



Investigating The Impact Of Economic Factors, Perception Of Branded/Unbranded Apparel And Promotional Activities On Young Consumer Buying Behavior Towards Apparel In Ghaziabad City

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ABSTRACT

The apparel industry in Ghaziabad City, India, undergoes dynamic shifts influenced by economic factors, consumer perceptions, and promotional activities. This study delves into how these elements collectively shape the buying behavior of young consumers aged 18 to 35 towards apparel. Economic factors such as income, employment status, and inflation rates exert significant influence, alongside perceptions of branded/unbranded apparel, where branding signifies quality and status, impacting consumer choices. Moreover, promotional activities, encompassing discounts and social media campaigns, are pivotal in shaping purchasing decisions. Through a cross-sectional research design and data collected via a structured questionnaire distributed to 242 young consumers, statistical analyses, including regression, reveal substantial relationships between these variables. The findings highlight the importance of economic stability, favorable brand perceptions, and effective promotional strategies in driving apparel purchases among young consumers, offering valuable insights for apparel businesses to tailor marketing strategies and remain competitive in Ghaziabad City's dynamic apparel market.

Keywords: Apparel Industry; Economic Factors; Young Consumers; Buying Behavior; Ghaziabad City.

1. Introduction

The apparel industry is a dynamic and rapidly evolving sector, influenced by various economic factors, consumer perceptions, and promotional activities (Byrne et al., 2022; Solanki & Saxena, 2015). Understanding the intricate interplay between these factors is crucial for apparel retailers, marketers, and industry experts to effectively cater to the needs and preferences of young consumers (Benadict, 2018; Paliwal & Bansal, 2017). In Ghaziabad City, India, a burgeoning urban center with a diverse population, exploring the impact of economic factors, perception of branded/unbranded apparel, and promotional activities on young consumer buying behavior towards apparel is particularly pertinent (Abisheka & Women, 2020).

This research aims to investigate the complex dynamics shaping young consumers' purchasing decisions in the apparel market of Ghaziabad City. By examining the role of economic factors such as income level, employment status, and inflation rate, this study seeks to uncover how these macroeconomic variables influence the apparel buying behavior of individuals aged between 18 to 35 years old.

Moreover, the perception of branded and unbranded apparel plays a significant role in shaping consumer preferences and choices (Anwar & Mufidul, 2014; Badrinarayanan et al., 2018). Through this research, we aim to delve into young consumers' perceptions regarding the quality, prestige, and social status associated with branded apparel compared to unbranded alternatives. Understanding these perceptions is essential for apparel retailers and marketers to develop effective branding strategies and cater to the preferences of their target demographic (K, 2018; Nalini, 2022).

Additionally, promotional activities are ubiquitous in the apparel industry, ranging from discounts and sales promotions to social media campaigns and giveaways (Bhojak et al., 2014; Pandey, 2022; Vashisht & Misra,

2019). This study seeks to assess the impact of these promotional activities on young consumers' buying behavior, exploring their effectiveness in influencing purchasing decisions and brand preferences.

By employing a cross-sectional research design and utilizing a structured questionnaire developed based on existing literature and expert validation, this study aims to gather insights from a diverse range of stakeholders, including young consumers, apparel retailers, industry experts, and marketing professionals. The data collected through this comprehensive approach is analyzed using statistical techniques such as correlation and regression analysis to identify significant relationships between independent variables (economic factors, perception of branded/unbranded apparel, and promotional activities) and the dependent variable (young consumers' buying behavior towards apparel).

Ultimately, the findings of this research endeavor are expected to contribute valuable insights to the apparel industry in Ghaziabad City, aiding stakeholders in making informed decisions regarding product offerings, branding strategies, and promotional campaigns tailored to the preferences and behavior of young consumers. Through a nuanced understanding of the factors influencing consumer choices, apparel businesses can enhance their competitiveness and foster sustainable growth in this dynamic market landscape.

