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VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



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IMPACT OF PROMOTION ON SWATCH BHARAT CAMPAIGN

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ABSTRACT

The technology has changed the life of the people a lot nowadays. With the advent of technology people can travel abroad within little duration. The foreign countries are much ahead of us in every aspect like technology, cleanness, modernization, machinery, etc. When the residents of foreign country visit our country they found that everywhere there is dirtiness, pollution which leads to diseases. As India has rich heritage but in term of cleanness we are lacking. People used to write their names on the national buildings, monuments, etc. In the view of all these points the Prime Minister Shri Narendra modi felt that there is need to make people aware about the importance of cleanness which is mandatory for our growth. Growth of nation involves growth of individual, children, society etc. The present paper focus upon the national campaign "Swatch Bharat". The role played by social media in order to spread these types of national campaign to the common man. Also to have insight about the reaction of various companies upon these types of campaigns. We can get easily connected with the people sitting far away from us. Globalization when mixed with the technology brings new things. The concept gets more boosts with the technology advancement.

KEYWORDS: National Campaign, Cleanness, Heritage, Growth

INTRODUCTION

Globalization ; the concept which was proposed by the finance Minister Dr. Manmohan Singh in 1991, has changed the business world completely. The boundaries between the nations are shrinking. We can get easily connected with the people sitting far away from us. Globalization when mixed with the technology brings new things. The concept gets more boosts with the technology advancement.

The technology gives birth to the social media, social chatting sites, social connectivity chats, etc. The social media is used widely nowadays for the promotion of the products, information about any new policies, happening in the country etc. The linkage between the social media and social promotion is that concept which proves a success for the companies. Facebook, Twitter, Youtube, Gmail, become a strong media for the promotion of the various news and events.

The government has also utilized the power of social media as well as internet for connecting with the people. The government has understood the power of social media and wants to connect people on one to one basis. Also, with the wide spread of education and increasing prosperity, the polices should be transparent and must reach to the every person of the country. Therefore they used the social media as a means to spread their national policies, campaigns, social development plans etc so that maximum people get connected and take the advantage of these plans and policies.

The role played by the social media in the wide spread of the national campaigns and policy. Also, to find out the probable reasons behind the shift of interest of public from the traditional media to the social media.

SOCIAL MEDIA

It is computer designed and formulated tool which helps the community of people to share, create, exchange information in form of text messages, images, videos etc. Social media are accessed from the mobile phone, tablets and computer. It provides a strong communication between the receiver and the sender with the help of the internet.

The major population of users of the social media is the young generation which spent most of their time on the internet such as Facebook, Twitter, My Space etc. As the technology grows, the popularity increase resulting in the wide spread and higher connectivity among the people. The distance which appear to longest now appeals to be shortest as we can gets connected to everyone.

Here are some examples of social media websites:

- Social Bookmarking
- Social News
- Social Networking.
- Social Photo and Video Sharing.
- Wikis.

THE SUCCESS OF SOCIAL MEDIA IN INDIA

The social networking sites such as Facebook, Twitter, etc have been proven to be a great success for the various companies, individuals, corporate houses. The more users on the social media site has increased the sales of operations as well. There are some of the examples demonstrating the same.

1. Taxi Driver Devesh Mishra (Banaras) make a good business by displaying his video on the Youtube.
2. Ching's Secret gets a lot of promotion on the facebook with the entire range.
3. Cocoberry Frozen Yoghurt Ice-cream have a lot of fans on the facebook and it increased the sales as well.
4. Shashi Tharoor had more than 7 lakh people connected with them on twitter.
5. The success of social media is in the case of Mumbai Terror Attacks which gained a lot of attention on the twitter and flickr.
6. The engagement at Tirupati Balaji gained a lot of fans on facebook with 13,400 fans
7. Just dial has more than 63,935 fans on facebook.

Source: <http://www.socialmediaexaminer.com>

These success stories had indicated the success of the social media sites and their popularity of these in the general public. As the public is now more attracted towards internet which increased its popularity to a large extent.

REVIEW OF LITERATURE

Author Name	Year	Paper Title	Findings
Griffey etal.	2015	Applying national survey results for strategic planning and program improvement: The National Diabetes Education Program	The research paper discussed that how the National Diabetes Education Program has used the National Diabetes Survey applied the survey results for strategic planning and program improvement. It also included the periodic population based surveys for similar education programs.
Yurdakul	2012	Creative strategies and their contribution to social consciousness in social responsibility campaigns : a course model proposal	Awareness levels in the social campaigns will deal with the problem determination, innovative ideas, solutions to the problems, etc. The social problems include education to girls, domestic violence, conservation of environment and natural resources etc. The people will become much aware about these problems and how to deal with these problems.
Durkin etal	2015	Mass media campaigns to promote smoking cessation	The present research paper evaluated the impact on quitting of smoking habit of

		among adults: an integrative review	adults. The impact of messages by various channels and measurement of the intensity of campaign.
Nielsen	2012	The'Role'of'Social'Media'in'Social 'Marketing'Campaigns'	The present thesis will discuss the importance of the social media. The major focus is on the selection of the right target audience and engaging them.
Viswanath etal	2010	Movies and TV Influence Tobacco Use in India: Findings from a National Survey	The paper evaluated the impact of the newspaper, radio, television and movies on the association between the frequency of the tobacco and smoking habits.
Marum etal	2008	Using mass media campaigns to promote voluntary counseling and HIV-testing services in Kenya	The present research paper assessed the impact of a mass media campaign on HIV testing and the results showed that these are facilitated by mass media promotion.

OBJECTIVE OF THE STUDY

The aim of the paper is to understand how social media in the wide spread of the national campaigns creates positive and impressive image in society. Nowadays, the people are more and more depend upon the social media like websites and browsers such as google groups, yahoo, facebook, twitter etc. Also the television advertisements in promoting the same. Therefore, how the government of India is using the websites and internet sources in order to reach the maximum people of the country to make them aware regarding the national campaign for the society. The benefits that is available to them.

The present focus on the recent announcement regarding the “Swatch Bharat Campaign” by the Prime Minister of the India (Shri Narendra Modi). The influence of social media in order to promote this campaign in order to reach maximum people.

THEORETICAL DISCUSSION

Major Guidelines under the swatch Bharat Campaign

- a) **Swachh Vidyalaya** aims at ‘Clean India: Clean Schools’. The important guidelines included in the same are hygiene and sanitation facilities, pure water resources, and washroom facilities etc which are necessary for the development of the children.
- (b) The proper disposal system for the human waste.
- (c) Safe and sufficient drinking water supply.

How to achieve the Swatch Bharat Mission

In order to make the mission successful and reach the maximum areas following activities shall be carried out:

- (a) A MoU should be signed on the water and sanitation conditions at State Level for interexchange ability of funds regarding the same. So that there will be equal distribution of water resources in order to make Swachh Bharat abhiyan successful by 2019.
- (b) There should be 'Just in Time' approach adopted by the central government.
- (c) There should be easy system for the small loans from the agencies like NABARD, SIDBI for the construction of toilets.
- (d) Identifying a Swachhata Doot which is equipped with skills in order to have performance incentives.
- (e) Developing a Block Level cadre of Sanitation Coordinators who shall be the main support to GPs in disseminating information and strengthening capacity in sanitation activities.

Linkage of other promotion avenues with Social Media to Facilitate Swach Bharat Campaign

The government also understands the importance of the social media. Also in the present policies the government is more and more making the policies online. The concept of the e-governance, e filling of tax, online documentation as required by the companies, online documentation of the shares and documents etc is getting more and more implemented nowadays.

In the present mission they tried to use the media in the following other promotion avenues to create awareness of **Swach Bharat Campaign**

a) Mass Media

- (i) Broadcasting through FM channels
- (ii) Telecasting of sports vide by TV channels
- (iii) Cinema campaign
- (iv) Advertisements in news paper.
- (v) Messages in the irtc tea cups and tray mats

b) Outdoor Media

- (i) Advertisement on the trucks.
- (ii) Wall Paintings
- (iii) Street Shows

(c) Folk Media

(d) Entertainment Education

- (i) Organisation of rallies by the school students in order to spread messages.
- (ii) Seminars, other activities &, painting competition in Schools to disseminate the sanitation message.

EXAMPLE OF CELEBRITY PROMOTING THE MISSION

Salman Khan: Salman Khan acknowledged the invitation sent by Prime Minister Narendra Modi for the Swachh Bharat Abhiyan. He along with his team started cleaning up areas of Karjat village in Mumbai on October 21. A fresh coat of paint was applied to several houses in rural Karjat. He shared his pictures cleaning Karjat with the media. He thanked Narendra Modi for

choosing him as one of the challengers in this great Clean India Mission. At his own expense, Salman Khan had decided to get every single house painted in the Karjat village. He is presently shooting in this place for his movie 'Prem Ratan Dhan Payo'. He promoted the swatch mission by requesting his fans to take part in Clean India Mission. He nominated eight others too in accordance with the Prime Minister's suggestion to nine well-known personalities to join the drive as well as to name nine each in their turn to multiply the strength of the campaign as it moves forward.

Baba Ramdev: Yoga guru Baba Ramdev, joining the ambitious 'Swachh Bharat Abhiyaan,' along with his large number of supporters, cleaned the entire area from Kankhal, till Har Ki Pauri, the holiest of places, in Haridwar, on October 16. He also appealed to the people of Haridwar to take part in the campaign by cleaning their houses and roads and streets. He has plans to recruit more volunteers to strengthen the campaign, an on-going programme. Emphasising on the need for an educated, healthy and clean India, he said, "We will work for 'sikshit, swasth and swachh bharat'". Baba Ramdev is among nine people who had been invited by the Prime Minister to join the cleanliness drive.

Anil Ambani: Reliance Group chairman Anil Ambani, taking up the challenge of Swachh Bharat Mission and felt honoured to be a part of the mission. He took the broom on October 8 and cleaned an area outside the Church Gate Station in Mumbai, which was appreciated by Narendra Modi. Anil Ambani then invited nine prominent personalities to carry on the cleanliness campaign forward. These were boxer Mary Kom, Superstar Amitabh Bachchan, sports star Sania Mirza, journalist Shekhar Gupta, columnist Shobha De, lyricist Prasoon Joshi, Telugu superstar Nagarjuna, Bollywood hero Hrithik Roshan, and Runners Clubs of India.

Mary Kom: Mary Kom accepted Anil Ambani's challenge of cleanliness campaign. Coming back from Incheon Asian Games after winning the gold medal, Mary Kom appreciated Narendra Modi for this great initiative and she along with her family members and the students of her boxing academy will take up the campaign in her home State of Manipur soon. The North East Border Area Development Organization (NEBADO), Manipur, under the district public health engineering department, has already started the mission at various villages of Kasom Khullen sub-division in Ukhrul. To carry forward the campaign, Mary Kom has invited some other personalities like footballer Sunil Chetri, Bollywood actor Darshan Kumar, wrestler Yogeshwar, wrestler Sushil Kumar and shooter Heena Sidhu and others to join the mission.

Sachin Tendulkar :Sachin Tendulkar wrote a letter to the Prime Minister, applauding him for the launch of this cleanliness drive, and also thanked him for his invitation to join this campaign. As a part of this campaign, he and his team of friends took brooms, spades and mattocks in their hands to clean the footpath on the road opposite the Bandra Reclamation Bus Depot. This footpath had been dumped with litter and garbage for a long time, as a result of which it was not used by the pedestrians. In fact, for many, this footpath was been misused as a place to relieve themselves. Tendulkar and his friends started very early in the morning. Soon, they were joined by the locals there and the rickshaw pullers nearby. It took them almost four hours to complete the entire stretch.

After the completion of the cleanup of the footpath, Sachin Tendulkar and his friends also painted the compound wall adjoining the footpath. He then coordinated with the local municipal corporator, who responded enthusiastically to put up benches and solar lighting and grow plants. The Mumbai police also extended its support by ensuring that there would be no illegal parking along the footpath. Not only that, Sachin Tendulkar also visited the area the next day to clean the dump and litter accumulated during the previous day. Taking part in this cleanliness mission, Tendulkar said, "I am committed to do more and urge all of you to do your bit in making Clean India a reality".

Nagarjuna : Nagarjuna accepts Anil Ambani's challenge. He is the latest to join this mission, after being nominated by Anil Ambani to spread the Swachh Bharat campaign. He said that it was a matter of great pride, and a huge responsibility and he promised that he would find ways to engage people and sustain the cleanliness awareness as well as create thousands of Swachh Bharat ambassadors.

Amitabh Bachchan: As a part of this great cleanliness mission, a significant step has been taken by RB (formerly known as Reckitt Benckiser), NDTV, Facebook and Dettol by launching "Dettol Banega Swachh India". For this campaign, Amitabh Bachchan has been roped in as the brand ambassador and they have allocated a sum of Rs 100 crore over the next five years. The aim of this campaign is to provide expert guidance and insight in the need for behavioural change, spread the knowledge on the benefits of hygiene and sanitation to millions of people across the country, and also support and contribute towards the building of toilets, and keeping these clean and hygienic. In the initial phase, the group RB, the global leader in consumer health and hygiene, will cover around 400 villages across eight States – UP, Bihar, Jharkhand, Haryana, Rajasthan, Chattisgarh, MP & Maharashtra.

The idea of spreading the campaign through an expanding chain is brilliant and we are thankful to the celebrities who are actively in the mission. But, this is not a one-day campaign. And this is not a campaign meant only for the celebrities. The celebrities' drive is no doubt important as many of us do ape the celebrities and try to be one like them. If they can do it, why can't we? It is time for the *aam janta* too to get involved in the cleanliness drive.

CONCLUSION

The present paper discussed the latest announced policy of the government regarding the Swachh Bharat campaign. The mission of the government is to promote hygiene facilities in terms of clean drinking water, toilet facilities in schools and homes, etc. In order to communicate this policy, systematic & effective approach is used so that all the terms and conditions of policy can be available to all public. Along with it is also discussed how the social media evolved for the proper implementation of the government policy. The social media is getting more and more popular and nowadays people are paying more attention to the social media. Therefore, in order to make the national campaign a success the social media should be used more and more.

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A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS THE BRANDED APPARELS IN LUDHIANA CITY

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ABSTRACT

Indian markets have been very popular in fashion and especially when it comes to Ludhiana. Ludhiana is the city where international designers approach for introduce international brands. They design as per the consumer preference. India is a country of the mix of the different culture and each consumer has its own choice and preference. The youth in every segment prefer buying fashion apparels in every season or festivals. This study was conducted to find out the Consumer Buying Behavior Regarding Branded clothes in Ludhiana. The purpose is also to study how consumer behavior for apparel is influenced by factors like monthly income, gender and peer influence. They are influenced by their choices of their friends, family members, celebrities, magazines etc. Quality, comfort, brand are the main criteria's which impact their buying behavior towards fashion apparels. The study shows that the age, gender, education and occupation do not have any impact on buying behaviour of consumers. Finally, the survey shows that Ludhiana consumers have positive attitude towards fashion apparel brands.

