



# Influence of Sales Promotions on Customer Purchasing Behaviour in The Garment Sector

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## ABSTRACT

Sales promotions are a frequent marketing strategy used in the garment industry to attract customers and improve sales. This has an impact on how consumers behave when they are buying things. Discounts, coupons, flash discounts, and loyalty bonuses are all sorts of sales promotions. When a product is advertised and marketed, it is able to reach a larger audience. The current study examines the effect of sales promotions on the purchase behavior of customers in the clothing industry. The research examines a number of sales promotion strategies that can impact the decisions of consumers in the clothing industry. The methodology of the study is based on a statistical analysis of close-ended questionnaire responses from 330 adults aged 18–35 residing in India, as part of field research. The current study answered respondents questions on a 5-point Likert scale. The responses were analyzed using statistical tools from Microsoft, such as Excel, and IBM's Statistical Package for Social Science, as well as statistical methods such as Regression and Pearson Correlation. The outcomes of the study indicate that sales promotions have a beneficial effect on the decisions that customers make while purchasing clothing in India. Discounts and coupons lead to savings and have a positive effect on the way customers buy things.

## Introduction:

In terms of consumer lifestyle preferences and modern fashion technologies, the apparel industry closely reflects the global fashion industry. This situation is greatly impacted by globalization, which provides the apparel industry with a global advertising platform (Landgren & Pasricha, 2011). To boost traffic and sales, retailers commonly employ a range of promotional tactics, including discounts and other forms of advertising. Active and passive promotions are the two broad categories into which these promotional offers can be separated (Schneider & Currim, 1991). Often used in conjunction with ongoing promotions, coupons might influence consumers who are unsure about making a purchase. However, researchers have found that passive marketing strategies like "buy one, get one free" deals or large discounts can lead to "display-prone purchases" (Oyelana & Nini, 2015). People could be persuaded to purchase unnecessary items because of the promotions' seeming worth and savings. Discounts and special offers encourage customers to explore new brands, make larger purchases, and spend more money. Based on their objectives and the market, businesses create a variety of promotional offers, each of which will appeal to a different clientele (Mittal & Sethi, 2011). Given that consumers in today's globalized world require modern, cutting-edge fashion technology, the changing dynamics of fashion technology provide challenges for the apparel industry. Since the apparel industry assesses its industrial policy in reaction to shifting fashion dynamics, it creates a number of barriers for the industry. By giving the apparel sector a wide platform to showcase fashion technology, it is evident that the use of artificial intelligence enhances the fashion of the clothing industry. Since globalization is the outcome of shifting economic and cultural dynamics in the production of goods and services, it is also disputed whether the apparel industry is a product of globalization (Giri et al., 2019).

The marketing strategy of the apparel industry is based on the desires and skills of the younger generation because young people want to wear modern clothing, according to a study that analyzed the relationship between consumer buying behavior and the apparel industry (Valaei & Nikhashemi, 2017). In order to investigate the connection between discount offers and purchasing decisions, Ahmad et al. (2015) studied consumers in Bahawalpur City. The data indicates that a significant portion of total sales is attributed to promotions. The results of Darko's (2012) study indicate that sales promotions significantly impact

consumers' final decisions. Because the apparel industry uses cultural norms, traditions, and cultural aspects in its mechanism of promoting sales promotion of products in the consumer-based market in the context of globalization, the ethical approach is a crucial factor in determining the relationship between consumer behavior and sales promotion in the apparel industry (Cronin, 2004). The fashion brands of the apparel industry, cultural values, conventions, perceptions, and attitudes, as well as cost and benefit analysis, all influence customers' decisions to buy in a consumer-oriented market (Shen et al., 2012). The future dynamics of consumer phenomena and the impact of sales promotion are based on psychological considerations because the marketing strategy of the garment industry is created in response to the needs and preferences of customers in a market-based economy within the framework of globalization (Casas & Chinoperekweyi, 2019).

