

# Purchase Behavior Driven by Deal Proneness in Branded Apparel

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**Abstract**— *This paper investigates the effect of presence of promotional offer (deal) on consumer buying behavior in branded apparel. In this research data is collected through structured questionnaire from 1050 respondents from four non-metro cities of Maharashtra viz. Pune, Nagpur, Nasik and Aurangabad. The number of respondents was equally distributed as 525 males and 525 females. A structured questionnaire containing 10 items were answered by respondents on 5 points Likert Scale. Chronbach's alpha value was then calculated to check the reliability of collected data. For Hypothesis testing T-Test and ANOVA were used. Number of respondents from each city was selected in proportion to the population of the city. For data analysis Arithmetic mean, standard deviation, t-test, Analysis of Variance (ANOVA) and F – Test were used in the appropriate places. The data obtained was analyzed in SPSS 16.00 software. Respondents were posed with statements based on preference to buy branded apparel, search for deals while initiating purchase, amount of purchase in presence of deal, attitude towards quality of branded apparel and price discount. It was concluded that same deal have different impact on male and female shoppers of non-metro cities of state. These findings are expected to be used by decision-makers in retail businesses to formulate in-store promotional activities and create customer value following the target market to increase consumers' willingness to buy the products*

**Index Terms**— *Monetary and non-monetary deals, Deal proneness, Price discount, Unplanned purchase*

## I. INTRODUCTION

Deal proneness is referred to as consumer's inclination towards use of monetary or non-monetary promotional offers. It is actually typical behavior which consumers or group of consumers displays while making a purchase decision. Such customers can also be called as promotion prone customers. Now this type of behavior is positive, provided product is being sold under some sort of deal condition. Marketing managers take good amount of efforts in identifying the deal-prone households on the basis of available

demographic data. The task of identification of deal prone segment must be performed to perfection and then only accurate marketing strategies can be expected which will be fruitful to the organizations.

For example, the most common representation of demographics is through zip/pin codes or else census tracts. This information is very useful and based on this information deal prone customers can be tracked and companies get maximum output to their promotional ventures and advertisement campaigns. Following are the tools of sales promotion or deals in sale of branded apparel:

Consumer tools: Samples, coupons, cash refunds, price packs, premiums, advertising specialties, patronage rewards, point of purchase displays and materials, contests sweepstakes.

Trade promotions: discounts, allowance, push money, specialty advertising items, business promotions, convention and trade shows, and sales contests.

## II. LITERATURE REVIEW

Sales promotion is one of the promotional mix. It includes coupons, discounts, rebates, free samples, gifts and incentive items. These sales promotional tools results in immediate effect on sales, since the customers have positive attitudes towards these type of sales promotions (Megdadi & Nusair, 2011: p.53). Sales promotions can be classified as price cuts, buy one get two free etc and are very important parts of marketing mix for most of the companies (Simpson, 2006: p.223; Gianfagna, 2013). Promotions and other sales techniques are mainly used on temporary basis. It can be used in both the cases viz. tangible goods and services. It provides some benefits or services for smaller duration and make product more attractive and creates urge to buy in the customers (Rizvi et al., 2012,

p. 2). According to a report published in 2007 by Promotional Marketing Association 34 % share of marketing budget is planned for sales promotions, 23 % for advertising and 7 % for public relations (Kerin et al., 2007). Sales promotions attract and motivate the customers. It results in immediate purchasing of the product and enhances the sale. But, equally important is to keep a track on effect of the sales promotions by conducting consumer surveys and structured financial analysis. Keeping an eye on impact of sales promotions and revenue generated by sales promotions falls under strategic planning of the organizations (Rizvi et al., 2012), Kornfield et al (2013) and Rosenthal (2002). According to them some markets are promotion prone and an upward trend on promotion can be observed in such markets. Coupons are one other promotional tool to increase sales. They acts as stimulus for sales by offering discount in price and many a times free gifts. They act as customer motivator in lesser time and generate revenue for company in shorter time for a smaller period. It contains set of provisions which retailers execute when consumers purchase the stipulated products or brands. It offers purchase incentives.

