



IMPACT OF SALES PROMOTION TECHNIQUES ON CONSUMER BUYING BEHAVIOR WITH SPECIAL REFERENCE TO READYMADE GARMENTS: AN EMPIRICAL STUDY IN LUDHIANA DISTRICT OF PUNJAB

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ABSTRACT:

This paper focuses on the impact of sales promotion on the buying behavior of consumers towards readymade garments. In marketing, sales promotion is one of the elements of the promotion mix. Other elements of promotion mix are: advertising, public relations, personal selling and publicity. In this study, the greater emphasis is given to sales promotion due to its popularity nowadays. Sales promotion techniques attract consumers towards the product to a great extent. The study was conducted in Ludhiana district which is a hub of hosiery industry. In this study 150 respondents selected from 15 shopping malls of Ludhiana. Some of them are: Pavilion Mall, West End Mall, Grand Walk Mall, MBD Mall, and Silver Arc Mall etc. The response of consumers collected

through questionnaire. The study shows that sales promotion technique attracts a lot of customers to buy the products.

KEYWORDS:

Consumer buying behavior, Sales promotion, readymade garments, discount.

INTRODUCTION:

Consumer buying behavior plays a very important role in the success of every business organization. In modern times, only those organizations will get success that understands the buying behavior of consumers. In marketing, the concept of 'Caveat Emptor' has now been changed to 'Caveat Venditor'. It means earlier the seller first produces the goods then the goods were sold in the market. But now before the production of goods, he understands the buyer's needs only then he can produce the goods accordingly. Therefore, it is essential for him to understand the buying behavior of consumers in order to survive in the market. On the other hand, marketing plays a big role to satisfy the needs of consumers. In order to promote the sale of the product, the seller uses various techniques of promotion mix such as advertising, personal selling, publicity, sales promotion, public relation. This paper focuses on the sales promotion techniques used by the sellers in order to increase the sale of the product by attracting consumers. It is a general tendency of consumers that they will buy more at fewer prices. With this view of consumers in mind, the sellers use various techniques of sales promotion. He gives discounts, rebates, quantity gifts, refunds etc. to consumers in order to attract them towards the products. In shopping malls, these techniques are extensively used by retailers. Consumers buy garments after seeing discounts, rebates, free gifts on them allowed by sellers.

REVIEW OF RELATED LITERATURE:

Shamsi and Khan (2018) shows the impact of sales promotion technique such as discount, Buy-one Get- one on consumer behavior variables such as product trial, brand loyalty and spending more. For this, the study explores the differences between garment and footwear segments. The study was conducted in Delhi-NCR and data was collected through questionnaire and analysed by Structural Equation Model (SEM), confirmatory factor analysis. The findings show that consumers show similar behavior towards discount for both the products. But in terms of Buy -one Get- one, consumer's show difference in their behavior.

Kumar (2017) conducted his study in Salem district of Tamil Nadu. He showed the impact of promotional strategies on consumer buying behavior with respect to two wheeler industries. He collected data from 600 respondents through field survey and questionnaire method. With the help of chi square test, the study showed that there was a close relationship between age, gender, and

marital status, educational qualification of the respondents and their level of impact of promotional strategies on the buying behavior of consumers. The results also showed that variables like performance, speed, features of two wheelers, price of vehicle, after sale services, guarantee and warranty, promotional efforts, conditions of tires, comfort and pick up, self start, gear flexibility showed greater impact on the buying behavior of consumers of two wheelers. The study also suggested that today is an era of globalization where all the work is doing with the help of internet. Therefore, dealers also use social media to aware the consumers about sales promotion techniques.

Misra and Chaudhury (2017) examined in their paper the important factors that influence the buying behavior of consumers towards color television for the time period of October 2016 to December 2016 using percentage, average and scaling technique. The study uses brands of televisions, sources of information collected by consumers, category of retailers and mode of purchase as important variables. The findings show that males, young and educated customers play an important role in purchasing the consumer durable products like T.V. Moreover, the findings also show that most of the consumers purchase the branded products and respondents buy more products due to the availability of sales promotion benefits. The study suggests that if marketer wants to increase the sale of the products, then they should give more importance to sales promotion.

