



**To study the Sales Promotion Strategies adopted by organized Retail Stores for
Apparels Industry**

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Abstract

There is a retail boom in India, with new shopping centres and multiplex-malls spreading throughout the country. Additionally, there is a downside to the unprecedented growth in retail revenue. Loss of work prospects for community kirana stores could result in major dislocation in conventional economic structure. One more thing to consider: For organised retail in India, the development direction does not face any major obstacles. Small retail companies continue to benefit from the taxation scheme. One of the underlying complexities of retailing is rapid pricing shifts, persistent risk of product obsolescence, and poor profit margins. Sales promotion methodology is very useful for increasing the sales of the products in retail industry. This research paper provides the information about the sales promotion strategies adopted by organized retail stores for apparels industry. This article also provides the information about the impact of buying behaviour of consumers while shopping for apparels.

Keywords: Sales Promotion, Advertisement, Purchasing, Retail Industry and Apparel Industry.



Introduction

Today, with liberalization, people are going from a local economy to a multinational one, so customers cannot be underestimated in these global economies. The definition of a free market system maintains that knowledgeable and trained consumers possess considerable leverage because of their capacity to make reasonable choices about their alternatives in the market. The reason that advertisers and consumer educators are interested in serving customers is that consumer decision-making is of great importance. In a global economy, companies must consider various cultures' customer behavior in order to sell their goods and services successfully. It is distinctly evident in India, the second most populated nation in the world and the number one contributor to global population growth of future consumers, who contribute to the rise in demand for consumer products. Although historically, retailers have mostly relied on gut instinct and demographic details such as age, sex, income level, and profession to classify the possible areas for growth, other factors are being considered.

Retailing includes all the different practices associated with providing products and services to customers, including, though not limited to, medical, family, and household use. Any selling from the stage at which the product exits the factory before the product enters the customer's hands is included. The consumer goods distribution starts with the manufacturer and finishes with the final consumer. The retailer, the middleman, binds the manufacturers and the final customers. Many people see retailing as merely the sale of products in retail stores. However, retailing also covers distribution of supplies, hospital equipment, accommodation, dining services, maintenance services, etc. Retailers seek to meet the needs of their customers by delivering the correct product, service, and inventory combination at the appropriate price at the appropriate time. Retailers sell an assortment of goods and supplies, as well as extra services that split up bulk produce. Retail is a competitive industry, continually evolving because of developments in customer demands and technical innovation.



There are a couple of ways to categories retailing.

1. Organized Retail
2. Unorganized Retail

India's retail sector is impacted by a variety of factors, which include:

- The rising number of young workers,
- Large incentive packages
- High concentrations of nuclear families in urban areas
- Growing the number of working women,
- Rise in spending on luxurious items
- Reduced proportion in coordinated retailing.

Review of Literature

The loyalty of the customer to the shop does not rely on its overall satisfaction. Various other considerations, such as the daily buyer-rewards programs, travel distance, in-store choice, medium size of food bill, store signage and sales assistance, everyone concerned would remain loyal to their "primary store," all of which Shoppers (Miranda, Konya, and Havrila, 2005). They examined the impressions of Spanish customers on the products and services of US clothing specialists. The study found that specialty retailers must comprehend the needs, wants, preferences, and customs of consumers who live outside of their home countries in order to succeed in international markets. Customer expectations of product quality, selection of goods, customer service and other factors have been identified.

Indian consumers are acknowledged to be priceless, and vendors need to compete on cutthroat slender margin to get the share of the wallet for food consumers. The margin for foodstuffs is 12% to 15%, while the after-tax margin is 2%. Pressure on the market for