Lee (2013). Many researchers have studied this area and focused on understanding and analyzing all those variables which affects promotion design, execution and performance, several such research papers and articles are published by Kumar and Swaminathan (2005), Berger and Magliozzi (1992), Bray and Engelen (2007). These authors studied product size, shape and volume, cent off deals and company's market share. Kumar and Swaminathan (2005) analyzed the intensity of the promotional investment on sales leverage. Most common usage of coupons is in fidelity programs where special customers are gifted with monetary or non- monetary discounts with purchase of special products. According to Traver and Rebstein (1982) discount and distribution intensity affect coupon's redeeming rate.

Narasimhan, Scott and Sen (1996) in the study conducted in 1996 compared the role of promotional leverage to role of product's characteristics such as price, ease of storage and others. Banerjee and Yancey (2010: p. 1) conclude that according to design successful coupon campaign organizations need to understand demographic profile of customers such as

their lifestyle, needs, wants, desires, carvings and most important their timings of purchase/convenient timings. These careful studies benefits in execution of successful coupon campaigns.

**OBJECTIVES OF THE STUDY**

1. To examine the effect of monetary and non monetary deals on purchase behaviour of customers of non-metro cities of Maharashtra.
2. To make gender wise comparison in Purchasing behaviour of branded apparel.

**HYPOTHESIS**

H 01: Consumers do not have any preference towards deal and buy branded apparel any time irrespective of it's price.

H 11: Consumers preferred to buy the branded apparel only due to presence of promotional offer (deal) because of its high original price.

**III. RESEARCH METHODOLOGY**

Sample design: This study is descriptive in nature and results are based on survey method. A structured questionnaire containing 10 questions/statements on different parameters are framed to make an analysis. Company websites of apparel companies are referred to study various types of monetary and non-monetary deals launched by companies. Questionnaire is designed to collect the responses from the customers on Likert scale of range 1-5 with 1 representing strongly disagree to 5 representing strongly agree. The survey was conducted among 1200 respondents and finally 1050 responses were validated.

This hypothesis is based on deal proneness and its effectiveness.10 questions were asked to respondents. Questions were based on preference to buy branded apparel, search for deals while initiating purchase, amount of purchase in presence of deal, attitude towards quality of branded apparel and price discount. The observed reliability coefficient was 0.703 for this hypothesis.

Table1. Reliability check

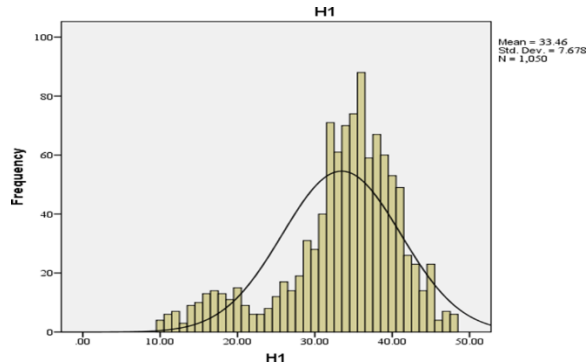
Chronbach's Alpha	No of items
0.703	10

The following table shows null hypothesis testing results for all the four cities. It shows that consumers in all the four cities prefer to buy the branded apparel only due to presence of promotional offer (deal) because of its high original price.

Table 2. Null hypothesis testing

City	Null Hypothesis
Aurangabad	Rejected
Nasik	Accepted
Nagpur	Rejected
Pune	Accepted

Fig 1. Histogram showing Overall Mean for H 1  
The histogram shows mean for responses, for all four cities combined is 33.46



The average score (mean) for consumer preference for branded apparel, is 33.46 for female with standard deviation of 8.82 and 31 for male with standard deviation of 5.54. The t-test is applied to examine significance between two means. The t-value is found as 3.028 which have probability of 0.003. The t-test shows that null hypothesis is rejected and research hypothesis of difference between genders is accepted for effect of promotional offer in purchase of branded apparel.

Research hypothesis about preference for branded apparel was found significantly different between male and female. From above table and mean values it can be interpreted that females were found on average buying more in presence of deal as compared to males. Overall mean for hypothesis 1 is 33.46 . Mean of the female responses is 34.64 (more than overall mean), whereas mean of male respondents is 31. It can be interpreted that more females compared to males prefer to buy branded clothes in case of deal because of its high original price, in Aurangabad.