William, Chelladurai and Nagamani (2016) examine the significance of sales promotion on a mill producing cotton yarn. The study was conducted in Southern region of country particularly in Jai Bharath Mill, Tamil Nadu. Random sampling technique is used to collect the data and by using chi square test the data is analysed. The findings show that promotional schemes can attract more customers to buy cotton yarn.

Vasudevabhai (2015) conducted his study on '*Impact of Sales Promotion Schemes on consumer responses while purchasing readymade garments.*' This study covered the area of shopping Malls of four cities of Gujarat i.e. Ahmedabad, Rajkot, Surat and Vadodara. He collected data from 518 respondents and analyzed with the help of Chi- Square test, factor analysis and SEM by using Statistical Package for Social Study (SPSS). The study found that sales promotion tools had no influence on buying behavior of consumers on the basis of gender and marital status. But on the basis of age, education, monthly income, number of members in the family sales promotion tools showed a great influence on the buying behavior of consumers. Further, the study showed that there is some relationship of price consciousness, value consciousness, impulse buying behavior, need for innovation, shopping enjoyment, shopping plan, brand loyalty with the impact of sales promotion schemes on consumer responses while purchasing readymade garments. On the other hand, there is no relationship of quality consciousness, variety seeking behavior, store loyalty, motivation to confirm, time pressure with the impact of sales promotion schemes on consumer

buying behavior towards readymade garments.

Sameenbhanu (2014) conducted his study in Madurai city on consumer behavior towards readymade garments with special reference to children garments. The researcher took 500 respondents consisting of 250 parents and 250 children were selected for the collection of primary data. Majority of the students i.e. 51.65 belong to the age group 10-14 also 57.6% children were male and out of 250 parents majority i.e. 173 parents were employed and 90.8% were belong to the age 21-40 years. 160 children and 169 parents said that they were influenced by advertisement to buy readymade garments. The results also showed that major of children i.e. 8.4% consult with their parents whenever they bought readymade garments. Further, 70% children discuss with their friends before they go for shopping for buying readymade garments. It should be suggested that variety of clothes must be increased by the producers or sellers in order to attract consumers. Moreover, special; training should be given to the shopkeeper and sale persons so that consumers will positively influenced towards garments.

Soni and Verghese (2013) shows in their study the impact of sales promotion tools on purchase decision of consumers towards refrigerator. The study was conducted in Drug and Bhilai region of Chattisgarh. The data was collected through descriptive research design technique and was analysed by using multiple regression technique. The findings show that among various sales promotion tools premium, offer and contest are the most influencing variables for consumer buying behavior.

Oyedapo, Akinlabi and Sufian (2012) examine in their study the impact of sales promotion on organizational effectiveness in Nigerian manufacturing industry. The study shows that how Nestle Nigeria has adopted sales promotion to improve its effectiveness. The study uses a purposive sampling technique in selecting the respondents. Respondents include management and staff of the company and the result was analysed by using chi square test. The findings show that the use of sales promotion strategies influences the effectiveness of beverage drink industry. The study suggests that if management regularly engages in promotion mix strategies and these strategies tend to be creative to the consumers then the sales revenue of the company will boost.

Srivastava (2005) examined his study on the topic titled, '*Consumer buying behavior with special reference to color television.*' The study was conducted to analyze the pattern of consumer buying behavior towards colored television in district of Uttar Pradesh. The data was collected from 500 respondents through well structured questionnaire and interpreted with the help of simple statistical techniques like ratios and percentages. In this study, it was observed that demographic and economic factors greatly affected the buying behavior of consumers. Some other variables like consumer personality, attitudes, culture, social class, place of residence, quality and quantity of product, climatic changes also impacted on the buying behavior of consumers. Further, the study

depicted that the most common media was newspapers which was widely used. After it, TV also contributed a lot to attract consumers.

RESEARCH GAP:

There were many previous studies related to the impact of sales promotion on consumer buying behavior. Some studies showed the impact of sales promotion on buying behavior of consumers. Some showed the impact of consumer buying behavior with reference to readymade garments sector. However, no study was found related to the impact of sales promotion on consumer buying behavior with reference to readymade garments. Moreover, these studies were conducted in Metropolitan cities like Mumbai, Kolkata and Chennai etc. Therefore, I conducted my study in Ludhiana district of Punjab which is a hub of hosiery industry.

