

## PRICING STRATEGIES AND ITS INFLUENCE ON CONSUMER BEHAVIOUR

*Aarushi Dua*

*B.A.(H)Economics, Gargi College, University of Delhi, India*

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### **ABSTRACT**

*This research explores the impact of diverse pricing strategies on consumer purchasing behavior and business performance in a dynamic, technology-driven marketplace. Adopting a mixed-method approach, the study analyzes consumer responses to three major pricing strategies—discount pricing, bundle pricing, and psychological pricing—through survey data from 100 respondents across various demographic backgrounds. The analysis is further supported by real-world case studies of leading firms such as Walmart, McDonald's, Amazon, and Starbucks, each exemplifying strategic pricing models in retail and service sectors. Key findings indicate that discount pricing significantly drives consumer engagement and brand loyalty, while bundle and psychological pricing elicit mixed responses depending on context, product type, and consumer demographics. The research highlights the role of age, gender, and price sensitivity in shaping price perception and concludes with practical recommendations for businesses to tailor pricing strategies for maximum consumer impact and profitability.*

**KEYWORDS:** Pricing Strategies, Consumer Purchase Behavior, Marketing Strategies, Psychological Pricing, Dynamic Pricing, Business Environment