2. Literature Review

Economic Factors

Numerous studies have explored the influence of economic factors on consumer behavior in the apparel industry. Income level has consistently been identified as a significant determinant of purchasing decisions, with higher income individuals exhibiting greater propensity to spend on apparel (Kacen et al., 2012; Sahai et al., 2019; Yadav, 2022; Zelin, 2018). Moreover, employment status has been found to impact consumers' willingness to invest in apparel, with employed individuals displaying higher purchasing power compared to unemployed or underemployed counterparts (Adnan & Osman, 2022; Gulfranz et al., 2022; Zhang et al., 2022). Fluctuations in the inflation rate have also been shown to affect consumer spending on apparel, as rising prices may deter purchases or prompt consumers to seek more affordable options (Burton et al., 2019; Zhao et al., 2022).

Perception of Branded/Unbranded Apparel

Consumer perceptions of branded and unbranded apparel have been widely studied, with branding playing a crucial role in shaping purchasing behavior and brand loyalty (Jaitly & Gautam, 2021; Jarrar et al., 2020; Mangoma et al., 2022). Branded apparel is often associated with superior quality, prestige, and social status, leading consumers to perceive branded products more favorably compared to unbranded alternatives (Duwi & Nugroho, 2022; Mabkhot et al., 2022; Pradhan et al., 2023). Additionally, branding strategies such as brand image, brand reputation, and brand personality have been shown to influence consumer perceptions and purchase intentions (Harrigan et al., 2021).

Promotional Activities

Promotional activities are pervasive in the apparel industry, with discounts, sales promotions, advertising, and social media campaigns being commonly employed tactics to attract consumers and drive sales (Ghose et al., 2021; Khan, 2016). Studies have demonstrated the effectiveness of promotional activities in influencing consumer behavior, with discounts and sales promotions often serving as key motivators for purchase (Khosla & Kumar, 2017; Singh & Islam, 2019). Moreover, social media has emerged as a powerful tool for apparel brands to engage with consumers and enhance brand visibility (Arora & Banwet, 2006; Bajaj & Padmavathy, 2015). Moreover, variables of the study are presented in Table 1.

Table 1 Variables of the Study

Sr. No.	Variable	Explanation	References
1	Economic Factors (EF)	Economic factors refer to various macroeconomic variables such as income level, employment status, inflation rate, and regional economic stability. These factors influence individuals' purchasing power and overall consumer behavior towards apparel.	(Garg & Kapil, 2021; Johar et al., 2020; Praneeth & Nivetha, 2022; Sumanjeet, 2011)
2	Perception of Branded/Unbranded Apparel (PoBUA)	The perception of branded/unbranded apparel encompasses consumers' attitudes, beliefs, and opinions regarding the quality, prestige, and social status associated with branded versus unbranded apparel. Branding strategies and brand image significantly impact consumer preferences and purchasing decisions in the apparel market.	(Dayal, 2023; Ghose et al., 2021; Khan, 2016; Meena, 2020)

3	Promotional Activities (PA)	Promotional activities refer to marketing tactics employed by apparel retailers and brands to attract consumers and drive sales. These activities include discounts, sales promotions, advertising campaigns, and social media engagement. Promotional efforts influence consumer behavior by creating awareness, generating interest, and incentivizing purchases.	(Gussek & Wiesche, 2023; Lynn et al., 2023; Mahato et al., 2021; Sankaran, 2022)
4	Young Consumers' Buying Behavior Towards Apparel (BB)	Young consumers' buying behavior towards apparel represents their purchasing patterns, preferences, and decision-making processes in the apparel market. Understanding factors such as economic influences, brand perceptions, and promotional strategies is crucial for retailers and marketers to effectively target and cater to the needs of this demographic segment.	(Abländer, 2022; Bajwa et al., 2018; Gleim et al., 2019; Kaine & Josserand, 2019; Maximilian Hönig, 2019)

Hypotheses of the Study

Hypothesis 1

Null Hypothesis (H₀): There is no significant impact of economic factors (income level, employment status, inflation rate, regional economic stability) on young consumers' buying behavior towards apparel.

Alternate Hypothesis (H₁): There is significant impact of economic factors (income level, employment status, inflation rate, regional economic stability) on young consumers' buying behavior towards apparel.

Hypothesis 2

Null Hypothesis (H₀): There is no significant impact of perception of branded/unbranded apparel on young consumers' buying behavior towards apparel.

Alternate Hypothesis (H₁): There is significant impact of perception of branded/unbranded apparel on young consumers' buying behavior towards apparel.