KEYWORDS: Apparels, Buying behaviour, Consumer

1. INTRODUCTION

The trend of apparels is changing in India from few decades. Other than many things, India is known for fashion too. Fashion clothing industry is completely dependent on constant ideas and new expectations of the youth. . Every year a bewildering array of styles are prepared all over the world and replaced the year after with new ones. There is a remarkable transformation in Indian fashion. Just a decade ago, the Indian customer saved their income, purchased the only necessities and rarely indulged himself. Now the spending on apparel and clothing among the customers are getting increased. The most important statement is to identify the need of customers, what kind of apparels they like to wear. The behaviour of the consumers varies with respect to the products they are intended to purchase. There are many internal and external factors which influences the buying power of consumer. These factors includes high value towards the brands, information about the products, purchase out of habit, based on experiments with the products apart from this there are several factors that determine buying preferences such as needs, past experiences, personality, social, marketing, and situational influences. Consumer prefer the brand in purchasing many things, one of the most dominant areas of branding preferred by consumers are apparel . Technology, ideas and lifestyles are moving concurrently and quickly. Companies and brands that offered boring and common products for years, have now increased their product ranges and new appealing styles, shapes and forms are being launched each season by them. To remain competitive and profitable in present marketplace, the companies and brands must continue to expand its capability to respond to the needs and wants of customers. The main purpose of this study is to increase the awareness of apparel buying behaviour of Indian consumers and in a real sense understanding factors which impact apparel buying behaviour.

1.2. BRAND

A brand is a name, term, design, symbol, or other feature that distinguishes one seller's product from those of others.

1.3. BRANDING

Branding is a set of marketing and communication methods that help to distinguish a company from competitors and create a lasting impression in the minds of customers. Branding is a process, a tool, a strategy and an orientation. To build long term relationship with the customers it is used as a differentiation strategy when the product cannot be easily distinguished in terms of tangible features.

Kotler (1999) expands on the concept of identity by stating that a brand is capable of conveying up to six different levels of meaning to a targeted audience. This is known as the “Six Dimensions of The Brand”

Attributes	A brand will communicate specific attributes, such as prestige
Benefits	A brand strengthens a product's attributes by communicating a set of benefits that makes it more attractive
Values	A brand represents a company's core values and belief system

Culture	A brand is representative or target a target audiences socio cultural characteristics
Personality	A Brand can project behavioral personality patterns of targeted consumers
User	The brand, in some cases, can emulate the end user

1.4. WHY BRANDING REQUIRED?

- Branding is a tool for sales promoting in the market.
- Branding aid in knowing the customer's requirements.
- It facilitates easy advertisement and publicity.
- It creates special consumer preference over the product.
- To identify key competitive issues in the textile and apparel industry
- To satisfy the customers demand towards a branded products.

1.5. CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour is the study of individuals and the procedures they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer behaviour is gradually a part of strategic planning for the upcoming investment and growth of any industry. Retail industry or specifically to say apparel industry is no exception, Consumers can either be subjective or objective, testing the persuasion of brand names. Retail stores not only selling the products but also play an important role in convincing the decisions of customers. The whole platform or graphical appeal of the retail outlet can determine sales, or the service of the sales person or the clerks. Furthermore, consumers may select specific products/brands not only because these products deliver the functional or performance paybacks projected, but also because products can be used to express consumers' personality, social status or association or to fulfil their internal psychological requirements, such as the need for change or freshness. Consumer behaviour denotes to the emotional and mental process and the observable behaviour of consumers during search of product, purchasing process and post consumption of a product or service. Consumer behaviour includes study of how people buy, what they buy, when they buy and why they buy. It merges the elements from Psychology, Sociology, Socio psychology, Anthropology and Economics.

2. REVIEW OF LITERATURE

- **Pandian, Varathani, Keerthivasan (2012)** this study reveals that Raymond, Peter England, and John player remains the top three brands preferred by the respondents. It is clear that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of color and design.

- **Nirbhan Singh, R.(2013)** Clothing is an important part of women's life and plays a major role in building the female identity and status. Clothes help the women to enhance their confidence and strengthen their self esteem. Clothing is referred to as specialty good since consumers often make an effort for seeking out the garment that they require. Most of the female focus on product attributes, fashion trends and other factors related to social or psychological needs of the customer. These characteristics help them to choose their clothes according to their preference and it also suits with tradition and culture.
- **K. Balanaga Gurunath Anand, M. Krishna kumar (2013)** Studied the apparel buying behaviour of Indian consumers through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product attributes. The results show that the store attributes promotion and reference groups are the important dimensions of apparel buying behaviour.
- **Jafar Ikbal Laskar and Haidar Abbas (2014)** this study aims to study the consumer awareness about various apparel brands (sources of awareness as well as the extent of awareness), their perception about these brands and the factors that affect their perception. Researcher has seen that advertisement and shelf presence are the main source of brand awareness. Firms which are investing in other means should introspect their strategies.
- **Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014)** the study reflects that many demographic factors and others purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of apparel product. Showroom specific factors also have influence on the buying behaviour of retail outlet. Cat's Eye, Artisti, Aarong, Westecs, Ecstasy, Kay-kraft, Yellow are the leading brands and are the most preferred brands and possesses many better positive attributes. According to the ranking by customers, the quality factor prevails in the first position, color and design, comfort and style and price are securing successive ranks respectively.
- **Namrata Anand, Vandana Khetarpal (2014)** in spite of the apparel consumer's increasing demand and their active role in the diffusion of innovation, the study highlights the importance of research in the domain of apparel industry to tap this increasing potential. Apparel retailers and suppliers also have a decisive role to play in order to understand the consumer behavior for buying the fashion apparel so that they may cater to this segment more profitably.
- **Sheek Meeran, Ranjitham (2016)** the objectives of this research are to ascertain the branded apparel most preferred by respondents and to examine customer's perception towards retail apparels showrooms and factor they Considered to choose a particular retail apparels showroom for their shopping in Tirunelveli Hub. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is clear that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of colour and design,

attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded apparel must focus on all these factors to formulate branding strategies effectively and to sustain their growth. The retailers need to give more attention to these factors in order to attract and retain their customers.

- **Deepali Saluja (2016)** the purpose is also to study how consumer behavior for apparel is influenced by factors like monthly income, gender and peer influence. The survey conducted on Delhites shows that the consumers prefer shopping mostly with their friends and family members. They are influenced by their choices of their friends, family members, celebrities, magazines etc. Quality, comfort, brand are the main criteria's which impact their buying behavior towards fashion apparels.

3. OBJECTIVES OF THE STUDY

- 1) To analyse the factors inducing the respondents to go for branded apparels .
- 2) To understanding the concepts of branding.
- 3) To study the satisfaction of consumers towards the branded clothes in terms of selected factors.(Quality, Price, Comfort, Designs, Durability, Value for money)

4. RESEARCH METHODOLOGY

Data Sources: In dealing with any real life problem, it is often found that data at hand are inadequate, and hence, it becomes necessary to collect data that are appropriate. We have chosen following methods:

- a) **Primary data:** These are those data, which are collected afresh and for the first time, and thus happen to be original in character. We have used the structured questioners.
- b) **Secondary data:** These are those which have already been collected by someone else and which have already been passed through the statistical process. We collect the data from the sources like internet, published data etc.

Population of the study This Study was conducted at the Ludhiana city, Punjab, India.

Sampling Size: It is the total number of respondents targeted for collecting the data for the research. We have taken sample size of 100 respondents for our research. **Sampling Technique:**

The present study incorporates the collection of both primary and secondary data for an in depth investigation. The statistical tools used for analysis are ranking, checklist questions and multiple choice questions.

5. DATA ANALYSIS AND INTERPRETATION

5.1 FREQUENCY OF VISITS.

	Weekly	Monthly	15-20 days	Rarely
No. Of responses	12	54	14	20
No of respondents	100	100	100	100
Percentage	12%	54%	14%	20%

TABLE 5.1

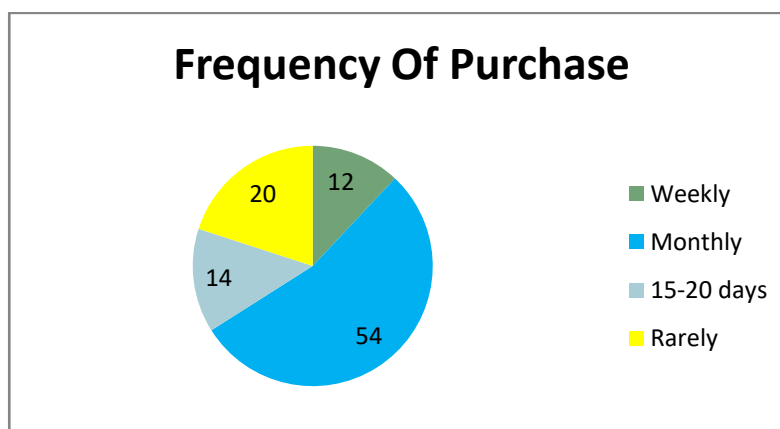


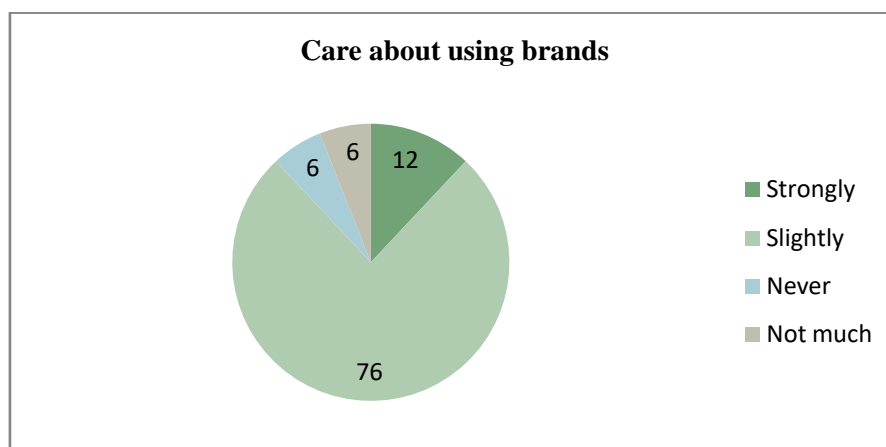
FIGURE 5.1

INTERPRETATION: From above table it can be concluded that as compared to weekly or rarely the frequency of purchase is seen more on monthly basis.

5.2 No. of Respondents who care about using brands.

	Strongly	Slightly	Never	Not much
No. Of responses	12	76	6	6
No of respondents	100	100	100	100
Percentage	12%	76%	6%	6%

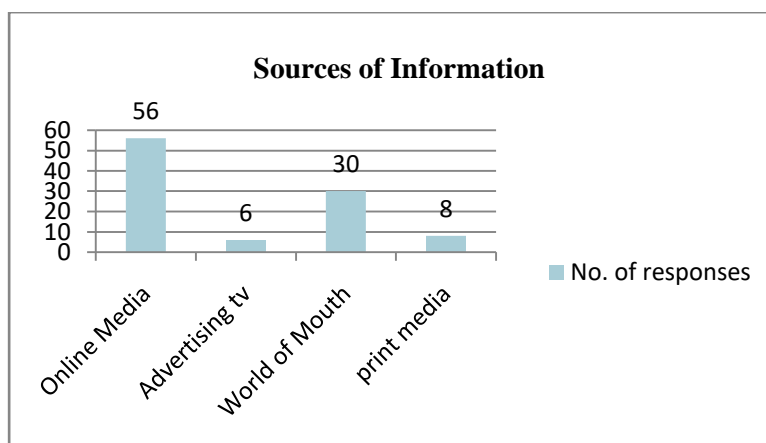
TABLE 5.2

**FIGURE 5.2**

INTERPRETATION: It can be concluded from the above table that 76% of respondents slightly care about using the brands in comparison to other variables.

5.3. Sources they trust while gathering information about branded clothes

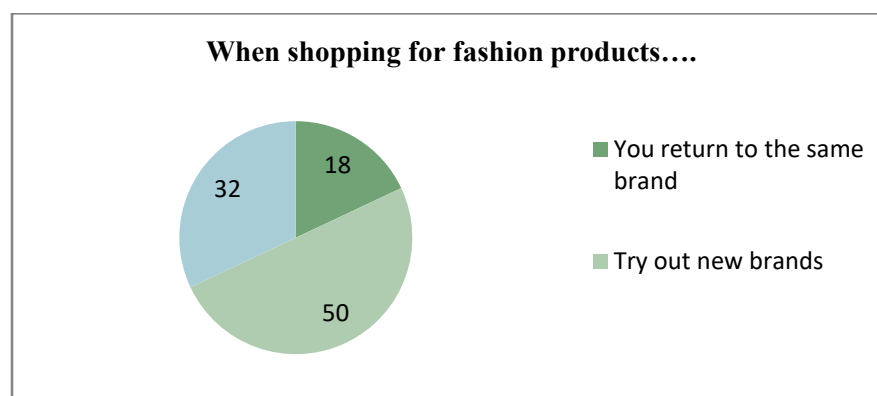
	Online Media	advertising TV or Radio	Word of mouth	Print media (Newspaper/magazines)
No. Of responses	56	6	30	8
No of respondents	100	100	100	100
Percentage	56%	6%	30%	8%

TABLE 5.3**FIGURE 5.3**

INTERPRETATION: It can be inferred from the above data that maximum no of respondents gather information from online media also 30% of the respondents get informed through word of mouth.

5.4. When shopping for fashion products....

	You return to the same brand	Try out new brands	Look out for special offers& then decide on brand.
No. Of responses	18	50	32
No of respondents	100	100	100
Percentage	18%	50%	32%

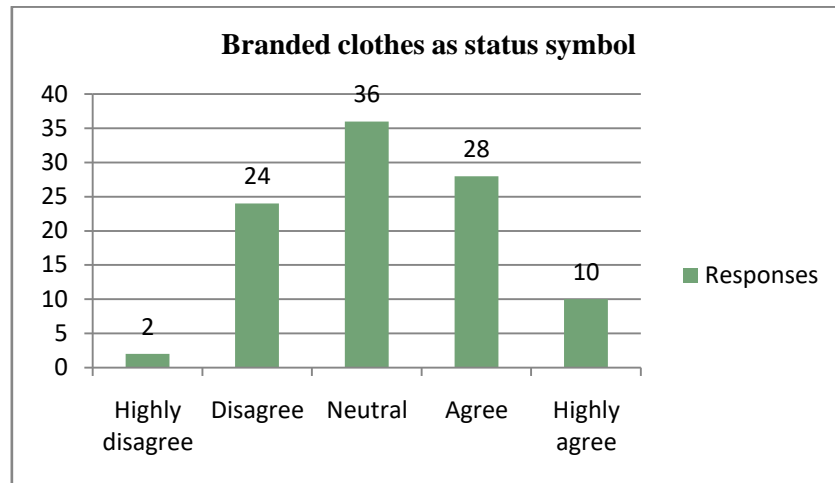
TABLE 5.4**FIGURE 5.4**

INTERPRETATION: It can be interpreted from the above data that 50% of the responses is seen in favour of trying out new brands and only 18% of people look out for special offers while deciding for brands.

