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Article

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Impact of sales promotion on consumer buying behavior in the apparel industry

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ABSTRACT

Sales promotion is a common marketing approach used in the clothing industry to attract customers and increase sales, resulting in the effect of sales promotions on consumer purchasing behavior. Discounts, coupons, flash sales, and loyalty bonuses are all forms of sales promotions. Advertising and marketing of a product increase its reach to more people. The present study looks at how sales promotions influence customer purchasing behavior in the apparel business. The study investigates several sales promotion tactics to attract consumers that can influence consumer decisions in the apparel business. The methodology of the paper is based on a statistical analysis of close-ended questionnaire responses from 330 people aged 18–35 residing in India, as part of field research. The current study asked respondents questions on a 5-point Likert scale. The replies were evaluated using statistical tools from Microsoft, such as Excel, and IBM's Statistical Package for Social Science, as well as statistical techniques such as Regression and Pearson Correlation. According to the study's findings, sales promotions have a positive influence on customer purchase decisions in India's apparel industry. Discounts and coupons add up to savings and have a favorable impact on customer purchasing patterns.

IMPACT STATEMENT

This study examines how sales promotions like discounts and coupons influence consumer buying behavior in India's apparel industry. It underscores the significant impact of these strategies on purchasing decisions among young adults, highlighting their importance for attracting customers and driving sales in a competitive market.

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1. Introduction

The apparel sector closely mirrors the global fashion sector in terms of customer lifestyle preferences and contemporary fashion technologies. Globalization has a significant impact on this situation by giving the garment sector a platform to advertise on a global scale (Landgren & Pasricha, 2011). Retailers frequently use a variety of promotional strategies, such as discounts and other types of advertising, to increase traffic and increase sales. These promotional offers may be roughly divided into two categories: active and passive promotions (Schneider & Currim, 1991). Coupons are frequently used in conjunction with active promotions, which can persuade consumers who aren't sure whether to buy. On the other hand, passive marketing tactics like 'buy one, get one free' offers or significant discounts may result in what is known as 'display-prone purchases' according to researchers (Oyelana & Nini, 2015). Due to the apparent value and discounts offered by these promotions, people may be enticed to buy things they don't need.

Customers are influenced by discounts and exclusive offers to try unique brands, buy in bulk, and increase their spending. Businesses produce many sorts of promotional offers based on their goals and the market, each of which will appeal to a distinct group of clients (Mittal & Sethi, 2011). The shifting dynamics of fashion technology provide problems to the garment business since customers in a globalized world need current and updated fashion technology. It puts several obstacles in the way of the garment business

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since the apparel sector evaluates its industrial policy in response to changing fashion dynamics. It is clear that the application of artificial intelligence improves the fashion of the garment business by providing a broad platform to represent fashion technology in the apparel industry. It is also debated if the clothing industry is a result of globalization because globalization is the contribution of changing dynamics of the economic and cultural environment in the creation of products and services (Giri et al., 2019).

According to a study based on the analysis of the relationship between consumer buying behavior and the apparel industry, the strategy of the marketing of the apparel industry is based on the wishes and abilities of the young generation because youth have the desire to adopt the modern fashion of apparel (Valaei & Nikhashemi, 2017). Ahmad et al. (2015) conducted a study on customers in Bahawalpur City to explore the relationship between discount offers and purchase decisions. According to the data, promotions account for a sizable share of total sales. According to the findings of Darko's (2012) study, sales promotions have a significant influence on shoppers' ultimate selections. The ethical approach is an important factor in determining the nexus of consumer behavior and sales promotion in the apparel industry because the apparel industry follows cultural norms, traditions, and cultural aspects in the mechanism of promoting sales promotion of products in the consumer-based market in the context of globalization (Cronin, 2004). In a consumer-oriented market, consumers make purchasing decisions based on cost and benefit analysis, cultural values, norms, perceptions, and attitudes, and the fashion brands of the garment industry, all of which are impacted by ethical fashion (Shen et al., 2012). Because the garment industry's marketing strategy is designed in response to customers' desires and means in a market-based economy within the context of globalization, the future dynamics of consumer phenomena and the influence of sales promotion are based on psychological considerations (Casas & Chinoperekweyi, 2019).

