Impact of Promotional Strategies on Consumer Buying Behaviour for Apparels

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Abstract

One of the basic necessities of human being is apparel. This basic necessity to cover the body has leaped to fashion and lifestyles with growing advancement in human civilization. Apparel is a highly symbolic product category due to its high visibility. The Apparel Industry reflects people's lifestyles and shows their social and economic status (Bhanot S, 2013). Consumer behavior is associated with the culture and economy of a country. There is a need to research on the buying behavior of consumers in organized retail market, as they play the pivotal role to bring the success of any business.

Consumers' buying behavior has drawn a considerable attention of the earlier researchers. Its impact on designing marketing strategies also became the part of a sizeable number of studies. Recurrent change in lifestyle also dictates a continuous variability in the fashion preference of consumers giving organized retailers a wide scope of opportunity to appear with newer fashion apparels. Various factors like increasing family income, changing lifestyle, development of information technology, working women and increasing promotional strategies have led to changing consumer behavior. In view of the immense and colorful growth of apparel segment at such rapid pace, the proposed study is intended to keep confined only to the organized apparel retailing. The study aims to assess the impact of promotional strategies on consumer buying behavior for apparels bought from organized retail stores. It will help in understanding the promotional strategies, which influence the consumer decision making process.

The study was conducted in 4 major cities of Gujarat which are Ahmedabad, Surat, Vadodara and Rajkot. The study will also make a contribution towards a comprehensive understanding of the Indian apparel retail market.

Keywords: Promotional Strategies, Consumer Buying Behavior, Retail, Apparels

Introduction

Consumer behavior research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Knowledge of consumer behavior directly affects marketing strategy (Anderson et al. 2005). This is because of the marketing concept, i.e., the idea that firms exist to satisfy customer needs (Winer, 2000). Firms can satisfy those needs only to the extent that they understand their customers. For this reason, marketing strategies must incorporate knowledge of consumer behavior into every facet of a strategic marketing plan (Solomon, 2002). The human behavior is complex, full of controversies and contradictions and comes as no surprise to marketing academicians as well as practioners. There is a widespread recognition that consumer behavior is the key to contemporary marketing success (Hawkins et al., 2003). Consumer behavior has been legitimized in marketing for it provides the conceptual framework and strategic thinking for carrying out successful segmentation of markets (Schiffman and Kanuk 2000).

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Introduction - Retail Industry

India is one of the important retail markets for global retailers. Other than the fact that it one of the biggest economies of the world, its demographics also work in its favor. India's retail sector has been undergoing structural changes for the last two decades. Shopping

malls, lined with specialty retailers, started dotting the retail markets of the country's top cities during mid-1990s. Since then, the 'mall culture' gradually pervaded the population, especially in the metros and mini-metros, heralding the beginning of the modern retail movement in India (Knight-Frank 2016).

Khare (2011) in a research on "Mall shopping behavior of Indian small town consumers", studied that consumers' gender and age play an important role in determining their attitude towards shopping in malls. The influence of mall attributes such as décor, layout, services, variety of stores, and entertainment facilities must be considered while planning malls in smaller cities as they have an effect on consumers' buying behaviour. The mall shopping behaviour of metropolitan city shoppers should not be generalized with that of shoppers in smaller cities.

Rajagopal (2008) in a research on "Point-of-Sales promotions and buying stimulation in retail stores" indicated that point-of-sales promotional programmes have become the principal tool of retailing in Mexico in order to acquire new customers and retain loyal customers. The study found that loyal customers are attracted to the store brands during the promotional offers while new shoppers are price sensitive and are attracted by the in-store ambience and sales promotions and volume discounts.

Apparel Retail Sector in India

According to the recent report of Textiles, Government of Gujarat (2017), the Indian apparel market was valued at US$ 41 billion in 2013, and it is set to reach US$ 64 billion and US$ 102 billion in 2018 and 2023 respectively. Growth in the Indian apparel segment is bolstered through robust growth in the organized apparel segment and entry of major global players such as H&M, Zara and Marks & Spencer into the domestic market. "India is the world's second largest exporter of textiles and clothing" (UN Comtrade data June 2014).

The Indian apparel retail is the fastest growing sector among other sectors of Indian market and is expected to sustain its growth in the coming years. According to the Indian Apparel Market Current Status and Future Outlook Report presented in the Indian Textile Summit, 2012, organized retail in India is estimated to grow five times to 150 bn by 2020. Also, among various segments in retail industry, the apparel dominated Indian organized retail, with 35 percent share (Sahni H, 2012).

