



Consumer Reaction To Conditional Rebate On Purchase Of Apparels From Retail Stores In Lucknow

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ABSTRACT

This paper aims to investigate into the reaction of consumers on purchase of apparels when conditional discounts prevail in the market. When a deal is presented with a price discount or a conditional spending requirement, the experimental studies have shown consumers tend to spend more to avail the benefits of the discounts. Conditional discounts have been classified into three different types, buy 1 get 1 free, cash back facility and fixed amount discount. To study this behaviour research was conducted among the consumers in Lucknow to examine how they make their purchase decision with respect to such discounts. Also, how brand loyal consumers react to conditional discounts in the market.

The study shows that deal-prone consumers are induced to overspend. On comparing the three types of discounts it is seen that percentage discount outperforms the buy 1 get 1 free and cash back facility. Conditional discounts adopted by the sellers lead to overspending by the buyers over what would have been spent when the prices were normal or the market price which eventually benefits the seller. Furthermore, it was also found that conditional discounts improve consumer welfare and satisfaction leading to a win-win situation for both the buyers as well as sellers.

Keywords: Purchase, apparel, discounts, consumer behavior, discounts, brand loyal.

1. INTRODUCTION

In the dynamic and highly competitive landscape of the retail industry, businesses are continually seeking innovative ways to capture the attention and loyalty of consumers. Among the myriad of promotional strategies employed, conditional rebates have emerged as a particularly intriguing and complex mechanism, especially within the context of apparel purchases. This research paper embarks on a comprehensive exploration of the multifaceted relationship between consumers and conditional rebates in the realm of fashion, shedding light on the nuanced reactions, motivations, and decision-making processes that define this intricate interaction. Promotion is considered as an essential factor in targeting the consumers. Through promotion persuasion is created to create exchanges in marketing. It is an important element of the marketing mix strategy. Promotion is essential tool to achieve a company's goal by developing sustainable competitive advantage through the market entered by marketing programs used to serve the market. Promotional activities intent to influence the purchase behavior of consumers and to remind them about product and services. Promotional activities intend to inform the intended market about various offers of the company. Promotion is done mainly to maintain the identity of the brand in the introduction, growth and maturity phase of the product. Promotion can be done through advertising, personal selling, word of mouth, direct marketing, price promotion etc. Marketing activities conducted by the company creates value to the customer leading to customer satisfaction. Customer satisfaction significantly affects profits of the company because of repeat purchases from satisfaction. Price promotion is the strategy used by the sellers to attract the buyers and increase their sales. The main motive behind pricing strategy is to achieve maximum sales in minimum time. Firms apply discounts once in a while to increase sales and earn profits in the short-run. For example- Republic Day sale, Clearance sale, Independence Day sale, festive sale etc. Promotional pricing is short-run in nature to for the firms or brands to finish off their stock in a short period of time unlike penetration pricing which is adopted for the new products in the market. The company increases its customer base through promotional pricing but the ultimate

objective is to increase sale base. Promotional pricing works by selling the products at a price lower than the set price. Retailers can actually lose their business if they do not offer promotional discounts because consumers have expectations of the same from retailers. Big players (private label) like shoppers stop, pantaloons, reliance and max fashion have intensified the competition in the retailing business with their quality, price and offers. Consumers are attracted to deals no matter big or small. As consumers navigate the ever-expanding array of choices in the apparel market, the influence of promotional strategies on their purchasing decisions cannot be overstated. Conditional rebates, characterized by financial incentives contingent upon meeting specific criteria, represent a compelling facet of promotional campaigns. This study delves into the heart of consumer responses to such conditional rebates, aiming to unravel the psychological intricacies that shape their reactions and the consequent impact on the apparel retail landscape.

The evolution of consumer behavior in the digital age, coupled with the transformative shifts in the retail environment, underscores the need for a deeper understanding of the factors driving consumer responses to conditional rebates. The fashion and apparel sector, with its unique blend of aesthetic considerations, brand loyalty, and seasonal trends, serves as an ideal backdrop for this investigation. By dissecting consumer behaviour in this particular context, our aim is to provide meaningful insights that are relevant not only in academic circles but also offer practical implications for businesses navigating this intricate landscape.