traditional brands in the retail sector is expected to be placed on the basis of the introduction of the large food format of Reliance to build on, with larger and newer brands expected to enter the sector. Although the Group expects competition in the food industry to increase in the coming years, the Food Service model will not be sufficient to keep the food group afloat from 40% to 50 percent (Vijayraghavan, 2007). Conversely, it is important to consider consumer intuition to get right to the shelves, and Wal-Mart has made a mistake in Germany not realizing that German pillow sizes are bigger than American ones (“Karwal as quoted by Tarun and Chopra, 2007”). Indian vendors again comprehend the ethos, sensitivity and taste of Indian clients (“Biyani of Pantaloons as quoted by Tarun and Chopra, 2007”). Some specialists think they can compete with everybody because kirana shops are extremely well represented and have no oversights. If Indian large retailers are able to compete, they can compete with anybody and do not have to worry about international competition (“SanjivGoenka of RPG Enterprises as quoted by Tarun and Chopra, 2007”). The Indian customer is also well recognized for his worth, which accounts for 75% of his wallet for vital transactions based on demand; a major question is whether he can push the entire shop (“Karwal as quoted by Tarun and Chopra, 2007”). In fact there are various India-specific retail market models and formats, including the proposed Argos retail format, which combines catalogue shops, home shopping and online retail. This may include, however, the unique characteristics of Indian consumers (ArviñSinghal, chairman, Technopak Advisors as quoted by Chopra and Tarun, 2007), (Bureau, 2007). With 26 participants, “Sinha, Mathew and Kansal (2005)” carried out a study in five shop formats: kirana, upgraded kirana, supermarkets, hypermarkets and wholesales, in grocery and food stores, for single product, and single client section. Their findings were that the product type affects purchasing behaviours for customers and that, given that shopping was affected by local culture, it would be useful to find out how a number of customers choose format behaviour is a good research.

In a study, 72 percent in all revenue groups were identified as susceptible to dealings; over 60 percent in the sample were found to be susceptible to dealing; 75 percent in fact were found susceptible to dealing within a larger income category. The FMCG community asked participants if price reductions or added-value deals had been favoured. 60% of those



preferred price cuts, with the highest preference for promotional value added. Customer loyalty in grocery stores has been shown to be positively linked to location, cleanliness, deals, quality; supportive, trustworthy dealers, home shopping, and travel convenience, according to another study ("Paromita and Mishra 2009") on the India food and food retail markets. In terms of site, Kiranas is excellent but is not sufficiently safe, affordable and affordable. The same is true for formal shops. A further study has found that seasonality is affecting the clothing retail sector in India, so a reseller should clear out its stock at the end of the season, or else significant carrying costs should be incurred in the inventory, small stock area allotted, and out of fashion equipment would be unnecessary and forever unsold. Accordingly, clearing of stock seems essential goal for vendors with discounts up to 50% off the MRP by using end-of-season sales twice a year. This study also found in the research that almost everyone was selling discount vouchers, while only a few used fortunate tickets, tournament, gifts and "buy one get free" offer.

The investigator has found a number of international studies on consumer behaviour in the meaning of retail marketing. The factors that affect the shopping behaviour of people are examined by Reichhold (1996), Verdisco (1999) and Erika (2001). As aspirations of customers grow, retailers need to avoid customer complaints that eventually lead to disappointment as ever. Berry (1996), Brookman (1998) and Jackson documented customer dissatisfaction with retail brands (1999). The satisfaction of consumers was also recognized in several studies as an important factor. Connors (1996) states that retailers who offer real advantages based on their clients' personal experience would gain ultimately, increasing consumer loyalty. Factors including incentives, added value and gratitude contribute to the retention of customers according to Johnson (1999). Various brand preferences have been developed which take into account current buying behaviour when forecasting possible buying possibilities. It remains to be seen that supermarket brands' customer behaviour follows the same trend as previous researchers.



Research Objectives

The research objectives of this research paper are as follows:

- To study how sales promotion strategies adopted by organized retail stores impact buying behavior of consumers while shopping for apparels.
- To study the Sales Promotion Strategies adopted by organized Retail Stores for Apparels Industry.

Research Methodology

The research methodology of this research paper is as follows:

Geographic Location

Urban areas have a large part of organised retail stores. In comparison to other parts of country, major cities in India have a far higher proportion of organised retail outlets. As a result, Western Uttar Pradesh was chosen for this study because it includes many regions of the NCR and has a good number of organised apparel retail stores.

Research Samples

The current research included a survey of 500 respondents from numerous age groups, occupations, & different levels of income. The survey is been carefully selected to comprise participants from all areas of Western Uttar Pradesh. The comprehensive questionnaire was provided to the participants at their workplaces, residences, and malls with coordinated apparel retail outlets. Malls were chosen with care to ensure that the entire Western Uttar Pradesh region was covered.

Collection of Data

An in-depth customer behaviour survey was taken into consideration. Numerous factors affecting consumer purchasing behaviour in terms of apparel purchases in organised retails were investigated, and few key factors were also established. The impact of demographical



factors on purchasing behaviour was also looked into. The researcher directly monitored the questionnaire.