Figure 1.1: Share of Various Segments in the Retail Industry (%)
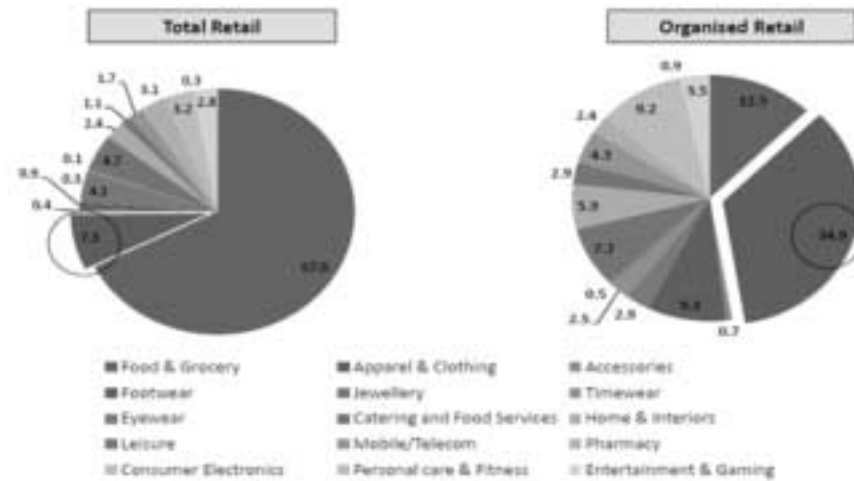
Source: Indian Apparel Market: Current Status and Future Outlook (Indian Textile Summit, Mumbai, 27th September , 2012)

The Organized Retail market stood at Rs.96, 500 crore in 2008. The industry has grown at a CAGR of 36 percent between 2004 and 2008. This growth was mainly driven by changing lifestyles, rising disposable incomes, favorable demographics, and easy credit availability, etc (NSDC, nd).
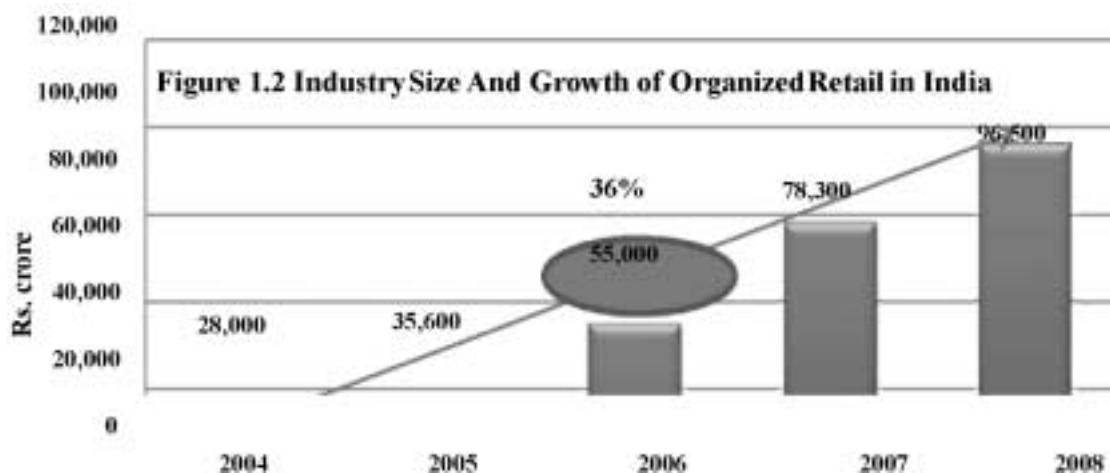
Source: India Retail Report and IMa CS analysis28,000

The apparel retail industry of India derives its strength from the high degree of vertical integration of the industry. It is estimated that the US $45 billion Indian fashion apparel market will grow at a CAGR of 10 per cent to touch US $122 billion by 2025. The promising growth opportunities of fashion retail in India come with its own set of issues and challenges. The most daunting challenges for fashion retail in the country include rapidly changing customer demands, infrastructural bottlenecks, a complex tax regime, inherent heterogeneity of the market, supply side limitations and shortage of skilled manpower. With population more than 1.25 billion, India fosters variety cultures, geographies and regional trends which inherently promote heterogeneity of Indian retail market. This forces apparel retailers to search for local optima in their business strategy. To add the complexity, consumer groups in these heterogeneous markets are evolving continuously owing to increasing exposure to fashion trends and rising income level (Amit and Chhillar ; 2016).

Prominent Indian Retailers: Chopra (2011) studied the prominent Indian retailers. These are Future Group with subbrands Pantaloons, Central, Big Bazaar, Planet Sports, Home Town, e-Zone, Aadhaar, Future Generali, Future Mediap, Blue Foods, Spaghetti Kitchen, Noodles Bar, The Spoon etc., K. Raheja Group with: Shopper's Stop, HomeStop, Desi Cafe, Hypercity, Inorbit, Brio etc., Reliance Retail with Reliance Fresh, Reliance Digital, Reliance Mart,

Reliance Timeout, Reliance Trends, Reliance Jewels, Reliance Autozone, Reliance Wellness etc., Tata Group with Trent, Westside, Star Bazaar, Landmark, Fashion Yatra, Croma, Titan, Tanishq etc., RPG Group with Spencer's Retail, Aditya Birla Group's Trinethra, more, more. MEGASTORE, Vishal Group's Vishal Megamart etc.