The significance of conditional rebates in shaping consumer choices becomes evident when considering the intertwined dimensions of financial incentives and purchasing decisions. In this research, we endeavour to answer crucial questions that lie at the intersection of consumer psychology and promotional strategies within the apparel industry. What motivates consumers to actively seek out conditional rebate offers? How do conditional criteria, such as minimum purchase thresholds or specific product categories, influence consumer decision-making processes? To what extent do these rebates impact brand loyalty and post-purchase satisfaction? These inquiries form the foundation of our investigation, as we endeavor to unravel the intricate tapestry of consumer reactions to conditional rebates.

To achieve a holistic understanding, we adopt a comprehensive research approach that combines quantitative and qualitative methodologies. Through surveys distributed to a diverse consumer base, we aim to gather quantitative data that illuminates overarching trends and patterns in consumer responses. Simultaneously, in-depth interviews and case studies will provide a qualitative lens, offering rich narratives and personal insights into the motivations and emotions that underpin consumer reactions to conditional rebates.

As we navigate through the layers of consumer behavior, this research aims to not only contribute to the academic discourse on marketing and consumer psychology but also to provide practical guidance for retailers and marketers. By uncovering the dynamics of conditional rebates in the apparel industry, businesses can refine their promotional strategies, tailor marketing campaigns, and ultimately forge stronger connections with consumers in an increasingly competitive market. Join us on this exploration as we unravel the complexities of consumer reactions to conditional rebates, casting new light on the symbiotic relationship between promotional incentives and the vibrant world of apparel purchases.

2. LITERATURE REVIEW

Monroe and Krishnan (1985) proposed the price-quality-value model. This model has been extensively used to study the relationship between price, perceived quality, value and willingness to buy the product. Price is the external factor of a product that acts as a stimulus. According to Monroe and Krishnan consumers have different perception of price. Some consumers may have price objective high, while others may have price objective low. Perceived sacrifice is the price a consumer is willing to pay. Customers' opinions of price influence their views of product quality and financial sacrifice. Although consumers assume that a higher price translates into better quality, a higher price also means a larger financial commitment to buy the product. Perceived value is thus the product of the trade-off between perceived quality (i.e., gain) and perceived sacrifice (i.e., loss). Ultimately, consumers base their purchasing decisions on perceived value, and the higher their perceived value, the more likely they are to make a purchase.

In line with the price-quality-value model (Monroe and Krishnan 1985), **Zeithaml (1988)** presented the means-end chain model, which likewise explains the connections among price, perceived quality, and perceived value. A means-end chain, first described by Gutman in 1982, is characterised as one that consists of a connected collection of cognitive components that enable people to choose items or activities that help them reach their desired objectives. This method can assist marketers in comprehending the multiple degrees of abstraction of the cognitive structure of product information that consumers are able to keep in their memory. A means-end chain, according to **Peter and Olson (1987)**, is a conceptual framework that connects a product's features to its functional and psychosocial effects before determining its perceived worth by the individual. **Zeithaml (1988)** presented a means-end model for how customers perceive value, price, and quality. According to this model, price is seen as an intrinsic indicator of a product's attribute, and price promotion might be a symptom of a shift in the product's quality. This model demonstrates how consumers' perceptions of product quality—which are based on their assessments of the functional and psychosocial implications of a product—may be influenced by price marketing, an extrinsic cue of a feature, and how these views are related to customers' judgements of value. According to the means-end model, perceived monetary

price influences perceived sacrifice and perceived quality, and pricing influences perceived monetary price. Following that, perceived value is influenced by perceived sacrifice and perceived quality, which influences purchasing intentions.

Researchers have used the means-end chain model (**Zeithaml 1988**) and the price-quality-value model (**Monroe and Krishnan 1985**) to verify the causal relationships suggested in these models and to explain how pricing affects customers' opinions. Numerous studies have repeatedly demonstrated that consumers' perceptions of quality are positively impacted by price. Customers believe that high-priced goods are of higher quality.

