

## The Philosophy Behind Boosting Sales: Do Pricing Strategies Affect Consumer Purchase Engagement of Pharmaceutical Products in Anambra State of Nigeria?

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### ABSTRACT

*Determining the appropriate price for pharmaceutical products is very important but a difficult task especially in this contemporary era. The problem of setting a price that accurately reflects the product's value that is acceptable to the consumer is not easy. Therefore, this study examined pricing strategies and their effects on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria. The specific objectives were to ascertain the effects of penetration pricing, discount pricing and skimming pricing strategies on consumer purchase engagement of selected pharmaceutical products in Anambra State of Nigeria. The research design used in this study was a descriptive using a survey method. The population of this study comprised the customers of the selected pharmaceutical firms in Anambra State of Nigeria. Data were sourced from the respondents using a convenience sampling strategy. The study employed primary source of data using the questionnaire. The formulated hypotheses were tested using regression analysis at 5% level of significance. The study found that penetration pricing strategy has a significant and positive effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria. The finding revealed that discount pricing strategy has a significant and positive effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria. The study also found that skimming pricing strategy has a significant and positive effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria. The researchers recommend among others that the owners and managers of the pharmaceutical firms should gradually increase the price of their products so that their products will be known, gain popularity and market share for enhanced consumer purchase engagement. They should continue to give discounts to customers that purchase in large quantities, provide loyalty programs that will increase consumer purchase engagement. We also recommend that managers of pharmaceutical firms should try to increase sales by managing the initial prices of their products so as to accommodate high price sensitive customers and also maintain the quality standards of their pharmaceutical product for enhanced consumer purchase engagement.*

**Keywords:** Pricing strategies, Purchase engagement, Penetration, Discount, Skimming, Nigeria.

## 1. INTRODUCTION

Price is a monetary value attached to a product. It is a measure of value that determines the point the buyer will use his/her hard earned money to buy a product or products from the seller. It is the exchange value of a product which the seller asks and which the buyer will pay for. Price is value expressed in monetary terms. Price together with product, place/distribution and promotion are very essential components of the conventional marketing mix (Han et al., 2024; Cao et al., 2024). However, price can be interchanged by many names such as rate, interest, fare, rent, dues, premium, honorarium and so on. Consequently, price means what one must give up in order to obtain a product. Regrettably, some businesses in Nigeria commonly underrate pricing as one of the philosophies behind boosting sales especially in the pharmaceutical firms. Indisputably, a pricing strategy charts the course for all pricing decisions so as to enable the pharmaceutical firms to attain their objectives. However, the course of action a company takes to accomplish its pricing goals is known as its pricing strategy (Attih, 2019). It provides instructions on how to meet a company's pricing goals. An organization's pricing strategy affects both its overall market share and the purchasing decisions of its customers. Pricing strategies in this digital era are very important which have great impacts on consumer purchase behaviour, brand recognition, brand preference and consumer decision-making especially for new products (Zhang, Garimella, & Fan, 2024; Sharma, Sharma, & Mehta, 2024; Chen et al., 2024).

In this work, three pricing strategies are presented and investigated namely; penetration pricing strategy, discount pricing strategy and skimming pricing strategy. Notwithstanding that charging too much might drive customers to other firms while charging too little might draw in the wrong kind of clientele or impression that the product is of poor quality. In addition, many firms reward their customers by given them discounts such as cash, trade, quantity, seasonal and promotional discounts. Expressively, the intensity of information and the number of brands comparison augment the perceived importance of pricing in consumer purchasing decisions in Nigeria (Chen et al., 2024). Para venturing, the underlying idea is that customers who typically make purchases are more likely to engage with prices considering the nature of the consumer items. Hence, every company that produces or sell consumer goods and services needs a pricing strategy because it provides information about the business and its commodities. However, instead of setting a single price, a firm sets a pricing structure that applies to all of the items in its line. Selecting a price goal and related approach is a crucial task for the company owner and a crucial step in the business plan process. On the other hand, e-commerce is also an effective way of pricing strategies because it cut down some ambiguous product cost that will change the consumer purchasing decision (Ifechukwu-Jacobs, 2023). As a result, setting product prices is a strategic endeavor. Thus, price set for a product or product line influence how the customers perceive the company's offerings and as well influence their decisions to buy them.

