CHAPTER-5
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In this chapter key findings are summarized and discussed. Based on the findings conclusion has been drawn. It also discusses the recommendations based on the results obtained from this study for apparel retailers regarding improvement in their sales promotions tactics in context of social media.

5.1 FINDINGS FROM FACTOR ANALYSIS

From the factor Analysis the study has been divided into 8 factors:

Factor 1: Opinion about Internet

Factor 2: Consumers Awareness for Apparels Sales Promotion

Factor 3: Online Apparels Buying Behaviour

Factor 4: Offline Apparels Buying Behaviour

Factor 5: Frequency of Apparels Shopping

Factor 6: Brand Preferences

Factor 7: Changes in Expenditure Pattern

Factor 8: Post Purchase Behaviour

5.2. DEMOGRAPHIC INFORMATION

- Majority (75.4%) of the respondents are male.
- Majority of the respondents are between the age group of 18-25 years (38.1%), and 26-35 years (35.6%).
- **Majority (52.9%)** of the respondents are in Private Jobs.
- **Majority (47.7%)** of respondents spend between **Rs.1000-5000 monthly** on apparels shopping.
- Equal Respondents (100 from each city) have been participated from seven cities of Rajasthan i.e. Jaipur, Udaipur, Jodhpur, Kota, Ajmer, Bikaner, and Bharatpur.

### 5.3 FINDINGS FROM GRAPHICAL ANALYSIS

- From the study it has been revealed that almost all the respondents are strongly agreed that Internet is a very fast, important and reliable source of collecting information & online shopping. Most of the respondents agreed and feel that purchasing through the internet is the safe way to shop and even online retailers are authentic for shopping.
- It has been revealed that Majority of respondents spend 2-3 hours or more than 3 hours on social media in a day and **Facebook** is the most visited social site in Rajasthan followed by **YouTube**. Whereas Google+, Blogs and Pinterest are the least popular social media sites.
- It was found that majority of the social media users notice, like & follow the apparels related advertisements / posts/ pages/ blogs posted on these social Media sites and somehow these advertisements motivate them to purchase.
- From the study it was observed that majority of social media users do compare apparel brands through these sites and use to check out best deals/discounts available on branded apparels before making their online apparel shopping.
- The Present Study Reveals That the Buying Behaviour of Apparel Retail Consumers are Influenced by their Genders, Age, Occupations, Expenditures and City of Residence. It Has Been Found That the influence of these Sales Promotions Through Social Media vary and depends on their age groups, their occupations, their expenditure pattern and the city they live.
- The present study revealed that respondents are very familiar with these social media sites. They believe that there is a low financial risk and less probability of
leaking their privacy information if they purchase apparels online through these social sites.

- It was found that mostly respondents believe that these social media sites are reliable and they do not have any doubt on trustworthiness of the friends those are available on their social network, even they feel more confident when they do shopping through these sites.

- Majority of the respondents agreed that these social media sites are very supportive and escalating their interest in online apparel shopping. They feel more happiness when they do online apparel shopping through these sites. They like to revisit these sites even also motivate their friends to do shopping from the same site through which they have made past purchases.

- From the present study it has been observed that these social media sites do not motivate respondents for offline purchase. Most of the respondents denied and said that they rarely encouraged by the social media sales promotions and make quick and instant purchase decisions.

- Majority of respondents believe that quality of online apparels, money back guarantee, online dispute handling procedure, and cancelation of online orders are not the cause for respondents to prefer offline shopping. They feel that all the above issues can be easily resolved while doing online shopping through these social sites.

- Apparels shopping trend is very popular in Rajasthan. Most of the respondents feel that their frequency of shopping of apparels affected by the advertisements/sales promotions published on these social media sites even they agreed that they do apparels shopping once or twice in a month.

- It has been found that at the time of apparels shopping most of the respondents give more preference to social media advertisements rather than the opinion of their family members and they prefer branded apparels. They also feel that advertisements/blog posts/ FB pages/user reviews on these social media sites influence them to try new apparel brands.
It has been observed that offers, discounts, and people/friends/peer groups present on these social media sites also influence their buying behaviour as well as their brand choices.

It has been revealed that the monthly expenditure of respondents is also influence by these social media sites. Online offers and discounts influence their monthly average expenditure. They do not set any fixed budget for their apparel shopping and are more interested in consistently purchase the deals those are offered through these social media sites.