Previous research in the field of marketing has revealed that price discounts can yield both positive and negative impacts on customers' evaluations and purchasing behaviour, as demonstrated by studies such as those conducted by **Darke and Dahl (2003)**, **Dorzdenko and Jensen (2005)**, and **Kocas and Bohlmann (2008)**. **Raghubir et al. (2004)** have identified three distinct routes through which promotional effects unfold: (a) economic, (b) informational, and (c) affective. They argue that the ultimate impact of a price promotion on purchasing decisions results from a complex interplay of positive and negative economic, informational, and affective influences.

The economic effects of price discounts, as delineated by **Raghubir et al. (2004)**, stem from both monetary and non-monetary gains or losses experienced by customers in response to a price promotion. A positive monetary effect can be manifested through the face value of a coupon or the amount of a rebate. Additionally, positive non-monetary effects include the simplification of the decision-making process, leading to a reduction in transaction time and effort for customers. However, potential negative economic effects may arise as customers invest more time in seeking the best deal or delay their purchase to await promotional offers.

In accordance with the economic effects of price discounts, a price discount serves as a mechanism for providing a monetary gain, acting as an incentive to encourage consumers to make a purchase. The relationship between the magnitude of the price discount and consumers' perception of savings has been confirmed by numerous prior studies. Perceived savings, a crucial concept in this context, is widely utilized as a variable to gauge consumer responses to price promotions, as demonstrated in **Krishna et al.'s (2002)** meta-analysis. Notably, perceived savings have been employed to measure significant responses to various elements of price promotions, including comparison cues (such as the difference between an external reference price and the actual price), price promotion messages (percentage terms vs. dollar terms), and tensile price claims (e.g., save up to 50%). In essence, perceived savings emerge as a valuable metric for assessing customers' perceptions of and responses to price promotions.

In addition to the economic effects of price discounts, these discounts also give rise to informational effects, defined as the impacts resulting from the communication of direct or inferential knowledge derived from exposure to a price discount (**Raghubir et al., 2004**). One prevalent informational pathway in the context of promotional effects is quality inference. **Raghubir et al. (2004)** proposed a negative correlation between a price discount and perceived quality, suggesting that customers are inclined to infer lower quality when presented with a substantial discount that exceeds typical offerings from other retailers.

However, previous research has yielded inconsistent results regarding the relationship between price discounts and perceived quality. Some studies indicate that price discounts may increase perceived quality (**Huang et al., 2014**), decrease perceived quality (**Garretson and Clow, 1999**), or have no discernible effect on perceived quality (**Grewal et al., 1998a**). According to **Zeithaml (1988)**, in situations where evaluating product quality is challenging at the time of purchase, consumers' perceived quality relies more on extrinsic product attributes than on intrinsic attributes. Extrinsic attributes encompass non-physical aspects of the product, such as price, brand, and advertising, while intrinsic attributes pertain to the physical properties of the product, such as color and texture.

In instances where consumers cannot accurately assess service quality before its delivery, as observed in services like dental care (**Garretson and Clow, 1999**), their expectations about quality may be influenced by the price paid. A significant price discount might signal to consumers that they are likely to receive a service of lower quality. Conversely, when consumers have a consistent expectation of product quality (e.g., Starbucks serving the same coffee consistently), a price promotion may elicit excitement, leading to a positive evaluation. Past research has demonstrated that consumers' emotions triggered by an external stimulus play a significant role in influencing cognitive evaluations (**Isen et al., 1978; Obermiller and Bitner, 1984; O'Neill and Lambert, 2001**). Particularly in contexts with limited information, such as online shopping, affective responses are more likely to impact consumers' judgments compared to cognitive responses (**Shiv and Fedorikhin, 1999; Zeithaml, 1988**). In these situations, consumers tend to initially react with affective responses as a lower-order reaction before their cognitive reactions are influenced by these affective responses (**Campbell, 2007; Shiv and Fedorikhin, 1999; Zeithaml, 1988**).