Hypothesis 3

Null Hypothesis (H₀): There is no significant impact of promotional activities (discounts, advertising, social media campaigns) on young consumers' buying behavior towards apparel.

Alternate Hypothesis (H₁): There is significant impact of promotional activities (discounts, advertising, social media campaigns) on young consumers' buying behavior towards apparel.

Based on the hypotheses, the measurement model is shown in Figure 1.

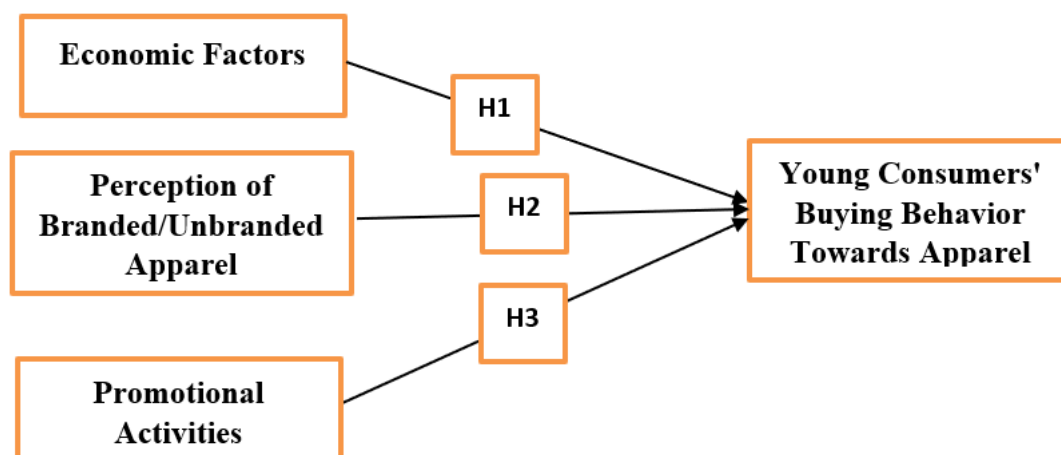


Figure 1 Measurement Model

3. Research Methodology

3.1 Development of Questionnaire

The questionnaire was developed based on an extensive review of relevant literature pertaining to economic factors, perception of branded/unbranded apparel, promotional activities, and consumer behavior in the apparel industry. Additionally, the questionnaire underwent content validity assessment through consultation with subject matter experts, including researchers, industry professionals, and academics with expertise in

consumer behavior and marketing. Feedback from experts was solicited to ensure the questionnaire's comprehensiveness, clarity, and relevance to the research objectives.

3.2 Research Design

A cross-sectional research design was employed for this study. This design allows for data collection at a single point in time, providing a snapshot of the relationships between variables of interest. Cross-sectional studies are particularly suitable for investigating associations between variables and identifying patterns within a specific population at a given moment. In this case, the research aims to explore the impact of economic factors, perception of branded/unbranded apparel, and promotional activities on young consumers' buying behavior towards apparel in Ghaziabad City.

3.3 Sampling

3.3.1 Sampling Population

The sampling population comprises individuals aged between 18 to 35 years old residing in Ghaziabad City, India, who regularly purchase apparel for personal use. This demographic segment represents the target audience for the study, as their perspectives and behaviors are central to understanding the dynamics of the apparel market in the region.

3.3.2 Target Sample Size

A target sample size of 300 respondents was determined based on considerations of statistical power and precision. This sample size is deemed adequate to yield reliable results and ensure the representativeness of the target population within reasonable margins of error.

3.3.3 Sampling Method

Stratified sampling was employed to ensure the inclusion of diverse demographic groups within the target population. The population was stratified based on relevant characteristics such as age, gender, income level, and geographical location within Ghaziabad City. Subsequently, random samples were drawn from each stratum to ensure proportional representation and reduce potential biases in the sample composition.

3.4 Data Collection

Google Forms were used for data collection. The questionnaire was distributed to the sampled respondents via email, social media platforms, and other online channels. Respondents were provided with clear instructions for completing the survey, and efforts were made to encourage participation and ensure data accuracy. A total of 300 surveys were distributed, resulting in 265 responses received. After screening for completeness and validity, 242 responses were deemed valid for inclusion in the analysis.

