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## STUDY OF DISCOUNT STRATEGIES AND THEIR IMPACT ON ONLINE SALES: A CASE STUDY OF GM MANUFACTURING SERVICES (GMMSPL)

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### ABSTRACT

This study examines the impact of discount strategies on online sales and consumer behavior in GM Manufacturing Services (GMMSPL). Data collected from 100 respondents shows that discounts significantly influence purchase decisions, increase engagement, and drive sales. However, excessive discounting may affect profitability and brand perception.

### INTRODUCTION

The rise of e-commerce has increased competition, making discount strategies essential. Companies use pricing techniques to attract customers and improve sales performance.

### OBJECTIVES

- Analyze discount strategies
- Study customer behavior
- Evaluate sales impact
- Provide recommendations

### METHODOLOGY

Descriptive research design, 100 respondents, convenience sampling, data collected through questionnaire.

### FINDINGS

Majority of customers are influenced by discounts and prefer percentage discounts and cashback offers.

## CONCLUSION

Discount strategies play a key role in boosting online sales but must be used strategically.