2. Background and literature review

Given the above backdrop, it is clear that globalization has an effect on the phenomena of the garment sector, as it fosters an interconnected world in which a customer may view and buy any product in accordance with the fashion of the globalized globe. The need for cutting-edge technology in the context of globalization makes it all the more vital that globalization phenomena contribute to the promotion of the garment sector.

Because culture is the agent, nature is the medium, and cultural landscapes are the consequence of innovation, it is crucial that globalization generate the process of cultural and economic landscapes. In the framework of the ever-shifting dynamics of fashion, the economic and cultural environment serves as a solid foundation for the garment sector.

2.1. Coupons

The usage of coupons is a kind of sales promotion used by the marketer. It is a kind of consumer incentive in the form of a discounted product voucher or certificate (Pacheco & Rahman, 2015). When clients redeem the coupon, only then will the price drop. Marketers use coupons to encourage new consumers to try their products and to strengthen existing relationships with existing customers.

Once the discount code has expired, the regular price of the product will be reinstated. Marketers may identify, influence, and quantify consumers' buying behavior with this sort of ad campaign. Customers will be quite happy if they can save a significant amount of money with each purchase. Customers who use the voucher are likely to continue buying items from the same brand (Pacheco & Rahman, 2015). 91% of consumers who use coupons are more likely to make repeat purchases of the same brand; 74% of coupon users do so because they find coupons to be incredibly helpful and handy (Daniel, 2010).

2.2. Discount

Limited-time sales encourage more customers to make a purchase. People's shopping habits may be significantly impacted by discounts since they serve as an incentive to frequent the business (Gabler &

Reynolds, 2013). The purpose of discounting as a promotional tactic is to raise product awareness, keep existing customers happy, and increase overall sales volume (Dibb et al., 2005). Businesses that provide products with identical attributes will utilize price reduction as a competitive strategy (Bocken et al., 2016). A customer's inclination to buy is quickly piqued by a price cut. The original price and the discounted price are often shown side by side so that buyers can easily see the difference.

Customers are able to save money while still getting the things they want, which is a win-win for both the company offering the discount and the client (Bocken et al., 2016). During holidays and other special occasions, the prices of many products are reduced. During the holiday season, for instance, the corporation may lower the prices of its items so that customers would be more likely to purchase them as presents for their loved ones.

With this brief introduction out of the way, the focus of the present research is on how sales promotion influences consumers' purchasing decisions in the fashion business. Understanding the influence of sales promotion on customer purchasing behavior in the garment business via investigation of process, drivers, and consequences formed the conceptual foundation for this investigation. Therefore, the study's conceptual framework is based on the following indicators of economic and non-economic phenomena:

- i. Social factor.
- ii. Economic factor.
- iii. Personal and psychological factors.
 - Social factors are the important determinant factor of the mechanism of sales promotion on consumer buying behavior because consumers make decisions about purchasing on the basis of social judgment and values. Additionally, the role of social media is an important tool for the study of the social factor in sales promotion on consumer buying behavior in the apparel industry (Kabasheva et al., 2017).
 - Economic factor is an important part of the study of the impact of sales promotion on consumer buying behavior in the apparel industry because consumers take decisions on the basis of cost and benefit analysis based on rational choice according to their wishes and abilities (Jackson, 1999).
 - Personal and psychological factors are associated with the study of the impact of sales promotion on consumer buying behavior because psychological perception determines the behavioral economics of the consumers regarding their purchasing behavior about products of the apparel industry (Schultz & Schultz, 2020).

Based on the aforementioned context and history of the study of the garment industry, it is crucial to zero in on an in-depth analysis of the apparel business in today's interconnected global economy. Important nature of the study of the apparel industry is the subject of discussion according to the following nature and themes of the subject:

- i. Sales Promotion in Apparel Industry.
- ii. Impact of Sales Promotion on Consumer Buying Behavior.