Literature Review

Promotion is a tool that is used by the retailers to invite consumers to purchase more. Various promotional strategies are used by the retailers to attract the customers to increase their sales. "The impact of sales promotion on consumer buying behavior has been widely stated in many researches and studies, they have shown that there are a lot of factors can effect consumer buying behavior, either to buy or not" (Nagar, 2009; Smelser and Baltes, 2001).

Sanad (2016) in his paper aims to make a comprehensive review of factors affecting purchaser decision towards apparel and textile products. Research studies concerned with factors having impact on marketing of textile products including apparel and fashion products were reviewed. These factors include different cultural, social, personal, psychological and environmental aspects

Sahney (2016) in a study, "A study on consumer buying behaviour towards branded retail outlets in India", tries to find out the preference of the customer towards organized retail sector and how customer behaves at

the time of product purchase. The study shows that some of the specific elements like product information, customer involvement, atmosphere, customer attributions and choices play important roles during various stages of the customer decision process. So customer are now showing preference for shopping malls, enable them to shop variety of products under one roof with shopping experience in term of ambience and entertainment.

Sheek Meeran, Ranjitham (2016) ascertained the branded apparel most preferred by respondents and to examine customer's perception towards retail garments showrooms and factor they considered to choose a particular retail garments showroom for their shopping in Tirunelveli Hub. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is clear that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of colour and design, attractiveness, price range and celebrity endorser.

Rajiv et al. (2002) in a research on "Asymmetric store positioning and promotional advertising strategies: Theory and evidence" examined the role of promotional strategies for stores that vary in their quality positioning in competing for customer. The key analysis done by the researchers showed that a stores quality positioning impacts its frequency of promotional advertising and the depth of the discount that it offers during "sale". Specifically, relative to the low-service store, the high service store offers advertised sales more frequently but with shallower discounts.

Banerjee (2009), in a study on "Effect of product category on promotional choice: comparative study of discounts and freebies" suggested that promotion type influences the rate of increase in market demand and is product category dependent. Consumers try to rationalize the promotion that is offered by the product. Hence promotion type can influence the rate of increase in market demand. The right combination of product and promotion can be more effective in enhancing sale. It would be prudent to decide on the promotion type after taking in to consideration the product category, its features and the target segment.

Promotional offerings, which can be readily converted into monetary terms are more preferred to freebies but in the long-run, they can affect the overall value of the product. Retailer discount is preferred over advertised discount but has a negative perception. Hedonic freebies are least preferred; but have a higher perceived value.

Jane Lu Hsu and Roxy Hsien-Chen Mo (2009) in a research on "Consumer responses to incomplete information in print apparel advertising", concluded that consumers who thought missing information in print apparel advertising to be important tended to find missing information from other sources like media, word of-mouth, salespersons, and in stores. Information search behaviour positively influenced purchasing intentions. Consumers with higher levels of involvement tended to pay more attention to missing information and were more likely to search information.

Aggrawal (2010) in his thesis on, "Impact of Consumer Perception on Buying Behavior in Apparel Retail Sector, with special reference to selected Indian cities" found that nearly 95 percent of the respondents believed that advertising is an effective medium of creating positive perception for the brand among consumers. So he recommended that retail apparel companies should not definitely forget that good advertising is necessary both for good brand image as well as for customer consciousness and awareness. Also, nearly 93 percent of the respondents agreed that sales promotion does effect their positive perception towards the brand in India. Hence, it was concluded that retail apparel companies should invest heavily on sales promotion techniques, especially the free goods and gifts and visual merchandising.

Special discounts and promotions increase customers' interest toward the store (Grewal D, Krishnan R, Baker J, Borin N 1998). Chavadi and Shilpa S. Koktanur (2010), tried to find out the various factors driving customers towards shopping malls and consumer buying response for promotional tools. They found four major factors that drive the customers towards the shopping malls. Those factors are product mix, ambience, services and promotional strategies. Customers consider fast billing, parking facility and long hours of operations as prime services.