Notwithstanding that one of the aspects of the marketing mix that may be controlled is price. However, the degree of market shares which a business commands is dependent on the amount of patronage of its offerings by customers or consumers (Anetoh et al., 2020). The only component of the marketing mix that contributes to the organization's overall revenue is price (Ogbunankwor et al., 2023). It is a crucial factor in assessing a company's profitability and a significant tool firms employ to compete in the market so as to meet their pricing goals or objectives (Attih, 2013). Consumer purchase engagement is the dependent variable as used in this study. It is the act of making frantic decisions on whether, how, when, where and what to purchase. In this work, consumer purchase engagement is dependent on the pricing strategies

under investigation. Consumer purchase engagement is the degree of attention, emotional involvement as well as behavioural interaction a consumer shows throughout the purchasing process for a particular product (Dessart et al., 2016). It also means the possession of a positive disposition toward a particular product or brand (Umeanyika, Eze, Anyasor & Anetoh, 2021). It also entails how a consumers interact with pharmaceutical products or with a brand before, during and after the purchase of that product. Siddique (2020) confirms that consumer purchase engagement is directly influenced by the product's pricing strategy. Hence, consumer purchase engagement has three major elements namely; cognitive engagement, emotional engagement and behavioural engagement (Hollebeek et al., 2014, Dholakia, 2016).

Notwithstanding that pricing strategies seem to be very important especially in this contemporary era but setting pricing methods and pricing strategies have many challenges. Besides, the difficulty in meeting customers' increasing demands while broadening alternatives for consumers have made manufacturers and managers to seek for possible means of satisfying their customers in order to still remain in the business (Anetoh et al., 2020). Njeru (2017) maintain that businesses anticipate that by knowing what motivates customers to purchase goods and services, they will be able to set the optimal pricing for their items by using the price that will provide them a competitive advantage over rivals. Importantly, determining the appropriate price for products seems to be a difficult task; that is why it is important to set a price that accurately reflects the product's value (Sancoko & Mettan, 2024). Nevertheless, pricing inaccuracies, inadequate pricing tactics, inadequate price management, failure to change prices, fierce rivalry, inadequate price segmentation are some of the problems confronting pharmaceutical firms in setting good pricing in Nigeria. Therefore, this study seeks to examine the extent pricing strategies affect consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria so as to close the gap in literature and to contribute to knowledge.

### **Objectives of the Study**

The broad objective of the study is to investigate the effect of pricing strategies on consumer purchase engagement for pharmaceutical products in Anambra State of Nigeria. The following are the specific objectives which are to;

1. Assess the effect of penetration pricing on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria.
2. Determine the effect of discount pricing on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria.
3. Ascertain the effect of skimming pricing on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria.

### **Statement of Hypotheses**

The following null hypotheses were raised to guide the study.

- HO<sub>1</sub>: Penetration pricing has no significant effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria.
- HO<sub>2</sub>: Discount pricing has no significant effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria.
- HO<sub>3</sub>: Skimming pricing has no significant effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria.

