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# Marketing Strategy: Pricing strategies and its influence on consumer purchasing decision

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Received: 27 Jan 2021; Received in revised form: 09 Mar 2021; Accepted: 03 Apr 2021; Available online: 30 Apr 2021

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**Abstract**— *The current study aimed to examine pricing strategies as a determining factor in influencing consumer behaviour. The present research applied quantitative research method via adapting questionnaire from academic sources. The sample size for the current study is 162 which gathered via random sampling method. The results show that Penetration Pricing has significant positive influence on consumer behaviour at 5% level. The results show that Price Skimming has significant positive influence on consumer behaviour at 5% level. The results show that marketing sharing sites has significant positive influence on consumer behaviour at 5% level. The results show that blog has significant positive influence on consumer behaviour at 5% level. The results show that Competitive Pricing has significant positive influence on consumer behaviour at 5% level. Moreover, all beta value is higher than .001. All models have very high adjusted R2 indicating the ability of the models explaining the variation of consumer behaviour due to variation of independent variables is very high. The F-value shows that the explanatory variables are jointly statistically significant in the model and the Durbin-Watson (DW) statistics reveals that there is autocorrelation in the models.*

**Keywords**— *Pricing strategies, marketing, consumer behaviour, Penetration Pricing, Psychological Pricing, Skimming pricing.*

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## I. INTRODUCTION

Marketing is a term that is used to describe news, entertainment, and advertising. According to comarketing Fred Allen, radio is considered a medium, and little is done well on it. For their clients' ads, marketing buyers buy time on the internet, television, and radio, as well as space in newspapers and magazines (Chen et al.2018). For us, McLuhan explains platform as well. At the outset of Understanding Marketing, he describes a medium as "any continuation of ourselves." According to tradition, a hammer stretches our limbs, while a wheel stretches our legs and feet. And one inspires us to go beyond what our bodies are capable of on their own. Similarly, language enables us to express our innermost thoughts to others. Indeed, since our thoughts are the product of our unique sensory experiences (Srisangkaew, 2017), we can think of speech as a kind of meaning reversal: while our senses

usually bring the world into our heads, speech takes our sensorially-shaped heads out into the world (Anwar, 2016). McLuhan, on the other hand, often envisioned a medium as a growing medium, such as fertile potting soil or agar in a Petri dish. A medium, in other words, is something that induces a transformation, such as the expansion of our body, senses, or mind. Furthermore, all of our inventions, advancements, concepts, and principles are McLuhan marketing as something we formulate or create results in some kind of transformation (Caliskan, 2019). The word "mass marketing" refers to infrastructure that is intended to appeal to a large number of people. It is the most widely used method of targeting the vast majority of the population. The most widely used mediums for mass marketing are newspapers, magazines, radio, television, and the Internet. Marketing is typically relied upon by the general public for news on political, social, and entertainment issues, as well as pop culture coverage.

Information, principles, and ideas are conveyed to both general and specific audiences through mass marketing (Anwar & Shukur, 2015). They are essential tools for achieving public health goals. However, talking about wellness in marketing is complex and necessitates a wide range of skills. "Using mass marketing to encourage public health is akin to navigating a vast network of roads with no street signs. (Gallardo et al.2018)" If you don't know where you're going or why you're going, you're likely to miss your deadline (Ali, 2021). Many recent pricing strategy studies, as well as books and articles dedicated to a single specific platform, such as Facebook or Twitter, have emphasized specific sites. Two, it's self-evident that you need to consider Witter as a platform: the corporation that owns it, how it works, and therefore the dreadful plan of pricing strategies financed post that must stay under 140 characters. However, from a social science perspective, the material, not the medium, is what matters most when it comes to why pricing strategies matter (Abdullah et al. 2017). As illustrated in our individual ethnographies of pricing strategies around the world, content genres merrily switch between very different platforms, appearing one year on Or Lunt and the next on Facebook, one year on BBM and the next on Twitter. For example, Facebook often updates its functionality, redesigning and introducing new features. As a consequence, this study is not a forum analysis: it is a look at what people post and talk about through platforms, as well as why we like to post and the outcomes of our postings (Anwar & Balcioglu, 2016). We found that the material at each of the nine field sites where we worked was vastly different. Material manifests and transforms native experiences and disputes. Our study has so far proven to be the most detailed on how pricing strategies have changed the world, as well as how pricing strategies have changed the world (Pan et al.2019). Clearly, this isn't the one-size-fits-all approach to networking and interaction that we used to have. First, we'd have to find out what those potentials are, and then see what the world has done for them (Demir et al.2020). It's easier to grasp what pricing tactics are if we go back to a time when they didn't exist. As a result, travel back in time to a time before Snap Chat and Spunk, Facebook and QQ, MySpace, and Friendster (Anwar & Abd Zebari, 2015). Prior to all of these technologies, people used marketing in two main ways. The first is public broadcast marketing, which includes television, radio, and newspapers. Anyone, as long as they have access to the newspapers, can read them (Hameed & Anwar, 2018). Despite their best efforts to persuade audiences to join them, broadcasters have no clear control of who makes up their audience. For a limited time, marketing that required private communication between two people, such as one-