5.5 No. Of respondents who think branded clothes a status symbol

	Highly disagree	Disagree	Neutral	Agree	Highly agree
No. Of responses	2	24	36	28	10
No .of respondents	100	100	100	100	100
Percentage	2%	24%	36%	28%	10%

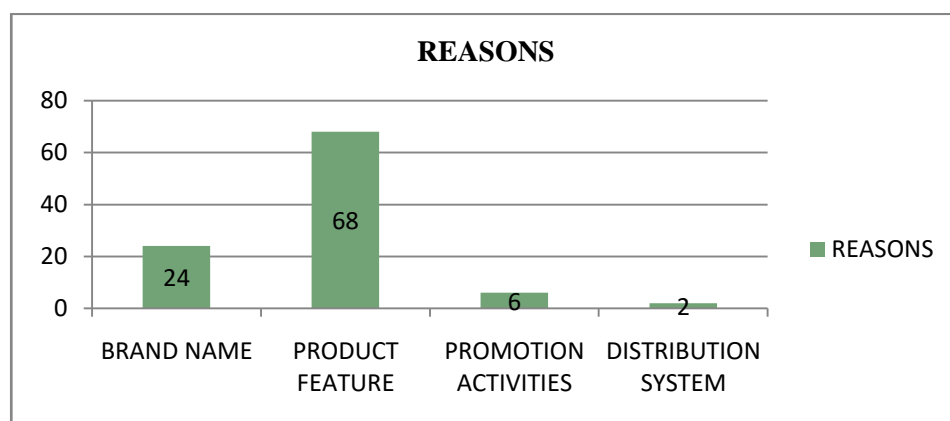
TABLE 5.5

**FIGURE 5.5**

INTERPRETATION: On basis of the above information it can be concluded that respondents are neutral while taking branded clothes as a status symbol where as 28% of the respondents have agreed for the same. However, only 2% highly disagree to this.

5.6. Reasons for preferring a particular brand/company

	Brand name	Product feature	Promotion activities	Distribution system
No. Of responses	24	68	6	2
No .of respondents	100	100	100	100
Percentage	24%	68%	6%	2%

TABLE 5.6**FIGURE 5.6**

INTERPRETATION: On basis of the above information it can be concluded that product feature is the most important factor which is most considered at the time of purchase. The other things which are more considered are brand name & promotion activities.

5.7. Factors that help building a good brand image

	Quality	Communication strategies	Competitive pricing	Good value added services
No. Of responses	80	2	6	12
No .of respondents	100	100	100	100
Percentage	80%	2%	6%	12%

TABLE 5.7

INTERPRETATION: It can be inferred from the above data that quality has more influence on the respondents for building a good brand image.

5.8. No. Of respondents who think new styles of apparels that appear in the market are catered by branded clothes

	yes	No
No. Of responses	70	30
No .of respondents	100	100
Percentage	70%	30%

TABLE 5.8

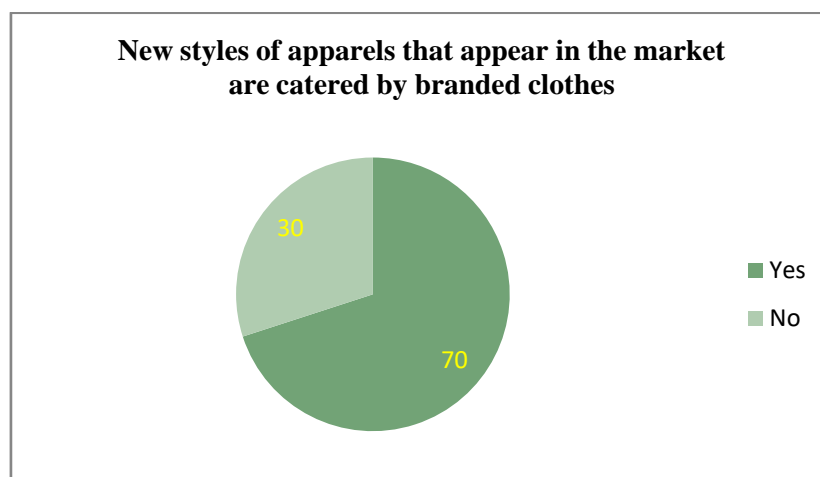
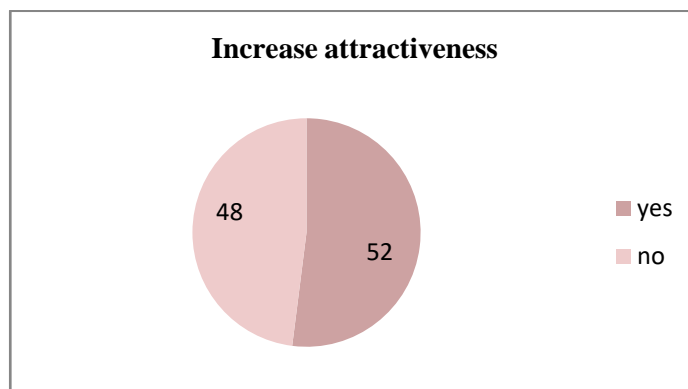


FIGURE 5.7

INTERPRETATION: It can be inferred from the above data that maximum no of respondents are of a view that new styles of apparels that appear in the market are catered by branded clothes.

5.9. Reason for buying branded apparels only because they want to look more attractive

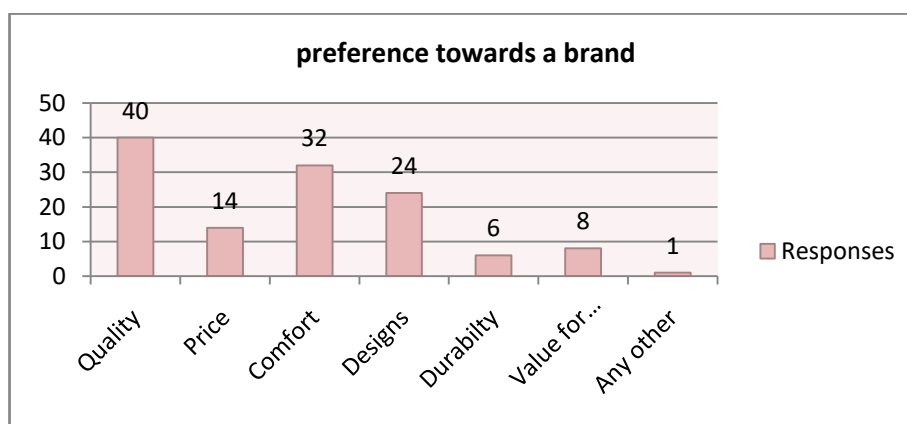
	Yes	No
No. Of responses	52	48
No .of respondents	100	100
Percentage	52%	48%

TABLE 5.9**FIGURE 5.8**

INTERPRETATION: It can be inferred from the above data that 52% of respondents feel that they buy branded apparels only because they want to look more attractive.

5.10. Reasons for preferring a brand, what attracts them.

	Quality	Price	Comfort	Designs	Durability	Value for money	Any other
No. Of responses	40	14	32	24	6	8	1
No .of respondents	100	100	100	100	100	100	100
Percentage	40%	14%	32%	24%	6%	8%	1%

TABLE 5.10**FIGURE 5.9**

INTERPRETATION: On basis of the above information it can be concluded that quality is the most important factor which is most considered at the time of purchase of clothes. Other things which are more considered are comfort & design of clothes.

5.11. Factors affecting the level of satisfaction while buying the branded clothes

	Price	design	Discount	Sale offer promotion	Quality
No. Of responses	20	25	17	10	28
No of respondents	100	100	100	100	100
Percentage	20%	25%	17%	10%	28%

TABLE 5.11

INTERPRETATION: It is inferred from the above data that customers are highly induced by quality of the product followed by design and price whereas discounts and sale promotion offers are do not affect much.

5.12. Preference in regard to place of shopping

	Malls	Online	Market stores
No. Of responses	50	20	30
No .of respondents	100	100	100
Percentage	30%	20%	50%

TABLE 5.12

INTERPRETATION: It can be concluded from the above data that 30% of people buy branded apparels from market stores, 50% of them buy from malls and nearly 20% go for online shopping.

5.13. Responses on intention to buy branded clothes in future

	Never	Sometimes	Most of the times	Always
No. Of responses	14	40	30	16
No .of respondents	100	100	100	100
Percentage	14%	40%	30%	16%

TABLE 5.13

**FIGURE 5.10**

INTERPRETATION: It is inferred from the above data that the intentions for buying branded clothes in future is more in favour of sometime (40%), most of the times (30%) rest never and always are at 14% and 16% respectively.

6. CONCLUSION

Consumers are increasingly becoming brand conscious and are opting for apparel with brand images or logos. With growing awareness and fashion sensibility as a means of self-expression among consumers, demand for more choices and products serving both fashion and performance needs are evolving out. The purchase intention of consumers is influenced by Quality, comfort, brand are the main criteria's which affect their buying behavior towards fashion apparels. These findings are relevant because the more people in today's world enjoy shopping and the more they are satisfied about their previous purchases the more they are willing to repeat purchases that can lead to brand loyalty toward the brands. Yet, customers were price sensitive. But the changing market trend and customer view and preference showed that customers are quality sensitive. They want qualitative product, easy availability of the product, and better performance by the product. These days number of customers buy things from malls are increased. Also the frequency to visit the malls has been increased. That's why people are brand conscious. Wearing the same type of clothes makes people bored. They like to wear new and fashionable clothes. People get influenced by price offers, design and style of products to change the brand.

7. SUGGESTIONS & RECOMMENDATIONS

- ✓ Upcoming Big Malls, Multi branded shops are becoming preferred places to purchase branded wears instead of exclusive showroom. Because of availability of various brands in single roof. So the marketers may choose their distribution channel may be Big Malls, Multi branded shops.
- ✓ Compared to various promotional measures Quality and brand image are considered more relevant. So continues supply of quality product and maintaining image will sustaining product life in market.
- ✓ Other than the TV advertisement, other Medias effectiveness is low. The companies may concentrate to strengthen the Medias.

- ✓ As the majority of buyers are young, so the product should be associated with style and trends so that it appeals to the youth and the brand should be developed.
- ✓ Nearly 50 per cent of the consumers are not decided their favourable brands before enter the shop. So the marketer having more chance to convince them to buy particular brand with effective sales tools.

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- People wear branded clothes to look attractive and to impress people.
 - Price of branded clothes is not a big issue for people. People prefer branded clothes over non-branded
 - People buy branded clothes because they provide more value for money and because of their good quality.
 - Wearing the same type of clothes makes people bored. They like to wear new and fashionable clothes.
 - People wear branded clothes because of comfort and recognition that they give.
 - Promotion of the brand by a well-known personality hardly affects the decision.
 - People are less loyal towards the branded clothes.
 - People get influenced by price offers, design and style of products to change the brand.
 - Fashion, family and friends influence the choice of brand



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A STUDY ON THE OUTING PATTERNS & FOOD HABITS OF PEOPLE OF LUDHIANA CITY

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ABSTRACT

Food industry has seen a dramatic rise in the Indian industry in last few years. With the change in time, with the growth of economy, with the increase in per capita income of country, outing and outside food gained prominence in India than the traditional Indian food. The growth of outing and eating out habits is influenced by various factors such as good economic conditions in last few years, changing lifestyles, less time for preparing food at home by women, innovations by restaurants, variety of choice of food. The study below aims to contribute to the research limited to area of Ludhiana city about the outing patterns and eating out habits of the residents. The focus of study is on number of time they prefer eating out, type of food they prefer, and reasons behind their choices. The study reveals that trend has changed and spending power of people of Ludhiana city has increased. They prefer to spend their weekends with family at

some fine dine restaurants or some food joints or MNCs food chains depending upon their spending power, changing lifestyle, taste and preferences.

KEYWORDS: *Customer, Food Industry, Lifestyle, Restaurants*

1. INTRODUCTION

Fast food is the food item that can be prepared and served very quickly (Webster Dictionary, 1951). Encyclopedia Wikipedia defines fast food as “food sold in a restaurant or store with preheated or precooked ingredients and served to the customer in a packaged form for take-out/take-away”. Because of commercial emphasis on speed, uniformity and low cost, fast food products are often made with ingredients formulated to achieve a certain flavour or consistency and to preserve freshness. The emergence of the fast food industry has, transformed urban food culture in India to some extent. In India, fast food culture emerged after independence. Eating at home used to be a significant aspect of Indian culture. However, over a period of time, with a growth in the number of nuclear families, economic growth and increasing per capita income as well as globalization, fast food culture gained prominence. Similarly, children also resorted to fast food due to their exposure to global urban culture and western cuisine which accelerated their desire for cheap and delicious fast food. Moreover, fast food costs less than traditional meals commencing with appetizer and concluding with dessert. With the liberalization of the economy in 1992, new multinational fast food giants targeted India as a huge potential market with their outlets. Burger King, Pizza Hut, Domino’s Pizza, McDonald’s and KFC outlets are functioning in shopping malls and other public areas. Changing consumer behaviour and favourable demographics led India to witness a tremendous growth in fast food restaurant industry. Some of the unique properties of fast food like quick served, cost advantage, etc are making it highly popular among the masses. Thus, India offers enormous opportunities for both domestic as well as international players.

However, with the advent of globalisation and liberalisation of economy, major changes were noticed in terms of education level, employment, saving and GDP rate in the economy. This led to more purchasing power in the consumers that began to try the new consumer durables and eat out places in metro cities and towns. This also impacted on the sales and growth of fast food retailers who developed their customer relationship strategy and marketing mix more often to gain competitive advantage in the markets. According to our new research report, “Indian Fast Food Market Analysis”, the Indian Fast Food Industry is anticipated to grow at a CAGR of around 34% during 2011-2014. Anticipating the future growth, many big international players are entering into the market by making deals with the domestic players. As a result, the domestic and international retailers spread their operations to major cities and towns across the country in a short period of time, however still there was difference in the marketing strategy of international retailers in terms of marketing initiatives they launched in the western countries.

2. REVIEW OF LITERATURE

Bender and Bender (1995) defined fast food as the readily and quickly available food for immediate consumption by consumer either at the designated eating areas provided by the retailers or take away.

Antonia Trichopoulou, MD (2006) in his project entitled, “Consumers’ attitude and behaviour when eating out” stated that on one hand, eating out is related to special occasions and on other, its part of people’s daily routine. Eating out fulfils different needs in different situation. These various situations or starting points should be treated and analysed differently.

Sengupta (2008) stated that fast food became popular in India because they were easily available, reasonably priced and were better alternative to the home cooked food. However, there were some custom hurdles in accepting the menu of the international retailers that included pork, ham and beef as the ingredients in the fast food offering. Prasad and Aryasari (2010) said that these companies later carried out market analysis to match the customer profile in terms of social, cultural, personal and legal factors.

Kashyap, Kashyap & Sarda (2013) in their study entitled, “A study of growth of fast food industry with reference to shift in consumer’s buying habits in Nagpur city” stated that 50% of the people prefer to visit the fast food outlets once in a week. They also studied about influential factors e.g. easy access, reasonable prices, fascination of eating out, changing lifestyle, taste and cultural impact, and home delivery system and reasonable prices of the fast food services majorly influences the consumer buying behaviour. Consumers in today’s market are more fascinated offered by fast food services during the growth of the industry.