## **2. LITERATURE REVIEW**

### **2.1. Conceptual Review**

#### **2.1.1 Price and Pricing Strategies**

Sancoko and Mettan (2024) state that the price of a thing is the sum of the values that buyers exchange for the advantages of owning or utilizing it. Price is used by the consumer as a measure or indicator of the quality of a product (Anetoh et al., 2022). According to Kotler et al. (2018), price might imply different things to different persons. For example, it could mean interest to lenders, cost of trade or cost of transaction (cot) or service charges made by bankers (lenders), premium to the insurer, transportation costs, honoraria for guest lecturers, etc. Pricing plays a crucial part in price management since it affects customer purchasing decisions in addition to determining how prices are seen and valued (Rosa et al., 2011, Vanhuele and Dreze, 2002). Interestingly, among the four Ps, price is the only income generator and it is the value attached to a product (Agwu & Carter, 2014). In addition, the price of a product or service is the sum of its cost. Kotler et al. (2010) capture that it is the total of all the values that consumers forfeit in order to benefit from owning or utilizing a product. Price is the mechanism that guarantees supply and demand are in balance. Contributing, (Anetoh et al., 2025) maintain that the amount of money that the seller is prepared to sell his/her product to the buyer is very important. However, price is the most adaptable component of marketing strategy as in contrast to the other components of marketing strategy, pricing decisions would be adopted rather quickly. Furthermore, Goodie (2022) state that pricing strategy is ‘the method used by organizations to price their products’. It is the policy a firm adopts to determine what it will charge for its products and services. Price is the exchange value of products and services. Price is what a person forfeits in return for a good or service. It is among the most crucial components of the marketing mix as, in contrast to the others that use money, it is the only one that brings in money for the company (Agwu & Carter 2014). In addition, price is the only component of the marketing mix that generates income for the company; the other components are all associated with costs. On the other hand, the inhibitors of good pricing strategies could be due to human error, inaccurate data, system malfunctions, etc., can all result in pricing inaccuracies. inadequate pricing tactics, inadequate price management and execution, a failure to update prices, fierce rivalry, inadequate price segmentation and so on.

#### **2.1.2. Penetration Pricing Strategy**

Penetration pricing is a strategic approach used by pharmaceutical firms to enter competitive markets by offering products at an initially low price to rapidly capture market share and attract price-sensitive consumers. This pricing strategy is predicated on the assumption that lower prices will stimulate demand and consumer purchase engagement, particularly in markets with high price elasticity, allowing firms to quickly build a large customer base (Majka, 2024). Penetration pricing is a strategy where a product or service is initially offered at a low price to quickly gain market share and attract price-sensitive consumers. However, the aim or the goal is to build a large customer base and establish brand recognition in competitive markets or when introducing a new product. Furthermore, penetration pricing is when businesses introduce a low price for their new product or service. The initial price undercuts competitors, forcing them to match the offer or quickly apply other strategies. Competitors' customers may switch over to the cheaper offer, and new customers buy in too. In addition, when taken to the extreme, penetration pricing is known as predatory pricing, when a firm or company initially sells a product or service at unsustainably low prices to eliminate competition and establish a monopoly. In addition, in

penetration pricing; the pharmaceutical firm enters the market or reaches their customers with a lower initial price than their competitors, and then raises it after their customer base is established. Some pharmaceutical firms set low initial prices in order to penetrate the market quickly so as to attract large number of buyers and also win large market share.

### **2.1.3. Discount Pricing Strategy**

It is pertinent to state that many pharmaceutical firms set their prices to reward customers as a result of early payment or purchasing in large quantity. Different types of price discount exist in Nigeria namely; cash discount, quantity discount, trade discount, promotional discount and seasonal discount (Ndubisi, Anetoh, Okeke, Ogbunuju & Ewuzie, 2022). Price performs two major functions; firstly, the allocative function which allows consumers to achieve the highest possible satisfaction based on their purchasing preferences. Secondly, the informational function which educates consumers about the product's components. Away from these two functions; price discount is very important. A discount is any deduction from that is given to the customers. Importantly, discount pricing strategies in the pharmaceutical industry are diverse, aiming to increase market share, compete with generic drugs, and manage patient costs (Nagle et al., 2016). Common discount pricing strategies include the following; loyalty discounts, free gifts with purchase, quantity discounts, and price segmentation. Companies may also offer discounts based on the perceived value of a drug to different customer segments (Dholakia, 2016).

### **2.1.4. Skimming Pricing Strategy**

This is a pricing strategy whereby the initial price is set at the high level with the aim of selling the products to the customers who want them and willing to pay despite the high price. In spite of the fact that price refers to consumer's consideration about how much he/she will pay for goods and services compared to what he/her will get; the price must be able to show the value and standard of the product to be consumed (Kusdiyah, 2012). Nevertheless, firms that use skimming pricing strategy believes that price should be commensurate with the quality of the product (Carpenter et al., 2010). Undeniably, in skimming pricing, a company enters the market with a higher initial price than their competitors, then lowers it as demand decreases. Interestingly, many firms set high initial prices to demonstrate that their products are of high quality and to deter competition (Sancoko & Mettan, 2024). Some pharmaceutical firms used skimming pricing strategy to build brand superiority. In this pricing strategy, demand should be insensitive to price and customers do not know about the cost of the product. Furthermore, since high price can be equated to high quality, skimming pricing strategy appear to develop a prestige image for pharmaceutical products.