2.3. Sales promotion in apparel industry

Retail promotion is an important part of the apparel industry in India because millions of workers are engaged in the informal and unorganized sectors of the apparel industry in India, but these workers are facing lots of problems in sales promotion in the apparel industry (Sharma & Avasthi, 2019). Mechanisms of sales promotion must be associated with the loyalty of consumers because consumers have the right to access better quality sales in the globalized world (Bowden, 2009). The phenomena of sales promotion affect the behavior of consumers because consumers decide based on their wishes and abilities in the context of the capacity to buy modern products or fashion technology. Both wishes and abilities are important components of the purchasing capacity of the consumer as well as their behavior in the process of sales promotion in the production and sales of goods and services in the globalized world (Ali et al., 2019). E-commerce is an important platform for the sales promotion of products in the apparel industry because the mechanism of e-commerce provides a better facility for sales promotion to consumers. After all, consumers can easily access the facility of e-commerce

which promotes a sustainable approach to development (Kandambi & Wijayanayaka, 2020). The technique of sales promotion influences the behavior of consumers because the apparel industry uses modern, updated technology to promote the sales of fashion as well as attract consumers toward the market according to the changing pattern of the global market. These consequences affect the behavior of consumers in buying the products of the apparel industry (Nagadeepa et al., 2015). The approach to consumer behavior is associated with the eco-branding of fashion in the apparel industry because eco-branding is an important management tool in a globalized world. It is also important that eco-branding influences the behavior of consumers regarding the consumption of physical culture according to their wishes and abilities under the approach of sustainable development (Niinimäki & Armstrong, 2013). Sales promotion is an important mechanism of the apparel industry because the apparel industry follows the paradigm of a market-based economy for promoting their products among consumers in the consumer-based market. Additionally, it is also found that the perception of the consumers is an important phenomenon for observing the prospects and issues of the impact of sales promotion of the apparel industry in the market (Gazquez-Abad & Sanchez-Perez, 2009). Process, determinants, and consequences of the sales promotion are based on the cost and benefit analysis of the rational based decision of the consumers about products of the apparel industry. These consequences lead to the creation of a consumer-based market as well as promote the sales of the apparel industry among consumers (Chandon et al., 2000). The market of apparel industry is based on the diversified consumer-based market in the context of globalization. These consequences lead to the sales promotion of the apparel industry among consumers according to the behavior of the consumers because the market of the apparel industry is the reflection of the psychological behavior of the consumers (Nicholson et al., 2002). Therefore, the mechanism of sales promotion is based on both economic and non-economic phenomena of the market of the apparel industry (Sinha & Verma, 2020).

2.4. Impact of sales promotion on consumer buying behavior

In India, the behavior of shoppers is being affected by techniques of sales promotion in the apparel industry because it is observed that both sellers and buyers make decisions based on the cost and profit examination in the context of sales promotion of products in the apparel industry in a globalized world. In this study, it is found that Bangalore City is the fashion hub whereby youngsters frequently adopt the modern fashion technology of the apparel industry. In these consequences, both buyers and sellers are closely associated with each other under the approach of sales promotion (Zhang et al., 2007). India, Mumbai is the economic capital of India as well as the hub of fashion according to the demand of the globalized world. In this study, it is observed that the glamorous of Mumbai and its surrounding area, like Navi Mumbai, attract consumers to buy the modern products of the apparel industry because it is found that the young generation is the main consumer for buying products of the fashion apparel industry.

In Pakistan, the apparel industry adopts the modern technique for sales promotion in the market according to the behavior of consumers in the market. It is observed that the tendency of consumption patterns of physical culture, like consumption of non-food items like –dress style, is an important component of fashion whereby consumers invest their money in buying modern products in the apparel industry because they have the desire to the expression of access to the modern fashion in the globalized world. It results from consumers' purchasing capacity, which determines consumer behavior in the market (Sierra & McQuitty, 2007). In the era of the modern process of the globalized world, the agenda of sustainability and sustainable development are important components of management of the apparel industry because the issue of eco-branding is the subject of discussion in the era of a pandemic. It is well known that principles of sustainability and sustainable development give a secure and safe market for the apparel industry consumers to decide on products of the apparel industry. Additionally, eco-branding is an important component of sustainable marketing of products in the apparel industry in a globalized world (Ong Yan, 2012). There is cordial nexus between the mechanism of sales promotion and purchasing behavior of the consumers because both factors determine the behavior and dynamics of the market. These consequences lead to the prospects of the impact of sales promotion on the consumers' buying behavior because consumers make decisions about purchasing according to their wishes and abilities. Confluent of wishes and abilities determine the boundary of sales promotion of the apparel industry in the consumer-based market (Familmaleki et al., 2015). The cultural aspect is an important