on-one conversations, such as a phone call, was also available. The term for this is dyadic interaction (Golyash et al.2017). People could meet in groups in person, but group-based interactions through marketing, such as the telephone, were uncommon (Anwar & Surarchith, 2015). The distinction between public and private marketing started to blur with the advent of the internet. An email may be sent to a group of people. Bulletin boards, niche forums, chat rooms, and blogging attracted a wider audience as an alternative to CB radio cluster marketing. Nonetheless, the two previous marketing styles, public broadcasting and non-public II, continued to dominate most of marketing's everyday contact (Anwar & Ghafoor, 2017). Individuals posting to teams was effectively a scale-down of public broadcasting in the early days of social 13 networking (Andavar & Ali, 2020). These gatherings may be as small as a few hundred people. Many of the people who formed those teams will often communicate with one another, for example, by commenting on the comments of others (Melović et al.2020). Text electronic messaging and internet services such as MSM and AOL appeared at the same time. With the advent of mobile technology, these networks advanced much more, incorporating different cluster features to take private electronic correspondence and emotional communication to new heights (Anwar, 2017). This trend has become much more consolidated in the last four years, thanks to the remarkably fast growth of networks like Whatsapp and WeChat. Unlike QQ or Facebook, these are more likely to shape smaller, more private groups of around twenty individuals. They will not be focusing on a single person. In most cases, all participants have an equal opportunity to post; these are groups, not individual networks. They're particularly relevant because texting has increasingly replaced talking on the phone among teenagers (Choi et al. 2020). Choosing pricing strategies based solely on those that are currently available is clearly restricted. We must consider the emerging pricing strategy networks that are currently being developed, as well as the likelihood that some of them will become very common in the future, in order for our concept and strategy to be sustainable. This aids us in recognizing a pattern in the evolution of new pricing strategies (Poulis, 2020). Several of these outlets have decreased their dependence on public radio while increasing their reliance on personal communication. With the addition of new networks in the future, we are likely to see a result that establishes certain scales between the personal and thus the public, on which these outlets can be found (Ali, 2021).

Prior to all of these technologies, people used marketing in two main ways. The first is public broadcast marketing, which includes television, radio, and newspapers. Anyone,

as long as they have access to the newspapers, can read them (Anwar & Qadir, 2017). Despite their best efforts to persuade audiences to join them, broadcasters have no clear control of who makes up their audience (Anwar, 2016). For a limited time, marketing that required private communication between two people, such as one-on-one conversations, such as a phone call, was also available. The term for this is dyadic interaction. People could meet in groups in person, but group-based interactions through marketing, such as the telephone, were uncommon (Lee & Griffith, 2019). The distinction between public and private marketing started to blur with the advent of the internet. An email may be sent to a group of people. Bulletin boards, niche forums, chat rooms, and blogging attracted a wider audience as an alternative to CB radio cluster marketing (Abdullah et al.2017).

The launch of Web 2.0 is one of the most important developments in the history of commerce. Another buzzword that came along with it was pricing strategies, which is a Web 2.0 evolution that not only promotes user-generated content but also extends the emphasis to customers by enabling them to exhibit content in order to interact among networks (Anwar & Balcioglu, 2016). A technological revolution has dramatically altered traditional marketing strategies in the last decade, ushering advertisers into a new age. In the digital marketing era, penetration pricing would revolutionize marketers'

**Conceptual framework**

relationships with retailers, distribution networks, and eventual consumers. Customers are continually bombarded with large quantities of data in this information age. Gajanova et al. (2019) claim that when companies go about their business and interact with customers, they produce a large amount of digital "exhaust data," or data produced as a by-product of other activities. Billions of people around the world have contributed to the large amount of big data that is now accessible by using social media networks, smartphones, and other consumer electronics (Ali, 2020). Owing to the ease with which they can meet their target audience and the low cost of doing so, it seems that companies of all types have been adapting their marketing strategies to the Internet due to the vast amount of pricing strategies promotions, e-commerce websites, sales newsletters, forums, and so on. (Hameed & Anwar, 2018) Standard ads in mass marketing communication, such as newspapers, magazines, and television, on the other hand, aim to reach a wider audience in the hopes of reaching the same people who are already interested. As a consequence of increased stimulation bombardment, people are more diligent and adept at allocating exposure to details; as a result, marketers must recognise the variables that appeal to particular consumers' desires, and explore ways to speak to customers individually or in smaller groups (Anwar & Ghafoor, 2017).