Moreover, Zeithaml (1988) posited that perceived quality can be understood in two forms— affective quality and cognitive quality. Affective quality is more closely associated with nondurable products and experiential goods, while cognitive quality, requiring a higher level of cognitive judgment, is more linked to durable and search goods. Given that apparel falls into the category of nondurable and experiential goods, consumers are

likely to evaluate product quality based on their affective states. In this context, emotions would significantly influence their cognitive evaluations of apparel products.

3. OBJECTIVE OF THE STUDY

The primary objective of this research paper is to investigate and analyze consumer reactions to conditional rebates offered on the purchase of apparels from retail stores in Lucknow. Specifically, the study aims to:

- a) Examine the extent to which consumers in Lucknow respond to conditional discounts when making apparel purchases in retail stores.
- b) Identify the key factors that influence consumers' decisions and reactions to conditional rebates in the context of apparel shopping.
- c) Assess the impact of conditional discounts on consumers' perception of value, satisfaction, and overall shopping experience in retail stores.
- d) Explore demographic and psychographic variables that may contribute to variations in consumer reactions to conditional rebates on apparel purchases.
- e) Provide insights into the effectiveness of conditional rebates as a marketing strategy in the apparel retail sector in Lucknow.

By accomplishing these goals, the research intends to provide valuable knowledge to both academia and the retail sector, delivering practical insights to inform marketing strategies, improve consumer engagement, and optimize the application of conditional rebates in apparel retail establishments in Lucknow.

HYPOTHESIS OF THE STUDY

Marketing encompasses the strategic planning, execution, pricing, promotion, and distribution of goods and services to fulfill both individual and organizational objectives. Marketing is an integral part of an organization's activities. When a consumer makes purchase decisions it starts from recognition of problem and ends on purchase decision made by consumers. Based on the theoretical description and framework research hypothesis is proposed as follows:

H1: There is no effect of conditional discounts on consumer spending and vice versa.

H2: There is no relationship between consumer behavior variables and conditional discounts and vice versa.

H3: There is no effect of conditional discount on store visit frequency and vice versa.

H4: There is no effect of conditional discount on overspending.

H5: There is no effect of conditional discount on brand selection.

4. RESEARCH METHODOLOGY

Following the identification of the research problem, the researcher employs research methodology to determine an appropriate approach to address it. Research methodology is a systematic process for problem-solving, comprising various steps that require comprehensive understanding before implementation. It encompasses not only the selection of research methods but also the underlying rationale. The study designs the research according to the following framework-

4.1 RESEARCH DESIGN

To investigate the aforementioned research objective, a descriptive research design was chosen. A survey was carried out among consumers in Lucknow, Uttar Pradesh. A structured questionnaire was prepared and a pilot survey was conducted on 30 respondents. Finally, data was collected from 100 respondents. Collected data was then further analyzed using correlation technique.

4.2 SAMPLING DESIGN

Sample design is a method used for choosing sample. It is a critical part of a research as the sample selected is used for the purpose of study. There are various types of sample design which help in selection of sample. The purpose of sample design is to guarantee that the chosen sample accurately reflects the population under study. There are two main types of sampling design: probability sampling and non-probability sampling. In probability sampling, each individual in the population has an equal chance of being selected, while in non-probability sampling, the selection criteria for the sample are not random but based on specific research criteria. Non-probability sampling is commonly utilized in exploratory or qualitative research to gain insights into the population.

Convenience sampling is used as it aims to obtain a sample of convenient elements and respondents are selected as they happen to be in the right place at right time.

4.3 SAMPLE SIZE

Sample size refers to the total number of units studied within a given population. Determination of sample size requires both qualitative and quantitative aspects. This study was limited to respondents of Lucknow city. Total number of 110 respondents were taken as the sample size. The respondents were selected on the basis of

their income, age group, gender and employment status and other factors like total population, sample unit and budgetary limitations were considered in selection of sample size. Survey was held only on apparels purchased by consumers from retail outlets like Reliance Trend, Shoppers Stop, Pantaloons, and Max Fashion.