Present study also revealed the post purchase behaviour of the respondents in Rajasthan. It has been found that these social media sites do not influence their post purchase behaviour. Most of the respondents do not share their apparel shopping experiences on these social media sites whether they are satisfied or dissatisfied with their purchases.

5.4 FINDINGS FROM RANK ANALYSIS

Rank analysis has been performed to improve the understanding of the researcher that which is more preferable way of doing apparel shopping between online and offline buying behavior, and with in online apparel buying behavior which factor is assumed to be more important by social media users.

It is evident from the study that online apparel buying behavior have more weighted mean (165.15) than offline apparel buying behavior. It indicates that respondents give more weight age to online apparel shopping and they are happier than those respondents who do offline shopping of apparels.

It is also analyzed that **Information Seeking Behaviour** is the major factor in online apparel buying behavior and it is ranked first by respondents. The next major factor is **Perceived Risk** and it is ranked second by the respondents. The factors those ranked third and fourth by the respondents is **User Experience and Trust**.
## 5.5 RESULTS AND FINDINGS FROM HYPOTHESIS TESTING

### Table 5.1: Results and Findings from Hypothesis Testing

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Objective</th>
<th>Hypothesis</th>
<th>Test Used</th>
<th>Variables</th>
<th>Sig. Value</th>
<th>Accepted / Rejected</th>
<th>Discussion</th>
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<tbody>
<tr>
<td>1</td>
<td>To find out the growing awareness of apparel sales promotion through Facebook, Twitter, YouTube, Blogs, Google +, &amp; Pinterest.</td>
<td>There is no significant impact of the apparel sales promotions through Facebook, Twitter, YouTube, Blogs, Google+, &amp; Pinterest on the consumer awareness.</td>
<td>ANOVA</td>
<td>Consumer Awareness, Social media sales Promotions</td>
<td>0.023</td>
<td>Rejected</td>
<td>It can be seen that the sig. value is 0.023 which is less than 0.05, so the null hypothesis is rejected.</td>
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<tr>
<td>2</td>
<td>To explore the relationship between demographic characteristics of the population and the effect of Facebook, Twitter, YouTube, Blogs, Google +, &amp; Pinterest on the buying behaviour of apparel retail consumers.</td>
<td>There is no demographically significant difference of social media sites Facebook, Twitter, YouTube, Blogs, Google+, &amp; Pinterest on buying behaviour of apparel retail consumers.</td>
<td>Independent t-test, ANOVA</td>
<td>Consumer Buying Behaviour, Age, Gender, Occupation, Expenditure, City</td>
<td>.000, .000, .035, .000, .000</td>
<td>Rejected</td>
<td>It can be seen that the sig. value is less than 0.05, so the null hypothesis is rejected.</td>
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<tr>
<td></td>
<td>To find out the significant difference of social media sites Facebook, Twitter, YouTube, Blogs, Google+, &amp; Pinterest on online and offline apparel buying behavior.</td>
<td>There is no significant difference of social media sites Facebook, Twitter, YouTube, Blogs, Google+, &amp; Pinterest on online and offline apparel buying behavior.</td>
<td>Independent t-test, online and offline buying behaviour</td>
<td>.000, Rejected</td>
<td>It can be seen that the sig. value is less than 0.05, so the null hypothesis is rejected.</td>
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<td>4</td>
<td>To identify the changes in the frequency of purchase of apparels as a result of sales promotion through social media.</td>
<td>Sales promotions through social media have no significant impact on the frequency of purchase of apparels.</td>
<td>Correlation Analysis, Regression Analysis</td>
<td>Social Media Sales Promotion</td>
<td>.000, Rejected</td>
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<tr>
<td>5</td>
<td>To find out the changes in brand Preferences for apparels as a result of sales promotion through social media.</td>
<td>Sales promotion through social media has no significant impact on the brand Preferences for apparels.</td>
<td>Correlation Analysis, Regression Analysis</td>
<td>Social Media Sales Promotion</td>
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<td>6</td>
<td>To ascertain the average amount spent on the purchase of apparels by customers exposed to social media sales promotions.</td>
<td>Social media sales promotions have no significant impact on the average purchase amount of apparels by customers.</td>
<td>Correlation Analysis, Regression Analysis</td>
<td>Social Media Sales Promotion</td>
<td>.000, Rejected</td>
<td>It can be seen that the sig. value is less than 0.05, so the null hypothesis is rejected.</td>
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</table>
As seen in the study that hypothesis has been framed and tested to get the inferences. First objective of the study was “To find out the growing awareness of apparel sales promotion through Facebook, Twitter, You tube, Blogs, Google+ & Pinterest.” However to prove the objective researcher framed a hypothesis “There is no significant impact of the apparel sales promotions through Facebook, Twitter, You tube, Blogs, Google+ & Pinterest on the consumer awareness.” ANOVA test has been performed by the researcher for the assessment of significant differences between social media sales promotions and consumer awareness. Analysis drawn from the results depicts that “There is a significant impact of the apparel sales promotions through Facebook, Twitter, You tube, Blogs, Google+ & Pinterest on consumer awareness.”