Malik, Kadyan & Balyan (2013) in their article entitled “Food Habits of People In Haryana” made an attempt to examine the eating habits of people in Haryana which includes their liking for spicy/non-spicy food, number of meals taken in a day, preferred eating outlets and cooking equipments preferred. Consumers decide to eat away from home for many different reasons. Maybe they’re looking for a fun-filled environment or a family-friendly atmosphere. Or perhaps they crave a favourite menu item or simply a convenient, budget-friendly meal.

Prabhavathi, Krishan Kishore & Ramesh(2014) in their study entitled, “Consumer Preference and Spending Pattern in Indian Fast food industry” highlighted that young consumers are looking for healthy food for their lifestyle and they expect foods which are homemade, nutritious and more of vegetables ingredients to suit for their healthy lifestyle. But young consumers perceived that lack of healthy content of menu, no new varieties and slow delivery time were major problems in consumption of fast food. Taste, convenience and alternate to home food were found to be major reasons for consuming fast food by young consumers. Young consumers are spending a considerable amount of their income for eating outside due to convenient lifestyle as it saves their time.

3. OBJECTIVES OF THE STUDY

- ☐ To know when the individuals prefer to eat out and type of outlets they prefer.
- ☐ To understand factors affecting the consumer choice of an eat-out place

4. RESEARCH METHODOLOGY

The study was conducted in Ludhiana city by selecting randomly 100 respondents who step in at major fast food restaurants. It is a qualitative as well as quantitative research. Primary and

secondary data have been used. A questionnaire for the same has been prepared for this purpose. Secondary data have been collected from various published sources like books, journals, magazines and different websites.

LIMITATIONS OF THE STUDY

This study is based on primary data collected from sample consumers by survey method. The study area was limited to only to Ludhiana city from the people within age group 18yrs to 35yrs and the findings may not be applicable to other markets, as vast differences exist among the consumers with the regard to demographic and psychographics characteristics.

5. DATA ANALYSIS

1. GENDER

Gender	No. of respondents	Percentage
Male	60	60
Female	40	40

TABLE 1.1

INTERPRETATION: The above table 1.1 shows that 60% of the respondents are male & 40% are female.

2. Frequency of going out for eating.

	No. of respondents	Percentage
Once in a week	35	35
Twice a month	10	10
Once in a month	5	5
Occasionally	5	5
Whenever desire	45	45
During festival time only	0	0

TABLE 1.2

INTERPRETATION: The above table 1.2 shows that maximum no. of the people prefer to go out for eating whoever they desire .

3. Favourite time for eating outside food?

	No. of respondents	percentage
Morning	7	7
Afternoon	8	8
Evening	85	85

TABLE 1.3

INTERPRETATION: The above table concludes that maximum number of people prefer evening as favourite time for eating outside food.

4. Reasons for eating out .

	No. of respondents	Percentage
Taste	25	25
Convenience	17	17
Alternative food	30	30
Relaxation	18	18
Variety of food	10	10

TABLE 1.4

INTERPRETATION: The above table shows that 30% of people of Ludhiana prefer going out to have alternative food while only 10% go out to have variety of food.

5. Amount spent while going out for eating.

Options	Responses	No. of respondents	Percentage
200-500	52	100	52
500-1000	40	100	40
1000-1500	5	100	5
1500 & above	3	100	3

TABLE 1.5

INTERPRETATION: From the above table 1.5, it can be concluded that majority of people spend 200-500 INR when they go out for eating. Hence, it is clearly evident that sample respondents spend considerable amount of their income for eating outside due to convenient lifestyle as it saves their time.

6. Objective to go out for eat-out?

SL.No.	Options	Responses
A	Just for the sake of going out	42
B	Tasty food	30
C	Relaxation(do not wish to cook)	35
D	Spending quality time with family	35
E	For special occasions	20
F	Others	0

TABLE 1.6

INTERPRETATION: From the above table it has been concluded that majority of people go out for eating just for the sake of going out.

7. Type of food outlet you prefer for eating out

Options	No. of responses	No. of respondents	Percentage
MNCs food chains	22	100	22
Restaurants	50	100	50
street food joints	28	100	28

TABLE 1.7

INTERPRETATION: From the above table it has been concluded that maximum number of people of Ludhiana prefer restaurants the most for eating out followed by street food joints.

8. Factors that influence your choice of an outlet for eating out

Options	No. of responses	No. of respondents	Percentage
Affordability	10	100	10
Social influence	7	100	7
Health & service	25	100	25

quality			
Taste	53	100	53
Location orientation	2	100	2
Ambience	3	100	3

TABLE 1.8

INTERPRETATION: From the above table it can be concluded that taste of food influence the choice of an outlet for eating food followed by health and service quality.

9. Agreeing upon the statement: Our city has a need for outlets offering healthy food or diet food.

Options	No. of responses	No. of respondents	Percentage
Yes	85	100	85
No	15	100	15

TABLE 1.9

INTERPRETATION: The above table shows that maximum people agree that there is a need for outlets offering healthy food.

10. Agreeing upon the statement: Opening of so many fast food joints is also leading our society towards unhealthy eating habits .

Options	No. of responses	No. of respondents	Percentage
Yes	75	100	75
No	25	100	25

TABLE 10

INTERPRETATION: From the Above table, it can concluded that majority of the people agree that opening of so many fast food joints are leading our society towards unhealthy eating habits.

6. CONCLUSION

As per the study it can be analysed that consumers in the today's market are more fascinated to western culture and increase in the facilities offered by fast food services driving the growth of the industry. The frequency of visiting the fast food outlets relates with the ages of the consumers as well as the income affects the spending habits of an individual. Taste, convenience and alternate to home food were found to be major reasons for consuming fast food by the young consumers. Young consumers are spending considerable amount of their income for eating outside due to convenient lifestyle as it saves their time. It is seen that food influence the choice of an outlet for eating food followed by health and service quality.

On the other side of the coin is been surveyed and found out that fast food items damaging human health and may lead to obesity, excess fat and serious diseases. Respondents are of the opinion that the fast food industry should involve the practice of using the healthy and nutritious food items. The consumers are looking for healthy food for their lifestyle and they expect foods which are homemade, nutritious and more of vegetable ingredients to suit for their healthy lifestyle.

7. SUGGESTIONS AND RECOMMENDATIONS

1. Fast food and eating out has become lifestyle activity for both genders of younger segments. Hence, it is essential for existing fast food chains to make their brand image and advertisements appealing as lifestyle product, rather than a routine product.
2. As the average frequency of visits made by the consumers were three times in a month, fast food chains may introduce reward schemes. They may reward consumers according to their frequency of visit and amount spent. The reward points may be added and they may be given with discounts or offers.
3. New Fast food chains may develop product based segmentation of consumers like pizza lovers, burger eaters, etc., in order to increase the sales of particular product segment. Fast food restaurants must customize fast food menu and services separately for 18-24 age segment and 25-35 age segment to attract young consumers.
4. Relaxation and sharing time with friends give satisfaction to the young consumers upon eating fast food. Hence, creating fun strategies such as entertainment week, birthday fun, friends feast, etc., could increase the sales for existing fast food chains.
5. As the young consumers expect healthier lifestyle, fast food chains may introduce variety of healthy food items to attract and retain the young consumers. To develop awareness on healthy menu among consumers, nutritional information of each fast food menu in the menu card may be provided.
6. Consumers are expecting fast food items that resemble home food and this gives opportunity for players in organized fast food markets. To meet this expectation, it is essential to understand and find out young consumer's favorite home foods. Hence, fast food chains may customize these homemade food items in fast food menu to tap the market potential.

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BUYING BEHAVIOUR OF YOUTH OF LUDHIANA CITY TOWARDS BRANDED SHOES

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ABSTRACT

The Footwear fashion plays a paramount role in shaping footwear consumerism. With the change in the lifestyle, fashion in India is becoming more diversified, as in the western countries. Technology, ideas & lifestyles are moving concurrently & quickly. Companies & brands that offered monotonous & mundane products for years, have now multiplied their product ranges & new appealing styles, shapes & forms are being launched each season by them. Consumer behaviour is a set of dynamic decision-making processes that encompass the purchase and use of products. The main aim of the study focuses on the consumer preference and brand preference in footwear market in Ludhiana city.

KEYWORDS: *Consumer behaviour, Consumer preference, Footwear market.*

1. INTRODUCTION

There has been a remarkable transformation amongst Indian customer. Footwear Industry is a part of Indian leather Industry. It has got its place of prominence in the domestic market as well as exports. As in this competitive era, from business point of view much of the awareness has been gained about the customer needs and wants. Customers buying behaviour is enormous and highlights the importance of customers at the centre of marketer's universe. Just a decade or two ago, the Indian customer saved most of his income, purchased the bare necessities and rarely indulged himself. Today, people have higher income, more sources of shopping like credit cards, debit cards, more exposure to shopping culture of the west and more desire to have higher standard of living, the spending habits Indian customers have met a major change.

India is the second largest global producer of footwear after china, accounting for 13% of global footwear production of 16 billion pairs. India produces 2065 million pairs of different categories of footwear (leather footwear- 909 million pairs, leather shoe uppers- 100 million pairs and non leather footwear- 1056 million pairs). India exports about 115 million pairs. Thus, nearly 95% of its production goes to meet its own domestic demand.

Customer buying behaviour is influenced not by product only but various other marketing decisions like commercial films, brand ambassador, offers, product highlights which leads to either increase or decrease in the sale of products. Consumer's attitude, preferences, intentions and decisions regarding the consumer's behaviour at work place is the sum total of customer's buying behaviour. The study of customer behaviour draws upon social science disciplines of anthropology, psychology, sociology and economics.

YOUNG SHOPPERS: Indian population is quite young. The exposure of customers has been done with television, the internet, radio, magazines, newspapers, pamphlets, etc. It has lead to more of the exposure in the living standards of the customers. Today's youth has more urge to make money and it does as well. The higher the income, the more the expenditure. Basically taking the Ludhiana city (Punjab) in the spotlight, the younger section of the society has more of the disposable income as compared to other age groups. Their expenditure habits are high which ultimately leads to production of young shoppers in the city.

FOOTWEAR FASHION: The Footwear fashion plays a paramount role in shaping footwear consumerism. With the change in the lifestyle, fashion in India is becoming more diversified, as in the western countries. Technology, ideas & lifestyles are moving concurrently & quickly. Companies & brands that offered monotonous & mundane products for years, have now multiplied their product ranges & new appealing styles, shapes & forms are being launched each season by them.

CONCEPTUAL FRAMEWORK: Consumer spending in India can be classified into regular spends and lifestyle spends. Regular spending includes the basic necessities of life while lifestyle spending includes spending on computer, internet, car, cell phone etc. Individual buyers take different factors into consideration while purchasing any commodity, which is a necessity. The probable factors can be classified into four groups- Product, price, promotion and place. This study attempts to analyze product and place factors influencing the purchase decision of formal footwear in Ludhiana.

Marketing Mix Strategy: Kotler (2003) identified the marketing mix is the set of selling tools for helping companies to aim the target customers in marketing. The most well-known marketing strategy tools are the 4Ps model. McCarthy and Perreault (1994) suggested the 4 Ps models that the marketing strategy encompasses four factors, such as Product, Price, Promotion, and Place.

Product: A product as defined by Armstrong and Kotler (2006), is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. Product is characterized by quality, brand, design, durability, packaging, comfort, etc.

Place: Place factor can be defined as a set of interdependent organizations that caters to the process of making a product available to the consumers. The strategy of place needs effective distribution of the firm's products among the channels of marketing like wholesalers or retailers. An organization should pay attention to place decisions, because of the importance of the product and consumption occurring at the same time and at the same place; a place that provides all information of customer, competition, promotion action, and marketing task. It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product.

Consumer Behaviour: This represents the processes by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. In other words, consumer behaviour is a set of dynamic decision-making processes that encompass the purchase and use of products. Consumer behaviour in this study is measured through the importance given to each factors, the price that the customer is willing to pay and the frequency of purchase by the customer.

OBJECTIVES OF THE STUDY

- 1) To study the consumer preferences in the footwear market in Ludhiana City.
- 2) To study and analyze the brand preference of youth in buying branded shoes.

2. REVIEW OF LITERATURE

Schiffman & Kanuk, (1996) Consumer behaviour is the study of how individuals spend their available resources on consumption-related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it. **Chen, (2008)** Another study in the similar field which was reviewed for the research is "The external factors that influences Taiwanese students shoe purchase intention". This study was based on 6 external factors which include brand, price, promotion, style, durability and comfort. The purpose of this study was to investigate the external factors that influence Taiwanese college students. The result of multiple regression analysis indicated that the customer prefer comfort and style more than any other factor. The result of one way anova revealed that only brand shows significant difference between both the genders and grade level. The study also provides various recommendations to the shoe manufactures in Taiwan. The study concludes that comfort and

style factors are the most influential factors for Taiwanese college students shoe purchase intention.

D'Mello (2003) in his study examines the plight of the workers in shoe manufacturing companies. The author has followed a case study method considering Phoenix India, a subsidiary of Reebok Shoes. The study brings to light the anomalies faced by the workers in these manufacturing units. The study also emphasizes on the fact that these anomalies are greater especially with the third world countries like India, where in corruption plays a major role. Therefore it becomes easier for these international players to corrupt the district magistrate to the police. As a result the Government of these developing countries turns a deaf ear to these workers.

Peter and Olson, (1993) mention that interactions between the people's emotions, moods, affection and specific feelings is called customer behaviour, in other words in environmental events which they exchange ideas and benefits each is called customer behaviour . Buying behaviour of people, who purchase products for personal use and not for business purposes.

Schiffman and Kanuk(2004)define customer's behaviour as the behaviour that the customers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Customer buying behaviour incorporates the acts of individuals directly involve in obtaining, using and disposing of economics goods and service including the decision process that precede and determine these acts.

3. RESEARCH METHODOLOGY

Research problems: Buying Behaviour towards different branded shoes

Research methodology: Exploratory method

SAMPLING PLAN

Sample Method- Random Simple Sampling

Sample size – 100

Primary data –Questionnaire

SAMPLE: While deciding about the sample of research, it is required from the researcher's point to pay attention to these under mentioned points:

a) Sample Units: A decision has to be taken concerning a sampling unit before selecting a sample, sampling unit may be a geographical one such as state, district, village Etc. so in this research sampling unit is Chandigarh area.

b) Source of data: Data required for the study was collected through primary sources i.e. Market Survey and the market area is: **LUDHIANA.**

c) Sampling size: This refers to the no. of items to be selected from the universe to constitute a sample. This is a major problem before the researcher. The size of sample should neither be excessively large not too small, it should be optimum. This size of population must be kept in view for this also limits the sample size .Sample size in this research is 100.

INSTRUMENTS USED

Primary data collected through sample survey from the selected elements in malls and super markets. So for this purpose I have used the most popular tool of primary data collection through direct communication with respondents. The tools I have used are questionnaires.