4.4 SAMPLING PROCEDURE

In this study random sampling procedure is used and specifically systematic sampling is taken. The data was collected through a pre-structured questionnaire for which pilot survey was conducted in the first phase. The questionnaire was structured into three sections. The initial segment gathered demographic information from the respondents. The second part focused on their purchasing behavior during regular days, while the third part delved into their purchasing habits during sales periods. The data was collected by the researcher themselves at the exit point of retail stores (Reliance Trend, Pantaloons, Max Fashion, Shoppers Stop).

4.5 QUESTIONNAIRE DESIGN

Data is commonly categorized into two types: primary data and secondary data. Data collection is a crucial aspect of any research endeavor. In this study, the researcher utilized a questionnaire as a method for collecting primary data, followed by thorough analysis.

4.6 STRUCTURE OF THE QUESTIONNAIRE

Questionnaire consisted closed ended questions designed to collect the relevant information from the respondents. This questionnaire was designed with clear and unambiguous questions such that minimum time is taken by the respondents to provide answers.

Part 1- In this section data was collected with regard to demographic aspects of the consumer behavior. Like age, sex, income, employment status etc.

Part 2- In this section the objective behind the collection of data was to collect response based on the purchase attitude of consumers when there is no sale in the market.

Part 3- The final section comprised of questions to collect the response from the respondents based on the purchase attitude when there is sale in the market offered by retailers. Based on this analysis was done to get the desired objectives.

4.7 SOURCES OF DATA

The research employed a combination of primary and secondary data collection methods to ensure a comprehensive and well-rounded exploration of consumer reactions to conditional rebates on apparel purchases in Lucknow. The primary data, gathered through surveys and questionnaires, facilitated a direct understanding of the target audience's preferences, opinions, and behaviors. This firsthand information served as raw data, laying the foundation for statistical analysis.

On the other hand, secondary data, sourced from journals, books, and websites, complemented the primary data by providing a broader context and additional insights into relevant aspects of consumer behavior and retail dynamics. The integration of both primary and secondary data enabled the research to leverage the respective strengths of each approach, leading to a more comprehensive and insightful investigation of the research topic.

5 DATA ANALYSIS

To address the need for detailed consumer-level data, a targeted approach was employed by circulating questionnaires randomly among consumers, ensuring conditions of anonymity and non-disclosure. This strategy aimed to collect specific information from individual consumers regarding their preferences, behaviors, and experiences related to apparel purchases in retail stores. The data collection spanned over a comprehensive period of 3 months, during which 110 consumers actively participated in the study.

The questionnaire, crafted to gather demographic details alongside research-oriented insights, comprised a total of 18 questions. Two types of rating scales, namely Descriptive rating scales and Likert scales, were strategically incorporated to facilitate a nuanced understanding of consumer perspectives.

Variables Under Consideration:

The study focused on the following key variables to analyze consumer behavior and reactions:

i. Store Visit: Assessing the frequency and motivations behind consumers' visits to retail stores.

ii. Expenditure on Apparels: Investigating the patterns and determinants of consumers' spending on apparel purchases.

iii. Store Visit During Off-Sale Period: Understanding consumers' engagement with retail stores during non-sale periods.

iv. Store Visit During Sale Period: Examining the impact of sale periods on consumer store visits.

v. Offers: Evaluating consumer responses to promotional offers provided by retail stores.

vi. Brand Name: Analyzing the influence of brand names on consumer decision-making.

vii. Price: Investigating the role of pricing in shaping consumer choices.

viii. Discount: Assessing consumer perceptions and reactions to discounts offered on apparel purchases. The collected data, comprising both demographic details and responses to the research-based questions, will undergo thorough statistical analysis. This analysis aims to derive meaningful insights into the factors influencing consumer behavior in the context of apparel retail, with a specific focus on the variables outlined above. The outcomes of this research are expected to contribute valuable information for understanding consumer preferences and optimizing retail strategies in Lucknow.

