

***PRICING STRATEGY AND ITS INFLUENCE ON CUSTOMERS PURCHASING
DECISIONS***



**A report submitted to Department of Commerce, Higher and Technical Institute,
Mizoram (HATIM) for the academic year of 2024**

Submitted by

Henry.R.Lalrochanpuia

Class roll No:8

University Enrollment No.2223BCOM008

Under the Guidance of

C.Lalrinsangi

Assistant Professor

CERTIFICATE

This is to certify that the dissertation entitled “*Pricing Strategy and its Influence on Customers Purchasing Decision*” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by ‘Henry.R.Lalrochanpuia’ under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University.

This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date:27.4.2024

Place: Lunglei, Mizoram



C. LALRINSANGI

Supervisor

DECLARATION

I, Henry.R.Lalrochanpuia, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any research degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:27.4.2024

(HENRY.R.LALROCHANPUIA)

Place: Lunglei, Mizoram

Student

ACKNOWLEDGEMENT

Firstly, I would like to thank God with whom nothing is impossible. I would like express my sincere gratitude to the project supervisor Miss C. Lalrinsangi for her constant support, guidance and tireless endeavour.

I would like to extend my gratitude to Mr. Vuansanga Vanchhawng, the Principal, HATIM and Mrs. Vankhawpuimawii Pachuau, Head, Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

Thank you,

HENRY.R.LALROCHANPUIA

LIST OF CONTENTS

| Chapter | Contents | Page No. |
|----------------|---|---|
| | CERTIFICATE | 1 |
| | DECLARATION | 2 |
| | ACKNOWLEDGMENT | 3 |
| | LIST OF CONTENTS | 4-5 |
| | LIST OF CONTEMPTS | 6-7 |
| I | INTRODUCTION 1.1 Introduction 1.2 Literature review 1.3 Rationale of the project 1.4 Statement of the project 1.5 Objective of the project 1.6 Research Methodology 1.7 Limitation of the project 1.8 Chapter plan | 8-10 10-12 12 12-13 13 13-14 14 14 |
| II | ANALYSE AND INTERPRETATION | 15-28 |
| III | RESULT AND DISCUSSIONS | 29-31 |
| IV | SUGGESTION AND CONCLUSION | 32-33 |
| | BIBLIOGRAPHY | 33-34 |

| | | |
|--|-----------------|--------------|
| | APPENDIX | 34-36 |
|--|-----------------|--------------|

List of tables

| SI.No | Names of table | Page no. |
|------------|---|-----------|
| 1. | Gender of the respondent | 15 |
| 2. | Age of the respondent | 16 |
| 3. | Education qualification of the respondent | 17 |
| 4. | Do you feel that there's no use buying a branded products if their first copy is available at a lower price in the market? | 18 |
| 5. | Do you believe that, in a particular sector of a products, the best branded products are always higher priced (or higher priced products always offer superior quality) | 19 |
| 6. | If your income increase, will you go for a higher priced brand even if you are satisfied with the brand you're currently using? | 20 |
| 7. | Do you believe the products which have higher price have superior quality as compared to products which have low prices. | 21 |
| 8. | Do you think paying more for something when you can get the same quality at a lower price is foolishness? | 22 |
| 9. | Do you prefer buying high-price product when they are available at discount? | 23 |
| 10. | Do you tend to compare piece before making purchase? | 24 |
| 11. | Are you willing to pay a premium for higher quality products or services. | 25 |

| | | |
|------------|---|-----------|
| 12. | Does promotional discount or sales affect your purchasing decision? | 26 |
| 13. | Are you more likely to purchase a product or service if comes with a money-back guarantee or warrant, even the price is high? | 27 |
| 14. | According to you which one is the most important thing? | 28 |

CHAPTER-I

1.1 INTRODUCTION

1.1.1 PRICING

Pricing is a process of fixing the value that a manufacturer will receive in the exchange of services and goods. Pricing method is exercised to adjust the cost of the producer's offerings suitable to both the manufacturer and the consumer.

Pricing is the process whereby a business sets the price at which it will sell its products and services and may be part of the business's marketing plan.

Pricing is a term used to describe the decision-making process before you value a product or service. Your price must communicate how much you care about your brand, product, and customers to your potential consumers.

In the words of Philip Kotler, 'Price is the marketing-mix element that produces revenue; the others produce costs.' It is a marketing activity fundamentally different than the others, it is important that the implications of pricing's uniqueness be fully understood.

1.1.2 CONSUMERS

A consumer is the one who purchases the product for his/her own need and uses or consumes it. A consumer cannot resell the good, product or service but can consume it to earn his/her livelihood and self-employment.

Definition of consumer

The consumer is the one who is the end-user of any goods or services. Any person, other than the buyer who buys the product or services, and consumes the product by taking his/her permission is categorized as a consumer. Any single or group of people, other than the buyer who buys the product or services, consumes the product by seeking his/her permission falls under the category of a consumer. In simpler words, the consumer can be termed as the end-user of the goods or services.

Types of consumer

A service or product-producing firm has to identify and classify the different types of consumers when they target them with its product to gain profits. Listed below are the different types of consumers

Commercial Consumer- These types of consumers buy goods in large quantities, not sure if they need the product or not. Also, sometimes they associate special needs with their purchase orders.

Discretionary Spending Consumers- These types of consumers have unique buying habits. Usually, they purchase a lot of clothes and electronic gadgets.

Extroverted Consumer- These types of consumers prefer brands that are unique and become loyal consumers once they gain that trust as a customer for the brand.

Inferior Goods Consumer- These types of consumers have low income and buy goods having low prices.

1.1.3 PRICING STRATEGY

Pricing strategy is an approach businesses use to determine what price they should charge for their products and services. It involves analyzing the market and consumers demand, understanding customer needs, evaluating production costs, and setting competitive prices that maximize profits.

Pricing strategy involves changing and adjusting the price of goods and services in response to market factors. Research, Market conditions, consumers' willingness to pay, competition, trade margins, expenditures incurred, etc., are all considered while developing a pricing strategy.

Setting a price varies from pricing strategy. It employs factors that are not taken into consideration while setting a price. There are a variety of pricing strategies available. Price skimming, Pricing for market penetration, premium pricing, economy pricing, bundle pricing, value-based Pricing, and dynamic Pricing are a few of them.

Price determination involves assessing the business and competitors' goals and consumer preferences.

1.1.4 HOW PRICING EFFECT CUSTOMERS PURCHASING DECISION.

When it comes to consumer purchasing decisions, the price of a product or service is a crucial factor that influences whether or not someone decides to make a purchase. The price of an item can have both direct and indirect effects on consumer behavior.

Firstly, the price of a product directly affects the affordability and perceived value of the item. If the price is too high, consumers may perceive the product as overpriced and not worth the investment. On the other hand, if the price is too low, consumers may question the quality or value of the product. Finding the right balance in pricing is important to attract potential buyers.

Secondly, price can also influence the perception of exclusivity and prestige associated with a product. Higher-priced items are often associated with luxury, quality, and status. Some consumers may

be willing to pay a premium for these perceived benefits. On the other hand, lower-priced items may be seen as more accessible and suitable for a wider range of consumers.

Additionally, price can also affect the perception of value for money. Consumers often compare the price of a product to its perceived benefits or utility. If the price aligns with the perceived value, consumers are more likely to make a purchase. However, if the price seems too high in relation to the perceived benefits, consumers may opt for alternatives or delay their purchase.

Furthermore, pricing strategies such as discounts, promotions, and sales can also influence consumer behavior. Limited-time offers or special deals can create a sense of urgency and encourage consumers to make a purchase. Price comparison websites and apps also make it easier for consumers to compare prices and find the best deal, which can impact their decision-making process. It's important to note that the impact of price on consumer purchasing decisions can vary depending on factors such as the type of product, the target market, and individual consumer preferences. Different consumers have different price sensitivities, and factors such as brand loyalty, personal income, and perceived quality can also come into play.

In conclusion, the price of a product or service plays a significant role in consumer purchasing decisions. It directly affects affordability, perceived value, exclusivity, and the perception of value for money. Pricing strategies and promotions can also influence consumer behavior. Understanding the relationship between price and consumer decision-making is crucial for businesses to effectively market their products and services.