determinate factor in the process of promoting sales promotion of the apparel industry in the market because consumers take decisions of purchasing to products of the apparel industry according to their cultural values, norms, and perception of the cultural landscape in the context of different time and space of market (Hendrawaty et al., 2020). In the context of India, purchasing behavior is an important factor in the process of determining the sales promotion of the apparel industry because it is well-known that the Indian market is based on diversification according to the purchasing values, norms, and perceptions of consumers. These consequences lead to the mechanism of the strategy of sales promotion according to the consumers-based market of the apparel industry in the context of globalization (Rognoli et al., 2022).

3. Materials and methods

3.1. Research questions

The following research questions are derived from the aforementioned literature review:

- i. What is the system of sales promotion in the apparel industry?
- ii. What are the determinant factors of the behavior of consumers regarding cost and benefit analysis of the production of the apparel industry in the Indian context?
- iii. How does the impact of sales promotion influence the behavior of consumers in the context of economic and non-economic phenomena?
- iv. What are the determinant factors in the relationship between discounts and Consumer buying behavior in the apparel industry?
- v. What are the determinant factors in the relationship between coupons and Consumer buying behavior in the apparel industry?

3.2. Objectives

Based on the above research questions, there are the following objectives:

- i. To study the relationship between discounts and consumer buying behavior in the apparel industry.
- ii. To study the relationship between coupons and consumer buying behavior in the apparel industry.
- iii. To determine the impact of sales promotion on consumer buying behaviors in the apparel industry.
- iv. To give recommended policies for future-oriented research in the area of the impact of sales promotion on consumer buying behavior in the apparel industry.

3.3. Hypotheses

1. There is a significant relationship between discounts and consumer buying behavior in the apparel industry.
2. There is a significant relationship between coupons and consumer buying behavior in the apparel industry.
3. There is a significant impact of sales promotion on consumer buying behaviors in the apparel industry.

3.4. Methodology

As the sales promotion is done to convert potential customers into buyers the study needs to evaluate the people shopping for apparel. The target population for data collection is people looking to buy apparel between the age of 18–30. The study first divided the population (540) into relevant strata based on certain characteristics that are expected to influence consumer behavior in the apparel industry. The study used a structured questionnaire to collect primary data from the selected respondents. The study distributed a questionnaire among 540 respondents and out of 540 respondents only 330 respondents

filled the questionnaire correctly. Hence, from this vast population, a portion of 330 respondents were selected. this method of selecting sample size was used by Bojkovska et al. (2014) The data was collected by conducting a field study in the market of the apparel industry in India in 2022. The primary data is collected by structured questionnaire with the help of stratified random sampling. This method is also adopted by Noviantoro et al. (2020) and through previous studies it can be seen that using a structured questionnaire with the help of stratified random sampling enhances the rigor and reliability of primary data collection, increasing the chances of obtaining valuable insights. The samples were given a close-ended questionnaire which they responded to after providing their consent. The consent form was prepared that specified the research objective used to obtain the consent of the respondents. Further, after obtaining consent the study developed a list of relevant questions to put in the questionnaire that aligns with the research objectives. The questionnaire used in the study by Lekhanya (2016) serves as the base for the questionnaire development for this study. The questions included in the questionnaire were clear and concise. The first part of the questionnaire includes the demographic information such as age, sex, etc. of the respondents. The remaining part of the close-ended questionnaire comprised information that included questions related to sales promotion awareness, engagement, consumer buying behavior, and perceptions of sales promotions. The questionnaire was structured using a 5-point Likert scale. It provides five response options, ranging from 'Strongly Disagree' to 'Strongly Agree'. Each response option is assigned a numerical value, ranging from 1 to 5, to facilitate data analysis. A 5-point Likert scale works in the following way:

- i. Strongly Disagree (1): This option indicates a strong disagreement with the statement or item being rated. It implies that the respondent strongly disagrees with the content of the statement.
- ii. Disagree (2): This option indicates a moderate disagreement with the statement. The respondent disagrees but not as strongly as in the 'Strongly Disagree' option.
- iii. Neutral (3): This option indicates a neutral or indifferent stance toward the statement. The respondent neither agrees nor disagrees with the statement.
- iv. Agree (4): This option indicates a moderate agreement with the statement. The respondent agrees but not as strongly as in the 'Strongly Agree' option.
- v. Strongly Agree (5): This option indicates a strong agreement with the statement or item being rated. It implies that the respondent strongly agrees with the content of the statement.