Table 1.1: Literature : Key Findings

Sr. No.	Author/s	Year	Key Findings
1	Mughal Aurangzeb, Asif Mehmood, Ammar Mohi-ud-deen and Bilal Ahmad	2014	The survey found that there was an insignificant relationship between coupons and buying behavior. On the other hand the buy-one-get-one free, Physical surrounding has a significant relationship with the purchasing behavior.
2	Ghafran Ashraf	2014	The study confirmed that consumers buying behavior and sales promotion can be motivated through various kinds of elements, including promotion techniques such as free samples, price discounts, social surroundings and physical surrounding.
3	Aggrawal Amit	2010	Nearly 93 percent of the respondents agreed that sales promotion does affect their positive perception towards the brand in India.
4	Chavadi and Shilpa S. Koktanur	2010	The study found four major factors that drive the customers towards the shopping malls which were product mix, ambience, services and promotional strategies
5	Banerjee Subhojit	2009	Promotional offerings which can be readily converted into monetary terms are more preferred to freebies but in the long-run, they can affect the overall value of the product. Retailer discount is preferred over advertised discount but has a negative perception.
6	Das and Kumar	2009	The study shows that promotion plays a limited role on consumers buying behavior where only small percentage of people are attracted to such sales promotion and wait for it.
7	Rajagopal	2008	The study found that loyal customers are attracted to the store brands during the promotional offers while new shoppers are price sensitive and are attracted by the in-store ambience of sales promotions and volume discounts.
8	Huddleston, Whipple, and VanAuken	2004	The research identified promotions, location, variety and service as key loyalty factors that affect store patronage by customers.

Sonia (2008) conducted a study on customers' perception towards mega marts in Ludhiana. The author highlighted that customers preferred a particular mega mart due to its convenience in terms of space, product range, billing system, multiple choice, etc., and location at an easy approach and safety. She concluded that customers preferred cash discount offers, followed by free gifts and financing facility. Quality and discount were the most important factors in influencing customers' decision to purchase.

According to Ashraf (2014), their study confirmed that consumers buying behavior and sales promotion can be motivated through various kinds of elements, including promotion techniques such as free samples, price discounts, social surroundings and physical surrounding.

The given table 1.1 shows major research work done by different authors and the key findings of their work.

Research Methodology:

The present research has been conducted in the four cities of the state of Gujarat.The research design of the present study is descriptive. According to Malhotra and Dash (2009), descriptive research design describe the characteristics of relevant group, is more appropriate in estimating the percentage of units in a specified population showing certain behavior, determining the perception of product characteristics, degree of association between various marketing variables and making specific predictions. Descriptive research is characterized by the prior formulation of specific hypotheses.

Table 1.2: Methodology of the Study at a Glance

Particulars	Consumer Survey
Research Design	Descriptive research design
Target Population	Organized apparel retail sector consumers of Gujarat State
Selected cities	Ahmedabad, Surat, Vadodara and Rajkot
Sampling Unit	Individuals – apparel consumers
Sampling technique	Convenience Sampling
Sample Size	600 Respondents
Citywise sample size	150 per city
Data Collection Method	Mall Intercept Method
Data Collection Instrument	Structured Questionnaire

A close-ended structured tool was designed to interview the consumers. Based on the objective of the research, the questionnaire was designed. A five-point Likert-type scale ranging from ranging from least preferred or strongly disagree to most preferred or strongly agree was used.

Promotional strategies are used by the retailers to invite consumers to purchase more. Sales promotions consist of a huge variety of temporary planned promotion tools which plan is generating a preferred response from the consumer (Gilbert and Jackaria, 2002). Different types of promotion tools and promotion strategies are utilized by the marketers so that they can know consumer first choice and boost their sales.

H1: There is Significant Impact of Demographic Variables on the Promotional Strategies for Buying Apparels from Organized Retail Outlets.

Kotler (2005) discovered that promotions have become a critical factor in the product marketing mix which consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objective.

The factor - wise break-up of hypothesis 1 in relation to the demographic variables are as follows:

Independent Variable:- Gender

H1.1 - There is statistically significant impact of gender

on celebrity endorsement for buying apparels from retail outlets.

H1.2 - There is statistically significant impact of gender on number of end of season sales for buying apparels from retail outlets.

H1.3 - There is statistically significant impact of gender on product knowledge of festive promotions (Diwali, Christmas etc) for buying apparels from retail outlets.

H1.4 - There is statistically significant impact of gender on friendliness of Loyalty card programme for buying apparels from retail outlets.

Independent Variable:- Age Group

H1.5 - There is statistically significant impact of age group on celebrity endorsement for buying apparels from retail outlets.

H1.6 - There is statistically significant impact of age group on number of end of season sales for buying apparels from retail outlets.

H1.7 - There is statistically significant impact of age group on product knowledge of festive promotions (Diwali, Christmas etc) for buying apparels from retail outlets.

H1.8 - There is statistically significant impact of age group on friendliness of Loyalty card programme for buying apparels from retail outlets.

Independent Variable:- Education

H1.9 - There is statistically significant impact of education on celebrity endorsement for buying apparels from retail outlets.

H1.10 - There is statistically significant impact of education on number of end of season sales for buying apparels from retail outlets.

H1.11 - There is statistically significant impact of education on product knowledge of festive promotions (Diwali, Christmas etc) for buying apparels from retail outlets.

H1.12 - There is statistically significant impact of education on friendliness of Loyalty card programme for buying apparels from retail outlets.

Independent Variable:- Occupation

H1.13 - There is statistically significant impact of

occupation on celebrity endorsement for buying apparels from retail outlets.

H1.14 - There is statistically significant impact of occupation on number of end of season sales for buying apparels from retail outlets.