The current study is an empirical study in the field of consumer behaviour for apparel in the organised retail stores, and thus information is gathered in 2 phases – firstly via pilot study and then as final study. Pilot study was conducted with unique procedures, with a few inquiry areas described and tested. For the pilot study, a group of 125 people were selected. The pilot study helped to confirm and expand the results of the bigger examination. The pilot study also surfaced the way for additional discovery of newfangled regions, with only a few insignificant areas being overlooked.

The following are the key results of the study:

- The age of the participants was found to have an effect on the visit frequencies to organized apparel retail stores, with teenage participants visiting regularly.
- It was discovered that the number of apparel store visits and the amount bought in respective visit have a negative relationship.
- It was discovered that sales promotions have a positive effect on customer purchasing behavior when it comes to clothing.
- Male participants favored straight discounted offer to other types of sales promotions, according to the report.

Final Remark

An extensive questionnaire was administered at the end of the process, when collecting actual data, concentrating on all relevant aspects of consumer purchasing behaviour.

Data collection sources

Both primary and secondary data are used in this research. The questionnaire was used to gather primary information. Secondary data was gathered by looking at old EBSCO research reports, marketing journals, and articles written by retail experts. In addition, all of the data was relevant to the study's goals, the hypothesis to be tested, and the desired results.



Research Hypothesis:

H_a: There is substantial impact of Sales Promotion Strategies associated factors on consumers buying behaviour when shopping for apparels from organised retail stores

Data Analysis Tools:

Statistical analysis tests such as Correlation, ANOVA, Reliability Test, Factor Analysis and Regression have been conducted. The analysis was done using SPSS statistical tool. The reason for doing an ANOVA is to see if there is any difference between groups on some variable. ANOVA provides a statistical test of whether or not the means of several groups are equal.

Data Analysis and Interpretation

The data analysis and interpretation of this research paper is as follows:

Demographics

The demographic characteristics are as follows:

Table: Gender

Statistics

Gender

N	Valid	500
	Missing	0
Mean		1.48
Std. Error of Mean		.022
Std. Deviation		.500
Variance		.250

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	260	52.0	52.0	52.0
	Female	240	48.0	48.0	100.0
	Total	500	100.0	100.0	

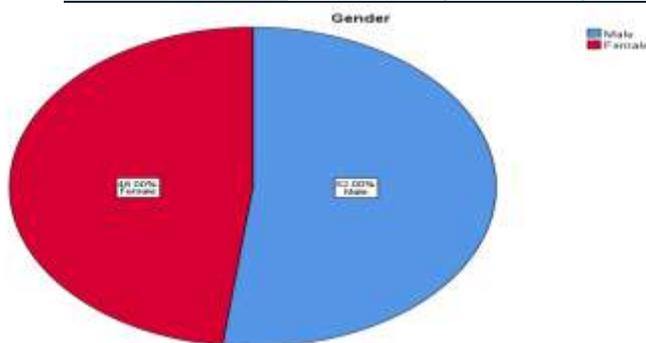


Chart:Gender

Interpretation

Females constituted as most part of sample (at 52%) whereasthe Males comprised the remaining 48% of the sample.