The responses were analyzed using statistical tools like Excel from Microsoft and Statistical Package for Social Science from IBM and statistical techniques such as Regression and Pearson Correlation.

The following factors were used to evaluate measurement scales: sales promotion, consumer buying behavior, discounts, and coupons. Table 1 displays questions for each variable and references to the variables. Table 1 provides information on measurement qualities utilized in this study:

4. Result

4.1. Demographic profile of respondents

Table 1 shows the Demographic Characteristics of the respondents in the context of their Gender, Age, Occupation, Education level, Income, and Marital status. According to Table 1, out of 330 respondents, 50.61% are male, 44.24% are females, and 5.15% are others which belong to the age group of 16–25 Years to Above 45 years and are students, Servicemen, Self-Employed, Unemployed and Other professionals. 44.55% of these respondents are married, 34.24% are unmarried, and 21.21% are others that monthly income varies from nil to 40,000 and more.

4.2. Reliability and validity of construct

The reliability of the construct is measured through the Cronbach alpha value and the validity of the construct is measured through Convergent validity (AVE). According to Table 2 the value Cronbach alpha and Composite Reliability (CR) of all the construct is greater than 0.9 which is far more than threshold

Table 1. Measurement scales.

Variables	Questions	Reference
Sales promotion	Does the apparel that a famous person advertises encourage you to buy them? Do TV advertisements and Commercials help you to purchase new brands? Does Visual merchandising help you in making an apparel purchase decision? Does the store layout influence your buying decision? Has a 'buy one get one free' led you to buy more quantities of the same product? Does the product displayed systematically increase your purchase choice?	Sharma and Avasthi (2019)
Consumer buying behavior	Do you prefer buying more expensive but better-quality clothing? Does the exclusive availability and varieties of products influence your Buying Behavior regarding apparel purchases? Do Brand Reputation, Innovativeness, and Product differentiation impact your Buying Behavior regarding apparel purchases? Does the advertisements and promotional tools trigger your buying behavior regarding apparel purchase? Does Discount /Offers affect your apparel-buying decision-making? Do you think the store's location in the proximity area affects your purchase behavior?	Valaei and Nikhashemi, (2017)
Discounts	Can the discount save money? Does the discount lead you to visit the store? Does the discount lead you to buy the garments earlier than planned? Does the discount have led you to spend more on garments in a single visit?	Dibb et al. (2005)
Coupons	Do the Coupons entitle the holder to a discount on a particular product? Do the Coupons lead you to buy another brand of garment you do not regularly buy? Do the Coupons lead you to buy from a store you do not visit regularly?	Pacheco and Rahman (2015)

(i.e. 0.70). The value of Average Variance Extracted (AVE) is more than 0.70, which is far more than threshold (i.e. 0.50). The KMO value of all the construct is greater than 0.50 and BTS value of all the construct is less than 0.05, and all the Communalities value are greater than 0.40. All these value state the validity and reliability of all the construct are up to mark.

4.3. Regression model

4.3.1. Impact of sales promotion on consumer buying behaviors in the apparel industry.

'The table shows that Predictive Analytics Software indicates an assignment of numerous models in one regression command. Here, the R-value is 0.808, as well as R, is the square root of the R-Squared. The value of R-Square is 0.652, which means about a 65.2 percent variation in the dependent variables. The value of adjusted R Square is 0.656; it tries to give a more realistic picture of the fit of regression value to estimate the R-squared for the population'. Here, sales promotion is the dependent variable, and consumer behavior is the predictor as an independent variable (Table 3).