1.2 LITERATURE REVIEW

This section discusses about various studies carried out on pricing strategies and its influence on customers purchasing decision. Literature review helps in getting insight on the theory related to factor influencing the buying behavior and preference of the customer. This further helps in defining the problem statement and the objective for this study, it also helps in identifying the variable and designing the research.

According to **Rafi Mohammed (2010)** Leading pricing expert Rafi Mohammed shows you how to reap a financial windfall and foster growth using the underutilized and often overlooked strategy of setting prices.

Dan S. Kennedy (2011) found that too many small business feel that they cannot possibly compete with the giants without dropping their price and oftentimes believe that they can't achieve financial success. Dan S. Kennedy empowers small business owners to take control of their profits by taking charge their price.

Robert G. Docters (2011) study contextual and describes how buyers are influenced by comparison points and contextual messages more than by actual price levels. Identical products can sell at radically different prices to the same target audience. This is how Procter & Gamble, GE, Coca-Cola Company, Amazon, Google, Microsoft, and others make sure they get the best possible price.

According to **Leigh Caldwell (2012)** *The Psychology of Price* tells you, step by step, how to use the psychology of price in your business. No matter what you sell, whether a product or a service, to consumers, to other businesses, or to government. It starts with the first steps in using price to position your product or service, then explains how to price differently for different segments of your market, followed by a series of pricing techniques that help you work with, rather than against, the way your customers' minds work.

Hermann Simon (2015) Hermann Simon is one of the most recognized experts on pricing strategy and the chairman of Simon-Kucher & Partners consulting firm, he leads us and first hand experiences throughout his extensive career to maximize value to both the customer and the business.

Utpal Dholakia (2017) says that pricing decisions are among the most important business decisions that a manager can make. the value pricing framework, a structured, versatile, and comprehensive method for making pricing decisions and executing them

Anwar & Ghafoor (2017) found that Psychological Pricing is a type of customized journal in which individuals and businesses may have ongoing conversations. People can read, comment on, and communicate with your website, forming a large network with a wide range of topical and news Psychological Pricing information.

According to **Dr. Markus Husemann-Kopetzky (2018)** Prices are paid by people but too many companies solely focus on their internal costs and their external competitors while assuming that people behave rationally and always seek the best value.

Ernst-Jan Bouter (2019) says that Businesses are defined by two important functions: the inventor who creates value by turn ideas into products and services, and the salesman who can sell these products or services. This book focuses on the third business skill, the often-neglected business skill, pricing. Price is how you actually make money so setting and asking the right price is the only to hit business targets.

Ali (2020) study the Competitive Pricing is a real time information network similar to blogging, with the exception that each post is restricted in size (number of words) which allows for a faster mode of

communication. Users can send short text messages to others through instant messages, mobile phones, e-mail, or the Internet thanks to competitive pricing. Twitter, for example.

According to the study of **Ali & Anwar (2021)** Psychological Pricing make good portals for other Penetration Pricing marketing tools (videos, hyperlinks, photos, and so on) because they can be inserted into sites and messages; additionally, blog programming has a number of social features, such as comments, blog moves, trackbacks, and membership.

1.3 RATIONALE OF THE PROJECT

The goal of studying pricing strategy and its influence on consumers' purchasing decisions is to help businesses make informed decisions about their pricing strategies. It enables them to better understand how pricing can attract, retain, and satisfy customers, ultimately leading to increased sales and profitability.

Pricing strategy plays a crucial role in the success of businesses. It's not just about setting a random price for a product or service; it involves careful consideration of various factors. By studying pricing strategy, we aim to understand how different pricing techniques can impact consumers' behavior and decision-making. One key aspect is understanding how pricing affects consumers' perceptions. The price of a product or service can shape how consumers perceive its value. For example, a higher price might lead consumers to perceive the product as higher quality or exclusive, while a lower price might make them perceive it as a bargain or less valuable.

Pricing strategies can influence consumers' preferences. Different pricing tactics, such as discounts, bundle offers, or dynamic pricing, can attract consumers and influence their preferences for certain products or brands. For instance, a limited-time discount might create a sense of urgency and encourage consumers to make a purchase, studying pricing strategy helps businesses understand how pricing impacts consumers' decision-making process. Factors like price sensitivity, price comparisons, and perceived value all come into play. By analyzing these factors, businesses can optimize their pricing strategies to better align with consumers' decision-making patterns.

1.4 STATEMENT OF THE PROJECT

The project aims to investigate how different pricing strategies impact the decisions consumers make when purchasing products or services. By understanding the relationship between pricing and consumer behavior, the project seeks to provide valuable insights for businesses to enhance their pricing strategies and ultimately improve their sales and profitability. To achieve this, the project will employ various research methods, such as surveys, interviews, and data analysis. These methods will help

gather information about consumers' perceptions, preferences, and decision-making processes in relation to pricing. The project will also examine different pricing techniques, including dynamic pricing, discounts, and bundle offers, to determine their effects on consumer behavior.

The project will focus on a specific target consumer group, which could be determined based on factors like age, gender, or purchasing habits. By narrowing down the target group, the project can provide more specific and actionable recommendations for businesses. The expected outcomes of the project include a comprehensive understanding of how pricing strategies influence consumers' purchasing decisions, insights into consumer perceptions of value and price sensitivity, and recommendations for businesses to optimize their pricing strategies to attract and retain customers.

By conducting this study, the project aims to contribute to the existing knowledge about pricing strategy and consumer behavior, providing businesses with valuable insights to make informed decisions about their pricing strategies and ultimately enhance their competitiveness in the market.

1.5 OBJECTIVE OF THE PROJECT

The main objective of the project on Pricing strategies and its influence on customers purchasing decision are as follows;

- i) The study aimed to examine pricing strategies as a determining factor in influencing customer behavior.
- ii) The objective of this paper is to examine the relationship between price and consumer behavior.

1.6 RESEARCH METHODOLOGY

1.6.1 Data collection:

The data is collected from both primary as well as secondary sources.

The primary data is collected from respective respondents. For collection of primary data, a structure questionnaire is open ended and close ended questions will be prepared for the respondents.

The secondary data is collected from various published and unpublished sources including journals, magazines, publications, reports, books, dailies, periodicals, articles, research papers as well as web sites.

1.6.2 Sampling Method

The study is conducted in Lunglei, which is the second capital of Mizoram. Random sampling method was adopted in this research. Here, random residents of Lunglei were chosen and each individuals have the same probability of being chosen at any state during the sampling process. The study is conducted by giving out questionnaires randomly to people living in.

1.6.3 Data Processing

The collected data is processed by using Microsoft Word and Microsoft Excel and presented in frequency tables, percentages and visual representation of data.

1.7 LIMITATIONS OF THE PROJECT

1. The respondents may not be very truthful to the questionnaire handed out to them and may reply with false information.
2. Sample size was only 28.
3. Consumer's attitudes changes from time to time.
4. The study is conducted within a limited short time. Therefore, there is not enough time to cover more simple

1.8 CHAPTER PLAN:

This are the chapter plan for the study:

Chapter I; INTRODUCTION

1.1 Introduction

1.2 Literature Review

1.3 Rationale of the Project

1.4 Statement of the Project

1.5 Objectives of the Project

1.6 Research Methodology

1.7 Limitations of the Project

1.8 Chapter Plan

Chapter II: ANALYSIS AND INTERPRETATION OF DATA

Chapter III: RESULTS AND DISCUSSIONS

Chapter IV: CONCLUSIONS AND SUGGESTIONS

REFERENCE

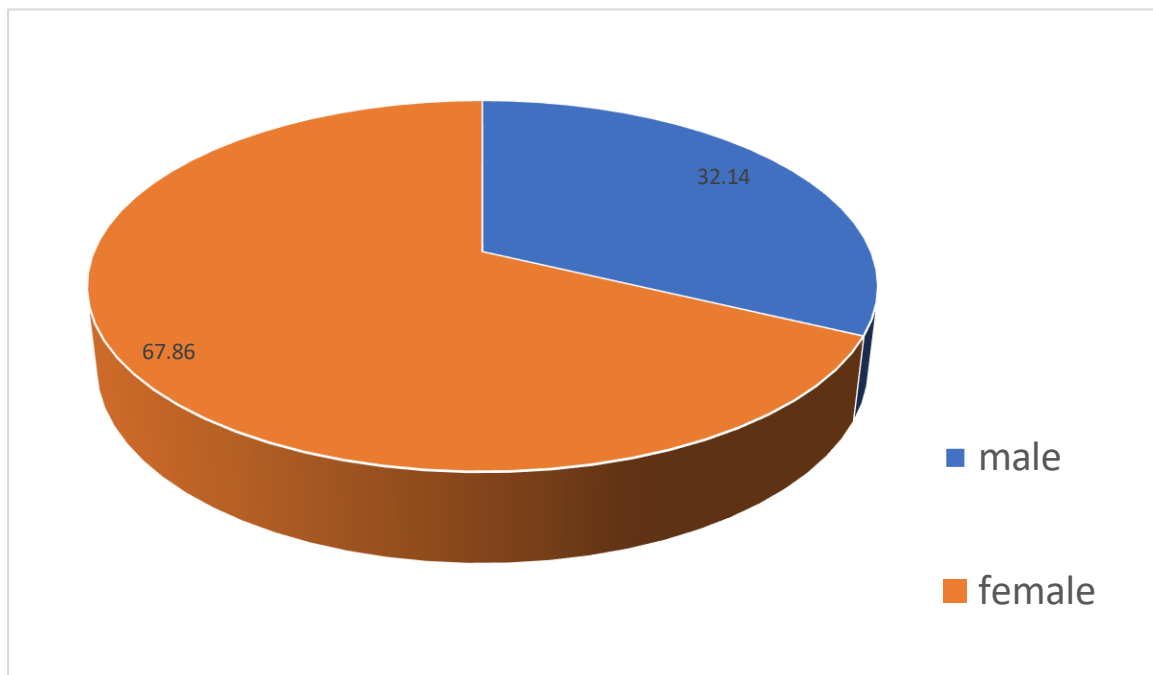
APPENDIX

CHAPTER -II
(DATA ANALYSIS AND INTERPRETATION)

Table 2.1 Shows gender of the respondents.

| Options | Number of respondents | percentage |
|---------|-----------------------|------------|
| Male | 9 | 32.14 |
| Female | 19 | 67.86 |
| Total | 28 | 100 |

Fig 2.1 Shows gender of the respondents.

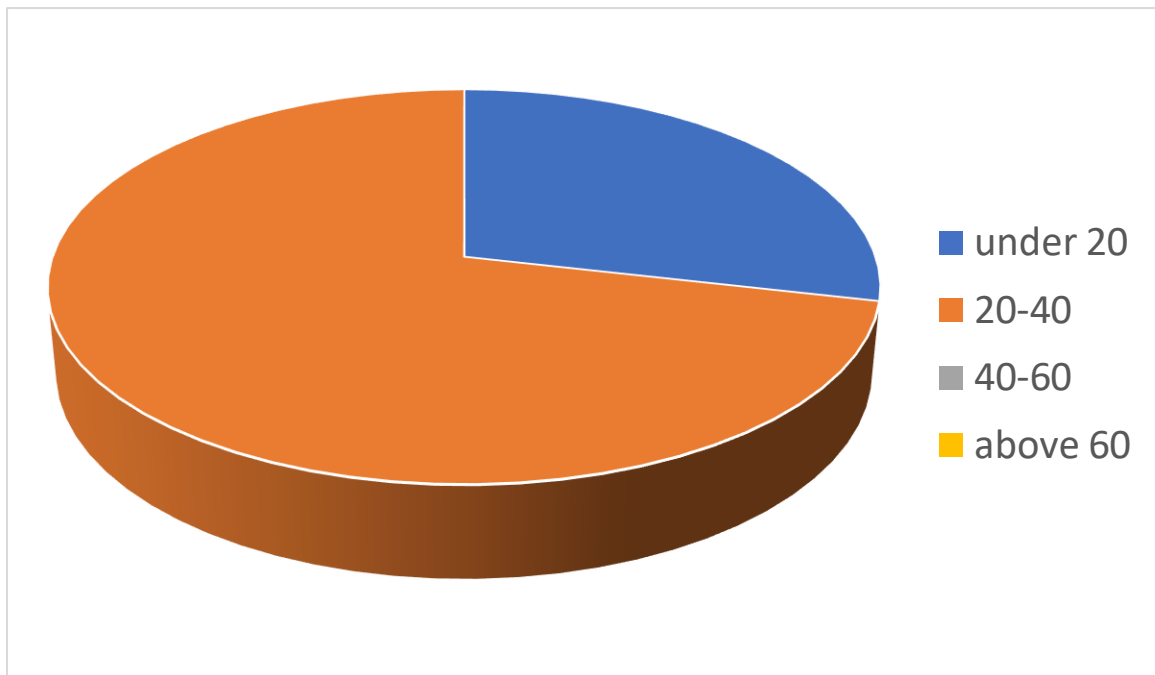


With regard to the gender composition among the respondents which were shown above the table 2.1 and figure 2.1 it was found that 32.14% (9) were male respondents and the remaining 67.86% (19) were female respondents. This show female are more interest in purchasing and pricing strategy then male.

Table 2.2 Indicates the Age group of the respondents.

| options | Number of respondents | Percentage |
|----------|-----------------------|------------|
| Under 20 | 8 | 28.57 |
| 20-40 | 20 | 71.43 |
| 40-60 | 0 | 0 |
| Above 60 | 0 | 0 |

Fig 2.2 Shows the age group of the respondents.

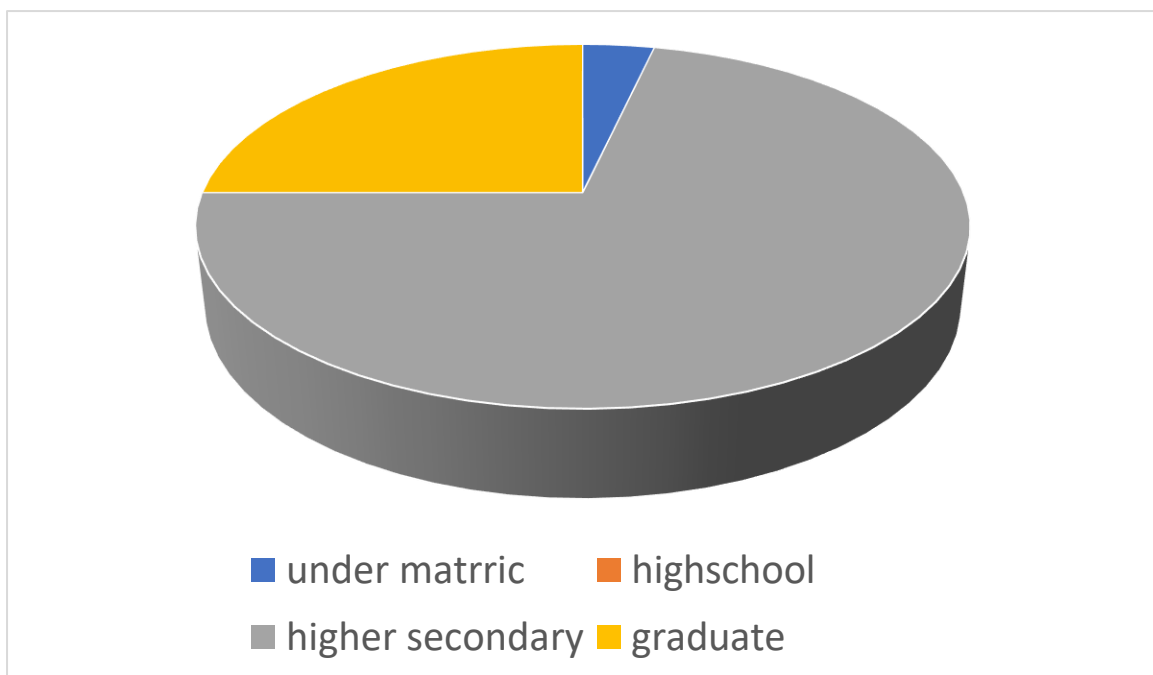


The table 2.2 and figure 2.2 show that 28.57% (8) of the respondent are under 20 age group and 71.43% (20) are 20-40 age group and we don't have any other respondent from the age group of 40-60 and above 60. This indicates that young people are more likely to make a purchase and interested in pricing strategy than the age above 60.

Table 2.3 Shows the Educational Qualification of the respondents.

| Options | Number of respondents | Percentage |
|------------------|-----------------------|------------|
| Under matric | 1 | 3.57 |
| High school | 0 | 0 |
| Higher secondary | 20 | 71.43 |
| graduate | 7 | 25 |

Fig 2.3 Shows the educational qualification of the respondents.