Table: Age Group

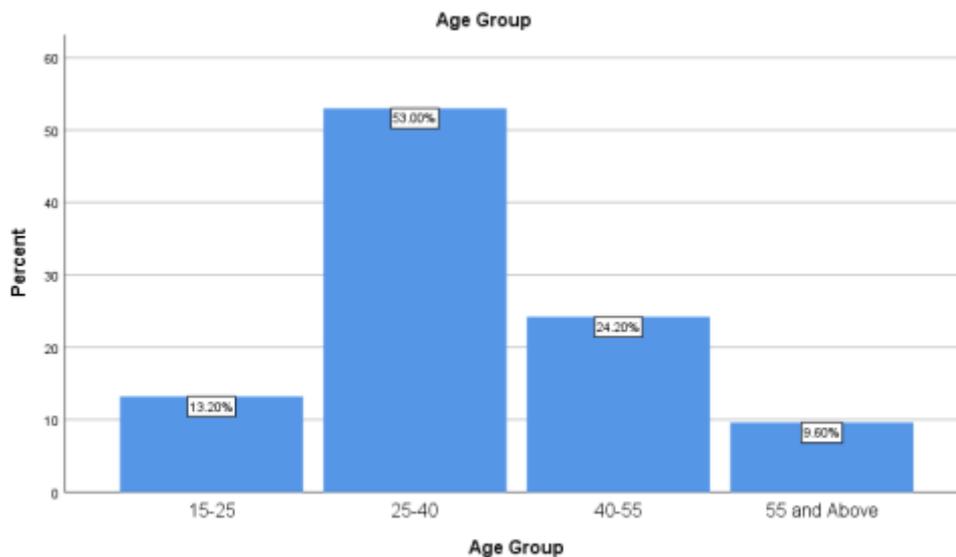
Statistics

Age Group

N	Valid	500
	Missing	0
Mean		2.30
Std. Error of Mean		.037
Std. Deviation		.817
Variance		.668

Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
15-25	66	13.2	13.2	13.2
25-40	265	53.0	53.0	66.2
40-55	121	24.2	24.2	90.4
55 and Above	48	9.6	9.6	100.0
Total	500	100.0	100.0	



Graph: AgeGroup

Interpretation

The participants in the age group of below 25 years constituted 13.2% of the sample. Those in the age group of 25-40 years constituted majority of the sample with 53% and 40 to 55 years and 55 and above constituted 24.2% and 9.6%, respectively.

Outcomes

Since majority of shoppers shopping for apparels in organized retail outlets are college students and young working professionals, the researcher encountered more participants in the age range of 15 to 40 years. Many of the participants aged more than 55 years responded that they rarely buy apparels from organized retail outlets. So for the further part of the study age group of 15-25 and 25-40 years were clubbed together.



Table:Purchase during the Promotional Period

Statistics

Purchases during Promotional time Period

N	Valid	500
	Missing	0
Mean		2.39
Std. Error of Mean		.038
Std. Deviation		.858
Variance		.736

Purchases during Promotional time Period

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid More	51	10.2	10.2	10.2
Somewhat More	275	55.0	55.0	65.2
Same as usual	101	20.2	20.2	85.4
Somewhat less	73	14.6	14.6	100.0
Total	500	100.0	100.0	

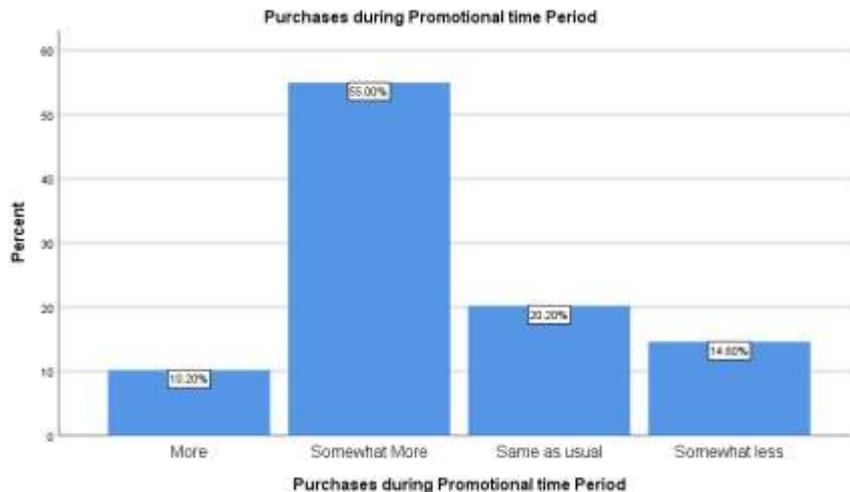


Chart: PurchaseduringthePromotionalPeriod

Interpretation

55% of the participants reported that they buy much more during promotional times. These individuals who purchased more than the same amount comprise 10.2% and 20.2% of the survey. The remaining 14.6% of the survey consisted of consumers who ordered less than average while the sale was going.

Table: Promotional Scheme

Promotional Scheme	Rank 1	Rank 2	Rank 3	Rank 4
Buy 1 Get 1 Free	26.40%	47.00%	14.60%	12.00%
Direct Price Discount	60.40%	24.60%	12.00%	3.00%
Gift Vouchers /Coupons	5.20%	20.80%	55.00%	19.00%
Reward Points	8.00%	7.60%	18.40%	66.00%



Graph: Promotional Scheme

Interpretation

In contrast to the different advertising strategies tested, “Buy 1 Get 1 Free’ was found to be in the center of the pack. The ‘Direct Price Discount’ was listed at number one mainly. Gift Vouchers/Coupons were mostly ranked third, while Faithful Loyalty Services were mostly ranked fourth.