3.5 Data Analysis

SPSS 27 software is used for data analysis, which is a widely used statistical software package. The analysis encompassed several key steps to explore the relationships between the independent variables (economic factors, perception of branded/unbranded apparel, and promotional activities) and the dependent variable (young consumers' buying behavior towards apparel).

Initially, the normality and homogeneity of data distribution were assessed to ensure the suitability of parametric statistical tests. Normality tests, such as the Shapiro-Wilk test, were performed to examine whether the data followed a normal distribution. Additionally, tests for homogeneity of variances, such as Levene's test, were conducted to assess the equality of variances across groups or variables. These preliminary analyses were essential for determining the appropriate statistical techniques to be employed in subsequent analyses.

Following the assessment of data distribution, the reliability and validity of the measurement scales used in the questionnaire were evaluated. Internal consistency reliability was assessed using Cronbach's alpha coefficient for each scale, ensuring that the items within each scale reliably measured the underlying constructs.

Once the reliability and validity of the measurement scales were established, descriptive analysis was performed to summarize the characteristics of the sample and key variables. Descriptive statistics, such as means and standard deviation were calculated to provide an overview of respondents' demographic profiles and their responses to survey items related to economic factors, perception of branded/unbranded apparel, promotional activities, and buying behavior towards apparel.

Finally, regression analysis was performed to identify the predictors of young consumers' buying behavior towards apparel and assess the relative importance of economic factors, perception of branded/unbranded apparel, and promotional activities. Multiple regression models were constructed to examine the unique contributions of each independent variable in explaining variance in the dependent variable while controlling for potential confounding factors. Regression coefficients, standard errors, and significance levels were examined to determine the strength and significance of relationships between predictors and the outcome variable.

4. Results and Discussion

4.1 Profile of Respondents

Table 2 presents the profile of the respondents of study, delineating their characteristics by age, gender, educational level, and employment status. Regarding age distribution, the largest percentage of respondents falls within the 30-35 years category, constituting 26.9% of the sample. Following closely are the age groups of 20 to 25 years and 25 to 30 years, comprising 24.8% and 24.4%, respectively, while the age bracket of 18 to 20 years represents 24.0% of the respondents. Gender distribution reveals that 53.3% of the participants identify as male, whereas 46.7% identify as female. In terms of educational level, the largest percentage of respondents hold master's degrees, accounting for 31.0% of the sample, followed by bachelor's degrees at 26.4%. Intermediate-level education and PhDs are represented by 21.1% and 21.5% of respondents, respectively. Additionally, employment status illustrates that the majority of respondents are employed, particularly as retailers and industry experts, making up 75.2% of the sample, while 24.8% are unemployed students. This detailed breakdown offers a comprehensive overview of the diverse demographic composition of the surveyed population.

Table 2 Profile of Respondents of Study

Demographic Details	Particulars	Frequency	Percent
1. Age	a. 18 to 20 years	58	24.0
	b. 20 to 25 years	60	24.8
	c. 25 to 30 years	59	24.4
	d. 30-35 years	65	26.9
2. Gender	a. Male	129	53.3
	b. Female	113	46.7
3. Educational Level	a. Intermediate	51	21.1
	b. Bachelor	64	26.4
	c. Master	75	31.0
	d. PhD	52	21.5
4. Employment Status	a. Employed (Retailer and Industry Experts)	182	75.2
	b. Unemployed (Students)	60	24.8

4.2 Normality and Homogeneity Assessment

Table 3 displays the results of tests for normality using both the Kolmogorov-Smirnova and Shapiro-Wilk tests for four variables: Economic Factors (EF), Perception of Branded/Unbranded Apparel (PoBUA), Promotional Activities (PA), and Young Consumers' Buying Behavior Towards Apparel (BB). For the EF variable, the Kolmogorov-Smirnova statistic is 5.222 with 241 degrees of freedom (df), resulting in a p-value of .054, while the Shapiro-Wilk statistic is 4.838 with 241 df, yielding a p-value of .067. Similarly, for the PoBUA variable, the Kolmogorov-Smirnova statistic is 4.109 with 241 df, leading to a p-value of .065, whereas the Shapiro-Wilk statistic is 6.956 with 241 df, resulting in a p-value of .098. For the PA variable, the Kolmogorov-Smirnova statistic is 5.161 with 241 df, yielding a p-value of .068, and the Shapiro-Wilk statistic is 7.909 with 241 df, yielding a p-value of .071. Lastly, for the BB variable, the Kolmogorov-Smirnova statistic is 7.159 with 241 df, resulting in a p-value of .078, while the Shapiro-Wilk statistic is 4.909 with 241 df, resulting in a p-value of .059. These results provide insights into the normality assumptions of the variables, with p-values above the conventional significance level of .05 suggesting that the variables are normally distributed.