H1.15 - There is statistically significant impact of occupation on product knowledge of festive promotions (Diwali, Christmas etc) for buying apparels from retail outlets.

H1.16 - There is statistically significant impact of occupation on friendliness of Loyalty card programme for buying apparels from retail outlets.

Independent Variable:- Annual Family Income

H1.17 - There is statistically significant impact of annual family income on celebrity endorsement for buying apparels from retail outlets.

H1.18 - There is statistically significant impact of annual family income on number of end of season sales for buying apparels from retail outlets.

H1.19 - There is statistically significant impact of annual family income on product knowledge of festive promotions (Diwali, Christmas etc) for buying apparels from retail outlets.

H1.20 - There is statistically significant impact of annual family income on friendliness of Loyalty card programme for buying apparels from retail outlets.

Data collected from 600 consumers was tabulated and analysed. The results of the study has been presented into two sections, viz., (1) Demographic profile of the consumers & (2) Impact of promotional strategies affecting the consumer buying behavior for apparels

Demographic Profile of the Consumers

In this section, an attempt is being made to study the demographic profile of 600 respondents interviewed by gender, age, education, occupation and by annual family income. Such an analysis helps in understanding the socio-economic background characteristics of the respondents and helps in category-wise comparison.

Gender Wise Distribution of the Respondents

Total 600 consumers were interviewed, 150 from each

Table 1.3: Gender Wise Distributions of the Respondents

Gender	Number	Percent
Male	328	54.7
Female	272	45.3
Number of respondents	**600**	**100.0**

selected city. TABLE 1.3 shows that out of total sample, 328 (54.7 percent) were males and 272 (45.3 percent) were females. The male-female percentages of the present study are close to that of urban population of Gujarat as per Census 2011. Out of total 25745083 population in urban Gujarat, 53.2 percent are males and 46.8 percent are females (Census Info India 2011).

Age Group wise Distribution of the Respondents

In the questionnaire, the age-group was divided into five categories, viz., below 18 years, 18-24 years, 25-34 years, 35-44 years and 45-60 years. These age-group categorization was done considering changeable apparel choice within a gap of nine years. TABLE 1.4 shows that most of the consumers interviewed belonged to the age group 35-44 years (66.2 percent). Other consumers belonged to the age groups 18-24 years (21.7 percent), below 18 years (8.5 percent), 25-34 years (3.5 percent) and only one (0.2 percent) belonged to the age group of 45-60 years. The average age of the respondents was 33.3.

TABLE 1.4 Age group wise Distribution of the Respondents

Age group	Number	Percent
Below 18 years	51	8.5
18-24 years	130	21.7
25-34 years	21	3.5
35-44 years	397	66.2
45-60 years	1	0.2
Average age	**33.3**	
Number of respondents	**600**	**100.0**

Educational Profiles of the Respondents

Literacy is considered as one of the main parameter of human development. The categorization of the educational background in the questionnaire was done as up to class 12, Graduation, Post-graduation and Others. As expected, majority of the respondents (83.5 percent) were either graduates (44.2 percent) or post graduates (39.3 percent), since the data was collected in upcoming malls of the cities. This was followed by those studied up to class 12 (13.2 percent) (TABLE 1.5).

Table 1.5: Educational Profiles of the Respondents

Education	Number	Percent
Up to 12	79	13.2
Graduation	265	44.2
Post-graduation	236	39.3
Others (technical, professional course)	20	3.3
Number of respondents	**600**	**100.0**

Table 1.6: Occupational Profiles of the Respondents

Occupation	Number	Percent
Private Service	113	18.8
Government Service	16	2.7
Student	170	28.3
Professional (self employed or freelancer)	11	1.8
Business	124	20.7
Others (Housewife, unemployed)	166	27.7
Number of respondents	**600**	**100.0**

Occupational Profile of the Respondents

Like education, occupation and family income are the two important deciding demographic indicators for purchasing apparels. TABLE 1.6 shows highest percentage of the respondents was students (28.3 percent), 27.7 percent were housewives or unemployed, 20.7 percent were engaged in business, 18.8 percent of the respondents were engaged in private service, 2.7 percent of the respondents were government employees and 1.8 percent of the respondents were self-employed or freelancers.

Annual Family Income of Respondents

In order to identify the consumers on the basis of purchasing affordability, they were categorized on the basis of annual family income. Income is a vital factor which Indian consumers have been found to be sensitive about while shopping for apparels. But to get correct information about family income in quick market survey is perplexing. TABLE 1.7 shows that the annual family income of highest percentage of the respondents was below Rs.1,20,000/- (27.2 percent), followed by 23.3 percent of the respondent's family income per annum was Rs.2,40,001/- to Rs.4,80,000/-, 20.8 percent informed their annual family income asRs. 4,80,001/- to Rs. 6,00,000/-, 15.7 percent belonged to the income category of Rs.1,20,001/- to Rs.2,40,000/- and 13.0 percent of the consumers interviewed belonged to the annual family income category of above Rs.6,00,000/-. The median annual family income of the respondents was reported to be Rs. 2,40,001/- to Rs.4,80,000/-.