Another Objective was “To explore the relationship between demographic characteristics of the population and the effect of Facebook, Twitter, You tube, Blogs, Google+, & Pinterest on the buying behaviour of apparel retail consumers.” To prove the objective researcher framed a hypothesis “There is no demographically significant difference of social media sites Facebook, Twitter, You tube, Blogs, Google+ & Pinterest on buying behaviour of apparel retail consumers.” Independent t test, ANOVA and Post hoc test have been performed by the researcher for the assessment of significant differences between demographic characteristics and social media sales promotions. Analysis drawn from the results depicts that “buying behaviour of apparel retail consumers are influenced by age, Gender, occupation, expenditure and city of respondents. Results also revealed that effect of social media sales promotions depend on the age, income, occupation, expenditure and city of respondents.

Next Objective was “To find out the significant difference of social media sites Facebook, Twitter, You tube, Blogs, Google+, & Pinterest on online and offline apparel buying behaviour.” To prove the objective researcher framed a hypothesis “There is no significant difference of social media sites Facebook, Twitter, You tube, Blogs, Google+, & Pinterest on online and offline apparel buying behaviour.” Independent t test has been performed by the researcher for the assessment of significant difference between online and offline apparel buying behaviour. Analysis drawn from the results depicts that there is a significant difference of
social media sites Facebook, Twitter, YouTube, Blogs, Google+ & Pinterest on online and offline apparel buying behaviour.

Another objective was “To identify the changes in the frequency of purchase of apparels as a result of sales promotion through social media.” However to prove the objective researcher framed a hypothesis “Sales promotions through social media have no significant impact on the frequency of purchase of apparels.” Correlation and Regression analysis has been performed by the researcher to identify the association between dependent and independent variables. Analysis from the results depicts that “there is a statistically significant and moderate positive correlation between social media Sales Promotion and Frequency of Apparel Shopping.”

Result drawn from the Regression analysis is “social media Sales Promotion explains 21.7% of the variability of Frequency of Apparel Shopping.” So, it is analyzed that “Sales promotions through social media have a significant impact on the frequency of purchase of apparels.”

Next objective was “To find out the changes in brands preferences for apparels as a result of sales promotion through social media.” To prove the objective researcher framed a hypothesis “Sales promotion through social media has no significant impact on the brand preferences for apparels.” Correlation and Regression analysis has been performed by the researcher to identify the association between dependent and independent variables. Analysis from the results depicts that “there is a statistically significant and moderate positive correlation between social media Sales Promotions and Brand Preferences.”

Results drawn from the regression analysis that “Social Media Sales Promotion explains 41% of the variability of Brand/Dealer Preferences. So it is analyzed that sales promotion through social media has significant impact on the brand/dealer choice for apparels.

Last objective of the study was “To ascertain the average amount spent on the purchase of apparels by customers exposed to social media sales promotions.” However to prove the objective researcher framed a hypothesis “Social media sales promotions have no significant
impact on the average purchase amount of apparels by customers.” Correlation and Regression analysis has been performed by the researcher to identify the association between dependent and independent variables. Analysis from the results depicts that “there is a statistically significant and moderate positive correlation between Social Media Sales Promotion and Average Purchase Amount of Apparels.”