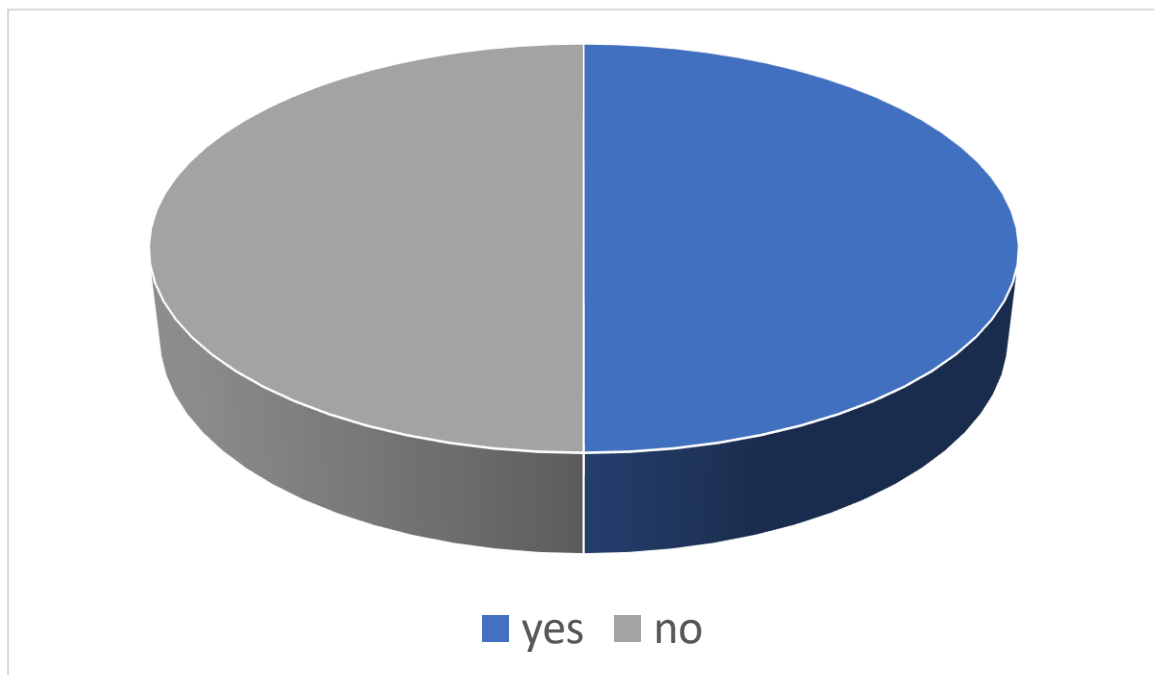


From the table 2.3 and figure 2.3 above shows that the respondent are of 3.57% (1) on under matric, 71.43% (20) on higher secondary, 25% (7) on graduate and unfortunately 0% on high school. This indicates that's all the respondents are educated.

Table 2.4 Do you feel that there's no use buying branded products if their first copy is available at a lower price in the market?

| Options | Number of respondents | Percentage |
|---------|-----------------------|------------|
| Yes | 14 | 50 |
| no | 14 | 50 |

Fig 2.4 Do you feel that there's no use buying branded products if their first copy is available at a lower price in the market?

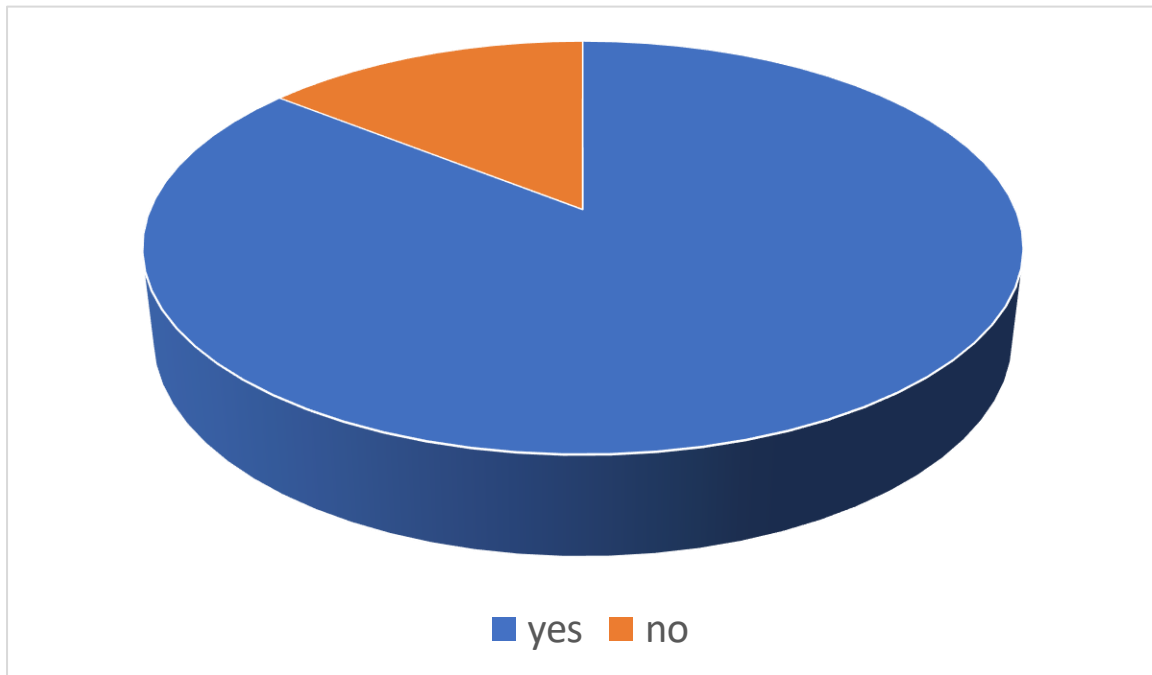


The above table 2.4 and figure 2.4 shows that the respondents tie 50\50. 14 (50%) respondent agreed that that's no use buying a branded product when the first copy is available at lower price and another 14 (50%) respondent disagreed. This may be affected by their income or their personal choice.

Table 2.5 Do you believe that, in a particular sector of productions, the better branded products are always higher price (or higher price products always offer superior quality)

| Options | Number of respondent | Percentage |
|---------|----------------------|------------|
| Yes | 24 | 85.71 |
| No | 4 | 14.29 |

Fig2.5 Do you believe that, in a particular sector of productions, the better branded products are always higher price (or higher price products always offer superior quality)

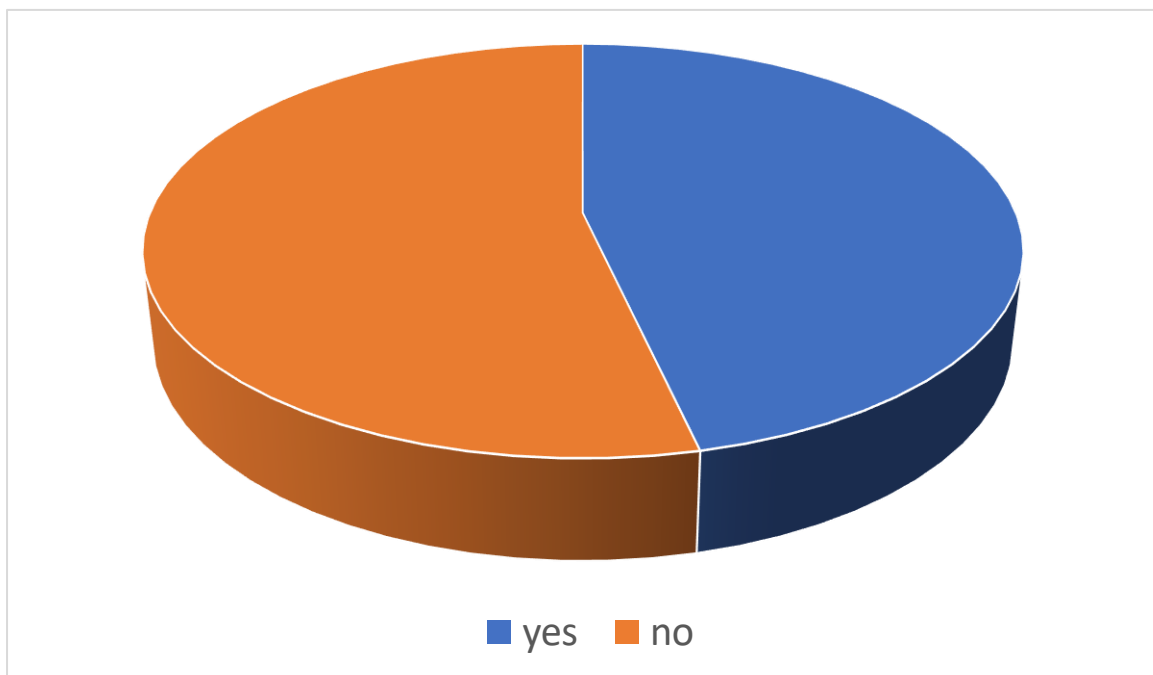


From the above table 2.5 and figure 2.5 we can see that this result show that 85.71% (24) respondents believe higher price offer superior quality, while the other 14.29% (4) respondent do not agree that in a particular sector of productions, the better branded products are always higher price (or higher price products always offer superior quality.)