Objective: To find out if there are any substantial distinctions in various factors affecting purchase of apparels attributes among gender.

Ho: There is no substantial distinction among factors affecting purchase of apparels among gender.

HA: There is substantial distinction among factors affecting purchase of apparels among gender.



Table: Factors Affecting Purchase of Apparels vs. Gender

Factors Affecting Purchase of Apparels	Gender	N	\bar{x}	S.D.	F	Sig.
Selection becomes easy since wide variety is available in organised retail outlets	Male	260	4.51	0.80	0.07	0.79
	Female	240	4.49	0.84		
	Total	500	4.50	0.82		
Latest design is available in organised retail outlets	Male	260	4.22	0.73	1.12	0.31
	Female	240	4.31	0.83		
	Total	500	4.27	0.79		
I was attracted by the advertisements of organised retail outlets in order to shop for apparels / clothes	Male	260	3.55	1.05	2.51	0.15
	Female	240	3.71	1.00		
	Total	500	3.64	1.02		
Family shopping for apparels / clothes is possible under a roof in organised retail outlets	Male	260	4.14	0.93	1.59	0.17
	Female	240	4.26	0.85		
	Total	500	4.21	0.89		
Buying apparels / clothes in organised retail outlets increases social recognition	Male	260	3.27	1.14	7.75	.002*
	Female	240	3.57	1.09		
	Total	500	3.43	1.12		
Various discount offers attract me to shop for apparels / clothes in organised retail outlets	Male	260	3.81	0.93	2.59	0.13
	Female	240	3.95	0.93		
	Total	500	3.89	0.93		
Convenient to buy apparels in organised retail outlets as it offers pick and choice	Male	192	4.11	0.76	5.21	0.04*
	Female	208	4.26	0.62		



	Total	400	4.19	0.70		
Easy to return defective clothes or to get refunds	Male	260	3.67	1.06	0.11	0.81
	Female	240	3.70	1.04		
	Total	500	3.69	1.05		
Frequently have items on sale or special deals	Male	260	3.70	0.80	0.06	0.87
	Female	240	3.72	0.84		
	Total	500	3.71	0.82		
While purchasing apparels I prefer organised retail outlets having well trained staff	Male	260	4.05	0.90	0.03	0.96
	Female	240	4.03	0.94		
	Total	500	4.04	0.92		
Prefer the billing/payment method	Male	260	3.92	1.02	0.61	0.51
	Female	240	3.99	0.88		
	Total	500	3.96	0.95		
These outlets carry familiar brands/apparels	Male	260	4.21	0.64	0.16	0.75
	Female	240	4.24	0.68		
	Total	500	4.23	0.66		
Comfortable place to shop or socialize	Male	260	4.03	0.74	3.26	0.09
	Female	240	4.15	0.74		
	Total	500	4.10	0.74		
Good quality apparels / clothes are available in organised retail outlets	Male	260	4.23	0.82	0.001	1.04
	Female	240	4.23	0.80		
	Total	500	4.23	0.81		
I was attracted by the trial room facility	Male	260	3.71	1.03	0.05	0.89



provided by organised retailers	Female	240	3.69	1.06		
	Total	500	3.70	1.05		
Good fitting / Standard sizes of clothes are available in organised retail outlets	Male	260	4.11	0.83	0.23	0.68
	Female	240	4.15	0.81		
	Total	500	4.13	0.82		
I like to Window shop for clothes in retail outlets	Male	260	3.37	1.12	14.15	0.00*
	Female	240	3.77	1.04		
	Total	500	3.58	1.10		
Was attracted by the ambience / Visual appeal of the apparel stores	Male	260	3.81	0.91	4.81	0.04*
	Female	240	3.98	0.79		
	Total	500	3.90	0.85		

*Significantat5%level

The above table shows that:

- **“Selection becomes easy since wide variety is available in organized retail outlets:”** The mean scores from the male participants were 4.51 while those from the female participants were 4.49. In this table, the F-value is 0.07, and significance-value is 0.79. Mean variations between genders are not important at the 5% significance level, since the significance-value is greater than 0.05. As a result, the null hypothesis is accepted.
- **“Latest design is available in organized retail outlets:”**For males, the mean rating was 4.22, while for females, the mean rating was 4.31. The F-value is 1.12, and significance is 0.31 when using the ANOVA table. Mean variations between genders cannot be said to be important at a 5% level because the significance value is greater than 0.05. Because this is the case, the null hypothesis has been accepted.