6 RESULTS AND DISCUSSIONS

6.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The results of the survey conducted are presented below in table format

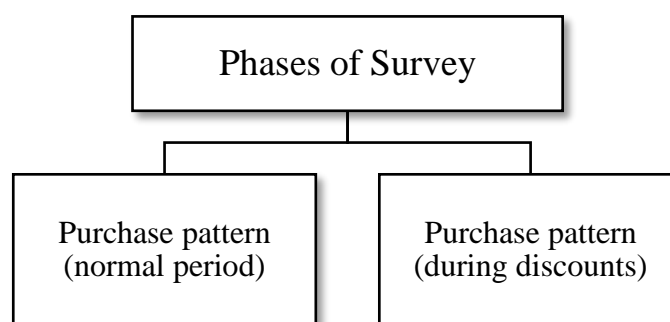
Table 1: Descriptive Profile of Thee Respondents

| S.no. | Variables | Classification | Frequency | Percentage% |
|-------|-------------------|-------------------------|-----------|-------------|
| 1. | Gender | Male | 51 | 45.95% |
| | | Female | 60 | 54.05% |
| 2. | Age | 15-25 | 39 | 35.14% |
| | | 25-35 | 0 | 0.00% |
| | | 35-45 | 17 | 15.32% |
| | | 45 and above | 55 | 49.55% |
| 3. | Employment Status | Government employee | 22 | 19.82% |
| | | Private sector employee | 24 | 21.62% |
| | | Self employed | 28 | 25.23% |
| | | Student | 37 | 33.33% |
| 4. | Income Level | Up to 40000 | 55 | 49.55% |
| | | 40000 to 60000 | 19 | 17.12% |
| | | 60000 to 80000 | 21 | 18.92% |
| | | 80000 and above | 16 | 14.41% |

Source: Primary Survey

6.2 RESEARCH BASED DATA

The survey was conducted in two phases-



I. Purchase pattern (during off sale season)

The following results were observed-

Table 2: Frequency of Purchase of Apparels

| S.no. | Classification | Frequency | Percentage% |
|-------|----------------|-----------|-------------|
| 1. | Weekly | 4 | 3.60% |
| 2. | Fortnightly | 2 | 1.80% |
| 3. | Monthly | 37 | 33.33% |
| 4. | Occasionally | 68 | 61.26% |

Source: Primary Survey

61.5% of consumers prefer buying apparels occasionally whereas 33% purchase on monthly basis and the remaining percentage of consumers purchase fortnightly and weekly.

Table 3: Expenditure on purchase of apparels

| S.no. | Classification | Frequency | Percentage% |
|-------|-----------------|-----------|-------------|
| 1. | Up to 10000 | 98 | 88.29% |
| 2. | 10000 to 20000 | 10 | 9.01% |
| 3. | 20000 to 30000 | 3 | 2.70% |
| 4. | 30000 and above | 0 | 0.00% |

Source: Primary Survey

88.1% of consumers spend up to ₹10,000 on the purchase of apparels, 9.2% of consumers spend in the range between ₹10,000 to ₹20,000, remaining, 2.7% spend between ₹20,000 to ₹30,000 and 0% spend above ₹30,000.

Table 4: Store Visit Frequency

| S.no. | Classification | Frequency | Percentage% |
|-------|----------------|-----------|-------------|
| 1. | Weekly | 8 | 7.21% |
| 2. | Fortnightly | 2 | 1.80% |
| 3. | Monthly | 41 | 36.94% |
| 4. | Occasionally | 60 | 54.05% |

Source: Primary Survey

53.2% consumers visit store occasionally, 37.6% visit on monthly basis, 7.3% visit weekly and 1.9% consumers visit fortnightly.

Table 5: Satisfaction from Pricing of Apparels In off Sale Season

| S.no. | Classification | Frequency | Percentage% |
|-------|----------------|-----------|-------------|
| 1. | Yes | 31 | 27.93% |
| 2. | No | 23 | 20.72% |
| 3. | Maybe | 57 | 51.35% |

Source: Primary Survey

50.5% of consumers say 'maybe' they are satisfied with the off-sale season pricing of the apparels, 28.4 % are satisfied with the pricing of apparels in off sale season and 21.1% are not satisfied with the pricing of apparels in off sale season.