### Review Literature

Globalization creates a linked world where customers may examine and buy any product in line with global fashion, which affects the garment industry. The requirement for cutting-edge technology in globalization makes it crucial that globalization phenomena promote the garment sector. Globalization must create cultural and economic landscapes because culture is the agent, nature is the medium, and innovation creates cultural landscapes. In the ever-changing fashion industry, the economic and cultural environment supports the garment sector.

Marketers utilize coupons to promote sales. A discounted product voucher or certificate is a consumer incentive (Pacheco & Rahman, 2015). Only when customers redeem the coupon will prices reduce. Brands utilize coupons to attract new customers and enhance ties with existing ones. After the discount code expires, the product's standard price will apply. This type of ad campaign may identify, influence, and quantify customer buying behavior. Customers will be thrilled if they save a lot on each transaction. Use of the voucher leads to repeat purchases of the same brand (Pacheco & Rahman, 2015). 91% of coupon users are more likely to buy the same brand again, and 74% do so because coupons are so useful (Daniel, 2010). Customer purchases increase with limited-time sales. Discounts may influence buying habits by encouraging frequent business visits (Gabler & Reynolds, 2013). Promotional discounting raises product awareness, keeps customers happy, and boosts sales (Dibb et al., 2005). Businesses with similar items will lower prices to compete (Bocken et al., 2016). Price cuts quickly entice buyers. The original and discounted prices are sometimes listed side by side so purchasers may notice the difference.

Customers save money while obtaining what they want, which benefits both the discount provider and the customer (Bocken et al., 2016). Many things are discounted on holidays and other special events. For instance, the company may cut its prices over the holidays to encourage customers to buy gifts. After this brief introduction, this study examines how sales promotions affect fashion buyers' purchases. This analysis examined process, drivers, and effects of sales promotion on garment business consumer purchasing behavior. The study's conceptual framework is based on these economic and non-economic indicators:

i. Social aspect.

II. Economic component.

iii. Personal and psychological variables.

- Social considerations significantly impact sales promotion mechanisms since customers base purchases on social judgment and values. In addition, social media is useful for studying the social aspect in sales promotion on apparel consumer buying behavior (Kabasheva et al., 2017).
- Economic factors play a crucial role in studying how sales promotions affect consumer buying behavior in the apparel business, since customers make rational judgments based on cost and benefit analysis (Jackson, 1999).
- Psychological factors influence consumer buying behavior in the apparel industry, as psychological perception drives behavioral economics (Schultz & Schultz, 2020).

The context and history of the garment industry study make it important to analyze the apparel company in today's interconnected global economy. The following topics emphasize the importance of studying the garment industry:

i. Apparel Industry Sales Promotion.

ii. Sales Promotion impact on consumer buying behavior.

### Promotion of apparel sales

Retail promotion is crucial to the Indian garment business since millions of workers operate in the informal and unorganized sectors, yet they face several challenges in sales promotion (Sharma & Avasthi, 2019). In a globalised environment, consumers have the right to better sales, thus sales promotion must be linked to loyalty (Bowden, 2009). Sales promotions influence consumer behavior since they choose based on their wants and abilities to buy modern products or fashion technologies. Wishes and abilities affect customer purchasing power and sales promotion in the globalized world (Ali et al., 2019). The mechanism of e-commerce makes sales promotion to customers easier, making it an important platform for clothes sales promotion. E-commerce facilitates consumer access and fosters sustainable development (Kandambi &

Wijayanayaka, 2020). Sales promotion influences consumer behavior because the garment business uses current, updated technologies to promote fashion sales and attract consumers according to global market trends. These effects influence garment buyers (Nagadeepa et al., 2015). The approach to consumer behavior is linked to eco-branding of fashion in the apparel industry because eco-branding is an important management tool in a globalized world. Eco-branding influences consumers' consumption of physical culture according to their wishes and abilities under sustainable development. Sales promotion is crucial in the garment business since it follows the market-based economy model for promoting products to consumers. Also, consumer perception is crucial for analyzing the potential and challenges of the apparel industry's sales promotion in the market (Gazquez-Abad & Sanchez-Perez, 2009). Process, drivers, and effects of sales promotion are based on cost-benefit analysis of rational customer decisions regarding clothes goods. These effects create a consumer-based market and boost garment sales (Chandon et al., 2000). Globalization has created a diverse customer market for the apparel sector. Due to the fact that the apparel sector market reflects consumer psychology, these results lead to sales promotion based on consumer behavior. Sales promotion relies on both economic and non-economic factors in the garment business (Sinha & Verma, 2020).

