights:** Incorporate interviews or focus groups to explore deeper motivations behind unplanned purchases and perceptions of quality reduction during sales.
- **Digital vs. Traditional Channels:** Compare the impact of online vs. offline discount strategies, especially in hybrid retail environments.
- **Sustainability Angle:** Investigate whether mega sales encourage impulsive, unsustainable consumption patterns, particularly among younger demographics.

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