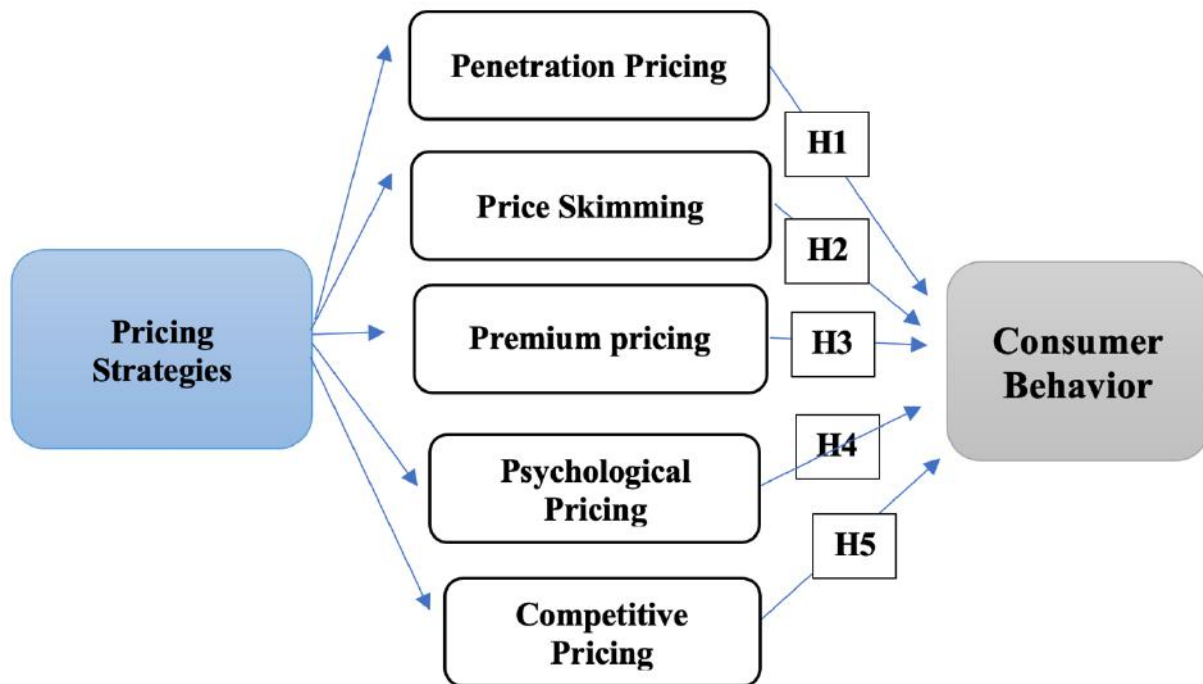


Fig.1: Research Model

## Research Hypotheses

H1: Penetration Pricing as type of pricing strategies will have a positive and significant relationship with consumer behaviour.

H2: Price Skimming as type of pricing strategies will have a positive and significant relationship with consumer behaviour.

H3: Premium pricing as type of pricing strategies will have a positive and significant relationship with consumer behaviour.

H4: Psychological Pricing as type of pricing strategies will have a positive and significant relationship with consumer behaviour.

H5: Competitive Pricing as type of pricing strategies will have a positive and significant relationship with consumer behaviour.

## II. LITERATURE REVIEW

Marketing is a term that is used to describe news, entertainment, and advertising. According to comarketing Fred Allen, radio is considered a medium, and little is done well on it. For their clients' ads, marketing buyers buy time on the internet, television, and radio, as well as space in newspapers and magazines (Finoti et al.2017). For us, McLuhan explains platform as well. At the outset of Understanding Marketing, he describes a medium as "any continuation of ourselves." According to tradition, a hammer stretches our limbs, while a wheel stretches our legs and feet. And one inspires us to go beyond what our bodies are capable of on their own. Similarly, language enables us to express our innermost thoughts to others. Indeed, since our thoughts are the product of our unique sensory experiences (Anwar & Climis, 2017), we can think of speech as a kind of meaning reversal: while our senses usually bring the world into our heads, speech takes our sensorially-shaped heads out into the world (Anwar, 2016). McLuhan, on the other hand, often envisioned a medium as a growing medium, such as fertile potting soil or agar in a Petri dish. A medium, in other words, is something that induces a transformation, such as the expansion of our body, senses, or mind. Furthermore, all of our inventions, advancements, concepts, and principles are McLuhan marketing as something we formulate or create results in some kind of transformation (Gnizy, 2019). The word "mass marketing" refers to infrastructure that is intended to appeal to a large number of people. It is