Table 3 Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	P-Value	Statistic	Df	P-Value
Economic Factors (EF)	5.222	241	.054	4.838	241	.067
Perception of Branded/Unbranded Apparel (PoBUA)	4.109	241	.065	6.956	241	.098
Promotional Activities (PA)	5.161	241	.068	7.909	241	.071
Young Consumers' Buying Behavior Towards Apparel (BB)	7.159	241	.078	4.909	241	.059

Based on the provided p-values from the tests of homogeneity of variances (Levene's test) in Table 4, the p-values for all variables (EF, PoBUA, PA, and BB) are greater than the conventional significance level of 0.05. Therefore, there is no significant evidence to reject the assumption of homogeneity of variances across groups for each respective variable. As a result, based on these tests, the data can be considered homogenous.

Table 4 Tests of Homogeneity of Variances

	Levene Statistic	Df	P-Value
Economic Factors (EF)	4.222	241	.057
Perception of Branded/Unbranded Apparel (PoBUA)	5.109	241	.061
Promotional Activities (PA)	3.161	241	.071
Young Consumers' Buying Behavior Towards Apparel (BB)	5.159	241	.072

4.3 Reliability Assessment

Table 5 presents the results of the reliability assessment using Cronbach's Alpha for four variables: Economic Factors (EF), Perception of Branded/Unbranded Apparel (PoBUA), Promotional Activities (PA), and Young Consumers' Buying Behavior Towards Apparel (BB). The Cronbach's Alpha values for EF, PoBUA, PA, and BB are 0.911, 0.878, 0.923, and 0.925, respectively. These values indicate the internal consistency reliability of the measurement scales. Based on commonly accepted guidelines, a Cronbach's Alpha of 0.70 or above is generally considered acceptable, with higher values indicating better reliability. In this context, the Cronbach's Alpha values for EF, PA, and BB suggest excellent reliability, while the value for PoBUA indicates good reliability. These findings suggest that the measurement scales used for these variables demonstrate strong internal consistency, thereby enhancing confidence in the reliability of the data collected.

Table 5 Reliability Assessment

Sr. No.	Variable	Cronbach's Alpha	Remark on Reliability
1	Economic Factors (EF)	0.911	Excellent
2	Perception of Branded/Unbranded Apparel (PoBUA)	0.878	Good
3	Promotional Activities (PA)	0.923	Excellent
4	Young Consumers' Buying Behavior Towards Apparel (BB)	0.925	Excellent

4.4 Descriptive Analysis

Table 6 presents the descriptive statistics for the variables included in the study, namely Economic Factors (EF), Perception of Branded/Unbranded Apparel (PoBUA), Promotional Activities (PA), and Young Consumers' Buying Behavior Towards Apparel (BB).

Table 6 Descriptive Statistics

Variables	Mean	Std. Deviation
Economic Factors (EF)	3.9776	.82831
Perception of Branded/Unbranded Apparel (PoBUA)	3.6364	.79161
Promotional Activities (PA)	3.8471	.91449
Young Consumers' Buying Behavior Towards Apparel (BB)	3.8518	.91777

The mean values provide insight into the average levels of each variable among the respondents. For Economic Factors (EF), the mean score is 3.9776, indicating a moderately high level of influence of economic factors on young consumers' buying behavior towards apparel. Similarly, Perception of Branded/Unbranded Apparel (PoBUA) has a mean score of 3.6364, suggesting a slightly lower but still considerable perception of branded/unbranded apparel among respondents. Promotional Activities (PA) exhibit a mean score of 3.8471, indicating a moderate level of engagement with promotional activities influencing buying behavior. Lastly, Young Consumers' Buying Behavior Towards Apparel (BB) has a mean score of 3.8518, reflecting a generally positive attitude towards apparel purchasing behavior among the respondents.