Here Levene's test for equality of variances significance is tested. If this test gives significance below 0.05 the row 'equal variances not assumed' must be used (Field, 2005). If the significance is above 0.05 the row 'equal variances assumed' must be used. Below is a summary of this test for H1 for responses from Aurangabad. The independent sample t-test was associated with a statistically significant effect with  $t(148) = 3.028, p = .003$ .

Table 3 -Mean, standard deviation, t value and significance by gender for Aurangabad

	Gen der	N	Me an	Std. Devia tion	Std . Err or Me an	T Val ue	Signifi cance
H 1	Fem ale	7 5	34.64	10.92	1.27	- 2.377	0.019
	Mal e	7 5	31.00	7.02	0.81		

Table 4- T-Test for equality of means for Aurangabad

Leven's Test for equality of variances				T-Test for equality of Means						
Impact of deals on Consumer Behaviour	Equal variances assumed	F	Sig.	T	df	Sig. (2-tailed)	Mean difference	Std Error Difference	Confidence Interval of the difference	
									lower	upper
									19.1	0.00

	Equal variances not assumed			3.028	124.49	0.003	3.64	1.202	1.26	6.01
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Note: The mean difference is significant at the 0.05 level.

Table 5: Mean, standard deviation, t value and significance by gender for Nasik

Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
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H1	Female	100	56.38	13.08	1.31	-2.85	0.005
	Male	100	60.61	7.03	0.71		

Table 6 -T-Test for equality of means for Nasik

	Leven's Test for equality of variances	T-Test for equality of Means							
		F	Sig.	T	df	Sig. (2-tailed)	Mean difference	Std Error Difference	0.95 Confidence Interval of the difference
Impact of deals on Consumer Behaviour	Equal variances assumed	5.478	0.02	-1.075	198	0.284	-1.15000	1.06936	lower: -3.2588, upper: 0.9588
	Equal variances not assumed			-1.075	185.800	0.284	-1.15000	1.06936	lower: -3.25966, upper: 0.95966

Table - 7: Mean, standard deviation, t value and significance by gender for Nagpur

Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
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H1	Female	150	58.66	10.92	0.9	-2.493	0.013
	Male	150	61.46	8.38	0.69		

Table 8 - T-Test for equality of means for Nagpur

Impact of deals on	Leven's Test for equality of variances	T-Test for equality of Means							
		F	Sig.	T	df	Sig. (2-tailed)	Mean difference	Std Error Difference	0.95 Confidence Interval of the difference
									lower

Consumer Behaviour	Equal variances	2.793	0.096	-2.071	298	0.039	-1.88	0.90776	-3.66644	upper
	assumed Equal variances			-2.071	295.876	0.039	-1.88	0.90776	-3.66649	-0.09351
	not assumed									

Table 9 – Mean, standard deviation, t value and significance by gender for Pune

Gender	N	Mean	Std. Deviation	Std. Error Mean	T Value	Significance
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H1	Female	200	57.12	9.95	0.71	-2.544	0.011
	Male	200	62.28	6.78	0.48		

Table – 10- T-Test for equality of means for Pune

Impact of deals on Consumer Behaviour	Leven's Test for equality of variances	T-Test for equality of Means								
		F	Sig.	T	df	Sig. (2-tailed)	Mean difference	Std Error Difference	Confidence Interval of the difference	
									lower	upper
Equal variances assumed	2.307	0.13	-0.52	398	0.604	-0.39	0.75064	-1.86572	1.08572	
			-0.52	396.457	0.604	-0.39	0.75064	-1.86574	1.08574	
Equal variances not assumed										

IV. DISCUSSION

Branded apparel in India, especially in non-metro cities (tier-II) is still considered luxury. Hypothesis was framed to judge the consumer’s opinion about branded apparel . To begin with, respondents were asked about their preference about branded clothes over non-branded. Respondents from three cities, Aurangabad (62 %), Nasik (58%) and Pune (57%)

have either agreed or strongly agreed that they prefer to buy branded clothes over non branded clothes. Only among respondents from Nagpur, reverse trend have been observed where only 32 % respondents have shown their preference towards branded clothes. This is surprising trend which have been observed in the city of Nagpur.

