

# A STUDY ON CONSUMERS' ATTITUDE TOWARDS FESTIVE SALES WITH REGARD TO GARMENTS

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**Abstract:** Garments and Fashion clothing of different brands have many reasons to celebrate on every festive season as consumers are purchasing apparel, footwear and accessories in larger numbers than expected, ahead of a long line of festivals and during wedding season. Retailers have seen sales and bill sizes climb between 15 per cent and 20 per cent on these festive seasons. This study focuses on the consumers' attitude towards festive seasons, especially with apparel and fashion items. The study observed that majority of the respondents prefer shopping during the festive seasons as they are quality, price and offers conscious. The study findings indicated that male consumers are highly influenced to buy more clothes during festival periods when compared to female consumers in clothing retail stores of Coimbatore city. Majority of the sample population have said that they are highly motivated by the festive seasonal offers and sale promotion provided by the popular textile retail showroom. Majority of the clothing shoppers have opined that they are highly satisfied with varieties of collections of dress materials offered by retail shop during festive sale period. The study found that majority of the consumers prefers to shop fashionable variety and innovative design during the festive seasons.

**Key Words:** Festive Sales, Sales Promotion, Apparel Retailing

## 1. INTRODUCTION

Each country has its own shopping seasons, normally around annual festivals or public holidays. India has many major holiday and festival seasons. The diversity of India is reflected in its different buying seasons. Most of north and west India buys during Diwali, but many regions have their own festivals. People from Kerala buy during Onam in August. Tamil Nadu shoppers shop during Aadi in June-July. Baisakhi in April is important in Punjab. Durga Puja in October is the peak season in Bengal. In the recent past it has been observed that middle and lower middle income families across India on an average, spent nearly 29 percent of their salary during festive season on shopping. It has observed that in India shopping behaviour showed that consumers spent more on regional and local festivals. Fashion clothing and brands have many reasons to celebrate on every festive season as consumers are purchasing apparel, footwear and accessories in larger numbers than expected, ahead of a long line of festivals and during wedding season. Retailers have seen sales and bill sizes climb between 15 per cent and 20 per cent on these festive sales. This study focuses on the consumers' attitude towards festive seasons, especially with apparel and fashion items.

## 2. STATEMENT OF PROBLEM

Consumer decision on buying apparel is also influenced by the price sensitivity to a large extent. From the retailers point the sales promotion during festive seasons includes festive discounts, selling gift cards, corporate vouchers, etc. have "bundling" feature for festive offers that may attract more customers to their shop. From the above discussion it has been understood that there exists close association between customers' psychology and the sales promotion strategies adopted by the retailers for increasing their sales during the festive seasons. Drawing a link between these two concepts this research work is conducted.

## 3. AIMS OF THE STUDY

To assess the primary reasons stated by the consumers for shopping apparel during festive seasons.

## 4. REVIEW OF LITERATURE:

Fernandez, P. (2009), focuses on the impact of branding on youth in choice of clothing as it is hypothesized that they are brand conscious. He suggests that brand conscious is the right choice of clothing, which helps them create an image and identity for themselves. Peer influence plays a crucial role in their choice of brands as it aids in their socialization process. In addition, advertising is an important variable in conferring brand values and establishing an image for the brand. Celebrity endorsements have a huge impact on branded clothing too as they promote certain attributes like image, quality and status. The researcher recommends that to retain loyalty of youth, brand managers need to build an emotional attachment to make the brand special and

bring lasting competitive advantage. Moreover, advertising should be used to not only build awareness but influence brand image and preference.

Khare, A. (2010), found out that in the case of developing countries, consumers are becoming more conscious of fashion brands. He was directed towards understanding the determinants of fashion clothing of Indian youth. The ultimate purpose was to study was to understand the importance of fashion apparels in their lives. The results confirm that Indian youth are concerned with branded fashion wear. It was also found that there was not much difference in the involvement of females and males towards fashion clothing.

Verma, A.P. and Tiwari, K.(2011) This study measures the segment values of some brands those have achieve success in the Indian market. It covered the medium to high potential consumers that international and national brands can target in the Indian context. Result shows that people are becoming mere brand conscious with the increase in income level. Brands and individuals would do well to understand the finer aspects of the scenario, and venture out to capitalize on the opportunities.

Mittal, P. and Aggarwal, S. (2012) through this study an attempt has been made to practically understand those emotional or rational appeals, which drive the purchase decision toward the branded garments. Also certain demographic and psychographic profiles have been studied and certain relation has been developed. One can understand that the consumer and his behavior is the foundation of success in marketing. It includes all the physical, mental and emotional processes and concerned behavior which are observable before, during and after each and every purchase of goods and services. This make us compelling to understand, observe, record and react to such behavior, in case we want to have win-win strategy that matter for marketer and the customer both. Report presented is based on the Consumer Perception towards Branded Garments.

Namrata Anand, Vandana Khetarpal (2014) despite the apparel consumer's increasing demand and their active role in the diffusion of innovation, the study highlights the importance of research in the domain of apparel industry to tap this increasing potential. Apparel retailers and suppliers also have a decisive role to play in order to understand the consumer behavior for buying the apparel so that they may cater to this segment more profitably.