METHOD OF DATA COLLECTION

Actually data is of two kinds which is as following:

- a) **Primary Data:** Primary data are those, which are collected afresh and for the first time and this happen to be original in character.
- b) **Secondary Data:** Secondary data are those data which have already been collected by someone else and which have already been used as per required.

There are basically two sources to collect secondary data:

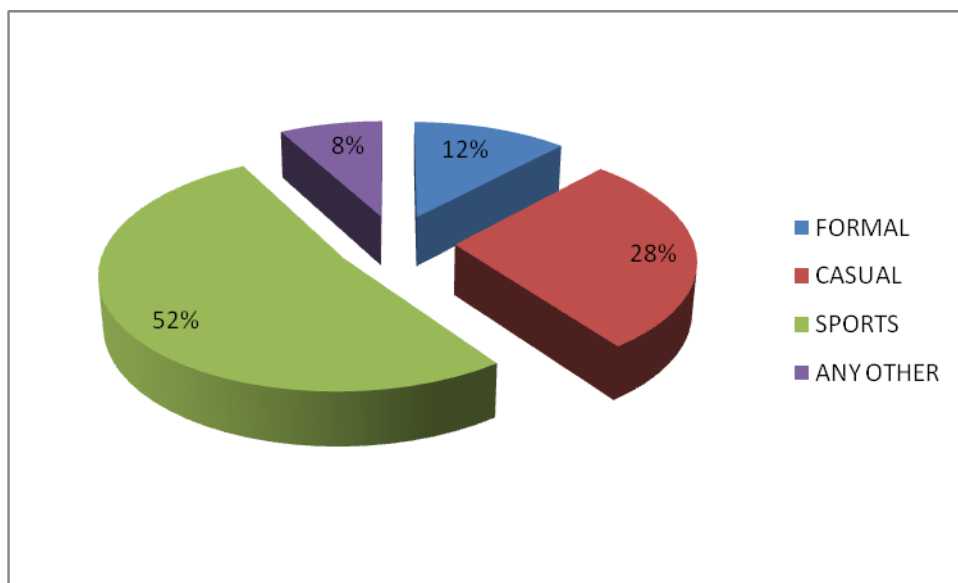
- a) Internally: Provided by the company/organization
 - b) Externally: Various publication of central, state and local Government.
- Books, magazines, newspapers
 - Internet

After only keeping in mind one can think about what type of data has to be collected during research as our research is concerned I have to gather primary data for Buying Behaviour.

4. DATA ANALYSIS INTERPRETATION

1. Type of shoes liked to wear.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
FORMAL	6	12
CASUAL	14	28
SPORTS	26	52
ANY OTHER	4	8
TOTAL	50	100



INTERPRETATION: The above pie chart shows that 12% of respondents wear formal, 28% wears casual, 52% wears sports and 8% wear any other.

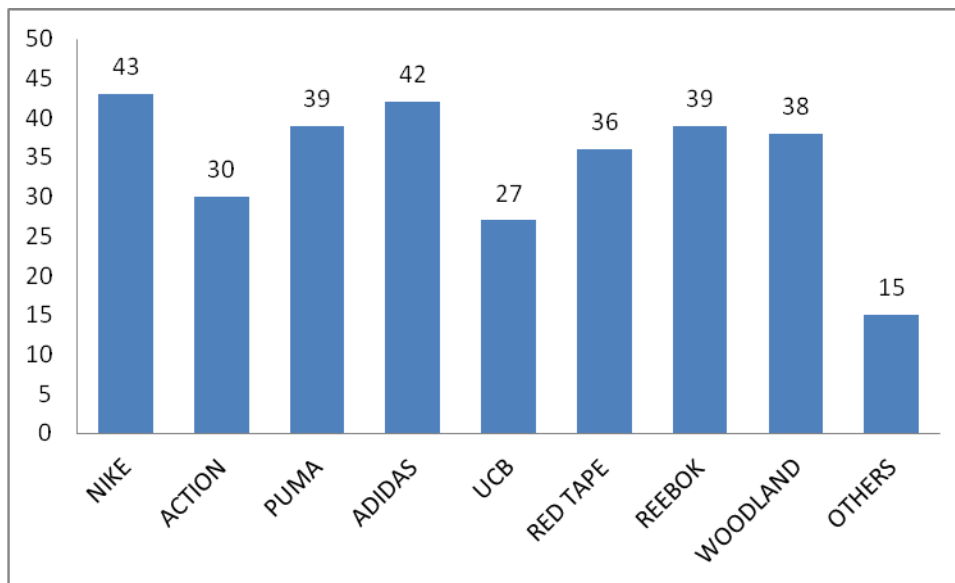
2. Choice for branded shoes

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	43	86
NO	7	14
TOTAL	50	100

INTERPRETATION: The above table shows that 86% of respondents wear branded shoes and 14% of respondents do not wear.

3. Awareness about brands of shoes.

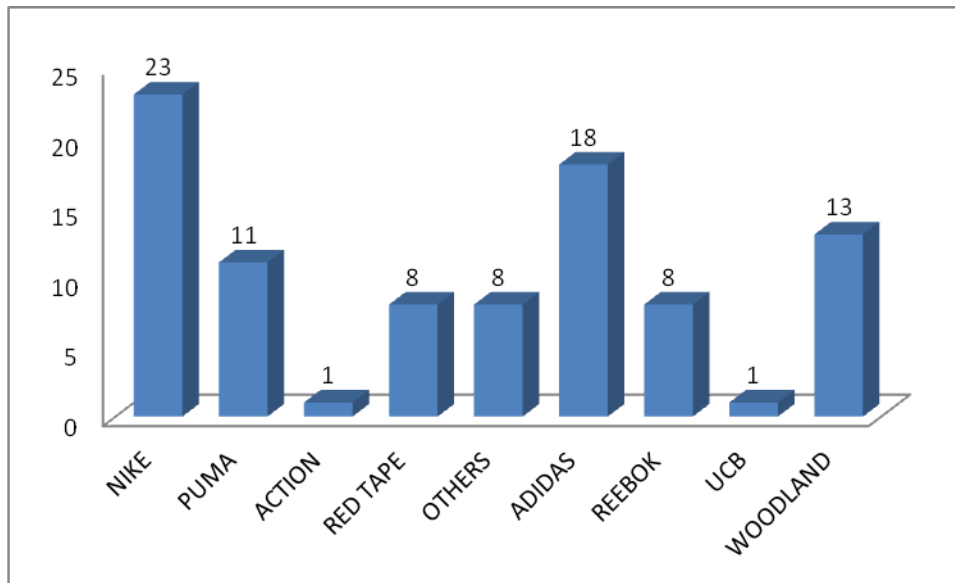
PARTICULARS	NO. OF RESPONDENTS
NIKE	43
ACTION	30
PUMA	39
ADIDAS	42
UCB	27
RED TAPE	36
REEBOK	39
WOODLAND	38
OTHERS	15



INTERPRETATION: The Above Bar Graph Shows that, 43 respondents are aware of Nike, 30 respondents are aware of action, 39 respondents are aware of puma, 42 respondents are aware of Adidas, 27 respondents are aware of UCB, 36 respondents are aware of red tape, 39 respondents are aware of Reebok, 38 respondents are aware of woodland and 15 respondents are aware of others.

4. Most liked brand

PARTICULARS	NO. OF RESPONDENTS
NIKE	23
PUMA	11
ACTION	1
RED TAPE	8
OTHERS	8
ADIDAS	18
REEBOK	8
UCB	1
WOODLAND	13



INTERPRETATION: The above bar diagram shows that 23 of respondents likes nike, 11 respondents like puma, 1 respondent like action, 8 respondents like red tape, 8 respondents like others, 18 respondents like adidas, 8 respondents like reebok, 1 respondent like UCB and 13 respondents like woodland.

5. Importance of factors while purchasing branded shoes. Rating on a scale of 1-5 where 1-Most important 2- Important 3- Neutral 4- Less important 5- Least important

FACTORS	MEAN SCORE
PRICE	2.04
QUALITY	1.60
SIZE	1.66
DESIGN	1.88
COLOUR	1.84
DURALIBILITY	2.06
AVAILABILITY	2.20
BRAND IMAGE	1.87
DISCOUNTS	2.24
VARIETY	2.02
SPECIAL OFFERS	2.36

INTERPRETATION: The above table shows that all the factors are important while purchasing branded shoes. Where Design is the most important factor with a rating of 1.88, Brand Image with 1.87, Colour with 1.84, and least important factor is availability with 2.20 and special offers with a mean score is 2.36.

6. Ranking of the factors from 1-11 according to preference while making branded shoes purchase where 1-Most Important&11- Least Important

FACTORS	SUMMATED RANK SCORE(Σ)	RANK AS PER IMPORTANCE
PRICE	140	2
QUALITY	100	1
SIZE	155	3
DESIGNS	191	4
COLOUR	212	5
DURALIBILITY	220	6
AVALIBILITY	258	8
BRAND IMAGE	250	7
DISCOUNTS	313	9
VARIETY	337	10
SPECIAL OFFERS	373	11

INTERPRETATION: The above table shows that QUALITY factor is preferred as most important whereas SPECIAL OFFERS factor is considered as least important.

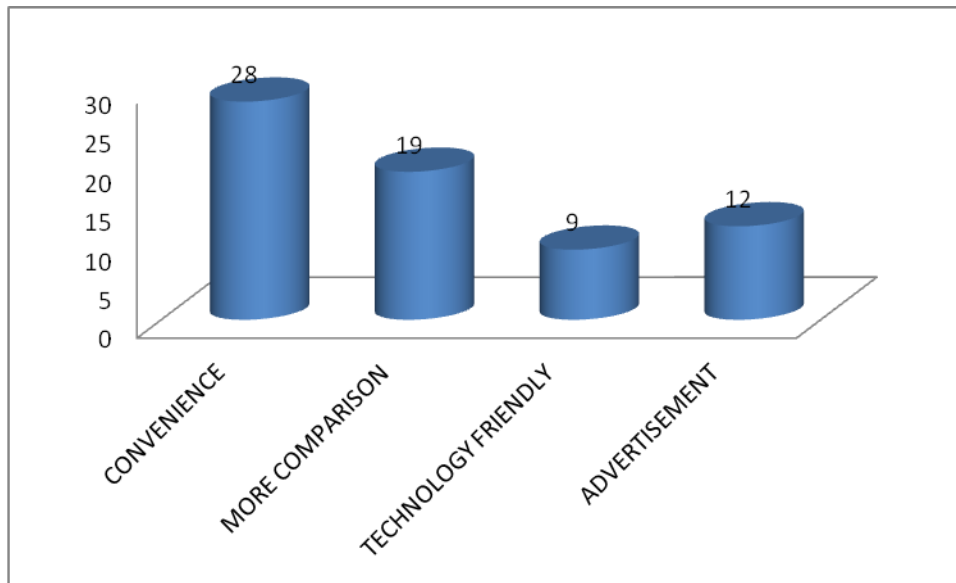
7. Mode to be preferred to shop.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
ONLINE SHOPPING	22	44
PHYSICAL STORES	28	56
TOTAL	50	100

INTERPRETATION: The Above table shows that 56% of respondents prefer shopping at physical stores and 44% of respondents prefer doing online shopping.

8. Factors that attract to make an online shoe purchase.

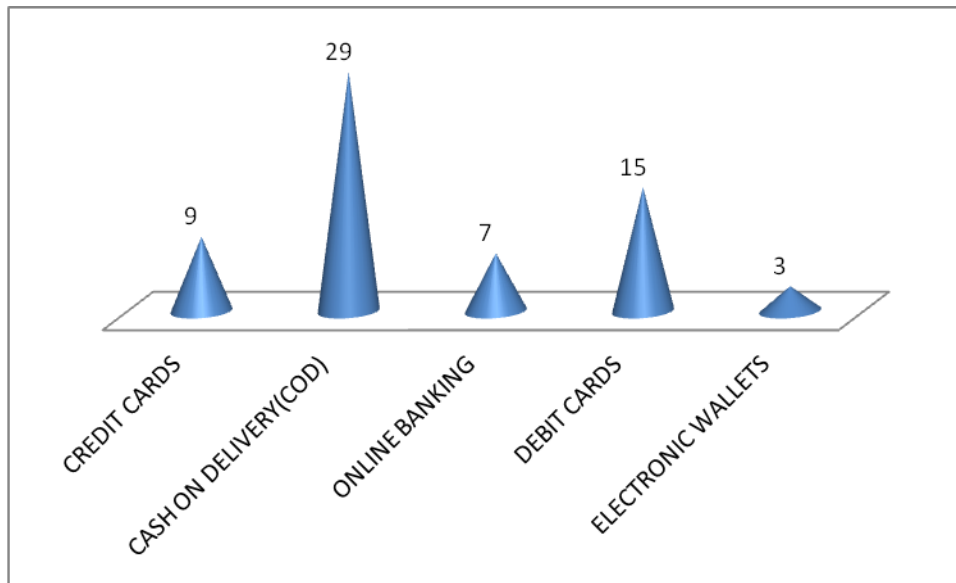
PARTICULARS	NO. OF RESPONDENTS
CONVENIENCE	28
MORE COMPARISON	19
TECHNOLOGY FRIENDLY	9
ADVERTISEMENT	12



INTERPRETATION: The above bar diagram shows that 28 respondents buys online because of convenience, 19 respondents buys online because of its more comparison, 9 respondents buys online because of technology friendly, 12 respondents buys online because of advertisement factor.

9. Electronic Payment System (EPS) to be preferred to use while make payments during shopping online.

PARTICULARS	NO. OF RESPONDENTS
CREDIT CARDS	9
CASH ON DELIVERY(COD)	29
ONLINE BANKING	7
DEBIT CARDS	15
ELECTRONIC WALLETS	3



INTERPRETATION: The Above bar diagram shows that 9 respondents prefer buying from credit cards, 29 respondents prefer buying cash on delivery, 7 respondents prefer buying online banking, 15 respondents prefer buying from debit cards, 3 respondents prefer buying from electronic wallets.

10. Reasons to prefer/not to prefer to buy online. (Open ended question)

The reasons for which people preferred while buying online are:

- a) It has easy return policy.
- b) It is convenient.
- c) Easy mode of payments
- d) Easily compared with others
- e) More variety/wide range/all under one roof
- f) Low cost
- g) Special discounts & genuine price
- h) Time saving
- i) Quick & steady purchasing

The reasons for which people didn't prefer while buying online are:

- a) Lack of trust
- b) Selling fake/false products

- c) Inconvenient
- d) Defected/poor quality products
- e) Cannot touch & feel the product
- f) Time lag in replacement
- g) Size issue, Late delivery & colours mismatch

5. CONCLUSION

It can be concluded from the above research paper that there has been a remarkable change in the shoes industry and the buying behaviour of youth has been affected by many factors like design, colour, brand image, discounts, special offers, price etc. There has been a variety in the shoes like Sportswear, Casual wear and Formal shoes. Youth is aware of many brands of shoes like Nike, Adidas, Reebok and Puma. 56% of people in Ludhiana prefer to buy shoes from physical stores. Quality is the main factor which youth prefer mainly to buy shoes. The most of Electronic Payment System used by most of Youth is Cash on Delivery. People find online buying more attractive due to easy return policy, wide range of products, low costs & so on.