Result drawn from the Regression analysis that “social media Sales Promotion explains 31.7% of the variability of Average Purchase Amount of Apparels. So it is analyzed that “social media sales promotions have significant impact on the average purchase amount of apparels by customers.
5.6 CONCLUSION

In present era, Social media sites are very much popular among different age groups of people. Everyone is spending hours on these social sites. Several activities are performed through these social media sites like brand promotions, customers reviews, business promotions, political promotions, news spread and networking too. Present study has been carried out in context of assessing the effect of social media sales promotions on apparel buying behaviour of consumers in Rajasthan state. After performing the several analyses various results have been drawn from the study which reflects the attitude of consumers towards apparel sales promotion activities done by these social media sites.

Almost all the respondents agreed that now a day’s internet is a very important part of their life and a reliable source of collecting information. Even people do have faith on online retailers and they feel that shopping through internet is safe way of shopping.

Results shows that people spend almost 2-3 hours per day on these social media sites and Facebook is a most popular and visited social media site followed by You tube .the outcomes of the study clearly shows that people are aware about Apparel related advertisements those are promoted through these social media sites and these promotional activities also motivate them for apparel shopping. The results also indicated that these social media sites play an important role in their final apparel purchase decisions. When people find useful deals /offers regarding apparels they inclined to adopt the information and go for online shopping.

The study further revealed that the affirmative attitude of the customers towards e-WOM, brand promotions through social sites advertisements will lead to an enhanced online buying behaviour. Smooth cancelation policy, simple dispute handling process, money back guarantee, quality of apparels, and convenience in online shopping will get importance while determining the online apparel buying behaviour of consumers. Further Trust, perceived risk, user experience and informative aspects also have strong association in determining consumer attitude towards online apparels shopping.

Present study clearly showed that the consumers who purchase apparels through these social media sites are completely satisfied with their purchases and even they also motivate their
friends to do shopping from the same sites from where they purchase apparels. Therefore it is strongly suggested that apparel retailers should satisfy their customers during shopping. This may result in addition of more customers.

In addition to this frequency of shopping, brand preferences and monthly expenditure on apparels are also have strong association with these social media sales promotions and helpful in determine buying behavior for apparels. The outcomes of the study would also showed that except post purchase behavior of consumers All the stages of consumer buying process are strongly influence by social media sales promotions.

This study will be very helpful for the apparel retailers of Rajasthan and for those who have planned to come in Rajasthan. Social media sites are considered now a prominent way of promoting brands. At present its use in a very limited way by the retailers but if retailers will adopt right approach and use these social sites than in the coming future it will build a prospective customer base for retailers and a best way of promoting their brands.
5.7 RECOMMENDATIONS

➢ As more than 50 percent of the respondents spend 2-3 hours or more than 3 hours in a day on these social media sites which is a good sign for the apparel retailers in Rajasthan. Most of the respondents also agreed that they notice apparel brands advertisements / posts/ pages/ blogs posted on these social Media sites and these promotional activities also motivate them for apparel shopping. Hence apparel retailers are suggested to emphasis on these six social media sites, develop advertisements and increase their promotional activities in such a way so that they can influence the customers, provoke their curiousness and motivate them to read full advertisement.

➢ Facebook and Youtube are very large platforms for apparel retailers as majority of respondents spend most of their time on these social sites. Hence it can provide retailers a huge opportunity for promoting their brands and to reach their target audience by using these medium of promotions.

➢ Apparel retailers need to update their social media presence in a regular period of time and update all offers/deals available on their brands as Most of the respondents search apparel related information on these social media sites and search best deals / discounts available on branded apparels before executing their final purchase.

➢ Apparel retailers need to give assurance to customers that their personal information will not be used for any other purposes and they should make their online shopping process convenient so that customers can do faith on them and save their time from unnecessary hurdles faced during online apparels shopping.

➢ Respondents reacted positively towards, trust, user experience and informative aspects that represent their outlook towards social media sales promotions. Therefore retailers should consider these aspects and develop trust among customers towards sales promotions and advertisements. Besides, sales promotions should also include clear information pertaining to related apparel brands.

➢ Most of the respondents give preferences to online apparels shopping rather than offline shopping. Hence it is suggested that retailers should maintain the quality of online
apparels. Queries and disputes must be attended and resolved on time. Retailers should ensure the customers that if their orders would be cancelled, they will get their money back on time.

- Most of the respondents do not have any fixed monthly budget for apparels shopping. Their frequency of apparel shopping and expenditure on apparels are varying according to the promotional activities carried on these social media sites. Even most of the respondents shop twice in a month on apparels. Their monthly expenditure is also vary with the Price/offers/discounts available on social media. Hence retailers should concentrate more on their product and service features and create their promotional schemes focusing on attracting more target audience.