RESEARCH METHODOLOGY:

OBJECTIVES:

1. To analyze the impact of sales promotion on consumer buying behavior with respect to gender.
2. To find out the impact of sales promotion techniques on readymade garments.
3. To know the influence of presentation of products in shopping malls on the satisfaction level of consumers.

Research design	Empirical
Primary data collection	Through structured questionnaire, observation, interview and discussion method
Secondary data collection	Through text books, journals, internet, research reports, periodicals
Sampling method	Convenience sampling
Sampling size	150 respondents from 15 shopping malls
Scaling technique	5 point Likert scale, percentage method
Statistical tools	Chi- Square test
Sample location	Ludhiana district
Sample unit	Consumers (shoppers)

SCOPE OF THE STUDY:

The scope of the study is limited to the consumers buying behavior towards garments sector only. Further, it is limited to Ludhiana district because Ludhiana is considered to be a hub of clothes. The shopping malls/ retail outlets having readymade garments were included in the study to collect information from the respondents that visited these shopping malls.

RESEARCH DESIGN:

The research design of this study would be exploratory and descriptive. **Exploratory study** helps to describe the study because exploratory research helps to explore the topic as well as the area of study. **Descriptive study** will help to understand and analyze the topic towards the impact sales promotion on the buying behavior of consumers.

DATA COLLECTION:

For the research work, data have been collected from primary as well as secondary sources. Primary data was collected from the respondents through a well structured questionnaire and distributed among the respondents. Secondary data was obtained through various published documents such as research reports, books, journals, periodicals, internet etc.

SAMPLE DESIGN:

Target population: To answer the research questions of the study, the research work covers Ludhiana district. Ludhiana district is chosen purposefully keeping in view the special characteristics of this district. Ludhiana is a district of Municipal Corporation and is the largest district amongst 23 districts in Punjab by both area and population. Apart from this, residents of this district are well aware about sales promotion activities. A total of 15 shopping malls/retail outlets are included in this study.

Sampling technique: For the present research work, convenience sampling technique is used to select both the malls and the respondents.

Sample size: More than 50 shopping malls/retail outlets dealing with the garments products are there in Ludhiana district. Out of these only 15 retail outlets are considered for study purposefully on random basis.

DATA ANALYSIS AND INTERPRETATION:

Table 1

Demographic Profile of Sample Respondents

PARAMETRES	DESCRIPTION	FREQUENCY	PERCENTAGE
GENDER	Male	70	47%
	Female	80	53%

AGE	Below 30 years	50	33%
	30-50 years	85	57%
	Above 50 years	15	10%
EDUCATION	Up to HSC	42	28%
	Graduate	63	42%
	Post Graduate	30	20%
	Professional and others	15	10%
OCCUPATION	Government Service	30	20%
	Private Service	40	27%
	Business	45	30%
	Professional	20	13%
	others	15	10%
Annual Income	less than 2 Lakh	48	32%
	2-5 Lakh	62	41%
	5-10 Lakh	30	20%
	More than 10 Lakh	10	7%
Family type	Nuclear	95	63%
	Joint	55	37%

Table 1 depicts the demographic profile of the consumers who visit the shopping malls. The gender wise distribution shows that 47% of the respondents are male and 53% are female. The distribution of age shows that 33% of the respondents belong to the age group of below 30 years, 57% of the respondents belong to the age group between 30-50 years and 10% of the respondents are above 50 years. The data on education of respondents shows that most of the respondents are educated. The majority from them i.e. 42% are graduate. The occupation wise classification of the sample data shows that 30% are businessmen. Further, majority of the respondents i.e. 41% belong to the income category of 2 Lakhs -5 Lakhs. Finally, the family type distribution of sample respondents shows that majority of the respondents i.e. 63% are from nuclear family and 37% are from joint family.

Table 2
Impact of sales promotion on the basis of gender

SEX	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Male	70	47%

Female	80	53%
TOTAL	150	100%

Table 2 depicts that out of 150 respondents in shopping malls 70 are males and 80 are females.