Table 2.6 If your income increase, will you go for a higher price brand even if you are satisfied with the brand you're currently using?

| Options | Numbers of respondents | Percentage |
|---------|------------------------|------------|
| yes | 13 | 46.43 |
| No | 15 | 53.57 |

Fig 2.6 If your income increase, will you go for a higher price brand even if you are satisfied with the brand you're currently using?

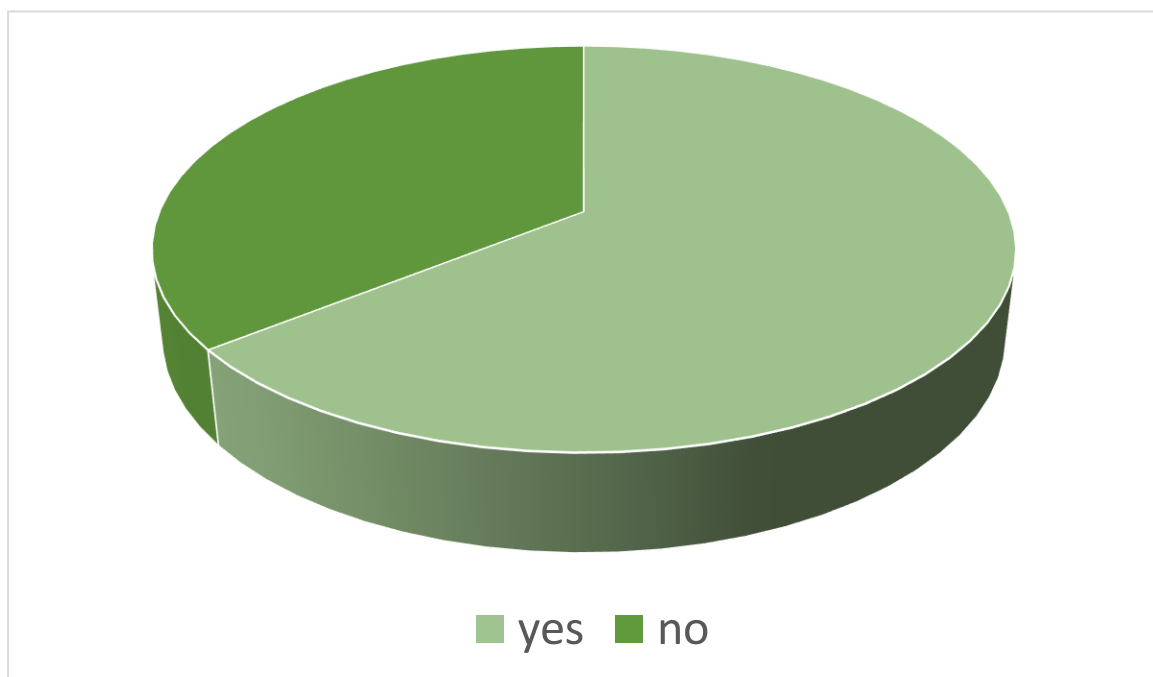


From the above table 2.6 and figure 2.6 the result shows that 53.57% (15) respondents choose to not go for a higher price even if their income increases or satisfied with the current brand while 46.43% (13) choose to go for a higher price if their income increase even if they're already satisfied with the current brand that they used.

Table 2.7 Do you believe that product which have higher price have superior quality as compare to products which have lower price?

| Options | Number of respondents | Percentage |
|---------|-----------------------|------------|
| yes | 18 | 64.29 |
| No | 10 | 35.71 |

Fig2.7 Do you believe that product which have higher price have superior quality as compare to products which have lower price?

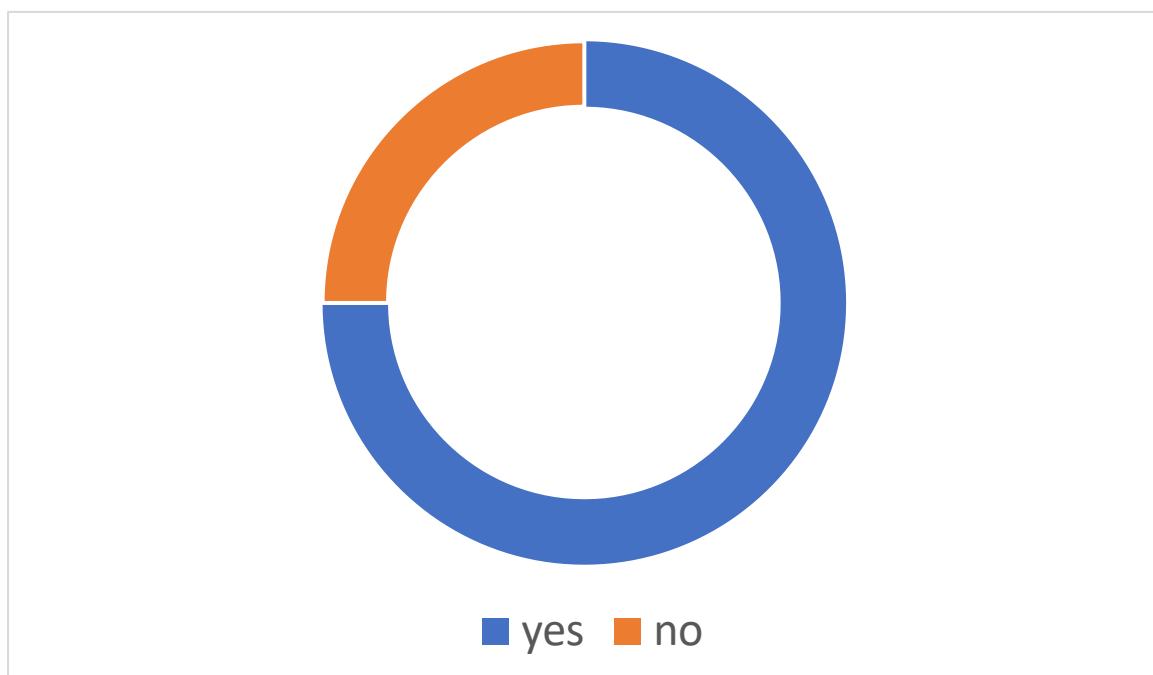


The table 2.7 and figure 2.7 shows that 64.29% (18) respondents believe that higher price have superior quality then lower price whereas, 35.71% (10) respondents does not believe that product which have higher price have superior quality then lower price.

Table 2.8 Do you think paying more for something when you can get same quality at a lower price is foolishness?

| Options | Number of respondents | Percentage |
|---------|-----------------------|------------|
| Yes | 21 | 75 |
| No | 7 | 25 |

Fig2.8 Do you think paying more for something when you can get same quality at a lower price is foolishness?



From the above table 2.8 and figure 2.8 the respondents 75% (21) don't hesitate to buy same quality at high price while the other 25% (7) respondent think paying more for something when we can get same quality at a lower price is foolishness.

Table 2.9 Do you prefer buying higher price product when they are available at discount?

| Options | Number of respondents | Percentage |
|---------|-----------------------|------------|
| Yes | 21 | 75 |
| no | 7 | 25 |

Fig2.9 Do you prefer buying higher price product when they are available at discount?