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IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO FAST MOVING CONSUMER GOODS (FMCG)

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ABSTRACT

Present research paper is focusing on the impact of advertising on consumer buying behaviour with reference to FMCG. Brand image, persuasiveness, and celebrity endorsement in the advertising are the key factor, which raise the consumer's intentions toward the product and buying behaviours. In the present era consumers are the king of the market. Without consumer no business organisation can run. All the activities of the business concerns end with the consumers and consumer satisfaction. The primary data of the study is collected through questionnaires. And the secondary data was collected from internet, journals and business magazines. A sample of 100 respondents was taken. The study explores that a creative and well executed advertisement has always a great impact on the buying trends and the purchasing behaviours of the consumers. At the same time quality of the of the product and price are also included with their strong impact on buying behaviour of consumer. Therefore the study conclude that the positive impact of all these factors on buying behaviour of consumers towards brand which helps in promotion of the advertising product and changes the buying behaviour towards buying intentions.

KEYWORDS: *Consumer buying behaviour, brand image, buying trends, promotion*

1. INTRODUCTION

1.1 CONSUMER

Any individual who purchases products or services for his personal use and not for manufacturing or resale is called a consumer. A consumer is one who is the decision maker whether or not to buy an item at the store, or someone who is influenced by advertisement and marketing. Every time someone goes to a store and buys a shirt, toy, beverage or anything else, they make a decision as a consumer.

According to Article 1(4) of the Consumer Protection Law (as amended by Law 3587/2007), a 'consumer' is considered to be any natural person or legal entity to which a product or service offered on the market is addressed. The person or legal entity deemed to be a consumer in this sense should make use of the product or service, provided that it constitutes the end user of such product or service.

1.2 CONSUMER BUYING BEHAVIOUR

Consumer Behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.

1.3 ADVERTISEMENT

Advertisements are paid messages by those who send them and are intended to inform or influence people who receive them.

Definition by Richard F. Taflinger: "Advertisement is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

1.4 IMPORTANCE OF ADVERTISEMENT

We come across the different types of advertisements in our day-to-day life. They have invaded every aspect of our day to day dealings, our conversations, our thoughts and to a certain extent control our behaviour as customers and consumers of goods and services

1.4.1 CRUCIAL FOR A LAUNCH

Advertisement is very crucial for launching (introducing) a new product, service and/or idea in the market. If advertisement of any concerned product, service and/or idea is done properly at a right place, through proper media, and within a specific time constraint, can attract new-

customers. This helps to capture the market and increase sales of an advertiser. It is also essential for announcing an upcoming event. Hence, it contributes to the success of an event.

1.4.2 SOURCE OF REVENUE

Advertisement is a prime source of revenue for publishers of mass-media like newspapers, TV channels, magazines, websites, etc. The input cost involved in processing any valuable information is usually higher than its selling price. A publisher's cost rises due to various data gatherings and information-processing activities like research (investigation), professional writing, editing, proof-reading; publishing in form of printing or digital web hosting, and distribution. It pays publishers their input costs and in return use their media platform as a medium to reach maximum people. Indirectly, because of it, customers of publishers (who are mostly readers and/or viewers) also get an affordable access (or sometimes even a free access) to high-quality information databases.

1.4.3 SALES PROMOTION

Advertisement is done to promote goods, services, ideas and/or events. It is used for the promotion of: Goods falling under categories like cosmetics, electronics, eatables, stationary, jewellery, textiles, etc. Services provided under banking, insurance, hospitality, air travel, consultancy, health care, education, etc.

1.4.4 INCREASES SALES

Advertisement sparks an interest in masses about advertised products and/or services of its advertiser. This interest creates demand in the market. The growing demand soon results in higher sales. Eventually, the advertiser fulfils his main goal of investing in an advertisement.

1.4.5 MAXIMIZES PROFIT

Advertisement helps in increasing sales and controls the cost borne by the advertiser. It helps to widen the gap between his sales and incurred cost. With maximizing sales and lowering cost, the profit of a advertiser grows. Thus, it aids in maximizing the profit of its advertiser.

1.5 IMPACT OF ADVERTISEMENT ON CONSUMER BUYING BEHAVIOUR

The known effects of advertisement on consumers range from creating an awareness of the product or service to influencing a buying decision. Advertisement can create a shift in thinking by consumers, which may take different forms. For example, after viewing an ad, a consumer may decide that his or her usual product either seems better or worse than the one being advertised, without knowing exactly why. Other effects of advertisement that create a more conscious shift in consumers' thought processes may be due to a strong informational aspect.

1.5.1 INCREASED AWARENESS

Advertising and promotion offer a news function to consumers. Viewers of ads learn about new products and services available to them, much like they learn about events in the news. This information function has a neutral role. It provides facts without approval or disapproval from consumers. Customer behavior at this stage encompasses expressions of curiosity.

1.5.2 ANALYSIS OF FEATURES

Consumers have a rational response to advertising when they look at the features of a product or service. This response focuses on a logical listing of all the functional aspects of the offering. This is an intellectual response, rather than an emotional one.

1.5.3 EVALUATION OF BENEFITS

When customers weigh benefits, they become emotionally involved with advertising and promotion. Consumers identify ways the product or service can make them happier, improve their lives or give them pleasure. This part of the consumer response is irrational and can lead to impulse buying and competition to obtain the product.

1.5.6 REMINDERS

Repeated advertising messages affect consumer behaviour. This repetition serves as a reminder to the consumer. Behaviour that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, as if it had been on the consumer's "to-do" list.

2. REVIEW OF LITERATURE

- **Sonkusare Geeta (2013)** in her study concluded the impact of television advertising on women consumers buying behaviour with special reference to FMCG products in Chandrapur City. It was found that Most of the consumers are satisfied with T.V. advertising of FMCG products. Women customers have impact of T.V. advertising on their buying behaviour of FMCG products Maximum no. of women consumers are attracted towards the marketing strategy through advertising. It has been concluded that T.V. advertising have great impact on buying behaviour of women customers. Before purchasing any product customers/ consumers collects information for their proper purchasing decision making activities hence advertising is mostly adopted to get information about FMCG products. There are different factors that influence buying behaviour of women consumers out of which Social and personal factors have more influence.
- **Rahman Naquibur Mohammad September (2012)** researched to investigate the impact of advertisement on consumer behaviour of university students (N = 150). It was concluded that in order to be more effective and influential in a positive manner, the ad of particular brand must have all the qualities of a good advertisement. In a nutshell it was concluded that advertisement appeal and its effectiveness was positively related. It was also found out that people form attitudes towards objects on the basis of their beliefs, perception and knowledge about these objects.
- **Srivastava Shalini's(2013)** research work is an endeavour to study the factors that affect the buying behaviour of consumers residing in unauthorized colonies in urban India. It was concluded that that variables like reliability and product attributes plays a very important role for low income and price conscious set of respondents. The consumers largely remain brand loyal. A considerable portion of monthly income is spent on buying grocery (including FMCG products). Promotions and offers have considerable impact on large household and young adults.

- **Ali Abbas, Thumiki and Khan Naseer (2012)** focused on understanding factors that affect the rural purchase of FMCG in South India. Empirical study was conducted in 8 districts of South India to identify the key influencing variables. It was concluded that Rural marketers should design innovative promotional strategies for rural markets that can express messages in an easy way to the villagers and compatible with their education and understanding levels. It is recommended to offer FMCG that lasts long. Rural consumers associate long lasting feature with bigger size and/or hardness of the product.
- **Mor Kiran and Sulekha (2013)** focused on the understanding of rural consumer buying behaviour for FMCG in Haryana. The present study proved that the retailers are aware of the fact that their customers listen to them; they are the one who can create their interest in product. It necessitate that companies must educate rural retailers about modern marketing principles for a better performance. As price influences rural purchase of FMCG, it is recommended to pursue the low-price strategy in rural marketing.
- **Lalitha J Josephine and Dr. N. Panchanatham (2013)** studied to find out the impact of TV advertisement on the buying behaviour of rural consumers. The results indicate that the advertisements provide much knowledge to the consumers about the products and also influence them in purchasing the product. It can be inferred that marketer's efforts have gone well beyond just mere selling of the products and goods.
- **Bakshi Gaurav and Gupta(2013)** done a research to explore the factors that contribute to the effectiveness of online advertisements and affect consumer purchasing intention. It was concluded that with the increased adoption of the Internet, World Wide Web is becoming gradually a standard advertisement platform.

3. RESEARCH METHODOLOGY

Sources of data collection state the various sources of data from where we collect the information for comparative analysis. The primary data comprises information survey on topic impact of advertisement on consumer buying behaviour of fast moving consumer goods. The data was collected directly from respondents with the help of structured questionnaires. The secondary data was collected from internet, references from library. Sample size of research is 100 . A structured questionnaire as a research instrument consisting of 14 questions was prepared with an aim to measure behaviour of consumer towards the advertisement on fast moving consumer goods,

3.1 OBJECTIVES OF THE STUDY

1. To study the impact of advertisement on consumer buying behaviour with reference to FMCG.
2. To identify factors influencing consumer buying behaviour towards FMCG.

4. FINDINGS

1. Advertisements are often seen in a newspaper or television or magazine or FM Radio.

	Particular	Frequency		Total
		Male	Female	
a)	0-5 times a week	13	10	23
b)	6-10 times a week	19	10	29
c)	11-15 times a week	16	16	32
d)	16-20 times a week	7	4	11
e)	More than 20	1	4	5

Table 1

- 32% of the total respondents see an advertisement in a newspaper or television or magazine or FM Radio for 11-15 times a week. 29% of the total respondents see an advertisement in a newspaper or television or magazine or FM Radio for 6-10 times a week. Whereas only 5% of the total respondents see an advertisement in a newspaper or television or magazine or FM Radio for more than 20 times a week

2. Advertisement catches our attention.

	Particular	Frequency		Total
		Male	Female	
a)	Very well	13	13	26
b)	Well enough	25	25	50
c)	Not very well	7	4	11
d)	No catchy	4	1	5
e)	Don't remember	4	4	8

TABLE 2

- 50% of the total respondents said that advertisement has caught their attention well enough. 26% of the total respondents said that advertisement has caught their attention very well. On the other hand only 5% of the total respondents said that advertisements are not catchy at all.

3. Believable claims made in an advertisement.

	Particular	Frequency		Total
		Male	Female	
a)	Yes	26	19	45
b)	No	19	8	27
c)	Can't say	18	10	28

TABLE 3

45% of the total respondents agree that claims made in an advertisement are believable. 27% of the total respondent did not agree to that claims made in an advertisement are believable. 28% of total respondents can't say anything about this.

4. Relevant information about the products provided in advertisements.

	Particular	Frequency	
		Male	Female
a)	Yes	25	23
b)	No	10	12
c)	Can't say	18	12

TABLE 4

- 43% of the total respondents are agree to that an advertisement provide relevant information about the products.

5. The extent of information given in an advertisement.

	Particular	Frequency		Total
		Male	Female	
a)	Complete information	30	26	56
b)	Partial information	18	26	44

TABLE 5

- 56% of the total respondents are of the view that information given in the advertisement is complete in terms of price, usage, after usage effects of the product or service advertised whereas 44% of the total respondents are not of the view that information given in the

advertisement is complete in terms of price, usage, after usage effects of the product or service advertised

6. The convincing levels of an advertisements.

	Particular	Frequency		Total
		Male	Female	
a)	Yes	28	26	54
b)	Convincing to large extent	24	12	36
c)	Not convincing at all	3	7	10

TABLE 6

- 54% of the total respondents said that advertisement is convincing to the large extent. It shows that advertisement do have their influence on the buying behavior of the consumer. On the other hand 36% of the total respondents claim that advertisements are convincing to the large extent. Only 10% of the total respondents said that advertisements are not convincing at all. That means they thought that advertisements are vague in nature and they don't contain fuller information about the product.

7. No. of purchases made based on an advertisements.

	Particular	Frequency		Total
		Male	Female	
a)	Very often	18	10	28
b)	Occasionally	40	17	57
c)	Never	5	10	15

TABLE 7

- 57% of the total respondents said that they occasionally buy the product based on an advertisement. On the other hand 28% of the total respondents claim that they often buy the products based on the advertisements. And 15% of the total respondents never buys the product based on the advertisements. This shows that they are not moved or convinced by the advertisement.

8. Information provided to the consumer about peculiar features of a product.

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	13	13	26
b)	Somewhat disagree	5	3	8
c)	Neutral	13	10	23
d)	Somewhat agree	10	13	23
e)	Strongly agree	9	11	20

TABLE 8

- 26% of the total respondents strongly disagree that advertisement inform a consumer about peculiar features of a product. That means they claim that advertisements did not shows the particular features of the product some of the features are vague most of the time whereas 23% of the total respondents are neutral in this regard. That means they are not sure whether they give peculiar features of the product or not. 20% of the total respondents claim that they strongly agree that the features shown in the advertisements or complete and they give all the necessary information about the product.

8. Advertisement helps a consumer to remain updated about products/services available in the marketplace.

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	5	3	8
b)	Somewhat disagree	13	13	26
c)	Neutral	7	10	17
d)	Somewhat agree	17	12	29
e)	Strongly agree	8	12	20

TABLE 9

- 29% of the total respondents somewhat agree that advertisement helps a consumer to remain updated about products/services available in the marketplace where as 26% of the total

respondents somewhat disagree that advertisement helps a consumer to remain updated about products/services available in the marketplace. 17% of the total respondents are neutral in this regard.

10. Advertisement helps making consumer aware of variety of goods available in the market.

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	7	13	20
b)	Somewhat disagree	2	3	5
c)	Neutral	16	10	26
d)	Somewhat agree	18	11	29
e)	Strongly agree	8	12	20

TABLE 10

- 29% of the total respondents somewhat agree to that advertisement helps in making a consumer aware of variety of goods available in the market. On the other hand 26% of the total respondents are neutral to that advertisement helps in making a consumer aware of variety of goods available in the market. Only 5% of the total respondents somewhat disagree to this statement whereas 20% of the total respondents strongly disagree to this statement that Advertisement helps in making a consumer aware of variety of goods available in the market. At the same time 20% of the total respondents strongly agree to this statement.

11. Advertisement promotes competition, which benefits the consumer in terms of lower price

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	11	9	20
b)	Somewhat disagree	3	6	9
c)	Neutral	9	11	20
d)	Somewhat agree	10	19	29
e)	Strongly agree	8	14	22

TABLE 11

- 29% of the total respondents somewhat agree that advertisement promotes competition, which benefits the consumer in terms of lower price. They thought that competition helps to

lower the price of the product and advertisement helps them to be in the competition. On the other hand 20% of the total respondents strongly disagree to the statement that advertisement promotes competition, which benefits the consumer in terms of lower price. They thought that advertisements increase the input cost and in spite of lowering the price of a product advertisement increase the price of the product because of the increased input cost. 20% are neutral in this regard.