Table 1.7: Annual Family Incomes of Respondents

Family income per annum (in Rs)	Number	Percent
Below 1,20,000	163	27.2
1,20,001 to 2,40,000	94	15.7
2,40,001 to 4,80,000	140	23.3
4,80,001 to 6,00,000	125	20.8
Above 6,00,000	78	13.0
Median income per annum	**2,40,001 to 4,80,000**	
Number of respondents	**600**	**100.0**

One Way ANOVA to Assess Impact of Demographic Factors on Promotional Factors Affecting Buying Behaviour: A one way between group Analysis of Variance (ANOVA) was conducted to explore the impact of independent variables, demographic factors namely gender, age, education, occupation, and annual family income on dependent variables, promotional factors namely, celebrity

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Table 1.8: Output of ANOVA of Gender and 4Promotional factors

Independent variable: Gender Dependent variables:		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis Accepted/ Rejected
Q5.1 Celebrity Endorsement	Between Groups	15.590	1	15.590	13.465	*.000	Accepted
	Within Groups	692.384	598	1.158			
	Total	707.973	599				
Q5.2 End of Season Sales	Between Groups	.279	1	.279	.287	.593	Rejected
	Within Groups	581.981	598	.973			
	Total	582.260	599				
Q5.3 Festive Promotions (Diwali, Christmas etc)	Between Groups	.107	1	.107	.127	.722	Rejected
	Within Groups	502.691	598	.841			
	Total	502.798	599				
Q5.4 Loyalty card Programme	Between Groups	1.354	1	1.354	1.115	.292	Rejected
	Within Groups	726.245	598	1.214			
	Total	727.598	599				

Significant at 5% level of significance

endorsement, end of season sales, festive promotions (Diwali, Christmas etc) and loyalty card program.

Output of ANOVA of Gender and 4 Promotional factors: Promotion is the various promotional techniques adopted by the retail stores to attract and persuade customers. Many previous research studies indicated that there is a significant positive influence of promotional techniques on consumer buying behavior (Balanga Gurunathan K and M. Krishnakumar, 2013). In this study, promotional factors are measured by the indicators namely, Celebrity Endorsement, End of Season Sales, Festive Promotions (Diwali, Christmas etc) and Loyalty Card Programme. TABLE 1.8 shows the relationship between gender and four factors of promotional strategies. The table shows the significance value less than 0.05 for celebrity endorsement (0.000). This implies that gender has a statistically significant impact only on celebrity endorsement of promotional

strategies for buying apparels from the retail outlets, thus, accepting hypothesis 1.1.

Output of ANOVA of Age Group and 4Promotional Factors: TABLE 1.9 shows the relationship between age group and four factors of salesmanship and courtesy. The table shows the significance value less than 0.05 for celebrity endorsement (0.000) and end of season sales (0.001). This implies that age group has a statistically significant impact on celebrity endorsement and end of season sales variables of promotional factors for buying apparels from the retail outlets. Hence, hypothesis 1.5 and 1.6 has been accepted.

Output of ANOVA of Education and 4 Promotional factors: TABLE 1.10 shows the relationship between education and four factors of promotional factors. Except Festive Promotions (Diwali, Christmas etc), the table shows the significance value less than 0.05 for three promotional factors. This implies that

Table 1.9: Output of ANOVA of Age group and 4 Promotional factors

Independent variable: Age group Dependent variables:		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis Accepted/ Rejected
Q5.1 Celebrity Endorsement	Between Groups	35.582	4	8.895	7.872	*.000	Accepted
	Within Groups	672.392	595	1.130			
	Total	707.973	599				
Q5.2 End of Season Sales	Between Groups	18.768	4	4.692	4.954	*.001	Accepted
	Within Groups	563.492	595	.947			
	Total	582.260	599				
Q5.3 Festive Promotions (Diwali, Christmas etc)	Between Groups	4.536	4	1.134	1.354	.249	Rejected
	Within Groups	498.263	595	.837			
	Total	502.798	599				
Q5.4 Loyalty card Programme	Between Groups	8.576	4	2.144	1.774	.132	Rejected
	Within Groups	719.022	595	1.208			
	Total	727.598	599				

Significant at 5% level of significance

education has a statistically significant impact on the promotional factors of Celebrity Endorsement (0.015), End of Season Sales (0.000) and Loyalty card Programme (0.14) for buying apparels from the retail outlets. Hence, hypothesis 1.9, 1.10 and 1.12 has been accepted.

Output of ANOVA of Occupation and 4 Promotional factors: Table 1.11 shows the relationship between occupation and four promotional factors. The table shows the significance value less than 0.05 for all the four promotional factors. This implies that occupation has a statistically significant impact on all the four promotional variables for buying apparels from the retail outlets. Hence, hypothesis 1.13, 1.14, 1.15 and 1.16 have been accepted.