the most widely used method of targeting the vast majority of the population. The most widely used mediums for mass marketing are newspapers, magazines, radio, television, and the Internet. Marketing is typically relied upon by the general public for news on political, social, and entertainment issues, as well as pop culture coverage. Information, principles, and ideas are conveyed to both general and specific audiences through mass marketing (Dangelico & Vocalelli, 2017). They are essential tools for achieving public health goals. However, talking about wellness in marketing is complex and necessitates a wide range of skills. "Using mass marketing to encourage public health is akin to navigating a vast network of roads with no street signs." If you don't know where you're going or why you're going, you're likely to miss your deadline (Anwar & Qadir, 2017). Many recent pricing strategy studies, as well as books and articles dedicated to a single specific platform, such as Facebook or Twitter, have emphasized specific sites (Ali &Anwar, 2021). Two, it's self-evident that you need to consider Witter as a platform: the corporation that owns it, how it works, and therefore the dreadful plan of pricing strategies financed post that must stay under 140 characters. However, from a social science perspective, the material, not the medium, is what matters most when it comes to why pricing strategies matter (Abdullah et al. 2017). As illustrated in our individual ethnographies of pricing strategies around the world, content genres merrily switch between very different platforms, appearing one year on Or Lunt and the next on Facebook, one year on BBM and the next on Twitter. For example, Facebook often updates its functionality, redesigning and introducing new features. As a consequence, this study is not a forum analysis: it is a look at what people post and talk about through platforms, as well as why we like to post and the outcomes of our postings (Anwar & Balcioglu, 2016). We found that the material at each of the nine field sites where we worked was vastly different. Material manifests and transforms native experiences and disputes. Our study has so far proven to be the most detailed on how pricing strategies have changed the world, as well as how pricing strategies have changed the world (Shah et al.2019). Clearly, this isn't the one-size-fits-all approach to networking and interaction that we used to have. First, we'd have to find out what those potentials are, and then see what the world has done for them. It's easier to grasp what pricing tactics are if we go back to a time when they didn't exist (Abdullah &Anwar, 2021). As a result, travel back in time to a time before Snap Chat and Spunk, Facebook and QQ,

MySpace, and Friendster (Mandal & Joshi, 2017). Prior to all of these technologies, people used marketing in two main ways. The first is public broadcast marketing, which includes television, radio, and newspapers. Anyone, as long as they have access to the newspapers, can read them (Hameed & Anwar, 2018). Despite their best efforts to persuade audiences to join them, broadcasters have no clear control of who makes up their audience. For a limited time, marketing that required private communication between two people, such as one-on-one conversations, such as a phone call, was also available. The term for this is dyadic interaction. People could meet in groups in person, but group-based interactions through marketing, such as the telephone, were uncommon (Micu et al.2017). The distinction between public and private marketing started to blur with the advent of the internet. An email may be sent to a group of people. Bulletin boards, niche forums, chat rooms, and blogging attracted a wider audience as an alternative to CB radio cluster marketing. Nonetheless, the two previous marketing styles, public broadcasting and non-public II, continued to dominate most of marketing's everyday contact (Anwar & Ghafoor, 2017). Individuals posting to teams was effectively a scale-down of public broadcasting in the early days of social 13 networking. These gatherings may be as small as a few hundred people. Many of the people who formed those teams will often communicate with one another, for example, by commenting on the comments of others (Goncharova et al.2019). Text electronic messaging and internet services such as MSM and AOL appeared at the same time. With the advent of mobile technology, these networks advanced much more, incorporating different cluster features to take private electronic correspondence and emotional communication to new heights (Shahijan et al.2018). This trend has become much more consolidated in the last four years, thanks to the remarkably fast growth of networks like Whatsapp and WeChat. Unlike QQ or Facebook, these are more likely to shape smaller, more private groups of around twenty individuals. They will not be focusing on a single person. In most cases, all participants have an equal opportunity to post; these are groups, not individual networks. They're particularly relevant because texting has increasingly replaced talking on the phone among teenagers (Samiee & Chirapanda, 2019). Choosing pricing strategies based solely on those that are currently available is clearly restricted. We must consider the emerging pricing strategy networks that are currently being developed, as well as the likelihood that some of them will become very common in the future, in order for our concept and strategy to be sustainable. This aids us in recognizing a pattern in the evolution of new pricing strategies (Anwar & Louis, 2017). Several of these

outlets have decreased their dependence on public radio while increasing their reliance on personal communication. With the addition of new networks in the future, we are likely to see a result that establishes certain scales between the personal and thus the public, on which these outlets can be found (Sanclemente-Téllez, 2017).