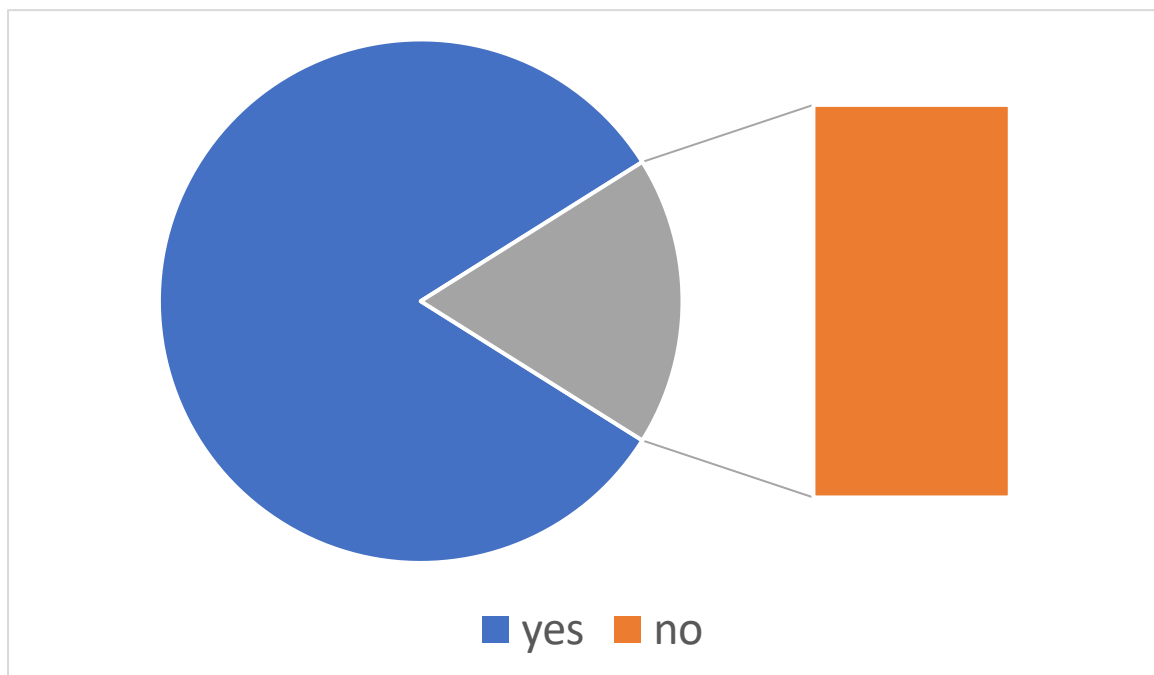


From the above 2.9 table and figure 2.9 we can see that majority of the respondent 75% (21) people prefer buying higher price product when they are available at discount while the other respondent 25% (7) are likely to no purchase high price product when there are available in discount.

Table 2.10 Do you tend to compare price before making purchase?

| Options | Number of respondents | Percentage |
|---------|-----------------------|------------|
| Yes | 23 | 82.14 |
| no | 5 | 17.86 |

Fig2.10 Do you tend to compare price before making purchase?

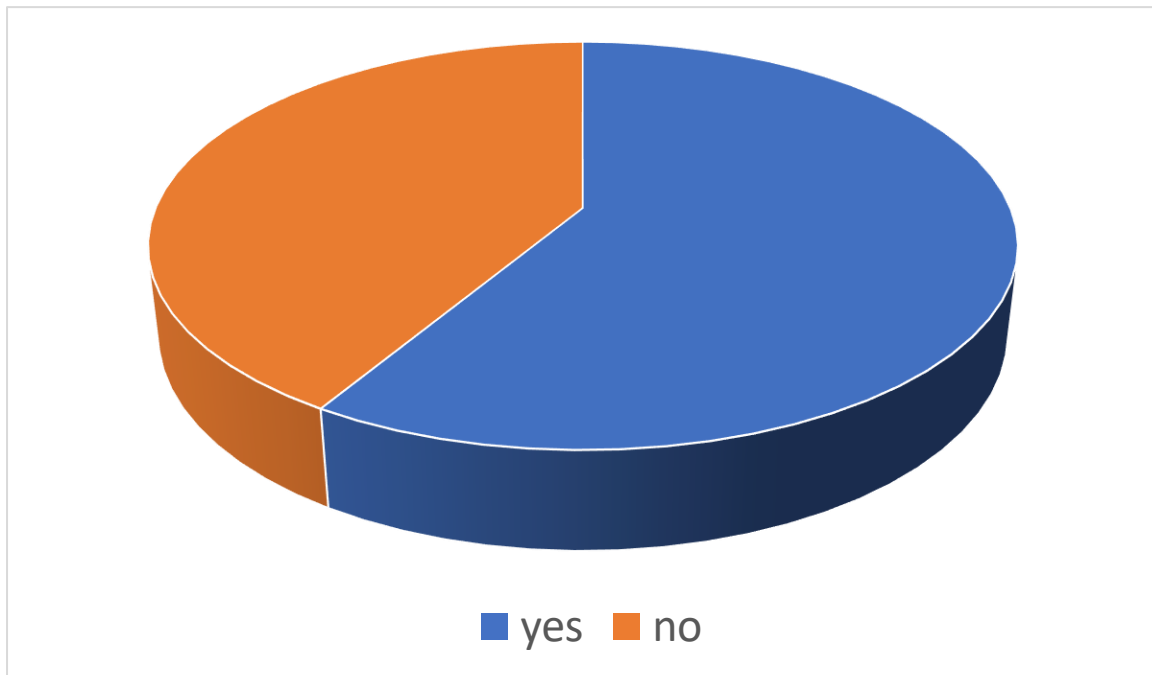


From the table 2.10 and figure 2.10 shown above the result indicates that 82% (23) respondents tend to compare price before making purchase whereas 17.86% (5) respondents do not tend to compare price before purchasing at all.

Table 2.11 Are you willing to pay premium for higher quality products or services.

| Options | Numbers of respondents | Percentage |
|---------|------------------------|------------|
| yes | 17 | 58.62 |
| No | 12 | 41.38 |

Fig2.11 Are you willing to pay premium for higher quality products or services.

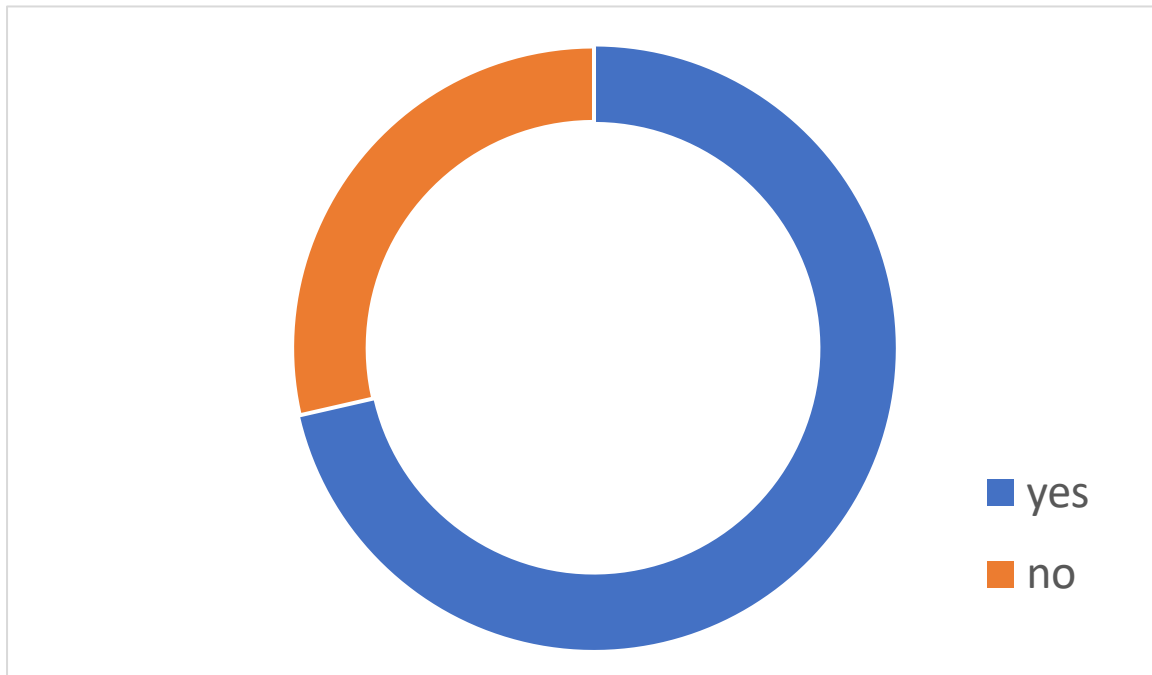


According to the above table 2.11 and figure 2.11 the result indicates that 58.62% (17) of respondents are willing to pay premium for higher quality or services while 41.38% (12) of the respondents do not willing to pay a premium for higher quality products or services.