Output of ANOVA of Annual family income and 4 Promotional factors: Table 1.12 shows the relationship between annual family income and four promotional factors. Except Loyalty Card programme,

the table indicates the significance value less than 0.05 for all three promotional factors. This implies that annual family income has a statistically significant impact on celebrity endorsement, end of season sales and festive promotions (Diwali, Christmas etc.) (each 0.000) for buying apparels from the retail outlets. Hence, hypothesis 1.17, 1.18 and 1.19 under the independent variable annual family income has been accepted.

The summary of break-up hypothesis under hypothesis 4, which have been accepted is shown in TABLE 1.13.

Findings of the Study:

Demographic Factors Influencing Consumer Buying Behaviour

➢ Gender influence: Overall, majority of the consumers visit the apparel retail stores, purchase casual wears (78.0 percent). More females prefer to purchase casual wear (80.1 percent) as

Table 1.10: Output of ANOVA of Education and 4 Promotional factors

Independent variable: Education Dependent variables:		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis Accepted/ Rejected
Q5.1 Celebrity Endorsement	Between Groups	12.238	3	4.079	3.495	*.015	Accepted
	Within Groups	695.735	596	1.167			
	Total	707.973	599				
Q5.2 End of Season Sales	Between Groups	19.087	3	6.362	6.733	*.000	Accepted
	Within Groups	563.173	596	.945			
	Total	582.260	599				
Q5.3 Festive Promotions (Diwali, Christmas etc)	Between Groups	3.296	3	1.099	1.311	.270	Rejected
	Within Groups	499.502	596	.838			
	Total	502.798	599				
Q5.4 Loyalty card Programme	Between Groups	12.801	3	4.267	3.558	*.014	Accepted
	Within Groups	714.797	596	1.199			
	Total	727.598	599				

Significant at 5% level of significance

compared to that of the males (76.2 percent). Males were inclined towards purchasing formal wear more (39.9 percent) than females (26.1 percent). This may be due to that, most of the males, who are working need the formal wear to maintain the office decorum.

➢ Influence of Age group: Youngsters aged below 18 years and 18-24 years prefer to buy formal wear (43.1 percent and 50.0 percent respectively) more than the older age groups. This may be due to that youngsters need formal wear for going to educational institutions, to face interviews etc.

➢ Influence of Education: It is pertinent in the present study that higher educated consumers like post graduates (38.1 percent) and others (technical, professional course) (65.0 percent), who were in either lucrative services or perusing professional courses like management, mass communication etc.

prefer to purchase formal wear more than those who were graduates (29.1 percent) and educational level upto 12 (27.8 percent).

➢ Influence of Occupation: More than half of the consumers who were engaged in services, both private (57.5 percent) and government (50.0 percent) prefer to purchase formal wear followed by student (35.3 percent). Since the service class consumers and also the students need to maintain the office and institutional decorum, their need influence them to purchase formal wear besides casual for regular wear.

➢ Influence of Family income: The present study shows that the family income has influence in the consumer buying behavior for apparels. The purchaser of formal wear was found highest among the respondents whose annual family income was as high as Rs. 4,80,001/- to 6,00,000/- (52.8

Table 1.11: Output of ANOVA of Occupation and 4 Promotional factors

Independent variable: Occupation Dependent variables:		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis Accepted/ Rejected
Q5.1 Celebrity Endorsement	Between Groups	59.632	5	11.926	10.927	*.000	Accepted
	Within Groups	648.342	594	1.091			
	Total	707.973	599				
Q5.2 End of Season Sales	Between Groups	45.842	5	9.168	10.153	*.000	Accepted
	Within Groups	536.418	594	.903			
	Total	582.260	599				
Q5.3 Festive Promotions (Diwali, Christmas etc)	Between Groups	21.310	5	4.262	5.258	*.000	Accepted
	Within Groups	481.488	594	.811			
	Total	502.798	599				
Q5.4 Loyalty card Programme	Between Groups	20.460	5	4.092	3.437	*.005	Accepted
	Within Groups	707.138	594	1.190			
	Total	727.598	599				

Significant at 5% level of significance

percent) and that of casual wear was highest among those whose annual family income was as low as Rs1,20,001/- to 2,40,000/- (86.2 percent).

Pearson Chi-Square test revealed that the demographic factors such as gender, age, education and occupation of consumers show significant influences in the consumer buying behaviour for apparels.

Impact of Demographic Factors on Promotional Factors Affecting Buying Behavior

➢ Gender has a statistically significant impact only on celebrity endorsement of promotional strategies for buying apparels from the retail outlets.

➢ Age group has a statistically significant impact on celebrity endorsement and end of season sales variables of promotional factors for buying apparels from the retail outlets.