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There are five distinct types of pricing strategies discussed in relation to completely different types of pricing strategies: 1) Psychological Pricing, 2) Penetration Pricing, 2) premium, 3) skimming 5) competitive. Each of these pricing strategies networks has provided unique characteristics and insights to individuals and organizations, such as marketers and consumers, in the pricing strategies domain. Penetration Pricing involves Psychological Pricing, small diaries (Twitter), social networks (Facebook, LinkedIn), video networking (YouTube, Flickr), social news, and the interaction, according to (Olson et al.2018). Customers' sensitivity to the edges, such as time savings and improved tracking capabilities with large amounts of accurate data, low price notification, high business communication, and cost reduction Costs, which are on the increase, are used by nearly half of the world's network population, as well as pricing strategies networks (Key & Czaplewski, 2017). Penetration Pricing sites are websites that enable users to connect with one another, such as Facebook and MySpace. Penetration Pricing sites are "popular terms for sites that are structured to connect people of similar backgrounds and interests," according to (Weinberg, 2009, 149). Both of these websites have a few features in common: (1) Within a delimited scheme, users can build dynamic and customized profiles, either public or semi-public, and (2) a list of suggested friends. (3) Read and go through the list

of people and connections that have been established between the system by others (Katsikeas et al.2019). Price skimming and social bookmarking sites such as Digg, Reddit, and Scoop it, for example, are very much in the trend of online culture. The main benefit of the above is that it encourages users to collect and revisit important links that they have found. Users may use Price Skimming to not only keep track of their news feeds, but also to upload and comment on content from all over the Internet (Anwar & Louis, 2017). Individuals may use Price Skimming to upload, store, and share their multimarketing files, such as photos, videos, and music, with other users (Kizgin et al. 2020). There are many opportunities available via engagement with these platforms, as some of the outlets mentioned in the pricing strategies section have long been a bulwark for online communities, allowing users to create their own podcasts using low-cost technology and propagate their equivalent "channels" through subscriptions. One of the most critical elements of Price Skimming that must be shown is the tag. A tag is a concept that is applied to a piece of content in order to help describe it, ensuring that businesses understand the importance of search engine keywords (Abdullah & Anwar, 2021). A blog is a type of content management system (CMS) that is usually run by individuals or organizations and broadcasts their comments and ideas to a wider audience (Anwar & Qadir, 2017). 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 memberships (Ali & Anwar, 2021 ). However, while sites allow everyone to distribute and engage in multi-stranded debates on the internet, a portion of the bloggers have no publishing controls and approach the entire Web; as a result, their posts can have a negative impact on consumer, object, or brand popularity, according to (Anwar & Climis, 2017). 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 (Anwar & Ghafoor, 2017). Marketers may employ psychological pricing in a number of ways. For instance, companies will bundle banner advertising with blog feeds in Psychological Pricing. Second, they'll use product sampling to get their products into the hands of well-known bloggers in the industry in the hopes of creating buzz on their blogs. By moving into wine magazines, a young wine company was able to successfully avoid the traditional launch process. As a

result, sales more than doubled in a year. A third way marketers should use Psychological Pricing is to observe relevant web sites for marketing intelligence. According to one expert, a business that ignores blogs, chat rooms, and Psychological Pricing is either dumb or incompetent (Hameed & Anwar, 2018). 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, was created in 2006 and is one of the first and most common microPsychological Pricing, with over 140 million users and over 1.5 billion regular search queries as of 2012. (Ali, 2020). Many businesses have been using Twitter to focus on sales opportunities, influencers, and customers; as a result, companies are prepared to capitalize on relationship growth, achieving on- and off-line market goals, and complete building, among other items (Anwar, 2017). Miniature scale web journals, as a means of online networking, are a hybrid of conventional web journals and interpersonal communication destinations, with a high level of self-introduction/self-revelation and a medium to low level of social proximity/marketing lavishness. Web-based applications that enable clients to share small quantities of information, such as short sentences, single images, or video links, are referred to as smaller scale websites (Gao et al. 2020). Consumer behavior is the study of the mechanisms by which individuals or groups choose, purchase, use, or dispose of products, services, ideas, or experiences to meet their needs and desires. Consumers come in all shapes and sizes, from a 6-year-old girl asking her mother for wine gums to a multinational corporation executive opting for a prohibitively expensive operating system. Consumables can include anything from canned beans to massages, democracy, rap music, and even other people (the images of rock stars, for example). All needs and desires must be fulfilled, including hunger, thirst, passion, status, and even spiritual fulfillment. Not only in marketing, but also in the social sciences in general, consumer behavior is becoming more normal. This is the product of an increasing awareness of the role of consumption in our daily lives, in the organization of our daily activities, in the formation of our personalities, in politics and economic development, and in global cultural flows, where consumer culture appears to spread, although in new ways, from North America and Europe to other parts of the world (Anwar, 2016). Advertisement transmits consumer culture, which is not always well received by social critics and consumers. Since consumption is so important in our physical, psychological, financial,

political, and cultural lives, it has been dubbed "vanguard history (Melović et al.2020).