II. Purchase pattern (during discounts)

The second part of the questionnaire contains questions to analyze the behavior of the consumer when discounts are offered by the seller on purchase of apparels. Tables below shows the response of the consumers on different parameters which helps to study the consumer behavior.

Table 6: Store Visit During Sale Period

| S.no. | Classification | Frequency | Percentage% |
|-------|----------------|-----------|-------------|
| 1. | Weekly | 17 | 15.32% |
| 2. | Fortnightly | 12 | 10.81% |
| 3. | Monthly | 82 | 72.97% |

Source: Primary Survey

73.1% of consumers visit store for buying apparels monthly during discount period, 15.7% visit store weekly and the remaining 11.1% visit fortnightly stores for purchase.

Table 7: Overspending During Sale Period

| S.no. | Classification | Frequency | Percentage% |
|-------|----------------|-----------|-------------|
| 1. | Yes | 30 | 27.03% |
| 2. | No | 43 | 38.74% |
| 3. | Maybe | 38 | 34.23% |

Source: Primary Survey

38.5% of consumers do not overspend during sales rebate period, 33.9% of consumers say, 'maybe' they overspend during sales period and the remaining 27.5% overspend during sales period.

Table 8: Shopping During Sale Period

| S.no. | Classification | Frequency | Percentage% |
|-------|----------------|-----------|-------------|
| 1. | Yes | 55 | 49.55% |
| 2. | No | 22 | 19.82% |
| 3. | Maybe | 34 | 29.73% |

Source: Primary Survey

50.9% of consumers shop more during sales period, 29.6% of consumers say, 'maybe' they shop more during sales period and the remaining 19.4% do not shop more during sales period.

Table 9: Offers attractive to consumers

| S.no. | Classification | Frequency | Percentage% |
|-------|---------------------|-----------|-------------|
| 1. | Buy 1 get 1 | 41 | 36.94% |
| 2. | Percentage discount | 59 | 53.15% |
| 3. | Cash back | 11 | 9.91% |

Source: Primary Survey

53.2% of the consumers are attracted by percentage discounts, 36.7% from buy 1 get 1 free and 10.1% of consumers are attracted by cash back facility.

Table 10: Preference of Buying Apparels

| S.no. | Classification | Frequency | Percentage% |
|-------|----------------|-----------|-------------|
| 1. | Sale Period | 84 | 74.77% |
| 2. | Normal Days | 27 | 24.33% |

Source: Primary Survey

75% of consumers prefer buying apparels during sale period on the other hand remaining 25% prefer buying apparels during normal days.

Table 11: Influence of Brand on Purchase Decision

| S.no. | Classification | Frequency | Percentage% |
|-------|-------------------|-----------|-------------|
| 1. | Strongly disagree | 7 | 6.31% |
| 2. | Disagree | 20 | 18.02% |
| 3. | Agree | 70 | 63.06% |
| 4. | Strongly Disagree | 14 | 12.61% |

Source: Primary Survey

63.3% of consumers agree their purchase decisions are influenced by brand name, 17.4% disagree about brand names influence on purchase decision whereas remaining 12.8% and 6.5% disagree and strongly disagree respectively.

Table 12: Influence of price on purchase decision

| S.no. | Classification | Frequency | Percentage% |
|-------|-------------------|-----------|-------------|
| 1. | Strongly disagree | 4 | 3.60% |
| 2. | Disagree | 12 | 10.81% |
| 3. | Agree | 63 | 56.76% |
| 4. | Strongly Disagree | 32 | 28.83% |

Source: Primary Survey

56% of consumers agree their purchase decisions are influenced by price, 29.4% strongly agree about price influence on purchase decision whereas remaining 11% and 3.6% disagree and strongly disagree respectively.