'There are sums of squares associated with three sources of variance –Total, Model and Residual. R-Square is obtained by dividing the regression Sum of Squares by the Total Sum of Squares. Here, the values of the Sum of Squares are 6055.667 for regression and 3226.906 for residual, while the value of the mean square is 6055.667 and 9.838 for regression and residual, respectively. The F-value is 615.530, and the significant value is 0.00, which is less than 0.05, which indicates that there is a significant impact of sales promotion on consumer buying behavior in the apparel industry' (Table 4).

Sales promotions have a statistically significant effect on customer purchasing behavior, as shown by the t value and the table of coefficients (Table 5).

4.4. Pearson correlation

- To study the relationship between discounts and consumer buying behavior in the apparel industry.
- To study the relationship between coupons and consumer buying behavior in the apparel industry. A correlation matrix, displaying associations between all possible sets of variables, is generated by Predictive Analytics Software, along with an indication of the total number of instances utilized to create it.

Table 2. Demographic profile.

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

All three data points are represented in the cells of the correlation matrix. The sample size is shown as the bottom number in the cell, the two-tailed p-values for the correlation are shown as the middle and top numbers, and the value of the correlation is shown as the top number.

The correlations between the discounts and consumer buying behavior, the correlation between coupons and discounts, and the correlation between coupons and consumer buying behavior appear in the correlation matrix. The results of the correlation reveal in the following sequences:

- Discounts and customer purchasing patterns are positively correlated linearly. Because the p-value is less than 0.05 and the correlation coefficient is 0.879, it is statistically significant (Table 6).
- There is a direct and positive relationship between coupon usage and the amount of savings realized. The p-value is less than 0.05. Hence the statistical significance of the finding is confirmed by the fact that the correlation coefficient is 0.784 (Table 6).
- Coupons and customer purchasing patterns are correlated linearly. Since the p-value is less than 0.05, the correlation coefficient of 0.756 indicates that it is statistically significant (Table 6).

5. Discussion

The impact of sales promotion on consumer buying behavior in the apparel industry is a critical factor that directly influences businesses' marketing strategies and overall performance. This discussion explores the previous studies by various authors on the impact of sales promotion on consumer behavior in the apparel industry and also does a primary investigation using a close-ended questionnaire (Table 7).

In this study, discounts and coupons are important components of sales promotion in the apparel industry because both lead to sales promotion through e-commerce. Because it is observed that e-commerce is the result of globalization as well as the global impact of e-market whereby both buyers and sellers meet each other on the online platform. The online platform is so important and relevant in the era of a pandemic where the consequences of lockdown restricted the mobility of people across the

Table 3. Reliability and validity.

Constructs	Items	Cronbach Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)	KMO	BTS	Communalities
Sales promotion	Does the apparel that a famous person advertises encourage you to buy them?	0.901	0.93	0.74	0.874	0.000	0.753
	Do TV advertisements and Commercials help you to purchase new brands?						0.806
	Does Visual merchandising help you in making an apparel purchase decision?						0.761
	Does the store layout influence your buying decision?						0.756
	Has a 'buy one get one free' led you to buy more quantities of the same product?						0.480
Consumer buying behaviour	Does the product displayed systematically increase your purchase choice?	0.962	0.97	0.88	0.931	0.000	0.546
	Do you prefer buying more expensive but better-quality clothing?						0.837
	Does the exclusive availability and varieties of products influence your Buying Behavior regarding apparel purchases?						0.798
	Do Brand Reputation, Innovativeness, and Product differentiation impact your Buying Behavior regarding apparel purchases?						0.879
	Does the advertisements and promotional tools trigger your buying behavior regarding apparel purchase?						0.873
Discounts	Does Discount /Offers affect your apparel-buying decision-making?	0.938	0.95	0.86	0.86	0.000	0.840
	Do you think the store's location in the proximity area affects your purchase behavior?						0.815
	Can the discount save money?						0.864
	Does the discount lead you to visit the store?						0.862
	Does the discount lead you to buy the garments earlier than planned?						0.841
Coupons	Does the discount have led you to spend more on garments in a single visit?	0.923	0.901	0.79	0.764	0.000	0.806
	Do the Coupons entitle the holder to a discount on a particular product?						0.868
	Do the Coupons lead you to buy another brand of garment you do not regularly buy?						0.872
	Do the Coupons lead you to buy from a store you do not visit regularly?						0.862

Table 4. Model summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	.652	.651	3.13658

^aPredictors: (Constant), Sales promotion.**Table 5.** ANOVA.