The standard deviation values provide information about the dispersion or variability of the data around the mean. In this context, the standard deviation values for each variable indicate relatively moderate levels of variability around the respective means, implying that the responses are relatively consistent among the respondents.

4.5 Hypotheses Testing

The MLR (Table 7) was conducted to examine the impact of economic factors, perception of branded/unbranded apparel, and promotional activities on young consumers' buying behavior towards apparel. The regression model demonstrated a significant relationship between the independent variables (EF, PoBUA, and PA) and the dependent variable (BB), as indicated by an overall R-squared value of 0.496. This suggests that approximately 49.6% of the variance in young consumers' buying behavior towards apparel can be explained by the combined influence of these factors.

Table 7 Multiple Linear Regression Analysis for Hypotheses Testing

Variables Entered	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	P-Value	Unstandardized Coefficients	Standardized Coefficients	t	P-Value
Independent Variables: EF, PoBUA and PA Dependent Variable: BB	0.704	0.496	0.49	0.49627	100.971	0	(Constant) .605	0.086	2.1	0.035
							EF .839	0.053	15.8	0
							PoBUA .563	0.087	14.8	0.002
							PA .560	0.054	2.9	0.003

Individually, each independent variable showed a statistically significant impact on young consumers' buying behavior towards apparel. The standardized coefficients revealed the strength and direction of these relationships. Economic factors (EF) emerged as a particularly influential predictor, with a standardized coefficient of 0.053, indicating a positive association between economic considerations such as income level, employment status, and regional economic stability, and young consumers' apparel purchasing behavior. Similarly, the perception of branded/unbranded apparel (PoBUA) exhibited a strong influence, with a standardized coefficient of 0.087, highlighting the importance of brand perception and prestige in shaping purchasing decisions. Promotional activities (PA) also played a significant role, with a standardized coefficient of 0.054, underscoring the impact of discounts, advertising, and social media campaigns in influencing young consumers' apparel buying behavior. Based on regression, following equation can be formulated;

$$BB = 0.605 + 0.839 \times EF + 0.563 \times PoBUA + 0.560 \times PA \quad (1)$$

The results of hypothesis testing (Table 8) further reinforced these findings, with all three null hypotheses being rejected based on the obtained p-values.

Table 8 Results of Hypothesis Testing

Null Hypothesis	P-Value	Unstandardized Coefficients	Decision
There is no significant impact of economic factors (income level, employment status, inflation rate, regional economic stability) on young consumers' buying behavior towards apparel.	0	.839	Rejected
There is no significant impact of perception of branded/unbranded apparel on young consumers' buying behavior towards apparel.	0.002	.563	Rejected
There is no significant impact of promotional activities (discounts, advertising, social media campaigns) on young consumers' buying behavior towards apparel.	0.003	.560	Rejected

Overall, these findings highlight the multifaceted nature of young consumers' buying behavior towards apparel and underscore the importance of considering economic factors, brand perception, and promotional activities in marketing strategies aimed at this demographic. By understanding the interplay between these factors, apparel retailers and marketers can develop more effective strategies to cater to the preferences and needs of young consumers in the apparel market. Finally, based on hypotheses testing, the proposed structural model is shown in Figure 2.