Table 2.12 Does promotional discount or sales effect your purchasing decision?

| options | Number of respondents | Percentage |
|---------|-----------------------|------------|
| Yes | 20 | 71.43 |
| no | 8 | 28.57 |

Fig 2.12 Does promotional discount or sales effect your purchasing decision?

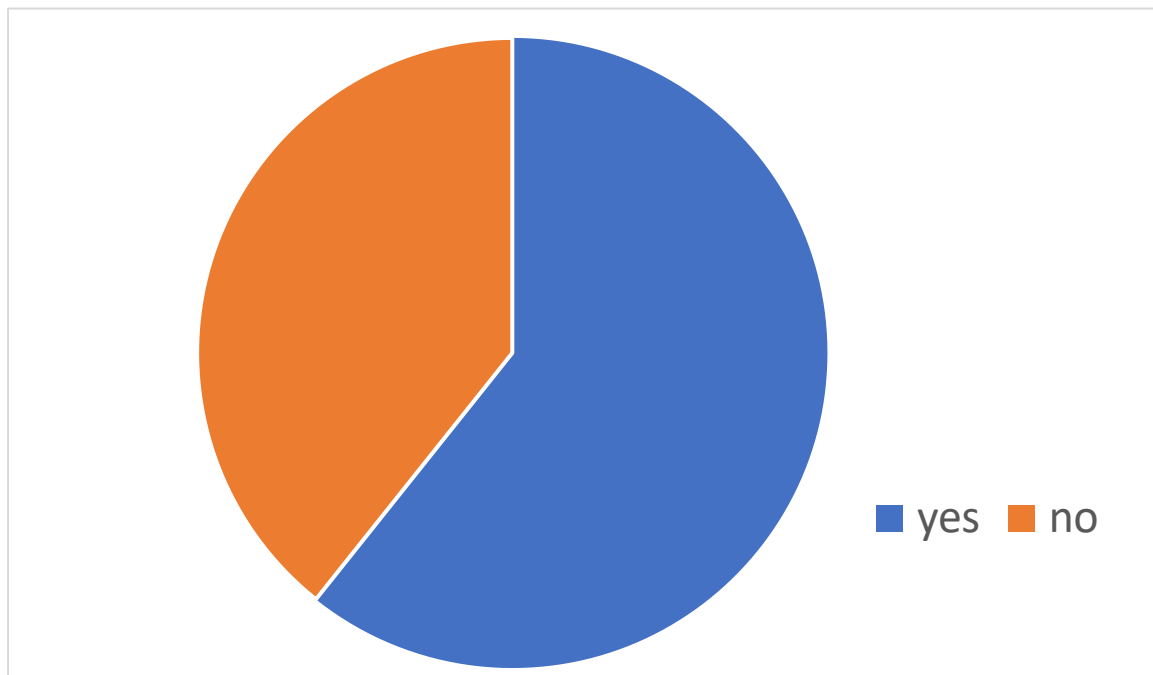


From the above table 2.12 and figure 2.12 the result shows that sales or discount is an effective factor to influence customers purchasing behavior as 71.43% (20) of the respondent agree with it while the remaining 28.57% (8) respondent purchasing behaviour are not affect by the promotional discount or sales at all.

Table 2.13 Are you more likely to purchase a product or services if comes with money back guarantee or warrant, even the price is high?

| Options | Number of respondents | Percentage |
|---------|-----------------------|------------|
| Yes | 17 | 60.71 |
| no | 11 | 39.29 |

Fig 2.13 Are you more likely to purchase a product or services if comes with money back guarantee or warrant, even the price is high?

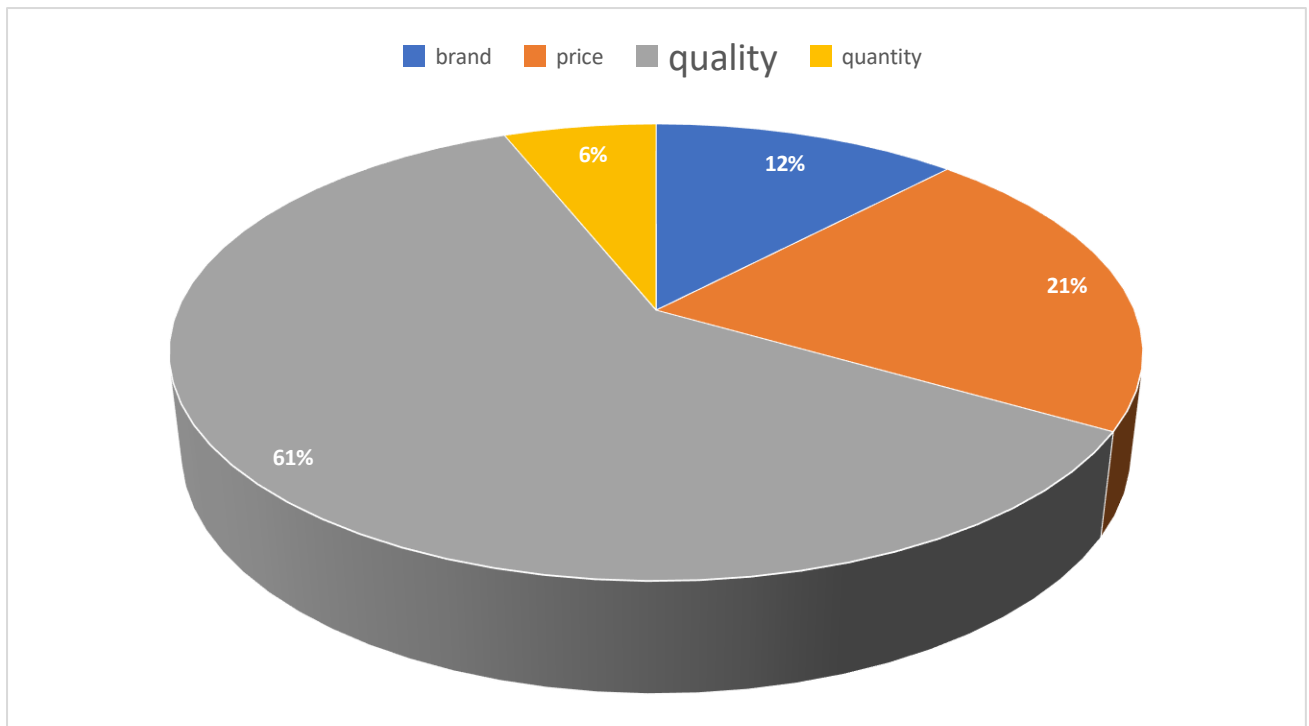


From the above table 2.13 and figure 2.13 we can see that when there is guarantee or warrant 60.71% (17) respondents shows that they likely to make a purchase, while 39.29% (11) respondent do not make a purchase because of warrant or any money-back they just make a purchase according to their needs.

Table 2.14 According to you which one is the most important thing?

| Options | Number of respondents | Percentage |
|----------|-----------------------|------------|
| Brand | 4 | 12.12 |
| Price | 7 | 21.21 |
| Quality | 20 | 60.61 |
| Quantity | 2 | 6.06 |

Fig2.14 According to you which one is the most important thing?



According to the above table 2.14 and figure 2.14 the result indicated that 60.61%(20) of respondents choose quality as the most important thing and 21.21% (7) of the respondent choose price, and 12.12% (4) respondent think brand is the most important while only 6.06% (2) respondents prefer the quantity.

CHAPTER III

(RESULTS AND DISCUSSION)

Major Findings

This chapter finally highlights the findings of the study from the data collected from 28 respondents.

Demographic profile of the respondents.

the demographic status of the respondents is one of the objectives that this research tried to find out.