- **“I was attracted by the advertisements of organized retail outlets in order to shop for apparels / clothes:”** On average, the male participants rated this as 3.55 while the female participants rated it 3.71. When a consumer inspects the results table of an ANOVA, they can find that the F-value is 2.51 and significance is 0.15. If the magnitude of the significance value is greater than 0.05, then the gender-based mean difference is not important at the 5% stage. The null hypothesis was therefore accepted.
 - **“Family shopping for apparels / clothes is possible under a roof in organized retail outlets:”** Among male participants, the mean score was 4.14, while the mean score among female participants was 4.26. The results show that the F-value is 1.59, and significance is 0.17 in the ANOVA table. If the magnitude of the significance value is greater than 0.05, then the gender-based mean difference is not important at the 5% stage. The null hypothesis was therefore accepted.
 - **“Buying apparels / clothes in organized retail outlets increases social recognition:”** The male participants valued this variable at 3.27 while the female participants rated it at 3.57. The results show that the F-value is 7.75 and significance is 0.02 in the ANOVA table. As the significance value is less than 0.05, the gender mean difference is not important at a 5% stage. This means that the null hypothesis has been rejected and an alternative hypothesis accepted.
 - **“Various discount offers attract me to shop for apparels / clothes in organized retail outlets:”** The male participants ranked this as 3.81 on a scale from 1 to 5, while the female participants rated it 3.95 on the same scale. ANOVA shows that the F-value is 2.59 and significance is 0.13, as shown in the ANOVA table. If the magnitude of the significance value is greater than 0.05, then the gender-based mean difference is not important at the 5% stage. The null hypothesis was therefore accepted.
 - **“Convenient to buy apparels in organized retail outlets as it offers pick and**
-



choice:” On average, the male participants rated this factor 4.11, while the female participants rated it 4.26. The results of the ANOVA table show that the F-value is 5.21, and significance is 0.04. As the significance value is less than 0.05, the gender mean difference is not important at a 5% stage. This indicates that the null hypothesis was rejected and an alternative hypothesis accepted.

- **“Easy to return defective clothes or to get refunds:”** In comparison to the results provided by the female participants, the male participants gave this factor a mean score of 3.67. The results of the ANOVA show that the F-value is 0.11 and significance is 0.81. If the magnitude of the significance value is greater than 0.05, then the gender-based mean difference is not important at the 5% stage. The null hypothesis was therefore accepted.
- **“Frequently have items on sale or special deals:”** For the male participants, the mean score for this factor was 3.70, while for the female participants, the mean score was 3.72. The results of the ANOVA show that the F-value is 0.06, with significance of 0.87. If the magnitude of the significance value is greater than 0.05, then the gender-based mean difference is not important at the 5% stage. The null hypothesis was therefore accepted.
- **“While purchasing apparels I prefer organized retail outlets having well trained staff:”**On average, the male participants rated this item 4.05 while the female participants rated it 4.03. The results in the ANOVA table show that the F-value is 0.03, and significance is 0.96. If the magnitude of the significance value is greater than 0.05, then the gender-based mean difference is not important at the 5% stage. The null hypothesis was therefore accepted.
- **“Prefer the billing/payment method:”**Overall, the male participants assigned this to a mean rating of 3.92, while the female participants gave it a rating of 3.99. In addition, the ANOVA table shows that the F-value is 0.61 with significance at 0.51. If the magnitude of the significance value is greater than 0.05, then the gender-based



mean difference is not important at the 5% stage. The null hypothesis was therefore accepted.