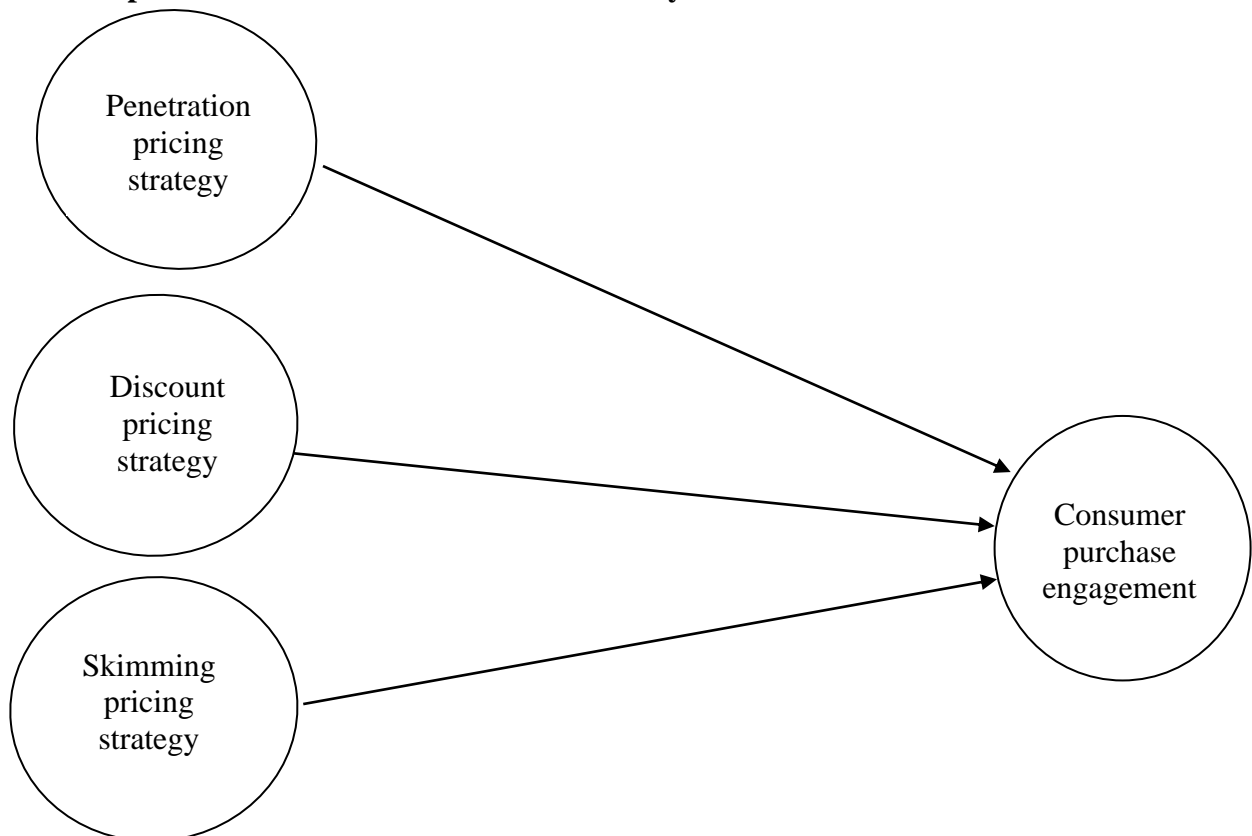
### **2.1.5. Consumer Purchase Engagement**