- 32.14 per cent of the respondent are male while 67.86 per cent are female which may indicate that female has more interest on purchasing and pricing strategy.
- 28.57 per cent of the respondent are under the age of 20 and 71.43 per cent of the respondent are between 20-40. Unfortunately, there are no respondent form the age group of 40-60 and above 60. This indicates young people are more likely to engage in purchasing.
- Most of the respondent are student having 3.57 per cent under matric, 71.43 per cent higher secondary school and 25.00 per cent are graduate. This shows that the respondents are all educated.

Purchasing preference of the respondents

- 50%(14) of the respondent feel that there's no use buying branded products if their first copy is available at lower price while 50%(14) of the respondent think it is okay to purchase a branded product and not the first copy.
- 85.71%(24) respondent believe that higher price products always offer superior quality while the other respondent of 14.29%(4) do not believe higher price product always offer superior quality.
- Few of the 46.43%(13) respondent will go for a higher price if their income increase and even if they are satisfied with the current brand whereas 53.57%(15) respondent do not show any interest on going for a higher price brand if their income increase.

- 64.29%(18) of the respondent believe that higher price product has superior quality as compared to low price products and 35.71%(10) respondent do not believe higher price product provide better quality as compared to low price product.
- Majority of the 75%(21) respondent think it's foolish to buy something expensive when we can get the same thing for lower price but 25%(7) of the respondent do not think it is foolish to buy same things for higher price.
- 75%(21) of the respondent prefer to buy high-price product when they are available at discount whereas 25%(7) respondent do not purchase while discount or sales but make a purchase according to their needs.
- Only 17.86%(5) of the respondent do not compare prices before making purchase while 82%(23) respondent tend to compare before making purchase.
- 58.62%(17) respondent are willing to pay a premium for higher quality products and services and 41.38%(12) respondents do not feel the need to pay premium for higher product and services.
- 71.43%(20) respondent purchasing decision are affect when promotional discount or sales available but 28.57%(8) of the respondent are not affect by this factors of sales and discounts at all.
- Majority of the 60.71%(17) respondent like to purchase a product or services if comes with a money-back guarantee or warrant even if the price is high whereas 39.29%(11) respondent are likely to make a purchase without any warrant or money-back
- 12.12%(4) respondent think brand is the most important thing and 21.21%(7) of the respondent think price is the most important thing while 60.61%(20) go for quality and they think it's the most important thing and only 6.06%(2) of the respondent think quantity is the most important thing.

The majority of respondents are female and most of the respondents are in the age group between 20-40 which means that the youth is more interested in making purchase and most of the respondents are students, indicating that pricing and purchasing are more influences to the students.

More so, the study shows that most of the respondents are mostly affected by the quality and this shows that nowadays quality plays a vital role in consumer purchasing preferences. Most of the responses of all 28 respondents are in a positive result that reveals they prefer superior quality over low quality.

The main problems of the respondents are superior quality always comes with high price and some are not affordable for everyone and some respondents are unwilling to pay extra amount for better services only few of the respondents allow to pay extra amount for better quality and better service...

CHAPTER IV

(CONCLUSION AND SUGGESTION))

CONCLUSION

Pricing could be treated as one of the most valuable tool in today's marketing communications, effective pricing strategies require a deep understanding of costs, target market preferences, competitor pricing, and pricing psychology. By continuously monitoring and analyzing these factors, businesses can optimize their pricing to maximize profitability and meet customer expectations. It promotes and reinforces the purchase decision. Pricing in different serving sizes can extend a product into new target markets. Pricing can even drive the brand choice.

According to this research, it is concluded that most consumers like the product quality after they purchased their desired product. Based on those facts, we cannot say there is a 100% equal relationship between good pricing and good product quality, but there is a positive thinking and trend about well-pricing shows high purchase. As a matter of fact, people are becoming more and more demanding; pricing has been gradually shown its important role in a way to serve consumers by providing information and delivering functions. With its different functionality to ease and to communicate with consumers, there is no doubt about increasingly important role of pricing as a strategic tool to attract consumers' attention and their perception on the product quality

It can be concluded that ladies in general are aware of the importance of pricing. According to the research, we found out that quality of a product's is the most significant characteristic and followed by the price on the product.

SUGGESTIONS

1. Understand your customers: Analyze their preferences, buying habits, and price sensitivity.
2. Competitive pricing: Research your competitors' pricing to ensure you're offering a competitive price.
3. Psychological pricing: Use strategies like charm pricing (ending prices in 9 or 99) or bundle pricing to influence customer perception.
4. Dynamic pricing: Adjust prices based on demand, seasonality, or other factors to maximize revenue.

5. Discounting strategies: Offer limited-time discounts, loyalty programs, or volume discounts to incentivize purchases.
6. Value-based pricing: Align your prices with the perceived value your product or service provides to customers.
7. Test and iterate: Continuously monitor and analyze the impact of different pricing strategies to optimize your approach.

BIBLIOGRAPHY

REFERANCES

- Ali & Anwar (2021)**, Marketing strategy: International journal of Rural Development,
- Anwar & Ghafoor (2017)** Psychological Pricing journal, Vol 102 No.6,2017, 74-111
- Dan S. Kennedy (2011)** empowers small business owners to take control of their profits by taking charge their price. Vol.107 No.9,2011, pp.670-684.
- Hermann Simon (2015)** Consumers purchasing behaviour: what we know and where we are going. Marketing du Vin,57,1-30.
- Leigh Caldwell (2012)** The Psychology of Price, communication value between customers. Journal 104,766-777
- Rafi Mohammed (2010)** Leading pricing expert; strategy of setting prices.25(3)
- Robert G. Docters (2011)** pricing strategy; an integral approach (4th edition)
- Thomas Nagle et al (2011)**, The Strategy and Tactics Pricing, 5th edition 2011, Prentice Hall

Utpal Dholakia (2017) The value pricing framework, a structured, versatile, and comprehensive method for making pricing decisions and executing them, Journal of marketing, 21(5)

Wilfred Amaldoss and Sanjay Jain (2005), 'Pricing of Conspicuous Goods: A Competitive Analysis of Social Effects,' Journal of Marketing Research 42 (2005), pp. 30–42

**APPENDIX 1: QUESTIONNAIRE
(ENGLISH)**

APPENDIX

**PRICING STRATEGY AND ITS INFLUENCE ON CUSTOMERS PURCHASING
DECISION**

This is an academic mini research/project being undertaken by Henry.R.Lalrochanpuia, 4th Semester,B.Com,HATIM for the award of Bachelor of Commerce. I would be very grateful if you could respond to the understated question. All information will be treated as confidential and will be used for academic purpose only.

Personal Information

1. Your Gender?

| Male | Female |
|------|--------|
| | |

2. What is your age?

| Under 20 | 20-40 | 40-60 | Above 60 |
|----------|-------|-------|----------|
| | | | |

3. Education Qualification:

| Under matric | High school | Higher sec. School | Graduate |
|--------------|-------------|--------------------|----------|
| | | | |

Customer preference towards product pricing

4. Do you feel that there's no use buying branded product if their first copy is available at a lower price in the market?

| Yes | No |
|-----|----|
| | |

5. Do you believe that, in a particular sector of products, the better branded products are always higher price (or higher priced products always offer superior quality)

| Yes | No |
|-----|----|
| | |

6. If your income increase, will you go for a higher price brand even if you are satisfied with the brand you're currently using?

| Yes | No |
|-----|----|
| | |

7. Do you believe that products which have higher price have superior quality as compared to product which have low price?

| Yes | No |
|-----|----|
| | |

8. Do you think paying more for something when you can get the same quality at lower price is foolishness?

| Yes | No |
|-----|----|
| | |

9. Do you prefer buying high-price products when they are available at discount?

| Yes | No |
|-----|----|
| | |

10. Do you tend to compare prices before making purchase?

| Yes | No |
|-----|----|
| | |

11. Are you willing to pay a premium for higher quality product or services?

| Yes | No |
|-----|----|
| | |

12. Does promotional discount or sales affect your purchasing decision?

| Yes | No |
|-----|----|
| | |

13. Are you more likely to purchase a product or service if comes with a money-back guarantee or warrant, even the price is high?

| Yes | no |
|-----|----|
| | |

14. According to you which one is the most important thing?

| Brand | Price | Quality | Quantity |
|-------|-------|---------|----------|
| | | | |