Consumer behaviour was a relatively recent area of research in the mid- to late 1960s, according to (Abdullah et al. 2017). Since it lacked its own tradition or body of study. Concepts established in other scientific fields, such as psychology, were extensively borrowed by marketing theorists (the study of the individual). Sociology (the study of groups), social science (the study of how people interact in groups), and anthropology (the study of people) (the influence of society on the individual). This latest marketing discipline would be built on the foundation of economics. Many early market behaviour models were founded on economic theory, with the idea that people behave rationally to increase their rewards (satisfactions) while buying products and services. Consumers are just as likely to buy impulsively and be affected by mood, circumstance, and sentiment as they are by family and friends, advertisements, and role models, according to later studies. Both of these considerations come together to provide a holistic model of customer behaviour that takes into account all logical and emotional facets of consumer decision-making(Anwar & Balcioglu, 2016).

Market decision making is used to describe the processes involved in comprehending challenges. Identifying methods, evaluating alternatives, selecting choices, and evaluating the results of the collection. Customers not only choose which brand to use, but also how much of the product to purchase. Anwar & Surarchith, (2015) Consumers make decisions to meet their goals, which include choosing the best course of action from a range of options and cutting down on the time it takes to make a decision. Customers, in other words, make decisions "on the fly," with the process influenced by the severity of the issue, the consumer's experience and characteristics, and the situation's characteristics (Chatterjee & Kar, 2020). Managers must decide the type of decision process that a target market employs, since this affects each of the managerial technology fields. From the first time you were asked for the grain or toy you wanted, you've been a consumer with buying power for longer than you know.

Even if you're not aware of it, you've learned a particular way of selecting choices over time. Various customers follow a comparative protocol. The first chapter of this section delves into this technique. The second section examines the situational, cognitive, and other factors that influence whether, when, and how people purchase goods. Bear in mind, though, that different people make different buying decisions, no matter how similar they are (Hameed & Anwar, 2018). Getting a Savvy Auto can be a great source of inspiration. Regardless, you'll need to buy a Portage 150 tractor from your nearest neighbor. What marketing experts are aware of is this. They don't have unlimited budgets to advertise in a multitude of ways to a vast number of people, so they try to discern shopping patterns. As a result, they are able to approach members of the general public who are interested in purchasing their goods at the lowest possible price. Figure Stages of the Consumer's Purchase Process depicts the stages of a consumer's buying process. At any given time, you are most likely doing some kind of stage shopping. You're thinking about the various types of stuff you need or will eventually buy, and you're trying to find out the simplest ones at the simplest price, as well as when and how you'll get them, and you're checking some products you've already purchased. Some people might be better than others (Caliskan, 2019).

### III. METHODOLOGY

The aim of this research was to look at pricing strategies as a deciding factor in shaping consumer behavior. As a result, the researchers used five different types of pricing strategies to allow the study to measure consumer behavior: Penetration Pricing, Social News, Marketing Sharing Sites, Psychological Pricing, and finally, the fifth type of pricing strategy is Psychological Pricing. Penetration Pricing, social news, marketing sharing platforms, psychological pricing, and micro bloggings are the five independent variables in the analysis, with customer behavior as the dependent variable. The current study used a quantitative analysis approach in which a questionnaire was adapted from academic sources.

### IV. ANALYSIS AND RESULTS

Table 1: KMO and Bartlett Sphericity Test of Self-rating Items

No	Factors	N of items	Sample	KMO	Bartlett test	
					Chi-Square	Sig
1	Penetration Pricing	10	162		3019.4	.000
2	Social news	8	162			

3	Marketing-sharing sites	9	162	.802		
4	Psychological Pricing	10	162			
5	Micro blogging	8	162			
6	Consumer behaviour	9	162			

As we can see in table (1), the result of KMO is .802 which is higher than .001 this indicates that the sample size used for the current study was more than adequate. Furthermore, the result of Chi-Square is 3019.4 with the significant level .000.

Table 2: Reliability analysis

Reliability Statistics			
Factor	Sample	Cronbach's Alpha	N of Items
Penetration Pricing	162	.739	10
Social news	162	.766	8
Marketing-sharing sites	162	.791	9
Psychological Pricing	162	.772	10
Micro blogging	162	.769	8
Consumer behaviour	162	.782	9

As seen in table (2), the reliability analysis for 54 items used to measure the influence of pricing strategies (Penetration Pricing, social news, marketing sharing sites, Psychological Pricing, micro blogging) on consumer behaviour. The above 54 questions were distributed as follow; 10 items for Penetration Pricing, 8 items for social news, 9 items for marketing sharing sites, 10 items for Psychological Pricing, 8 items for micro blogging, and 9 items for consumer behaviour. The researchers applied reliability analysis to find out the reliability for each factor, the findings revealed as follow: as for Penetration Pricing was found the Alpha to be .739 for 10 questions which indicated that all 10 questions used to measure Penetration Pricing were reliable for the current study, the reliability for each factor, the findings revealed as follow: as for Price Skimming was found the Alpha to be .766 for 8 questions which indicated that all 8 questions used to measure Price Skimming were reliable for the current