It is too early to predict that Nagpur consumers prefer only non-branded clothes. It may be said that though the branded apparel industry may not have very big competition from the unbranded apparel industry, the players within the branded apparel industry face tough competition as a good number of consumers may show fickle buying behavior.

In the gender wise findings for same question, it was found that female respondents have shown more preference for branded apparel compared to their male counterparts. Although the difference is marginal, where 54% female respondents went for branded clothes and in males this number is little higher than 49%. This may be because this survey was conducted among working individuals only. Working females are more fashion trendy and like to buy branded clothes. They are better educated and remain informed about the deals and promotions in branded apparels. Several studies found women to be more involved in fashion and clothing products than men (Browne and Kaldenberg 1997; Tigert et al. 1976).

Taking observation further respondents were asked whether they search for promotional offers by different companies while taking apparel and textile buying decision. Responding to this question, respondents from all the four cities have shown almost same trend. It has been observed that although there is marginal difference in deal searching tendency and it is higher for bigger city and goes on diminishing with the size of the city. In Pune (59 %), Nagpur (58 %), Nasik (57 %) whereas in Aurangabad (55 %) respondents agreed that they look for deals while buying branded apparel.

This fact is related to the size of the city. Pune is biggest and most developed city of all four. People in Pune are smarter and faster than rest of the three. Not only, people in bigger cities like Pune and Nagpur get more opportunity and variety to buy branded clothes but also they are exposed more to schemes, offers and deals by organized apparel retailers. Both print and electronic media are more active in bigger cities and as a result consumer literacy about schemes and promotional offers in these cities is obviously higher and thus they can compare the offers and search for such offers as well, before making purchase.

It may be cited here that there is almost no gender wise mentality difference when it comes to searching for deals and offers while taking apparel buying decisions. As good as 58 % respondents across all four cities agreed that they go looking for promotional offers by different apparel and textile manufacturing companies while taking apparel buying decision. Out of total 1050 respondents 304 females either agreed or strongly agreed that they look for deals while taking branded apparel buying decision. Whereas, this number is 305 for male respondents.

The next question was posed to respondents to examine their buying tendency and relation between their buying pattern and promotional offers. Question asked to them was whether they buy branded apparel only in the presence of deal. As discussed earlier that consumers in India are still not highly accustomed to buy and wear branded clothes. Nagpur customers least agreed to the fact that they buy only in the presence of deals.

Whereas, in Aurangabad good number of customers (67%), agreed that they buy branded clothes only in presence of promotional offer. Whereas 61 % respondents in Pune and 60 % in Nasik agreed that they buy only in presence of schemes and promotional offers. Also, it can be seen that 42 % respondents in Nagpur responded that they buy branded clothes in absence of deal too. This also means that Nagpur customers are more adventurous in trying branded clothes and buy in absence of promotional offers too, compared to other three cities. This is some unique trend observed, where Nagpur leads the pack. Nagpur consumers have shown good amount of liking for non-branded clothes, compared to other three cities. Like first question of this survey, responses for this question were least affirmative from Nagpur respondents. Earlier, consumers from Nagpur had shown more liking for non-branded clothes and responding to this question, they said in good number that they buy branded apparel only in presence of deal.

Here, male respondents have shown little more liking for promotional offers, and it exceeded the number by around half percent compared to female respondents. The level of garment involvement, which was once gender dependent, seems to be becoming more uniform and universal. It is also observed that

female respondents are more fickle as compared to male respondents when preference or deal is concerned while shopping for branded apparels. This will be evident in further part of discussion.

The next question to the respondents pertains to their purchase behavior in presence of an offer/deal. In bigger cities like Pune and Nagpur more than 60 % respondents agreed to the fact that they buy more in presence of deals whereas in Nasik and Aurangabad, 56 % and 57 % respondents respectively agreed to this. People in bigger cities are always on run. Apart from that, they are more updated; they keep information handy about deals and offers. Not only that, due to environment and discussion at their workplace, they get latest information fast. Needless to say they are smarter than smaller cities consumers and take faster decision. Puneites and Nagpur consumers are more involved in show-offs and therefore may be lured by advertising as compared to smaller cities. Thus, they purchase more in presence of deal.