Table 3

ANALYSIS WITH CHI-SQUARE TEST

	Highly Satisfied	Satisfied	Neutral	Dis-Satisfied	Highly Dis-Satisfied	Rows Total
Male (observed)	35	15	14	4	2	70
Male (expected)	35	19	10	4	2	70
Female (observed)	40	25	8	4	3	80
Female (expected)	40	21	12	4	3	80
Column total	75	40	22	8	5	150

Application of Chi- squared test to check the association between the gender and impact of sales promotion techniques.

H_0 : Let us take null hypothesis that there is no significance difference between gender and impact of sales promotion techniques.

MALE CHI- STATS

	Highly satisfied	Satisfied	Neutral	Dis- satisfied	Highly dis-satisfied	
(O-E)	0	-4	4	0	0	
(O-E) ²	0	16	16	0	0	
(O-E) ² /E	0	0.842	1.6	0	0	2.442

FEMALE CHI- STATS

	Highly satisfied	Satisfied	Neutral	Dis- satisfied	Highly dis- satisfied	
(O-E)	0	4	-4	0	0	
(O-E) ²	0	16	16	0	0	
(O-E) ² /E	0	0.7619	1.333	0	0	2.0952

Chi- squared statistic	4.5172
Degree of freedom	4
Level of significance	0.05
Critical value	9.488

Where, E= expected values = $(N_r * N_c) / N$

O = observed values = actual values, N_r = Rows total, N_c = Columns total, Degree of freedom = $(r-1) * (c-1)$, Level of significance = 0.05

As the chi- statistics (4.5172 is smaller than the critical value (9.488) at degree of freedom = 4 and level of significance = 0.05, hence **our hypothesis is accepted**. Therefore, both males and females are equally impacted by sales promotion techniques.

Table 4

Showing the impact of different techniques of sales promotion

PROMOTIONAL TECHNIQUES	NO. OF RESPONDENTS	PERCENTAGE (%)
Discounts	65	43%
Quantity gifts	18	12%
Rebates	17	11%
Coupons	20	14%
Free gifts	15	10%
Buy-one get- one free	15	10%
Total	150	100%

Table 4 depicts that out of 150 respondents in the study, 43% said that they are more attracted by heavy discounts by the sellers of products, 12% respondents are attracted towards the quantity gifts, and 11% respondents are attracted by the rebates allowed by the sellers of the readymade garments. Similarly, 14% respondents are attracted by coupons provided by the sellers, 10% respondents are attracted by the free gifts as well as the buy-one get-one free offers of the sellers.

Table 5

Showing the impact of presentation of products in shopping malls

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)	WEIGHTED MEAN
Highly satisfied	65	43%	5*65=325
Satisfied	37	25%	4*37=148
Neutral	30	20%	3*30=90
Dis satisfied	15	10%	2*15=30
Highly dis satisfied	3	2%	1*3=3
TOTAL	150	100	596/150=3.97

LIKERT SCALE VALUE=3.97

According to the likert scale, the mean rate is 3.97. So, the respondents are satisfied with the presentation of products in the shopping malls/retail outlets.

Table 5 shows that from 150 respondents 43% are highly satisfied, 25% are satisfied with the presentation of products. 20% are neutral, 10% are dis-satisfied and 2% is highly dissatisfied with the presentation of products in the shopping malls.

FINDINGS:

1. The study shows that males and females are equally attracted towards the sales promotion techniques of the sellers.
2. It also shows that out of various techniques of sales promotion, discounts were highly attracted the consumers towards their products.
3. The study also finds that consumers are highly satisfied with the presentation of different products in the shopping malls.

SUGGESTIONS:

It is suggested that if sellers wants to attract more consumers and increase their sales revenue then he should use more sales promotions techniques. These techniques are so creative that consumers never fed up while using these techniques.

LIMITATION OF STUDY:

The scope of the study was restricted to readymade garments sector only. Moreover, the study was confined to Ludhiana District of Punjab. Further, the sample size was restricted to 150 respondents. In order to get more accurate and represent able results, there is a need to increase the sample size.

CONCLUSION:

The study shows the impact of different sales promotion techniques on the buying behavior of the consumers. The foregoing analysis reveals that both males and females attracted towards the sales

promotion techniques of the readymade garment sellers. It is also noticed that consumers are greatly attracted towards the discounts on garment and they are highly attracted by the way of presentation of products in the shopping malls. In this connection, it can be suggested that in order to boost the sale of products, the marketers should give more importance to sale promotion techniques.

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