12. Advertisement of brand of soft drink has influenced the most.

	Particular	Frequency		Total
		Male	Female	
a)	Coca Cola	7	11	18
b)	Pepsi	24	12	36
c)	Mountain Dew	7	16	23
d)	Maaza	5	6	11
e)	Nimbooz	3	4	7
f)	Other	3	2	5

TABLE 12

- 36% of the total respondents are influenced by the advertisement of the Pepsi. 23% of the total respondents are influenced by the advertisement of the Mountain dew. On the other hand only 7% of the total respondents are influenced by the advertisement of the Nimbooz.

13. Influence of celebrity endorsing a soft drink in an advertisement, on consumer's buying behaviour.

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	8	9	17
b)	Somewhat disagree	13	10	23
c)	Neutral	15	24	39
d)	Somewhat agree	3	2	5
e)	Strongly agree	7	9	16

TABLE 13

- 39% of the total respondents are neutral in view about the Celebrity endorsing a soft drink in an advertisement has influence on consumer's buying behavior. 23% of the total respondents somewhat disagree to this statement that Celebrity endorsing a soft drink in an advertisement has influence on consumer's buying behavior. On the other hand 16% of the total respondents strongly agree that Celebrity endorsing a soft drink in an advertisement has influence on consumer's buying behavior.

14. Promotional strategy adopted by a particular soft drink company influence consumer's decision to buy product

	Particular	Frequency		Total
		Male	Female	
a)	Strongly disagree	15	21	36
b)	Somewhat disagree	12	11	23
c)	Neutral	5	6	11
d)	Somewhat agree	8	10	18
e)	Strongly agree	5	7	12

TABLE 14

- 36 % of the total respondents strongly disagree that Promotional strategy adopted by a particular soft drink company influence consumer's decision to buy product. On the other hand 18% of the total respondents thought that Promotional strategy adopted by a particular soft drink company influence consumer's decision to buy product. 11% of the total respondents are having neutral reviews about this statement.

5. CONCLUSION AND SUGGESTIONS

From the study, following can be concluded and suggested.

Decrease the price of products as it is the reason why consumers do not buy products. Create more trust in their brand. By proper advertisement the companies can gain trust of the consumers. Companies should advertise their product at that time in which it is shown to consumer frequently. Companies should provide relevant information about the product. Each and every features should be there in the advertisement. Information given in the advertisement should be complete in terms of price, usage, after usage effects of the product or service advertised. Majority of the consumer claim that advertisements are not much convincing. So, companies should have to introduce more ideas to make advertisement more convincing to consumer. Advertisement should be frequent so that consumer should remain updated about the new product or about any change in the product. Mode of advertisement should be that in which less cost is involved so that it doesn't hike to the price of product. Celebrity endorsing the brand have somewhat impact on the consumer so choose them accordingly. Specially in case of soft drinks.

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CONSUMER BEHAVIOR TOWARDS END OF SEASON SALES IN LUDHIANA CITY

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ABSTRACT

End of Season Sales is one of the most effective marketing strategies used these days to promote sales. The purpose of the study is to examine the behavior of the consumers towards the End of Season Sales in Ludhiana city. In past recent years, numerous End of Season Sales are conducted increasingly at the end of every season to clear out the unsold stock and promote sales. A total of 100 respondents were surveyed during the past 2 months in Ludhiana City. The findings of this study would certainly lend a hand to the consumers as well as marketers to promote sales through End of Season Sales technique.

KEYWORDS: *End of Season Sales, Consumer Behavior, Sales Promotion technique, Stock clearance*

1. INTRODUCTION

End of Season Sales is a sale in which the unsold stock of the season such as summer, winter, spring or autumn is sold at a discounted price at the end of the particular season. It is a technique for sale promotion that is highly influencing and is widely used, especially in India.

End of Season Sales is the new fashion trend mainly in retail stores in India. It is one of the greatest techniques to buzz in customers in heavy gatherings. It is a unique method of offering discounts and increasing sales. Many consumers are season sale supporters and specially wait for the End of Season Sales. These consumers are very aware about the value of the products. 'Sale' is a word full of magic that pulls a customer to the store like a bee to the flower. It is a mode of clearing out the stock before the beginning of the next season.

Fashion is an ever changing element and that's what the main concept behind the End of Season Sales is. After every season, it is very difficult to see the customers preferring the same fashion trend in the next season as well. Thus the End of Season Sales comes into play as a handy technique for the same. Also, the product life cycle of the fashion is getting shorter day by day, so there is no point in keeping the stock till the year end waiting for the sales to incur. It also results in excess of carrying costs, storage costs, and also the stock uses the space, which could have otherwise been utilized for various other beneficial purposes. Therefore, the End of Season Sales plays a major role in converting the slow moving or dead stock into fast moving stock.

Buyer behavior is an approach that is very systematic that buyers pursue while buying or making buying decision. Every footstep is important for the decision making during the development of marketing strategies.

The psychology of the consumer is of utmost importance during the implementation of End of Season Sales technique. The percentage of discount offers hit the consumer psychology really hard. 50% or 70% or above are the main attractions for the consumers to attend the sale. Although the prices fall to half or more, the consumer doesn't compromise with the quality of the product or service he intends to buy.

1.1 OBJECTIVES

- To study the buying behaviour of consumers regarding End of Season Sales
- To analyse the motivating factors that influences consumer to buy in End of Season Sales

2. REVIEW OF LITERATURE

Baohong et.al. (2003) ' reviewed various studies relating to the impact of promotion on brand switching and found that these studies used choice models, especially legit. According to these studies promotion has a strong effect on brand switching. The authors show that legit choice model can substantially over estimate brand switching because they do not take in to account the rational adjustments that customers make to take advantage of promotion. Legit models do not take in to account stock piling and deceleration strategies. They use a dynamic rational model and compare it with a legit model. The result was that legit models over estimate brand switching, that nested legit helps address the problem but not completely and that dynamic rational model provides the most accurate estimate of switching.

Dawes, John (2004) ' reported the result of his study on the effect of a massively successful price promotion in a consumer goods category. Specifically, he sought to determine if this large price promotion had any long-term impact on brand value; short-term impact on total category

volume for the retailer; short-term effect on competing retailers; and long-term effect on category sales for the retailer who runs the promotion. Results of the study showed that a very successful promotion did not have any longer-term effect on the brand (positive or negative), but it did expand the total category for the retailer, though temporarily. Sales dropped slightly for one competing retailer at the time of promotion out of the three units studied. It was observed that the promotion was followed by a decline in the total category volume for the retailer, suggesting some degree of purchase acceleration or stockpiling by consumers. Longer-term negative effect on category cancelled out approximately two third of the gain of the price promotion to the retailer.

Anderson, T. Eric and Simester L Duncan (2004) investigated how the depth of a current price promotion affect future purchasing of first time and established customers based on three large scale field experiments on durable goods sold through a direct mail catalogue. The findings reveal different effect for first-time and established customers. Deeper price discounts in the current period increased future purchases by the first time customers (a positive long-run effect) but reduced future purchases by established customers (a negative long- run effect).

Lewis, Michel (2004) developed an approach for simultaneous measurement of the influence of a dynamic loyalty program and more traditional short- term promotions. They argue that the loyalty programs under examination successfully alter behavior and increase retention rates. Email based coupons, shipping fee and general price levels all significantly affect customers purchase decisions.

Laroche, Michel et.al. (2005) ' studied the effect of coupons on consumer's brand categorization and choice process using fast-food restaurants in China. Results suggest that there are both direct and cross advertising effects i.e., the presence of a coupon for a focal brand has an impact on consumer's attitudes and intentions towards that brand.

Kumar, V. and Swaminathan, Srinivasan (2005) ' studied the impact of coupons on brand sale and how that impact decays over the life of the coupon. The authors use an econometric model to demonstrate the coupon effect in terms of equivalent price reduction, account for coupon effect over time, allow inference of coupon effects when retailers decide to double or triple the coupon value and provide both self-coupon and cross-coupon elasticity at different levels of aggregation. Results indicate that the effect of doubling the face value of coupon result in more than a proportionate increase in elasticity and both self and cross- coupon elasticity are much smaller in magnitude than the average self-cross price elasticity.

Ndubisi, Oly, Nelson and Moi, Tung, Chiew (2005) in their study evaluated the impact of sales promotional tools, namely coupon, price discount, free sample, bonus pack, and in-store display, on product trial and repurchase behavior of consumers. The moderation role of fear of losing face on the relationship between the sales promotional tools and product trial was also examined. The results of study show that price discounts, free samples, bonus packs, and in-store display are associated with product trial. Coupon does not have any significant effect on product trial. Trial determines repurchase behavior and also mediates in the relationship between sales promotions and repurchase. Fear of losing face significantly moderates the relationship between in-store display and product trial.

Vecchio, Del, Devon et.al. (2006) ' report the results of the study, which examined the effect of sales promotion on brand preference through Meta analysis. Results of 51 studies had been integrated. As per the study sales promotions do not affect post promotion brand preferences in general. But depending upon characteristics of sales promotion and the promoted product, promotion can either increase or decrease preference for a brand.

3. RESEARCH METHODOLOGY

The study was exploratory in nature and survey method was used to complete the study. The population for the study comprised of shoppers in Ludhiana city. The sample size was of 100 shoppers. The sample was collected from the areas of South city, Kitchlu Nagar, Rishi Nagar, Model Gram and adjoining areas. Because a complete list of population of Ludhiana was not available, convenience sampling was utilized. For data collection, a self-designed questionnaire was administered.

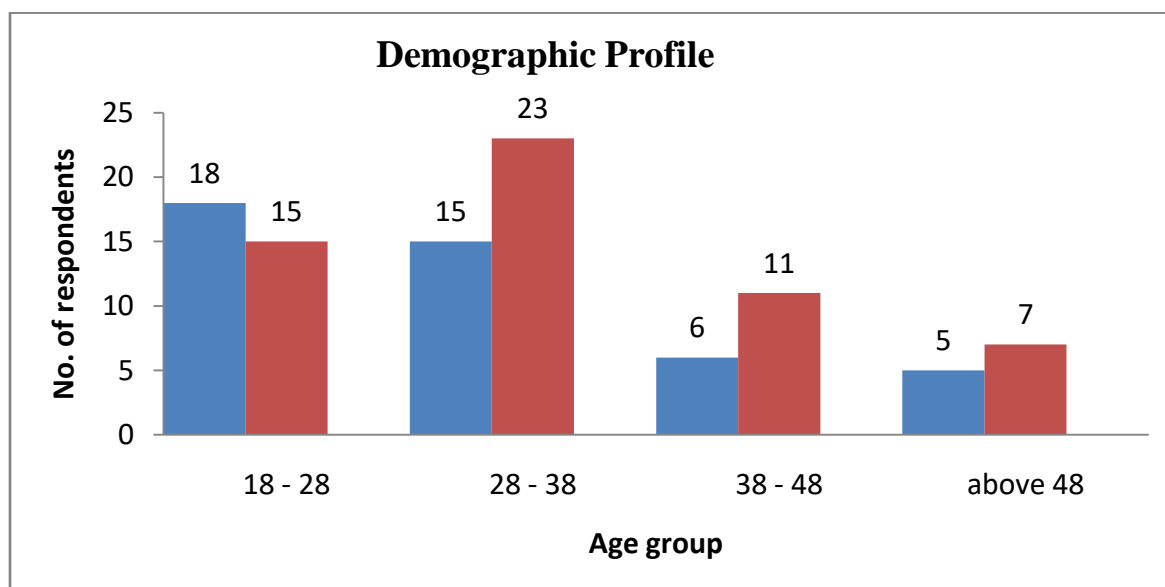
4. RESULTS AND DISCUSSIONS

4.1 Sample Description

The data was collected in the month of April 2017. The following sample description will be of value in understanding the sample characteristics.

4.1.1 Demographic Profile

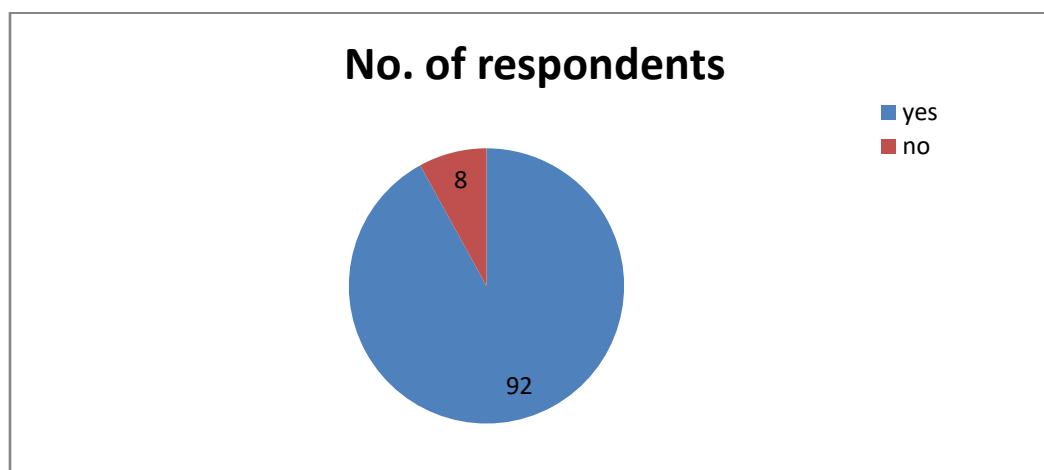
Age Group	Male	Female
18 – 28	18	15
28 – 38	15	23
38 – 48	6	11
Above 48	5	7



INTERPRETATION: From the above diagram, it can be concluded that the maximum number of respondents lie in the age group of 28-38 who preferred End of Season Sales as compared to other age groups.

Table No. 1 Number of respondents who prefer End of Season Sales

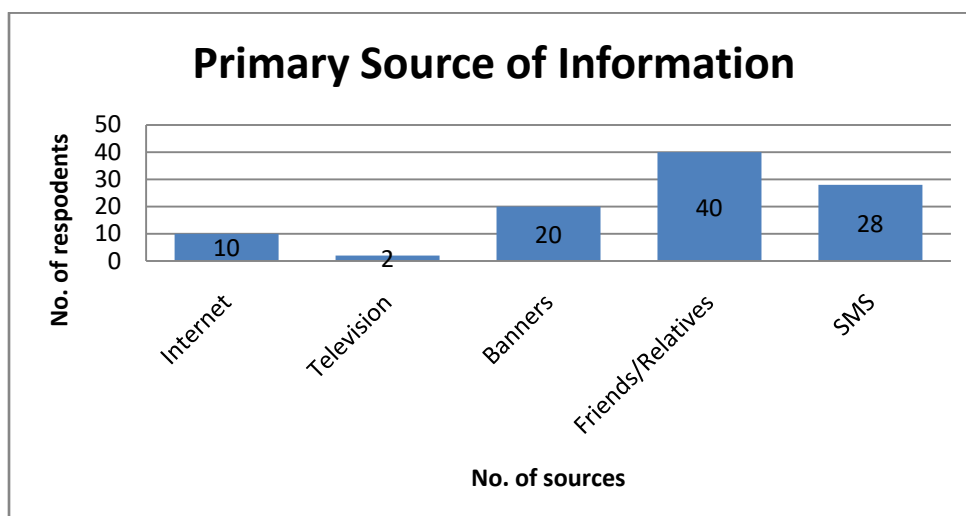
Preference for EOSS	No. of responses
Yes	92
No	8



INTERPRETATION: From the above data, it can be inferred that more than 90% people prefer shopping in End of Season Sales in Ludhiana city.