Table 13: Influence of Discounts on Purchase Decision

| S.no. | Classification | Frequency | Percentage% |
|-------|-------------------|-----------|-------------|
| 1. | Strongly disagree | 8 | 7.21% |
| 2. | Disagree | 7 | 6.31% |
| 3. | Agree | 69 | 62.16% |
| 4. | Strongly Disagree | 27 | 24.32% |

Source: Primary Survey

62.4% of consumers agree their purchase decisions are influenced by discounts, 23.9% strongly agree about discounts influence on purchase decision whereas remaining 7.3% and 19.3% strongly disagree and disagree respectively.

7 FINDINGS AND DISCUSSION

The research focused on examining the shopping behavior of consumers in Lucknow, with a particular emphasis on the impact of conditional discounts on their purchasing decisions. The key findings of the study are as follows:

- **Store Visits During Sales:** Shoppers in Lucknow exhibit an increased frequency of store visits during sales compared to regular periods, indicating the significance of promotional events in driving foot traffic.
- **Preference for Percentage Discounts:** Among various conditional discount offerings, consumers express a clear preference for percentage discounts on apparel. This finding suggests that this specific discount type resonates more with shoppers than alternatives such as Buy One Get One and cash back offers.
- **Seasonal Growth in Apparel Purchases:** The study observes a notable growth in consumer purchases of apparel during the sale season. This indicates that promotional events contribute significantly to boosting consumer spending in the apparel retail sector.

- **Influence of Brand, Price, and Discounts:** Consumer purchase decisions are heavily influenced by factors such as brand reputation, pricing strategies, and the availability of discounts. These elements play a pivotal role in shaping consumer behavior during apparel purchases.
- **Retailer Reliance on Promotions:** Retailers rely on promotions as a key strategy to positively influence consumer purchasing decisions. Promotional efforts, particularly those involving conditional discounts, are instrumental in attracting and retaining customers.
- **Preference for Percentage Discounts Affirmed:** The study confirms the hypothesis that consumers exhibit a distinct preference for percentage discounts. This insight can guide retailers in tailoring their promotional strategies to align with consumer preferences.

The findings suggest that retailers should prioritize percentage discounts in their promotional efforts, aligning with consumer preferences. Retailers should strategically plan promotions, especially during sale seasons, to capitalize on increased consumer spending. Recognizing the influence of brand, price, and discounts, retailers can optimize these elements to enhance consumer engagement and satisfaction.

8 CONCLUSION

Every day, millions of sales occur. The various types of sales transactions promote both consumers' and businesses' financial health. Sales are the backbone of economies and nations across the world. They serve as the foundation of successful commerce.

The findings presented in this article offer significant implications for understanding consumer purchasing behavior both during off-sale periods and sales events. Beyond evaluating consumer buying patterns, this article also proposes conjectures about potential future advancements in the field of consumer behavior research. The aim of this research is to assist scholars in comprehending the trajectory and guiding principles of this field. By showcasing research methodologies and analytical techniques, the results of this article offer consumer behavior scholars a solid framework for understanding the subject area.

The findings of the study highlight that consumers prefer buying apparels during sale period and discounts affect their buying behavior. During normal period it can be observed that the consumers prefer buying apparels during occasions but the price satisfaction level is low and vice versa in case of sale period. Consumers prefer sales period over normal period to make purchases as a sale offers reduction in price of apparels by a seller to make purchase more attractive financially to buyers and increase satisfaction of the consumers. A store perceived image is influenced by brand name, price and discounts offered by them. Results also indicate percentage discounts have significant influence on the purchase decisions of the consumers. Thus, a consumer would be willing to buy an apparel if there are discounts are offered by the seller which also causes overspending by the consumer.

9 FUTURE RESEARCH AND LIMITATIONS

Practitioners can use this research to further study the consumer behavior of brand loyal consumers during sale period for purchase of apparels. The research is conducted in Lucknow district of Uttar Pradesh, apparels market covers entire country. This is the limitation for the paper as the research can move on to further states of the country. This study can be extended to sales promotion adopted by retailers to attract more and more customers to purchase apparels and to satisfy them. In order to increase their sales retailers can introduce exciting offers for consumers.

10 REFERENCES

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