Consumer purchase engagement is the act of making frantic decisions on whether to purchase a particular product (Chendo, 2019). It entails how, when, where and what to purchase. Consumer purchase engagement is the degree of attention, emotional involvement as well as behavioural interaction a consumer shows throughout the purchasing process for a particular product. It refers to how a consumers interact with pharmaceutical products or with a particular brand before, during and after the purchase of that product. Siddique (2020) maintain that consumer purchase engagement is directly influenced by the product's pricing strategy. Furthermore, consumer purchase engagement has three major elements namely; cognitive engagement, emotional engagement and behavioural engagement. Cognitive engagement means how much thought or



mental effort a consumer put to understand a particular product. Emotional engagement refers to the feeling and emotional connection a consumer has for a particular brand of a product. In addition, behavioural engagement is the act of actual purchase of a particular brand. Measures of consumer purchase engagement price tolerance (Nnadi, Anetoh & Anetoh, 2021). Njeru (2017) observes that by knowing what motivates customers to purchase goods and services, enable firms to set the optimal pricing for their items by using the price that will provide them a competitive advantage over rivals. Pertinently, a critical and appropriate product evaluation and subsequent purchase enables companies to develop strong bond between their brands and their customers (Anetoh, Nnabuko, Anetoh & Chendo 2020). Consumer purchase engagement is the stage when a consumer actually decides to buy a particular product or a brand. It is the final selection of products to be bought by the consumer (Attih, 2023). Consumer purchase engagement entails what to buy, where to buy, and how to buy (Preethan & Mohan, 2019). Consequently, when a consumer is satisfied with a brand, he or she purchases that particular brand continuously notwithstanding that the brand may change in quality, may have an increase or decrease in price or even alter in its features (Ndubisi, Anetoh, Okeke, Ogbunuju & Ewuzie). Consumer purchase engagement is operationalized in this paper as the decision to purchase pharmaceutical products due to the good pricing strategies which is in line with the work of Anetoh et al. (2020).

## 2.2. The Operational Research Model for the Study



**Figure 1:** Operational Research Model

**Source:** Anetoh, Chendo, Ohazulike and Obiezekwem (2025).

### **2.3. Theoretical Grounding: Adaptation-Level Theory by Monroe (1990)**

Adaptation-level theory by Monroe (1990) states that consumers perceive different pricing strategies based on certain principles of price perception. The first principle they established states that price perceptions are relative to other prices. The second principle states that consumers have differing reference prices within product categories based on discerning quality levels. The third principle states that there is a region of indifference surrounding a reference price, one in which changes in price within the region will not change a subject's perception. According to this theory, price plays a bigger role in consumer purchase decision or engagement since it gives value to the product and consumers make their decisions based on the perceived value. The assumption of this theory is that it explains how consumers perceive different prices and how that affect their purchase decision and engagements. The theory also posited that consumers compare previous knowledge of the price to the current price in order to make a decision on whether to buy or not. This theory also assumes that managers and marketers should therefore ensure that information concerning the prices of their products is communicated clearly in order to erase doubts in the minds of consumers. This theory is applicable to this research as it helps in understanding how consumers see and interpret pricing strategies and the effect the pricing strategies have on consumer purchase engagement of pharmaceutical products in Nigeria.

### **2.4. Empirical Studies**

Okokon and Attih (2024) conducted a study on correlation between pricing tactics and consumer decisions to purchase products. The study employed a survey research design. The study found that penetrating pricing ( $r = .326$ ,  $p < .05$ ) and discount pricing ( $r = .781$ ,  $p < .01$ ) had significant positive relationships with consumer purchase engagement. The study also found that skimming pricing had a significant negative correlation with consumer purchase engagement ( $r = -.175$ ,  $p < .05$ ). Appu et al. (2024) evaluated the degree of customer happiness when buying across numerous channels at various prices, the impact of consumer shopping orientation on cross-channel usage, and the effect of multiple pricing strategies on customers' channel selection. AMOS structural equation modeling were employed. The study found that price tactics had a significant relationship with consumer purchase decisions. In addition, the use of digital pricing techniques by e-commerce businesses to influence the buying habits of Gen Z customers in Nigeria was investigated by Abdulsalam et al. (2024). The study found that Gen Z's consumer patronage (62.4%) is highly impacted by special event price (0.433, 91.8% effect), sample product pricing (0.236, 85.0% effect), and loss leader pricing (0.236, 93% effect). The study found that Gen Z's online purchase happiness (67.2%) was influenced by product lining pricing (0.457, 93.7% high effect), captive pricing (0.161, 96.21% high effect), and optional pricing strategy (0.252, 96.0% medium effect).