- Most of respondents show positive attitude towards brand awareness, and brand preferences. Even price/offers/discounts on apparel brands seen on these social media sites also influence them to shift from one brand to another. Hence it is suggested that apparel retailers should utilize these social media sites for creating brand awareness at a faster pace. Moreover easy recognition of brand features and logo comes as additional benefits.

- Apparel Retailers should promote their products through these social sites and meet out with promises given in their advertisements. They have to bring positivity towards e-WOM of the consumers and produce sound source credibility which may lead to a better yield of consumer retention and value creation as post purchase behavior for apparels is not found so positive in Rajasthan.

- For positioning their brands, apparel retailers should use very attractive strategies to capture the market of youth through these social media sites. As it is found that youth have better brand attitude and preferences. By using these attractive strategies and providing reliable information retailers can develop sound brand awareness among the youth and can develop a brand image.
These days most of the apparel retailers have their separate fan pages with the motive to familiarize the audiences through these social media sites. The retailers can easily determine the reach of their brands through social sites by calculating number of likes on their pages. So it is the responsibility of the apparel retailers to create their brand pages with attractive brand appeals that motivate the target audience to develop their shopping intentions.

The apparel retailers should understand the fact that online shoppers feel comfortable as they purchase through these social media sites which make their life easier. By inquiring this attitude of the consumer’s, retailers should create their social media promotional strategies very appropriately as social media sites also a source of getting business information.
5.8 LIMITATIONS OF THE STUDY

The present study has the following limitations:

- As it is beyond the control of researcher to study all the factors related with consumer buying behavior, so researcher has studied only limited factors.
- The study is confined to the state of Rajasthan only and the findings cannot be generalized to the other parts of the country.
- The time period of the study is also limited to 3 years.
- Due to limitation of time and mobility, seven cities – Jaipur, Jodhpur, Udaipur, Ajmer, Kota, Bikaner, and Bharatpur have been taken as representative cities of Rajasthan. The findings from these cities can be generalized to the entire Rajasthan State.
- Social media is very broad today and includes several social media sites used for different purposes. It is not possible to study the whole social media in a limited time period of three years. The researcher hence has selected six top social media sites which are mostly used by Apparel retailers & consumers i.e. Facebook, Twitter, You tube, Blogs, Google+, & Pinterest.
- Due to limited availability of time, researcher has tried to study & compare the use of social media for sales promotion in the last five years.
- The study focuses only on organized apparel retail and unorganized sector is neither studied nor analyzed.
5.9 CONTRIBUTION IN RESEARCH

The present study has given a large contribution for the organized apparel retailers in Rajasthan. These retailers will be able to design their sales promotions in a better and more effective manner. They will be able to decide on the type of media to be used for sales promotion, they will be better informed to take a decisions on media-target market combinations. i.e. what are the types of media that can be used for a particular target market. House wives may attract TV as a media whereas the teenage youth may be attracted by social media. Thus a proper media planning will be done by the companies/organizations.

Similarly different demographic markets would attract different media planning and the organized retailers would be in a position to decide even the media vehicle to be used. i.e. if social media is to be used, which social networking site will be the best to provide the desired results.

The importance of the research study is purely for the apparel retail industry in Rajasthan, who can use this as a marketing tool in their overall marketing planning.
5.10 SCOPE OF FUTURE RESEARCH

➢ The present research is limited to apparel retail and only to the specific area of Rajasthan. However the research may be done for a wider area and include more regions. A comparative study of the effect of social media in different states of the country can give useful insights to the retailers.

➢ A similar research may also be carried out in other products and services categories also. This would again help retailers across sectors to plan the use of social media and decide their social media budgets according to its utility and success.

➢ The present research may easily be extended to other regions and product/service categories and hence has a wide scope of application. Retailers across the country and globe continuously research to find out what can influence the buyer behaviour. Gaining insights into consumer behaviour is a continuous process for retailers and hence the influence of social media on consumer behaviour in India is a widely researched area.

➢ The consumers in urban area are more aware about social media and buying behaviour of consumers is different from the consumers of urban area. Hence future research can be carried out on the comparison between buying behaviour of urban and rural consumers.