	Model	Sum of Squares	df	Mean Square	F	Sig
1	Regression	6055.667	1	6055.667	615.530	.000 ^b
	Residual	3226.906	328	9.838		
	Total	9282.573	329			

^aDependent Variable: Consumer Buying Behaviour.^bPredictors: (Constant), Sales promotion.**Table 6.** Coefficients.

Model		Unstandardized Coefficients		Standardized coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	5.998	.793		7.560	.000
	Sales promotion	.798	.032	.808	24.810	.000

^aDependent Variable: Consumer Buying Behaviour.**Table 7.** Correlations.

		Consumer Buying Behaviour	Discounts	Coupons
Consumer Buying Behaviour	Pearson Correlation	1	.879**	.756**
	Sig. (2-tailed)		.000	.000
	N	330	330	330
Discounts	Pearson Correlation	.879**	1	.784**
	Sig. (2-tailed)	.000		.000
	N	330	330	330
Coupons	Pearson Correlation	.756**	.784**	1
	Sig. (2-tailed)	.000	.000	
	N	330	330	330

**Correlation is significant at the 0.01 level (2-tailed).

globe. With these consequences, the online platform of e-commerce emerged as an important tool for the sales promotion of products in the apparel industry.

The result of e-commerce gives a digital platform to both sellers and buyers for economic decisions, for phenomena of economic decision is the result of non-economic phenomena like attitudes, beliefs, values, and perceptions of consumers about products of the apparel industry. Both economic and non-economic phenomena determine the perception and behavior of the consumer, but it is observed that online digital platform of sales promotion leads to the phenomena of creation of behavior of consumers on a global level because consumer find lots of information about sales of products of the apparel industry in the digital platform on a global level. Eco –Branding advocates the importance of sustainability and sustainable development because the mechanism of sales promotion can be better explained and justified by the eco-branding of products in the apparel industry. The approach of sustainability is so important in the era of the COVID-19 pandemic because the crisis of pandemic produced lots of hurdles in the existence of humanity a production company can never ignore a safe and secure environment of sales promotion in the global market.

Finally, it is concluded that the perception of consumers determines the behavior of consumers in the consequences of both economic and non-economic phenomena because the procedure of cost and benefit analysis is the result of the mechanism of sales promotion with discounts and coupons for products of the apparel industry. Both are important components of e-commerce. Following are some prominent studies on this topic that are discussed in this study:

According to Pacheco and Rahman (2015), the use of coupons is a type of sales promotion employed by marketers. It is a type of customer incentive in the form of a product voucher or certificate with a discount. The survey also discovered that customers who utilize the coupon are more inclined to purchase things from

the same brand in the future. Furthermore, Gabler and Reynolds (2013) discovered that discounts have a major influence on people's buying patterns since they serve as an incentive to frequent the business. While Bocken et al. (2016) show that clients may save money while still obtaining what they want, it is a win-win situation for both the firm delivering the discount and the client. Kandambi and Wijayanayaka (2019) observed in their study that customers may readily use the facility of e-commerce, which encourages a sustainable approach to development. While Niinimäki and Armstrong (2013) stressed the importance of eco-branding in influencing consumer behavior regarding physical culture consumption based on their preferences and capacities under the framework of sustainable development. Furthermore, Hendrawaty et al. (2020) discovered that the cultural aspect is an important determinant factor in the process of promoting sales promotion of the apparel industry in the market because consumers make purchasing decisions for apparel industry products based on their cultural values, norms, and perception on the cultural landscape in the context of different time and space of the market.

6. Conclusion

Based on the discussion and prescribed review of the literature, it can be sub concluded that the mechanism of sales promotion is led by two important components of selling, included to discounts and coupons to attract consumers in the market apparel industry. It is also important that the definition of sales promotion may be defined as a procedure for the presentation of products before consumers in the market. It is observed that both coupons and discounts are two important factors of sales promotion in the apparel industry because both factors determine the cost and benefit analysis of sales promotion in marketing the apparel industry on a global level. The study found that sales promotions have a statistically significant effect on customer purchasing behavior. Further, Table 6 shows that discounts and customer purchasing patterns are positively correlated linearly. Because the p-value is less than 0.05 and the correlation coefficient is 0.879, it is statistically significant. Table 6 also shows that there is a direct and positive relationship between coupon usage and the amount of savings realized. Further, in Table 6 it can be seen that coupons and customer purchasing patterns are correlated linearly.