study, the reliability for each factor, the findings revealed as follow: as for marketing sharing sites was found the Alpha to be .791 for 9 questions which indicated that all 9 questions used to measure marketing sharing sites were reliable for the current study, the reliability for each factor, the findings revealed as follow: as for Psychological Pricing was found the Alpha to be .772 for 10 questions which indicated that all 10 questions used to measure Psychological Pricing were reliable for the current study, the reliability for each factor, the findings revealed as follow: as for Competitive Pricing was found the Alpha to be .769 for 8 questions which indicated that all 8 questions used to measure Competitive Pricing were reliable for the current study, and the reliability for each factor, the findings revealed as follow: as for consumer behaviour was found the Alpha to be .782 for 9 questions which indicated that all 9 questions used to measure consumer behaviour were reliable for the current study.

Table 2: Correlation Analysis

Correlations							
		Penetration Pricing	Social news	Marketing sharing	Psychological Pricing	Micro blogging	Consumer behaviour
Penetration Pricing	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	162					
Price Skimming	Pearson Correlation	.551**	1				



	Sig. (2-tailed)	.002					
	N	162	162				
Marketing sharing	Pearson Correlation	.549**	.559**	1			
	Sig. (2-tailed)	.000	.000				
	N	162	162	162			
Psychological Pricing	Pearson Correlation	.692**	.703**	.671**	1		
	Sig. (2-tailed)	.000	.001	.000			
	N	162	162	162	162		
Competitive Pricing	Pearson Correlation	.493**	.543**	.597**	.578**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	162	162	162	162	162	
Consumer behaviour	Pearson Correlation	.622**	.687**	.611**	.712**	.732**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	162	162	162	162	162	162
**. Correlation is significant at the 0.01 level (2-tailed).							

As it can be seen in table (2), the correlation analysis between organizational learning (Penetration Pricing, social news, marketing sharing sites, Psychological Pricing, and micro blogging) and consumer behaviour. The finding revealed that the value of Pearson correlation ( $r = .622^{**}$ ,  $p < 0.01$ ), between Penetration Pricing and consumer behaviour this indicated that there is positive and strong correlation between Penetration Pricing and consumer behaviour, the value of Pearson correlation ( $r = .687^{**}$ ,  $p < 0.01$ ), between Price Skimming and consumer behaviour this indicated that there is positive and strong correlation between Price Skimming and consumer behaviour, the value of Pearson correlation ( $r = .611^{**}$ ,

$p < 0.01$ ), between marketing sharing sites and consumer behaviour this indicated that there is positive and strong correlation between marketing sharing sites and consumer behaviour, the value of Pearson correlation ( $r = .712^{**}$ ,  $p < 0.01$ ), between Psychological Pricing and consumer behaviour this indicated that there is positive and strong correlation between Psychological Pricing and consumer behaviour, and the value of Pearson correlation ( $r = .732^{**}$ ,  $p < 0.01$ ), between Competitive Pricing and consumer behaviour this indicated that there is positive and strong correlation between Competitive Pricing and consumer behaviour.

Table 2. Multiple Regression Analysis

Models	Fixed Effects Model			
		Coefficient	T-ratio	P-value
Model 1 (H1) Penetration Pricing	Const	7.211	1.332	.0002
	Beta	6.92		.001
	Size		.7252	.003
	Adj R <sup>2</sup>		.711	

	F-Value		19.585	
	Durbin-Watson		1.3959	
Model 2 (H2) Social news	Const	3.881	1.022	.0004
	Beta	.622		.0002
	Size		.3912	.000
	Adj R <sup>2</sup>		.671	
	F-Value		16.552	
	Durbin-Watson		2.114	
Model 3 (H3) Marketing-sharing sites	Const	4.552	1.114	.0002
	Beta	.721		.0001
	Size		.6331	.0002
	Adj R <sup>2</sup>		.736	
	F-Value		12.522	
	Durbin-Watson		1.022	
Model 4 (H4) Psychological Pricing	Const	9.889	1.441	.0002
	Beta	.641		.0003
	Size		.6331	.0001
	Adj R <sup>2</sup>		.644	
	F-Value		12.522	
	Durbin-Watson		1.441	
Model 5 (H5) Micro blogging	Const	4.633	1.933	.0002
	Beta	.674		.0002
	Size		.6332	.0001
	Adj R <sup>2</sup>		.723	
	F-Value		14.225	
	Durbin-Watson		1.391	

\* significant at 0.10, \*\* significant at 0.05 and \*\*\* significant at 0.01 level.

The results show that Penetration Pricing has significant positive influence on consumer behaviour at 5% level. The results show that Price Skimming has significant positive influence on consumer behaviour at 5% level. The results show that marketing sharing sites has significant positive influence on consumer behaviour at 5% level. The results show that blog has significant positive influence on consumer behaviour at 5% level. The results show that Competitive Pricing has significant positive influence on consumer behaviour at 5% level. Moreover, all beta value is higher than .001. All models have very high adjusted R<sup>2</sup>

(.711, .671, .736, .644, and .723 respectively) indicating the ability of the models explaining the variation of consumer behaviour due to variation of independent variables is very high. The F-value shows that the explanatory variables are jointly statistically significant in the model and the Durbin-Watson (DW) statistics reveals that there is autocorrelation in the models.