In the Kurdistan area of Iraq, Ali and Anwar (2021) investigated price and marketing methods and their impact on consumer purchase engagement. The study employed a survey research design. A random sampling technique was used to choose the sample size of 162 responders. A correlation model was used to examine the data collected for the investigation. The findings demonstrated that competitive pricing, penetration pricing, and skimming pricing all significantly improve customer purchase decisions. It was determined that pricing tactics have a big impact on what customers decide to buy. A study by Siddique (2020) examined how pricing tactics affect consumer purchasing decisions in relation to organized retail in Ranchi, India. The study employed a survey research design. A stratified random sampling procedure was used to

choose the 150 respondents who made up the sample size. Descriptive statistical analysis was used to examine the study's data. The outcome demonstrated that shops construct a price strategy that influences consumers' purchasing inclinations and draws in clients by fostering loyalty and value. Also, pricing methods were found to have a significant impact on customer purchasing decisions.

### 3. METHODOLOGY

This study employed a positivistic ontology and adopted a descriptive research design using a survey method. The geographical coverage of the study is in Anambra State of Nigeria. The population of the study comprised the consumers of pharmaceutical products (drugs) in Anambra State of Nigeria. Due to the difficulty in obtaining the population of the consumers of the pharmaceutical products in the specified areas under investigation; therefore, the population size is unknown. Cochran formula was used to derive the sample size of 344 respondents accessed using a convenience sampling strategy. Primary source of data was used while the questionnaire was the instrument used to obtain the needed data from the respondents. The measuring items were sourced from the previous studies and modified to suit the context of the present study. The instrument used in this study was validated by three research experts. Their corrections were reflected in the final version of the measuring instrument for the main survey. The reliability of the measuring instrument was established through test retest reliability method. The measuring instrument was pilot tested and the scores obtained in both first and second administration of the pilot study from the pilot respondents collated and correlated. The average coefficient value of 0.772 confirmed the appropriateness and internal consistency of the measuring instrument for the main survey. Accordingly, multiple regression analysis statistical technique was used to test the hypotheses postulated to guide the study at 5% level of significance. The decision rule is to accept null hypothesis if the p-value is greater than the stipulated level of significance of 5% (0.05). On the other hand, reject null hypothesis and accept the alternative hypothesis if the p-value is less than or equal to the stipulated significant level 5% (0.05). The model is specified as follows:  $CPE = \beta_0 + \beta_1PPS + \beta_2DPS + \beta_3SPS + \mu$ . Where; CPE = Consumer purchase engagement; PPS = Penetration pricing strategy; DPS = Discount pricing strategy; SPS = Skimming pricing strategy;  $\mu$  = stochastic error term (0.05)

### 4. RESULTS

Multiple regression result was employed to test the effect of pricing strategies on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria. The result of the multiple regression analysis is presented on the tables as follows.

**Table 1: Multiple Regression Model Summary Results**

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Change Statistics		F	Sig.	Durbin-Watson
					the Square Change	Error R			
1	.855 <sup>a</sup>	.726	.703	0.67718	.126	5.538	3	115	.001

a. Predictors: (Constant), PPS, DPS, SPS

b. Dependent Variable: Consumer Purchase Engagement (CPE)

Source: SPSS Output, 2025.



Table 1 shows that R value of 0.855 which is the regression correlation coefficient. The result implies that there is a strong and positive relationship between pricing strategies and consumer purchase engagement of pharmaceutical products. The  $R^2$  is the coefficient of the determinant which measures the goodness of fit of the model which have the value of 0.76 (72.6%). This implies that 72.6% of the variation in consumer purchase engagement was jointly explained by the variations of penetrating pricing, discount pricing and skimming pricing strategies. This was supported by adjusted  $R^2$  of 0.703 (70.3%). In order to check for autocorrelation in the model, Durbin-Watson statistics was employed. Durbin-Watson statistics of 1.918 showed that the variables in the model are not auto correlated and that the model is reliable for predications.