➢ Education has a statistically significant impact on the promotional factors of celebrity endorsement,

end of season sales and loyalty card programme for buying apparels from the retail outlets.

➢ Occupation has a statistically significant impact on all the four promotional variables for buying apparels from the retail outlets.

➢ Annual family income has a statistically significant impact on celebrity endorsement, end of season sales and festive promotions (Diwali, Christmas etc.) for buying apparels from the retail outlets.

➢ Various promotional schemes influencing decision making while buying apparel from organized retail stores were ranked and, the highest rank was given for Lucky Draw Scheme (6.6), followed by Contest (6.4) and Free Coupons (6.0).

➢ It seems that the respondents in the present study were not much interested on price off scheme, as they ranked it lowest (3.8) for influencing decision making while buying apparels.

Table 1.12: Output of ANOVA of annual family income and 4 Promotional factors

Independent variable: Annual family income Dependent variables:		Sum of Squares	df	Mean Square	F	Sig.	Hypothesis Accepted/ Rejected
Q5.1 Celebrity Endorsement	Between Groups	27.086	4	6.772	5.917	*.000	Accepted
	Within Groups	680.887	595	1.144			
	Total	707.973	599				
Q5.2 End of Season Sales	Between Groups	23.421	4	5.855	6.234	*.000	Accepted
	Within Groups	558.839	595	.939			
	Total	582.260	599				
Q5.3 Festive Promotions (Diwali, Christmas etc)	Between Groups	42.763	4	10.691	13.827	*.000	Accepted
	Within Groups	460.035	595	.773			
	Total	502.798	599				
Q5.4 Loyalty card Programme	Between Groups	10.645	4	2.661	2.209	.067	Rejected
	Within Groups	716.953	595	1.205			
	Total	727.598	599				

Significant at 5% level of significance

Limitations of the Study

The proposed study covered only major four cities of Gujarat State only and the conclusions may not be generalized for all areas. Also, the study findings are strictly based on the responses given by respondents who were approached in malls.

Conclusion

Consumers' buying behaviour has drawn a considerable attention of the earlier researchers. But, while reviewing the literature on buyer behaviour as well as retail marketing, few studies has been found available that analyses how consumer behaviour functions in retail market. Considering the importance of the study in India, it was proposed to conduct the study of consumer behaviour towards organised apparel retail industries in the state of Gujarat having heterogeneous population in the selected cities namely, Ahmedabad, Surat, Vadodara and Rajkot. The present research was conducted with the objectives to study the demographic factors influencing the consumer buying behaviour for apparels, to identify the factors influencing the consumer behaviour in selecting retail outlet and to study the impact of promotional strategies affecting the consumer buying behaviour.

In the present study, 600 consumers selected on the basis of convenience sampling method from various organized apparel retail shopping Malls of the four cities of Gujarat were interviewed personally using structured questionnaire. Out of total consumers interviewed, 54.7 percent were males and 45.3 percent were females. Average age of the respondents was 33.3 and most of them were graduates (44.2 percent). The highest percentage of the respondents was students (28.3 percent) and the median family income per annum was Rs.2,40,001/- to Rs.4,80,000/-. The analyses of the finding were done keeping in mind the objectives of the study.

Table 1.13: Summary of Accepted Hypothesis under Hypothesis 4

Hypothesis accepted
Independent variable: GENDER
H1.1 - There is statistically significant impact of gender on celebrity endorsement for buying apparels from retail outlets.
Independent variable: AGE GROUP
H1.5 - There is statistically significant impact of age group on celebrity endorsement for buying apparels from retail outlets.
H1.6 - There is statistically significant impact of age group on number of end of season sales for buying apparels from retail outlets.
Independent variable: EDUCATION
H1.9 - There is statistically significant impact of education on celebrity endorsement for buying apparels from retail outlets.
H1.10 - There is statistically significant impact of education on number of end of season sales for buying apparels from retail outlets.
H1.12 - There is statistically significant impact of education on friendliness of Loyalty card programme for buying apparels from retail outlets.
Independent variable: OCCUPATION
H1.13 - There is statistically significant impact of occupation on celebrity endorsement for buying apparels from retail outlets.
H1.14 - There is statistically significant impact of occupation on number of end of season sales for buying apparels from retail outlets.
H1.15 - There is statistically significant impact of occupation on product knowledge of festive promotions (Diwali, Christmas etc) for buying apparels from retail outlets.
H1.16 - There is statistically significant impact of occupation on friendliness of Loyalty card programme for buying apparels from retail outlets.
Independent variable: ANNUAL FAMILY INCOME
H1.17 - There is statistically significant impact of annual family income on celebrity endorsement for buying apparels from retail outlets.
H1.18 - There is statistically significant impact of annual family income on number of end of season sales for buying apparels from retail outlets.
H1.19 - There is statistically significant impact of annual family income on product knowledge of festive promotions (Diwali, Christmas etc.) for buying apparels from retail outlets.

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