- 1) Females are more cautious while making purchase and cannot be lured away by promotional offers easily.
- 2) Female do not come across deals as compared to males. Although in bigger cities more females are working but in non-metro cities this number is still less. This is the reason why the information gap exists and female buy less compared to males in presence of deal.

It is general perception that branded clothes have better quality than non- branded clothes. In city wise analysis it has been observed that 67 % respondents in Pune thinks so, followed by Nagpur (52%), Aurangabad (51%) and Nasik (50%). Because of high end life style and fashion orientation Pune consumers are more use to branded clothes. As prevalent from their responses, they also feel branded apparel possess onses, they also feel branded apparel posses better quality than non-branded ones. Till yet in this discussion we have seen that Pune have stolen the show. Pune have shown preference for deals, searching for deals and preference for branded apparels. Quite obviously they feel that branded apparel has better quality than non- branded apparel. When the same question was analyzed, gender wise it was observed that around 2 % more female respondents feels that branded apparel have better

quality than non-branded apparel. Across all four cities 58 % female respondents are convinced about better quality of branded clothes whereas this number stands at 56 % for male respondents.

Celebrity branding is a type of branding or advertising in which a celebrity becomes a brand ambassador and uses his or her status in society to promote or endorse a product, service or charity (Wikipedia, 2015). The term Celebrity refers to an individual who is known to the public (actor, sports figure, entertainer, etc.) for his or her achievements in areas other than that of the product class endorsed (Friedman and Friedman, 1979). The most popular forms of celebrity brand lines are for clothing and fragrances. Some singers, models and film stars have at least one licensed product or service which bears their name. The use of a celebrity or of sports professional can have a huge impact on a brand. For example, sales of Nike golf apparel and footwear doubled after Tiger Woods was signed up on a sponsorship deal. The question that was posed next to the respondents was whether the endorsement by celebrities effect their brand preference. In all the four cities more than half of the respondents prefer to buy brand promoted by celebrities. The trend was observed highest for Pune, where more than 60 % respondents replied affirmatively. In Nasik also, 61 % respondents have shown their preference for apparel promoted by celebrities. Pune have shown preference for deals, searching for deals and preference for branded apparels. Quite obviously they feel that branded apparel has better quality than non- branded apparel.

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Response to this question was more enthusiastic from female respondents' side. 58 % respondents either agreed or strongly agreed that they prefer to buy branded apparel and textile promoted by celebrities. More than 61 % female agreed to buy branded apparel promoted by celebrities whereas this percentage for male stands at 55 %. This depicts the fact that female are more influenced by celebrities. Thus, it may be said that females are a bit more glamour influenced as compared to the males and this results in celebrities becoming their role models. As such, females try harder than males to follow the celebrities and so the brand preference.

#### Brand Loyalty and Price Discount

Here an attempt has been made by researcher to study the relationship between pricing and brand loyalty through series of four questions. Most brand researches have been conducted to analyze brand extension, relationship between price and quality perception, etc. Till now, one critical attribute of the

brand that has been intensively studied by economists is brand price.

The list of branded apparels for both the genders is endless. Few leading brands for men's clothing are Arrow, Acropolis, Austin Reed and Louis Phillippe. Similarly, Allen Solly, Amante, Ashika and Arrow women are leading brands for women. These brands have price range for all classes which runs from few hundreds to excess of thousands and even lakhs for both genders, in all type of garments. More the price better will be the quality and prestige associated with it. No doubt branded apparel and textile do have better quality than unbranded one. Both Kumar Shirts and Louis Phillippe are brands for men's shirts. Kumar Shirts is an economical brand starts it's shirts from Rs 200 whereas Louis Phillippe offers minimum price tag of Rs 1300.

Supporting to this hypothesis question asked to respondents was "A price discount has allowed me to buy another brand which I do not regularly buy". Responding to this question 54 % consumers each in Aurangabad and Pune supported the fact whereas 51 % and 50 % respondents from Nasik and Nagpur replied affirmatively. It means consumers from all four cities try costlier brand when price deals are offered to them.

Females gave balanced response to this question where around 50 % respondents agreed to the fact whereas 54 % male respondents agreed to this fact.