**Table 2: Multiple Regression ANOVA Results**

Model		Sum of Squares	df	Mean Square	F-value	Sig.
1	Regression	46.732	3	15.577	155.538	.000 <sup>b</sup>
	Residual	323.486	115	2.813		
	Total	370.218	118			

a. Predictors: (Constant), PPS, DPS, SPS

b. Dependent Variable: Consumer Purchase Engagement (CPE)

**Source:** SPSS Output (2025).

Table 2 shows the regression ANOVA result which measures the overall significance of the regression model. Based on the result on table 1; the f-statistics value is 155.538 with a corresponding f-statistics probability value of 0.000. The result shows that the three independent variables jointly have a significant effect on the dependent variable. This implies that penetrating pricing; discount pricing and skimming pricing strategies collectively have significant effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria.

**Table 3: Multiple Regression Coefficients Results**

Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	T-value	P-value	95.0% Confidence Interval for B
		B		Beta			Lower Bound Upper Bound
1	Constant	1.526	.091		2.208	0.029	.157 2.895
	PPS	0.229	.084	0.211	2.274	0.025	.428 .029
	DPS	0.373	.036	0.350	3.502	0.001	.162 .584
	SPS	0.292	.075	0.242	2.524	0.013	.063 .520

a. Predictors: (Constant), PPS, DPS, SPS

b. Dependent Variable: Consumer Purchase Engagement (CPE)

**Source:** SPSS Output (2025).

Table 3 presents the multiple regression coefficient results which indicate the individual's contribution or the nature and the size of effect, direction as well as the significant of each of the independent variables on the dependent variable. A careful analysis of the result on table 3 shows that penetration pricing strategy has a positive sign given its coefficient value of 0.229. This implies that a unit increase in penetration pricing strategy increases the consumer purchase engagement by 22.9%. Discount pricing has a positive sign given its coefficient value of 0.373.

This implies that a unit increase in discount pricing strategy increases the consumer purchase engagement by 37.3%. In addition, skimming pricing has a positive sign given its coefficient value of 0.292. This implies that a unit increase in skimming pricing strategy increases the consumer purchase engagement by 29.2%. Furthermore, penetration pricing strategy has a regression t-value of 2.274 with a probability value of 0.025. The implication is that penetration pricing strategy has a significant effect on consumer purchase engagement of pharmaceutical products. Discount pricing strategy has a regression t-value of 3.502 with a probability value of 0.001 which implies that discount pricing strategy has a significant effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria. On a similar note, skimming pricing strategy has a t-value of 2.524 and a probability value of 0.013. This shows that skimming pricing strategy has a significant effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria. Based on the results on table 3, null hypotheses one, two and three were rejected and alternative hypotheses one, two and three accepted.

## **5. CONCLUSION AND RECOMMENDATIONS**

The study concludes that penetration pricing strategy has a significant and positive effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria. The study also concludes that discount pricing strategy has a significant and positive effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria. The study also concludes that skimming pricing strategy has a significant and positive effect on consumer purchase engagement of pharmaceutical products in Anambra State of Nigeria. The implication of the findings is that price strategies are essential to pharmaceutical companies' overall success. Businesses may increase revenues, foster client loyalty, and effectively compete in the market by implementing effective pricing strategies. To satisfy consumers demands and to achieve market realities, pricing strategies must be properly set. Therefore, pharmaceutical firms need to balance products' affordability and profitability with good pricing strategy for enhanced customers' purchase engagement. Conclusively, pharmaceutical firms can adopt various pricing strategies in order to meet the needs and expectations of their numerous customers, such as penetration pricing, skimming pricing and discounts pricing strategy. Thus, offering discounts for large purchases help to increase customer purchase engagement. Based on the findings of this study, the researchers recommend that the owners and managers of the pharmaceutical firms should gradually increase the price of their products so that their products will be known, gain popularity and market share for enhanced consumer purchase engagement. They should continue to give discounts to their customers that purchase in large quantity or made immediate payment for increased consumer purchase engagement. The researchers also recommend that managers of pharmaceutical firms should try to increase sales by managing the initial prices of their products so as to accommodate high price sensitive customers and also maintain the quality standards of their pharmaceutical products especially in Anambra State of Nigeria.

## **6. CONFLICT OF INTEREST**

The authors have no conflict of interest to declare.

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