### **1.2. Sales promotion impact on customer purchasing behavior**

Sales promotion techniques in the apparel industry are affecting shoppers' behavior in India because sellers and buyers make decisions based on cost and profit in a globalized world. Bangalore is the fashion hub, where young people adopt current garment technology, according to this survey. These effects show that sales marketing links buyers and sellers (Zhang et al., 2007). Mumbai is India's commercial powerhouse and fashion hub, meeting global demand. This study finds that the glitter of Mumbai and its neighboring areas, including Navi Mumbai, attracts young people to acquire current apparel sector products because they are the key buyers.

In India, the garment sector uses advanced sales promotion techniques based on consumer behavior. Consumption patterns of physical culture, such as dress style, are an important part of fashion. Consumers invest their money in modern apparel products because they want to express access to modern fashion in the globalized world. Consumer purchasing power drives market behavior (Sierra & McQuitty, 2007). Since pandemics raise the issue of eco-branding, sustainability and sustainable development are crucial to apparel sector management in the modern world. As is known, sustainability and sustainable development provide a safe market for apparel sector consumers to choose products. In a worldwide apparel business, eco-branding is essential to sustainable marketing (Ong Yan, 2012). Sales marketing and consumer purchasing behavior are linked because both affect market dynamics. Sales promotions may affect consumers' buying behavior since they make purchases based on their wants and abilities. The garment industry's consumer-based sales promotion is limited by wishes and abilities (Familmaleki et al., 2015). The cultural aspect matters. determinate factor in the apparel industry's sales promotion in the market because consumers buy products based on their cultural values, norms, and perception of the cultural landscape at different times and places (Hendrawaty et al., 2020). Due to the fact that the Indian market is diversified by consumer values, standards, and perceptions, purchasing behavior is a key aspect in garment sector sales promotion. These conditions determine the apparel industry's globalization-based consumer-based sales promotion strategy (Rognoli et al., 2022).

#### **Objective:**

- To examine how discounts affect consumer buying behavior in the apparel business.
- To examine how coupons affect consumer purchase behavior in the garment business.

#### **Method:**

As sales promotions transform potential customers into buyers, the study must analyze clothes shoppers. Data collection targets 18–30-year-old clothes buyers. The study first stratified the population (540) by factors believed to influence garment sector consumer behavior. Primary data from selected respondents was collected using a standardized questionnaire. A questionnaire was distributed to 540 respondents, but only 330 responded. correctly completed the questionnaire. A sample of 330 respondents were chosen from this large demographic. Bojkovska et al. (2014) employed this sample size technique. The data was taken from a 2022 Indian clothing market field research. The primary data is acquired by structured questionnaire and stratified random sampling. This approach is used by Noviantoro et al. (2020). Previous research show that utilizing a structured questionnaire with stratified random sampling improves primary data collecting rigor and reliability, boosting the likelihood of significant insights. After consenting, samples completed a close-ended questionnaire. The consent form stated the research purpose to get respondents' consent. The study created a list of questionnaire items that met research objectives after getting consent. The Lekhanya (2016) questionnaire was used to build this study's questionnaire.