As in today's marketplace very few customers stay loyal to a brand. Building brand loyalty employs marketing strategy, such as price strategy. Price discount is prevalent and gift; sweepstake, and buy one get one free (BOGO) offer are also practiced in branded apparel industry. Kim (2000) studied sales promotion effects in both department stores and retail stores. She found that excess sales promotions (especially price promotions) in fashion item conveyed negative effectiveness in both departmental stores and shopping malls. Kim (2005) studied the effect of sales promotion in apparel firms on brand loyalty. She figured out that non- monetary sales promotions, such as sample, free gift, and mileage program enhanced brand loyalty as well as affected brand switch, repeat purchase, and purchase



acceleration. However, study on the effect of various sales promotions in fashion industry is rarely found.

Generally, consumers switch brand when the price rises. For many consumers, price is a very important attribute. On new product launch, most marketers use price discount to attract consumer buying.

Brand loyalty is where a person buys products from the same manufacturer repeatedly rather than from other suppliers.

Lau et al. (2006) Yee and Yahyahsidek (2008) in his article mentioned that there were seven factors that influenced consumers' brand loyalty towards certain sportswear brands. The factors were: brand name, product quality, price, style, store environment, promotion and service quality.

Price may serve as a reference point for judging quality when other product information is not available. When considering buying a store-branded garment, price may be a key element in the decision process.

A little more than 53 % consumers across all four cities were found brand loyal and agreed that they buy the same brand even when they have price discount on other brand. Consumers from Nasik (59 %) followed by Pune (58 %) and Nagpur (56 %) are brand loyal. The least brand loyal consumers are from Aurangabad (34%). This does mean that consumers from Aurangabad are price centric rather than brand centric. It was also noticed that males are more brand loyal (55 %) compared to females (53%).

Brand choice is sensitive to price changes. Brand loyalty is the consumer's conscious or unconscious decision expressed through intention or behaviour to repurchase a brand continually. Even one digit of price changes on product pricing, will give effect on sales. The attribute price can indeed be more important on decision making than that of quality, brand name and others. One can conclude that consumer consideration to decide product brand is mainly based on price.

According to Bucklin et al. (1998), price significantly influences consumer choice and incidence of purchase. Consumers with high brand loyalty are

willing to pay a premium price for their favored brand, so, their purchase intention is not easily affected by price. In addition, customers have a strong belief in the price and value of their favorite brands so much so that they would compare and evaluate prices with alternative brands (Evans et al., 1996; Keller, 2003).

Bucklin et al. (1998), emphasized that discount pricing makes households switch brands and buy products earlier than needed. Price is used by consumers as a surrogate for quality in the absence of other brand information and that the importance of price in quality perceptions diminishes when a number of other brand cues are present. As pointed earlier that branded garments are costly compared to non-branded ones. It is still considered special and bought on special occasions and need a plan to buy. Price discount is a tool in hands of companies to attract customers and make them to buy before time. 59 % of total respondents surveyed admitted that they pre pone their purchases because of price discount. It comprise of 60 % respondents each from Pune and Nagpur and around 59 % each from Nasik and Aurangabad.

Both consumers and companies make plans to purchase and sell respectively. This happens during festive season most of the time. Companies many a times due to business requirement are forced to launch some deal to generate cash. It may also be called as stock clearance to some extent. During such time companies launches lucrative deals which are hard to turn down and forces consumers to pre pone their purchases.

## CONCLUSION

More than half of the respondents prefer to buy branded apparel and more females prefer it compared to males.

Shoppers from Pune and males buy more apparel in presence of deals. Thus, we can conclude that deals get maximum response in Pune among all four cities.

Nasik respondents and females are most influenced by branded apparel promoted by celebrities.

Price (monetary) discounts/deals are more popular in Aurangabad compared to remaining three cities and among females than males.

Value based or non-monetary deals are most popular in Nagpur, Pune and among male shoppers. Apparel companies should take note of it and design attractive deals based on reward points, coupons and free gifts types of promotions to enhance sales.

Nasik consumers are attracted most to “sale” compared to all other non-metro cities undertaken for study. “Sale” is least effective tool to enhance sale of branded garment in bigger cities like Pune and Nagpur. It is more effective in female segment compared to males.

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