In these consequences, it is observed that there is a significant impact of sales promotion on consumer buying behavior, but it can be realized that the behavior of consumers may be explained by the determinism approach to approach of possibilism of the nexus of the relationship between human and environment. It is observed that dress style is an important indicator of the lifestyle of the people as well as indicates their socio-economic status of people. Therefore, the apparel industry promote its sales according to the socio-economic status of consumers, which is associated with the behavior of consumers in the market apparel industry. Therefore, it is concluded that globalization is an important determining factor in the behavior of consumers in the apparel industry. There are two concepts about the impact of globalization on the market. The positive aspect of globalization advocates that globalization reduces distances between markets as well as provides a global platform to consumers, while the negative aspect of globalization advocates that the process of globalization leads the socio-economic disparities whereby consumers are unable to fulfill their needs due to the cost of production.

The use of digital technology leads to digital sales promotion in the apparel industry because digital technology provides a platform for presentation for the production of the apparel industry in the globalized world. Additionally, digital technology attracts consumers in the market of apparel industry as well as influences the behavior of consumers. In these consequences, eco-branding is the result of promoting a feeling of sustainability and sustainable development in the sales promotion of production of the apparel industry. The phenomena of sustainability and sustainable development are the important core of cost and benefit analysis of sales promotion in the market apparel industry. It is observed that matters of sustainability and sustainable development can be better explained by collaboration and integration between managing authority and consumers because both are important components of social and environmental.

6.1. Implication of the study

Apparel marketers may improve their strategy using the study's findings. By understanding how sales promotions affect customer buying behavior, marketers can strategically create and deploy promotions

that match consumer preferences and motives. The research shows that well-executed sales promotions increase brand loyalty and repeat purchases. By delivering unique incentives and prizes to loyal consumers, apparel businesses may improve their customer loyalty programs. Brands may build consumer loyalty and retention by building long-term connections. Based on the findings, garment retailers may adjust their promotional activities to different client categories.

The study shows how sales promotions affect clothes customer buying behavior. By understanding and using this information, organizations can optimize their marketing tactics, boost brand loyalty, differentiate themselves in a competitive market, and increase customer engagement and sales. In the fast-paced garment market, sales promotions may boost sales, client retention, and business growth. Businesses must carefully balance promotional efforts to retain brand equity and long-term profitability.

6.2. Limitations

- i. The study focuses solely on the influence of sales promotion in the apparel sector and so does not investigate its implications in other industries.
- ii. The study's sample size is restricted to 330 respondents, which may not accurately reflect the whole population of apparel customers.
- iii. Data for the study was gathered through a field study done only in the Indian garment sector market in 2022, thereby restricting the findings' generalizability to other areas or time periods.
- iv. Respondent bias may impact study outcomes, since participants may provide replies based on their personal experiences and preferences rather than providing totally objective input.

6.3. Recommended policies

Based on the above discussion and conclusion, there are the following recommended policies for better utilization of sales promotion according to the consumer buying behavior in the global market:

- i. There is a need to give a depth study of the different sales promotion effects on consumer buying behavior as one type of sales promotion differs from another, and they impact buyers in different ways.
- ii. The mechanism of sales promotion is the result of the behavior of consumers; therefore, it is needed to research about perception of consumers about their consumption of both physical and non-physical culture because these phenomena determine the assessment of sales promotion.
- iii. There is a need to give importance to sales promotion using online means because e-branding promotes the production of sales in the apparel industry as most people now do online shopping regularly.
- iv. Therefore, it can be prompted that the above-recommended policies may be implemented through democratic policies in the apparel industry and collaboration with consumers according to their socio-economic status.
- v. Both economic and environmental aspects should be examined and analyzed from the perspective of better-applied research in the study of sales promotion on consumer buying behavior in the apparel industry of India.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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