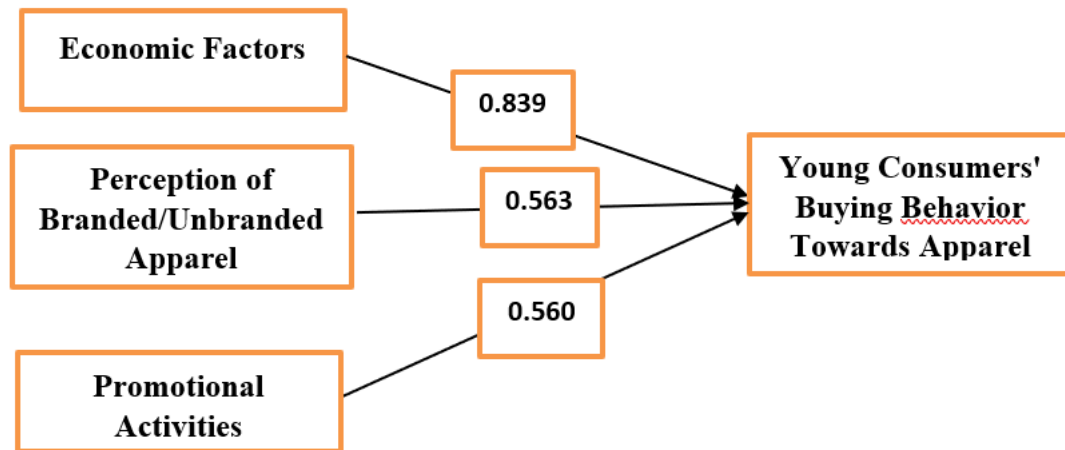


Figure 2 Proposed Structural Model

5. Overall Discussion

The results indicate that economic factors, perception of branded/unbranded apparel, and promotional activities significantly impact purchasing decisions among this demographic segment.

Economic factors, including income level, employment status, and regional economic stability, emerged as key determinants of young consumers' apparel purchasing behavior. Higher income levels and employment status were associated with increased propensity to spend on apparel, highlighting the importance of disposable income and purchasing power in driving consumer behavior. Additionally, regional economic stability played a role in shaping consumer confidence and spending patterns, further emphasizing the influence of macroeconomic conditions on apparel consumption.

The perception of branded/unbranded apparel was found to be a significant predictor of young consumers' buying behavior. Branded apparel, often associated with superior quality, prestige, and social status, exerted a strong influence on purchasing decisions compared to unbranded alternatives. This underscores the importance of branding strategies and brand image in shaping consumer preferences and fostering brand loyalty in the apparel market.

Promotional activities, including discounts, advertising, and social media campaigns, were identified as effective drivers of young consumers' apparel purchasing behavior. Discounts and sales promotions emerged as key motivators for purchase, highlighting the impact of promotional incentives on consumer decision-making. Moreover, social media emerged as a powerful tool for engaging with consumers and enhancing brand visibility, underscoring the importance of digital marketing strategies in reaching young consumers in today's interconnected world.

Overall, these findings provide valuable insights for apparel retailers, marketers, and industry experts seeking to understand and cater to the preferences of young consumers in the dynamic apparel market of Ghaziabad City. By leveraging economic factors, branding strategies, and promotional activities, businesses can develop targeted marketing campaigns and product offerings tailored to the needs and preferences of this demographic segment, thereby enhancing competitiveness and driving sustainable growth in the apparel industry.

6. Conclusion

This study has provided the statistical analysis of factors influencing the buying behavior of young consumers towards apparel in Ghaziabad City. The findings underscore the importance of economic factors, perception of branded/unbranded apparel, and promotional activities in shaping purchasing decisions among this demographic segment.

Economic factors, including income level, employment status, and regional economic stability, play a significant role in determining young consumers' propensity to spend on apparel. Higher income levels and employment status are associated with increased purchasing power, while regional economic stability impacts consumer confidence and spending patterns.

The perception of branded/unbranded apparel emerged as a key determinant of purchasing behavior, with branded apparel often perceived as superior in quality, prestige, and social status compared to unbranded alternatives. This highlights the importance of branding strategies and brand image in shaping consumer preferences and fostering brand loyalty.

Promotional activities, such as discounts, advertising, and social media campaigns, were found to be effective drivers of purchasing behavior among young consumers. Discounts and sales promotions, in particular, were identified as key motivators for purchase, underscoring the significance of promotional incentives in influencing consumer decision-making.

Overall, the findings of this study provide actionable insights for apparel retailers, marketers, and industry experts seeking to enhance their competitiveness and drive growth in the dynamic apparel market of Ghaziabad City. By leveraging economic factors, branding strategies, and promotional activities, businesses can develop targeted marketing campaigns and product offerings tailored to the preferences and needs of young consumers, thereby maximizing their market reach and profitability in the apparel industry.

Ethical Statement

This study did not seek ethical approval, as it did not involve any sensitive data or procedures that would warrant such approval.

Author Contribution

Ajay Chaudhary wrote the main manuscript, and Dr. Devendra Kumar Modi and Dr. Prateek Gupta reviewed and finalized the manuscript.

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