## 5. RESEARCH METHODOLOGY

Coimbatore region is chosen as the study area. As per Federation of Indian Chamber of Commerce and Industry (FICCI), Coimbatore, this district is chosen by the World Bank in 2014, as one of the 23 regional areas, for conduct of survey on demographic and socio-economic status of people living in these cities. As per the Quality of Life Index, Coimbatore is rated in 131<sup>st</sup> position, as the best cities to live. Based these two parameters Coimbatore is chose as the study region. The study is qualitative research using in-depth interview to collect the data and use content analysis to explain the data. The entire Coimbatore city is geographically divided into five regions: East, West, North, South and Centre. Each region is subdivided into 20 wards constituting a total of 100 wards. The total population of this district is 2916620 (Source: Coimbatore district administration report, 2012). Out of 930882 population size: 477937 are male and 452945 are female residing in the city. From ward a small sample of 30 respondents were approached for collection of data that was totalled to a sample size of 600 respondents from five regions of the Coimbatore city. Out of which 15 questionnaires were found to be incomplete, these fifteen questionnaires were deducted from actual sample, as a result, a total of 585 questionnaires were considered for the study.

## 6. RESEARCH DISCUSSION

A small effort is made in this section of the study to understand the demographic and socio-economic status of the sample consumers surveyed in Coimbatore City. It has been inferred that, out of 585 respondents surveyed, 54.02 per cent of the respondents are male and the rests 45.98 per cent of the respondents are female. In this study, 27.18 per cent of the respondents are found to be in the age group of 45 years and above, followed by 18.29 per cent of the respondents aged below 25 years. Out of 585 respondents' surveyed, 43.25 per cent of the sample respondents are under graduates and 36.92 per cent of sample are professionals. It has been observed that, 29.91 per cent of the respondents' monthly earnings ranges Rs.40000 and above, followed by 27.52 per cent of the respondents' earnings ranges between Rs.10000- 20000 and 51.28 per cent of the households are duel income families. Moreover, it has been observed that 73.68 per cent of respondents' live in nuclear family set-up.

It has also observed that majority of the respondents surveyed prefer shopping in more reputed multi-branded retail showrooms like: Chennai Silks, Sri Devi, Pothy's, Rmkv, Mahaveers etc., in comparison to single brand showrooms like: Max, Life style, Classic Polo, Green Trends, Levis etc. 81.71 per cent of the consumers have said that they prefer to purchase any time during the festive season and on an average 75.04 per cent sample population plan their festive shopping. The study observed that people in Coimbatore city prefer buying during festive seasons like: Aadi, Deepavali, Pongal, Ramazan, Onam and Christmas. The study inferred that 76.75 per cent of the respondents prefer to shop for themselves in the retail shops during festival seasons and 52.65 per cent of the consumers prefer to shop for family members, children and Kids during festive seasons in textile retail stores.

**TABLE: 1**  
**PRIMARY REASONS STATED BY**  
**CONSUMERS FOR SHOPPING DURING FESTIVE SEASONS**

Variable	Sum	Mean	Rank
It is Auspicious	1911	3.27	13
Buying products cheaper	2094	3.58	7
Better value for money	2256	3.86	5
Buying more	2092	3.58	7
To avail offers and discounts	2229	3.81	6
Pleasure of spending money	1646	2.81	22
Self-satisfaction	1981	3.39	11
Itinerary	1794	3.07	15
Fear of being cheated during non-season period	1700	2.91	21
Product quality	1944	3.32	12
Difficulty finding the right product	1768	3.02	17
Shop atmosphere	1779	3.04	16
Avoiding Waste of time	1727	2.95	20
To Standing out from the crowd	1803	3.08	14
Fear of wasting money during non-season period	1722	2.94	19
Not interested in savings	1737	2.97	18
Fall in Price	2095	3.58	7
Varieties in products	2316	3.96	1
Innovative Design & Fashionable Clothing	2309	3.95	2
New Stocks Arrival	2285	3.91	3
Feel of being Trendy	2280	3.90	4
Others	2033	3.48	10

Source: Primary Data

It has been observed that majority of the consumers prefer to shop fashionable variety and innovative design during the festive seasons. Similarly, respondents stated reasons for shopping apparels during festive seasons such as: arrival of new stock of garments, feel of trendy, better value of money, availability of offers and discounts, cheap rate, more buying capacity, decreasing price level of clothes leads the consumers to purchase more during festive seasons. Price Conscious purchase behaviour is exhibited among the like of: exchange offers, gift vouchers etc. It has further observed that people have psychological feel like: self- satisfied, better product quality, feel of auspicious, to stand out from the crowd to catch others attention, which influences their purchase clothing during festive seasons.

## 7. FINDINGS AND CONCLUSION

The study observed that majority of the respondents prefer shopping during the festive seasons as they are quality, price and offers conscious. The study findings indicated that male consumers are highly influenced to buy more clothes during festival periods when compared to female consumers in clothing retail stores of Coimbatore city. Majority of sample respondents have said that sales promotion tempt them to purchase more during festive seasons as they experience like: values of discounts, coupons discount, free gifts, free sample clothing displays, other offers such as exchange offers, winning prizes etc. Majority of the sample population have said that they are highly motivated by the festive seasonal offers and sale promotion provided by the popular textile retail showroom. More than half of the clothing shoppers have opined that they are highly satisfied with varieties of collections of dress materials offered by retail shop during festive sale period. Each of the festivals are celebrated distinctively and differently based on the rituals, beliefs, its importance and history associated with it. Each festival has its own history, legend and significance of celebration. So as a Tradition, customers in India wait for the festive season to shop. The retailers have well understood this concept and consumers' psychology and act rationally by offering best of trendy dress, at an economic price and with variety of customer friendly sales promotional techniques.

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