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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# An Analysis of the Most Popular Forms of Discounting and Promotional Offers among Small-Scale Businesses

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**ABSTRACT:** This study focuses on analyzing the most popular forms of discounting and promotional offers used by small-scale businesses. In today's competitive market, businesses use various promotional strategies to attract customers and increase sales. The study is based on primary data collected from 100 respondents through a structured questionnaire. Percentage analysis was used to interpret the data. The findings show that festival discounts and percentage-based discounts are the most preferred strategies among businesses due to their simplicity and effectiveness. Combo offers are moderately used, while seasonal and other promotional methods are less popular. The study also highlights that many businesses prefer simple and practical strategies that help maintain profit while increasing sales. Overall, the study concludes that well-planned and easy-to-understand promotional offers play an important role in attracting customers and improving business performance.

**KEYWORDS:** Discounts, Promotional Offers, Small-Scale Businesses, Customer Attraction, Sales Promotion

## I. INTRODUCTION

Small-scale enterprises contribute to economic growth of semi-urban areas like Shegaon. These businesses aid in the creation of jobs and are beneficial to local markets. The growing competition and changing preferences of consumers however have rendered the task of attracting and retaining consumers difficult amongst these businesses.

In order to overcome these challenges, the businesses have come up with different marketing strategies with the most common being discounting and promotional offers. Discounts can be used to boost demand, customer numbers and sales. Festivals, discounts, percentage offs, combo deals, and sales during particular seasons are common all in the retail business.

Although popular, the effectiveness of these strategies differs depending on how customers perceive them and the conditions of the markets. Thus, it is necessary to determine the types of promotional offers that small-scale businesses like the most.

## II. LITERATURE REVIEW

The use of discounting and promotional strategies has significantly influenced consumer buying behavior and business performance in the retail sector. Existing literature suggests that the effectiveness and popularity of different promotional offers depend on factors such as perceived value, type of discount, and consumer response patterns. Gupta and Cooper (1992) examined the impact of promotional activities on consumer purchase behavior and found that discounts and price promotions significantly influence the timing and quantity of purchases. Their study highlights that consumers respond more actively to promotional offers, making discounting one of the most widely used and effective strategies in retail businesses. Similarly, Sanjay and Pirakatheeswari (2022) studied the impact of discount strategies on both business outcomes and consumer behavior, revealing that discounts are among the most commonly adopted promotional tools due to their ability to attract customers and increase sales. Meena and Kumar (2023) further supported



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this by analyzing shopping behavior in relation to discounts and sales offers, concluding that consumers are highly influenced by such price-related promotions, making them key drivers of customer attraction in competitive markets. Behera (2025) focused on discount strategies used by retailers and found that price discounts are the most frequently used promotional method due to their simplicity and effectiveness. The study also emphasized their role in increasing customer footfall and improving business performance. In addition, Gordon-Hecker and Pittarel (2019) examined different types of discount formats and observed that “buy-one-get-one-free” offers attract more consumer attention compared to percentage-based discounts, indicating variation in consumer preference among promotional strategies. Overall, the literature clearly indicates that discounting and promotional strategies are widely used and highly effective in influencing consumer behavior, though the popularity of specific types of offers may vary depending on customer perception and market conditions

### III. RESEARCH METHODOLOGY

The study is based on primary data collected from small-scale business owners in the Shegaon region.

- **Sample Size:** 100 respondents
- **Sampling Technique:** Convenience Sampling
- **Data Collection Method:** Structured Questionnaire
- **Type of Data:** Primary Data

#### Statistical Tool Used

- Percentage Analysis

The collected data was analyzed to determine the most commonly used promotional strategies.

#### OBJECTIVE OF THE STUDY

- To identify and analyze the most preferred discounting and promotional strategies adopted by small-scale businesses in the Shegaon region.
- To understand the most popular forms of discounting and promotional offers used by small-scale businesses

### IV. DATA ANALYSIS AND INTERPRETATION

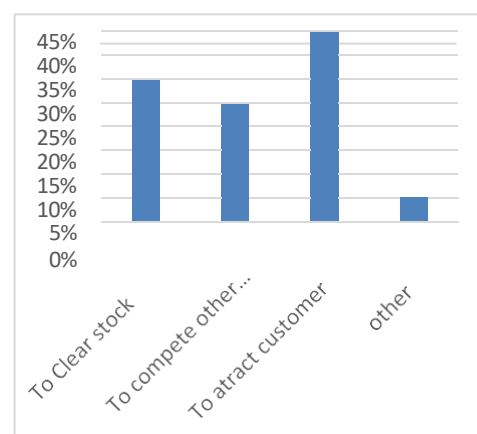
#### 1. What types of discounts do you offer?



**Graph no. 3**

Discounts of 5-10 percent are favored by most businesses. Because they are simple to control make a profit. Costly also, but popular are offers. such options as Buy-One-Get-less popular.

#### 2. Why do you offer discount?



**Graph no. 4**

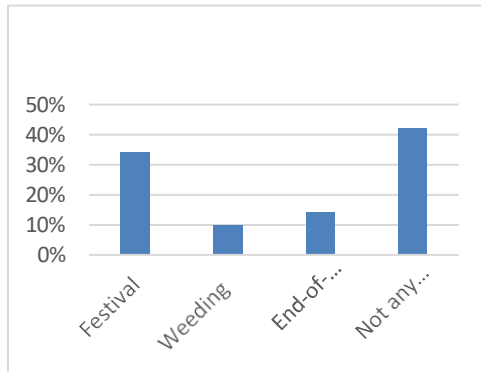
the majority of businesses have 1-2 employees indicating that they are small-scale and have and few resources. Generally, that are businesses festival are small and at low manpower in the growing One is Stage



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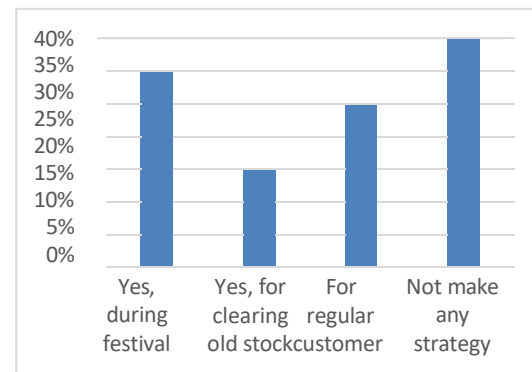
3. Which season bring the best result from discount?



**Graph no. 3**

Festival season works best for 34%, 42% see no difference year-round. seasons have limited impact.

4 Do you make any special strategy relates do discount and offers?



**Graph no. 4**

Some businesses use planned discounts, while but 34% have no fixed strategy. This Other shows lack of proper planning

### V. FINDINGS OF THE STUDY

The study shows that festival and percentage discounts are the most popular as they are simple and attract customers. Many businesses feel seasons do not make much difference. Combo offers are used but less popular, while Buy-One-Get-One-Free offers are least used due to cost. The main aim of discounts is to attract customers and increase sales. Also, many businesses do not have a proper strategy and prefer simple methods.

### VI. CONCLUSION

This paper demonstrates that the use of discounts and promotional offers in small-scale business attracts customers. The most popular are festival discounts and discounts based on percentage as they are easy and simple to comprehend. Other deals such as combo deals also assist in boosting sales, however are less utilized in comparison with direct discounts.

On the whole, companies like straightforward and sensible approaches that can aid in boosting sales without impacting profits disproportionately. The right kind of discount and time is essential to achieve improved performance and growth.

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