- **“These outlets carry familiar brands/apparels:”** The male participants rated this factor at 4.21 on a scale from 1 to 5, while the female participants rated it at 4.24. ANOVA reveals that the F-value is 0.16 with significance of 0.75. Mean variations between genders are not important at the 5% significance level, since the significance value is greater than 0.05. As a consequence, the null hypothesis is accepted.
- **“Comfortable place to shop or socialize:”** For the male participants, the mean score given for this factor was 4.03, while for the female participants, the mean score was 4.15. When looking at the ANOVA graph, it reveals that the F-value is 3.26 and significance-value is 0.09. Mean variations between genders are not important at the 5% significance level, since the significance-value is greater than 0.05. As a consequence, the null hypothesis has been accepted.
- **“I was attracted by the trial room facility provided by organised retailers:”** On average, the male participants rated this as 3.71 while the female participants rated it as 3.69. In the performance of the ANOVA table, it's clear that the F-value is 0.05 and significance-value is 0.89. If the magnitude of the significance-value is greater than 0.05, then the gender-based mean difference is not important at the 5% stage. The null hypothesis was therefore accepted.
- **“Good fitting / Standard sizes of clothes are available in organised retail outlets:”** The mean score of 4.11 given by the male participants compared to the mean score of 4.15 given by the female participants adds up to the male participants giving this factor a ranking of 4.11 on a scale from 1 to 5. The results of the ANOVA table show that the F-value is 0.23 and significance is 0.68. At a 5% significance level, the mean difference between genders is not important. Therefore, the null hypothesis has been accepted.



- **“I like to Window shop for clothes in retail outlets:”** The men's mean score was 3.37 while the women's was 3.77. The F-value, F-statistic, and significance numbers from the ANOVA table all reflect that the F-value is 14.15 with significance-value at 0.00. The mean difference occurs between genders, and since the significance value is less than 0.05, the findings are statistically meaningful at a 5% level. As a result, alternative hypothesis is accepted and the null hypothesis is rejected.
- **“Was attracted by the ambience / Visual appeal of the apparel stores:”**Men assigned this a mean rating of 3.81, while women assigned it a mean rating of 3.98. The ANOVA table displays the following information: F-value = 4.81, significance = 0.04. The mean gap occurring between genders is important at the 5% level due to the significance value of the difference being less than 0.05. As a result, the alternative hypothesis was accepted and null hypothesis was rejected.

Findings

The researchers make an effort to discuss the study's results. These conclusions were drawn from the previous chapter's data analysis. The researchers have attempted to clarify the study's findings in this chapter.

Sales Promotions' Impact

The data analysis revealed that sales promotions had a positive effect on apparel purchases. During sales promotions, participants said they prefer to buy more clothing. The majority of participants indicated that they prefer to buy a little more rather than a lot more; this should serve as a warning to apparel retailers not to rely too heavily on sales promotions. While it may boost revenue to some degree, it may also decrease the retail chain's profitability. Direct Price Discount was the most common sales promotion strategy, followed by Buy One Get One. Other tactics, such as the Loyalty Reward Program and Gift Vouchers, received poor ratings from the participants. Consumers prefer Direct Price Discount because it saves them money.



They are not enticed to purchase needless clothing, and the direct price drop has a positive effect. Purchase one. Get one is less common since it forces customers to buy more than they need or want to. Purchase one. Apparel stores can use one when they need to get rid of slow-moving inventory.

Apparel and Discount deal effect

When shopping for apparel in organised retail stores, single participants and participants under the age of 40 were attracted by numerous discount deals. Young shoppers under the age of 40 will receive emails and SMS messages from organised apparel retailers informing them of sales promotions and clearance sales. In comparison to older customers, this category of consumers is more likely to appreciate clothing discount deals. To appeal to this age group, organised fashion retailers may create private labels that are less expensive but trendy and contemporary. The majority of the participants in this age group were students, so the discount deals may have enticed them.

Conclusion

Discounts and sales promotions are essential to Indian consumers who are price conscious. This common belief has been confirmed by the current research. However, the current study's factor analysis merged Discount Offers, Sales Promotion, and Convenience into a single factor, which is the second most significant factor in maintaining consumer loyalty when buying apparel from organised retail outlets. The most critical lesson for coordinated fashion retailers is that discounts and promotional promotions would be more competitive if the retail outlet provides the customer with the ease of picking and choosing.

Consumers are attracted to formal fashion retail outlets because of advertisements. This is supported by the study's findings. Organised clothing retailers should set aside a significant amount of money for ads in order to increase foot traffic into their stores. Television, newspapers, magazines, radio, billboards, streaming media, posters, and in-house ads are all options available to apparel retailers. However, the return on investment for the money invested on ads should be carefully considered. This will assist fashion retailers in selecting



the appropriate media mix and executing effective promotional strategies. Advertising is paired with variety as one of the main factors, which is a fascinating finding. This may be because, in order for ads to be effective, the clothing retail outlet must provide a wide range of products, failing which, customers drawn in by advertising may become disappointed.

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