## V. CONCLUSION

This preliminary study discovered that young people visit pricing strategy websites on a daily basis and spend several hours on them, exposing themselves to greater marketing influence and persuasion. However, because of the inherent characteristics of pricing strategies, such as their search capacity and willingness to "congregate" audiences and index their views, advertisers who use them must treat them differently than traditional marketers. Most importantly, they must learn how to use these pricing strategies networks, as social etiquette has now found its way into pricing strategies, and there are now rules for what types of behavior are acceptable on these platforms. Advertisers in Iraq's Kurdistan region can no longer ignore or "downplay" the attractiveness of pricing strategies, as it has become a preferred form of direct communication with young people, greatly affecting their purchasing behavior. As the promotional world changes and consumer behavior shifts, marketers are confronted with new challenges and opportunities. Advertisers have had to reconsider their communication campaigns in order to remain competitive among millennials due to the proliferation and usage of pricing strategy. In reality, young people often visit pricing strategy websites and devote hours to them, exposing themselves to greater marketing influence and persuasion. Via customer experience management and a focus on pricing strategies features and characteristics that enhance the relationship between consumers and marketers, marketers must also discover and maximize the capacity of pricing strategies sites to attract and retain customers. Due to the exponential growth of pricing strategies as a brand communication tool, consumers are continually bombarded with advertising clutter "online." Marketers attempting to gain exposure, attention, and awareness for their products and brands through pricing strategy sites face a major challenge. Furthermore, on pricing strategy, people are often drawn to advertising promotions of their favorite or well-known products and brands, as well as those recommended by peers. The advertising messages should be carefully planned and exclusive to ensure that a marketer's promotional campaigns on pricing strategies are noticed by customers. It should, for example, be educational, fun, and participatory while not violating pricing strategy users' privacy. To remain relevant with pricing strategy users, marketers must update content on a regular and timely basis, as well as assess the importance of messaging delivered in real time on pricing strategy sites and the consequences this has on consumers' usage habits and purchasing behavior. At a 5% stage, the findings indicate that penetration pricing has a major positive impact on consumer behavior. At a 5% stage, the findings indicate that Price Skimming has a major positive impact on consumer behavior. The findings indicate that,

at a 5% stage, marketing sharing sites have a substantial positive impact on customer behavior. At a 5% stage, the findings show that blogs have a substantial positive impact on consumer behavior. Competitive pricing has a major positive impact on consumer behavior at a 5% stage, according to the findings. Furthermore, all beta values are greater than .001. The modified R<sup>2</sup> for both models is quite large (.711, .671, .736, .644, and .723), suggesting that the models' ability to explain variance in customer behavior due to variation in independent variables is very strong. The F-value indicates that the explanatory variables in the model are jointly statistically important, and the Durbin-Watson (DW) statistics indicate that the models have autocorrelation.

## VI. RECOMMENDATIONS

Individual susceptibility is designed to give prosumers, who create and consume, more versatility rather than putting control on them, allowing advertisers to take a "stand back" and engage with "prosumers" less. While marketers do not have as much clout as they did in the past when using traditional marketing platforms, their power to influence purchasing behavior remains firmly in their possession. However, by using pricing strategies networks, marketers must learn how to engage with customers on their own terms, and pricing strategies platforms must provide consumers with valuable tools to connect, link, and interact with marketers.

## VII. IMPLICATIONS

Furthermore, because consumers are actively turning to various pricing strategies channels in search of product and other information, marketers must be more accessible, truthful, engaging, relevant, and engage in concerted and sustained efforts, leading and contributing to the co-creation of user-generated content. In the field of pricing strategies, marketers should investigate the possibility of electronic word of mouth marketing, since it appears to be both a threat and an advantage. Consumers' "current" content, such as their positive or negative experiences with a product or brand, is collected through electronic word of mouth marketing on pricing strategies. Marketers can also look at how different companies and societies affect consumer behavior on pricing strategy websites. Celebrities also use Twitter, Facebook, and other social media platforms to communicate with fans and promote or endorse products and brands. Marketers should be aware of celebrities' impact on purchasing patterns, product awareness, advertising, and placement on pricing strategy.

### VIII. LIMITATIONS

The results of this study are limited in terms of generalizability due to the sample range and sample size since it is exploratory in nature. The preliminary results, however, may be used to justify a more detailed investigation. This study identified a correlation between pricing strategies and consumer purchasing behavior, but it did not disclose the significance or scope of the link, which could be explored further in future studies.

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