**Demographic profile.**

S No	Demographic Characteristics	Category	N	%
1	Gender	Male	167	50.61
		Female	146	44.24
		Others	17	5.15
2	Age group	16–25 Years	78	23.64
		26–35 Years	120	36.36
		36–45 Years	90	27.27
		Above 45 years	42	12.73
		Others	44	13.33
3	Occupation	Students	67	20.30
		Servicemen	107	32.42
		Self-Employed	87	26.36
		Unemployed	25	7.58
		Others	44	13.33
4	Education Level	Primary education	32	9.70
		Secondary education	48	14.55
		Graduate	88	26.67
		Postgraduate	95	28.79
		Ph.D.	36	10.91
		Others	31	9.39
		Others	31	9.39
5	Monthly Income	Nil	28	8.48
		Less than 10,000	42	12.73
		10,001–20,000	85	25.76
		20,001–40,000	119	36.06
		More than 40,000	56	16.97
6	Marital Status	Married	147	44.55
		Unmarried	113	34.24
		Others	70	21.21
7	factors help to decide the purchase of fashion apparel	Fashion	76	23.03
		Uniqueness	28	8.48
		Comfort	72	21.82
		Durability	30	9.09
		Price	37	11.21
		Quality	66	20.00
		Others	21	6.36

Correlation matrix cells contain all three data points. The cell shows the sample size as the bottom number, the two-tailed p-values for the correlation as the middle and top numbers, and the correlation value as the top number.

The correlation matrix shows the relationships between discounts, coupons, and customer buying behavior. E-commerce became an important instrument for clothes sales promotion due to these effects. E-commerce provides a digital platform for sellers and buyers to make economic decisions based on non-economic factors such as consumer attitudes, beliefs, values, and perceptions of garment sector items. Both economic and non-economic phenomena affect consumer perception and behavior, but online digital platforms of sales promotion create global consumer behavior because consumers find lots of information about apparel industry sales. Eco-branding in the apparel sector helps explain and justify sales promotion, emphasizing sustainability and sustainable development. The COVID-19 epidemic has created many challenges for humanity, so a production corporation must ensure a safe and secure sales promotion atmosphere in the global market.

Finally, because cost and benefit analysis is the result of sales promotion with discounts and coupons for apparel industry products, consumer perception determines their behavior in the aftermath of both economic and non-economic phenomena. Both are crucial to e-commerce. This study discusses prominent studies on this topic:

according to Pacheco and Rahman (2015), marketers use coupons for sales promotions. A discount product coupon or certificate is a customer incentive. The survey found that customers who use coupons are more likely to buy from the same brand again. Gabler and Reynolds (2013) found that discounts encourage customers to return, which affects their buying habits. Bocken et al. (2016) illustrate that clients can save money and get what they want, benefiting both the discount provider and the client. Kandambi and

Wijayanayaka (2019) found that customers can easily use e-commerce, which promotes sustainable development. Niinimäki and Armstrong (2013) underlined the relevance of eco-branding in influencing consumer physical culture consumption based on preferences and capacities for sustainable development. Hendrawaty et al. (2020) found that consumers make purchasing decisions for apparel industry products based on their cultural values, norms, and perception of the cultural landscape in different time and space of the market.

### Conclusion

According to the discussion and literature research, sales promotion is driven by discounts and coupons to attract garment sector consumers. It's also crucial to describe sales promotion as a way to introduce things to consumers. Coupons and discounts are essential sales promotion components in the garment industry since they impact the cost-benefit analysis of global apparel marketing.

These results show that sales promotion has a significant impact on consumer buying behavior, but the behavior can also be explained by the determinism approach to possibilism of the human-environment nexus. Dress style reflects lifestyle and socioeconomic class. Thus, the garment sector promotes sales based on consumers' socioeconomic position and market behavior. Thus, globalization influences clothes consumers. Two ideas exist about globalization's market influence. Globalization reduces market distances and gives consumers a global platform, but it also creates socio-economic disparities that prevent consumers from meeting their needs due to production costs.

Digital sales promotion in the garment sector occurs because digital technology presents apparel production in a globalized globe. Digital technology also attracts and influences garment shoppers. Promoting sustainability and sustainable development in apparel sales promotion leads to eco-branding. Sustainability and sustainable development are fundamental to garment sales promotion cost-benefit analysis. Because consumers and controlling authorities are social and environmental factors, teamwork and integration can better explain sustainability and sustainable development.

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