Table No. 2 Primary source of information for End of Season Sales

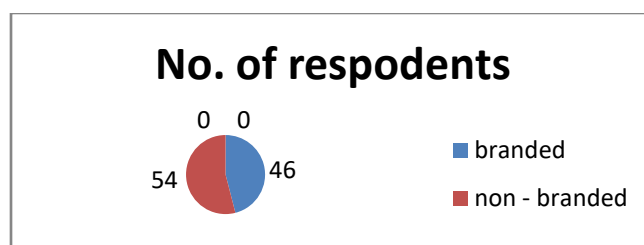
No. of sources	No. of respondents
Internet	10
Television	2
Banners	20
Friends/Relatives	40
SMS	28



INTERPERTATION: It can be concluded from the above data that highest number of respondents get to know about the End of Season Sales through friends/relatives as compared to other sources.

Table No. 3 Type of products used by respondents

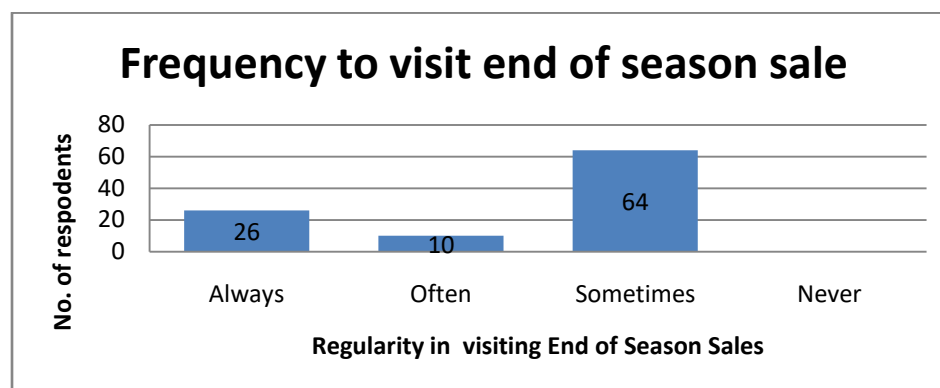
Type of Products	No. of respondents
Branded	46
Non - Branded	54



INTERPERTATION: From the above data more respondents purchase non-branded products in End of Season Sales rather than the branded products.

Table No. 4 Frequency of visiting End of Season Sales

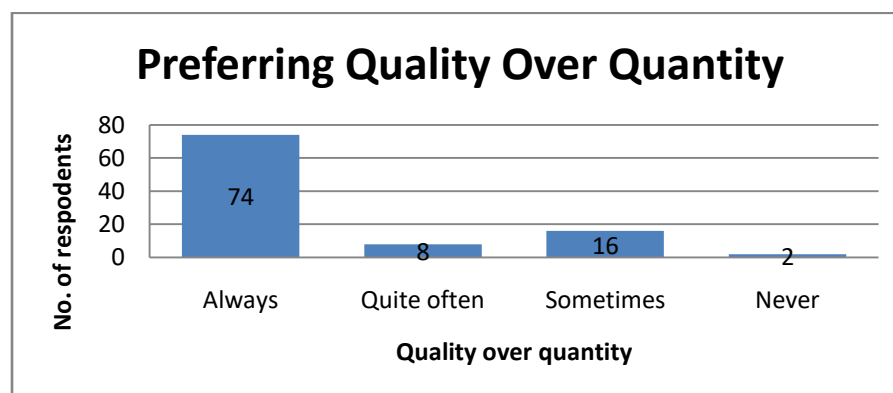
Regularity in visiting EOSS	No. of respondents
Always	26
Often	10
Sometimes	64
Never	00



INTERPRETATION: It can be interpreted from the above data that rather than always preferring End of Season Sales, respondents prefer it occasionally.

Table No. 5 Preferring quality over quantity

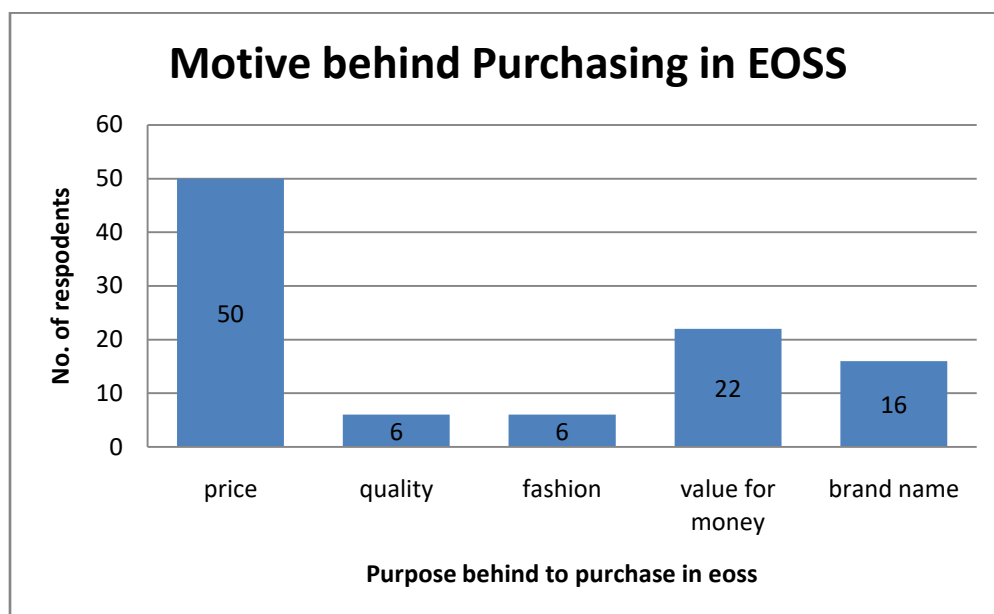
Quality Over Quantity	No. of respondents
Always	74
Quite Often	8
Sometimes	16
Never	2



INTERPRETATION: It can be concluded from the above bar graph that maximum number of respondents always prefer quality over quantity but few respondents quite often and sometimes prefer it.

Table No. 6 Motive behind purchasing in End of Season Sales

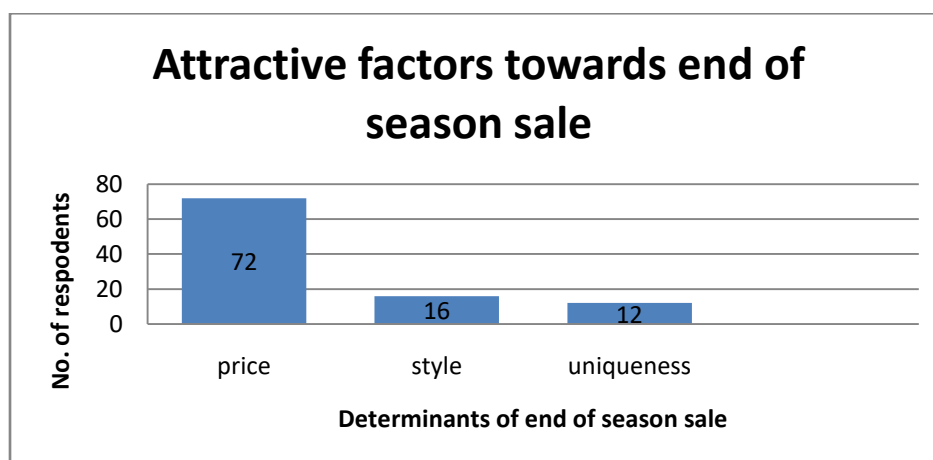
Purpose behind purchasing in EOSS	No. of respondents
Price	50
Quality	6
Fashion	6
Value for money	22
Brand Name	16



INTERPRETATION: From above information it can be concluded that majority of respondents get motivated on the basis of price and few respondents purchase the products on the basis of value for money and brand name of the product, but very less respondents get motivated on the basis of quality and fashion.

Table No. 7 Attractive factors towards End of Season Sales

Determinants of End of Season Sales	No. of respondents
Price	72
Style	16
Uniqueness	12



INTERPRETATION: On the basis of above information it can be concluded that price is the most important factor which is most considered at the time of purchasing in End of Season Sales in Ludhiana. The other factors like style and uniqueness are very less considered.

Table No. 8 Attractive offers in End of Season Sales

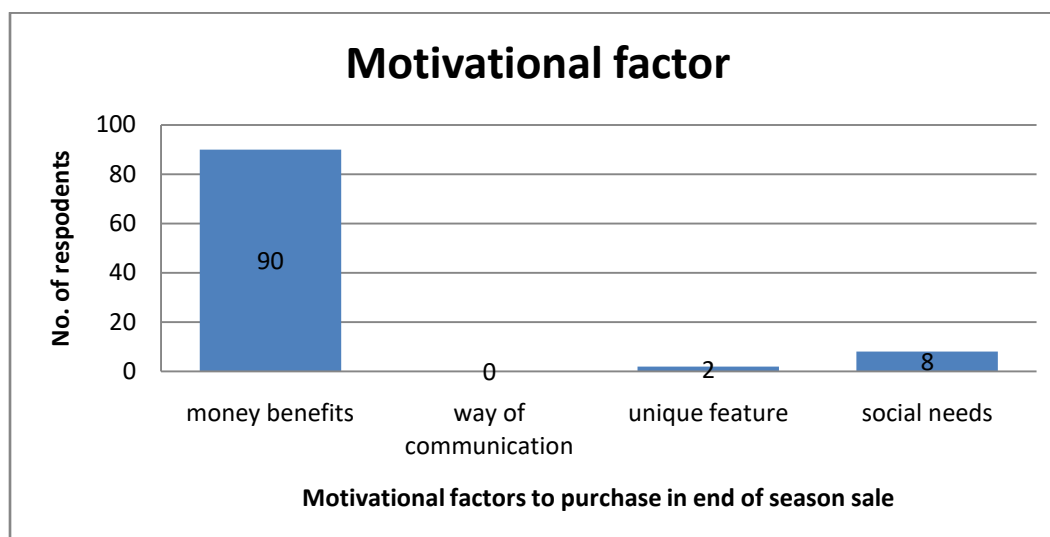
Preference of offers in EOSS	No. of Respondent
Discounted Price	40
One on One sale	8
Value for Money	32
Gift Vouchers/Lucky draw	3
Variety	4
Others	13



INTERPRETATION: It can be inferred from the above data that maximum number of respondents are attracted towards discounted price and value for money offers while purchasing product in End of Season Sales. Only few respondents get attracted towards one on one sale, gift vouchers/lucky draw, variety and attractive offers for the same.

Table No. 9 Important role of motivating factors in purchasing products in End of Season Sales

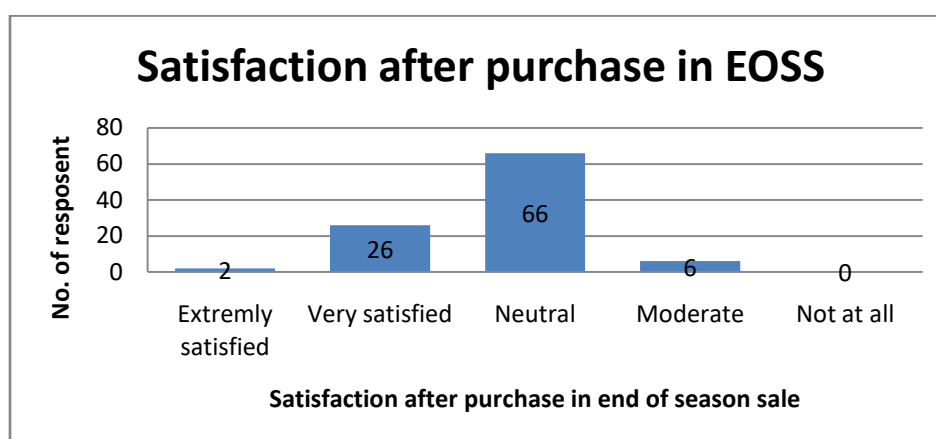
Motivational factors to purchase in EOSS	No. of Respondents
Money Benefits	90
Way of communication	00
Unique features	2
Social needs	8



INTERPRETATION: From the above data it can be concluded that money benefits play an important role in motivating consumers to purchase product in End of Season Sales other than unique feature and social needs. On the other hand, way of communication doesn't play any significant role to motivate consumers to purchase product in End of Season Sales.

Table No. 10 Satisfactory factors after purchasing in End of Season Sales

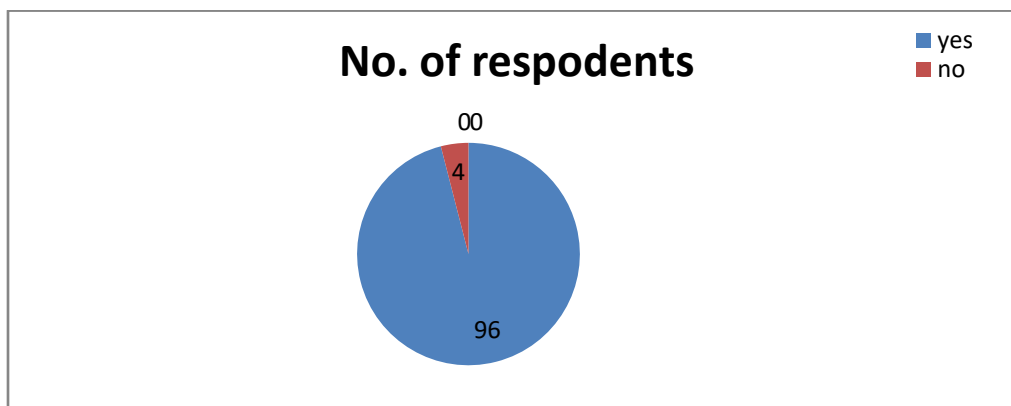
Satisfaction after purchase in EOSS	No. of Respondents
Extremely Satisfied	2
Very Satisfied	26
Neutral	66
Moderate	6
Not at all	00



INTERPRETATION: It can be interpreted from the above data that maximum number of respondents are neutrally satisfied after purchase of goods in End of Season Sales and few respondents very satisfied. On the other hand, very less respondents are extremely satisfied after purchasing goods in End of Season Sales.

Table No. 11 Recommendation to others to purchase in End of Season Sales

Suggest others to purchase in EOSS	No. of Respondents
Yes	96
No	4



INTERPRETATION: From the above data it can be concluded that maximum number of respondents suggest others to purchase product in End of Season Sales in Ludhiana.

5. CONCLUSION

This research reveals that consumer behavior play an important role in the End of Season Sales in Ludhiana. End of Season Sales are attractive to consumer for buying goods. Most of the people preferred non – branded products in End of Season Sales. Sometimes, people like go for shopping in end of season and wants quality over quantity. Price and value for money are the motive behind purchasing the products in End of Season Sales. Consumer wants to see price tag before purchase the product in End of Season Sales because most of the people attract towards offers like; discount price, one on one sale, value for gift vouchers etc. Money factor also play an important role for consumer to purchase the product in End of Season Sales. They also suggest others to purchase the product in End of Season Sales in Ludhiana.

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