Chapter 6

Conclusions and Implications

6.1 Introduction

6.2 Summary of the Thesis

6.3 Conclusions Related to the Relationship of Demographic Factors and Impact of Sales Promotion Schemes on Consumer Responses in Purchasing Readymade Garments

6.4 Conclusions Related to the Relationship of Psychographic Factors and Impact of Sales Promotion Schemes on Consumer Responses in Purchasing Readymade Garments

6.5 Implications of the Study

6.6 Limitations of the Study

6.7 Directions for Further Research

6.8 Conclusions
6.1 Introduction

The objective of this final chapter is to summarize and draw conclusions on the main findings of the study, discuss their implications for marketing theory and practices, as well as the limitations of the study and suggestions for future research endeavors. The chapter is organised into eight main sections. In section 6.2, summary of the thesis is provided. Sections 6.3 and 6.4 elaborate the results of hypotheses testing. Implications of the study are discussed in section 6.5. Section 6.6 presents the limitations of the study. Then the direction of the further research is discussed in section 6.7. Section 6.8 concludes the chapter.

6.2 Summary of the Study

Chapter 1 provided an introduction for this research. Introduction includes motivation of the study; background of the study that is Indian (organized) retail industry (brief discussion), research objectives, justification of the research, research hypothesis, research methodology, scope and limitation of the study.

A major focus of this study was to study the impact of demographic and psychographic factors on consumer decision to purchase readymade garments offering some sales promotion schemes. The main objectives of the study were as follow:

1. To study the sales promotion schemes employed by various shopping malls in Gujarat with respect to ready made garments category.
2. To develop a sales promotion perspective through review of various propositions by different researchers.
3. To examine consumer response to different sales promotions schemes and delineate factors (i.e. demographic and psychographic) affecting consumer responses.
4. To develop a shopping mall perspective.
In order to understand the nature of the research problem and achieve the research objectives, the relevant literature and empirical findings from past studies were reviewed. The researcher scanned the databases made available through the libraries of various institutes, online database and evaluated its relevance with respect to the study. This review of the literature was presented in chapter 3.

The purpose of chapter 4 was to explain the methodological aspect of this study. In this chapter, the research methodology including research design, definition of target population, sampling method, justification of the sample size, instrument development, coding the questionnaire, pre-testing the questionnaire were presented in detail. The data was collected using a structured questionnaire developed based on inventories used in past similar studies. All variables, with the exception of demographic data, were measured using the five-point Likert scale. Data were collected from the four cities of Gujarat, i.e. Ahmedabad, Rajkot, Vadodara and Surat. Total 518 samples were used for data analysis.

Chapter 5 discussed the analysis of the data collected. It started with the discussion of demographic data the sample, followed by the descriptive analysis that showed the mean and standard deviation of each statement used in the study. Then, goodness of the measures is used. This included measuring reliability and validity of the scales. Cronbatch’s alpha was used to measure the reliability and confirmatory factor analysis is used to measure the reliability as well as validity of the scales. This chapter further discussed the testing of the hypothesis developed for this study. Chi square technique was used to test the relationship between demographic factors and impact of sales promotion schemes on consumer responses in purchasing readymade garments. Structure equation modeling was used to test the relationship between psychographic factors and impact of sales promotion schemes on consumer responses in purchasing readymade garments. Table 6.1 summarizes the results of hypotheses testing.
Table 6.1: Summary of the Results of Hypotheses Testing

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Hypothesis</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>There is no relationship between gender of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Accepted</td>
</tr>
<tr>
<td>2</td>
<td>There is no relationship between age of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
<tr>
<td>3</td>
<td>There is no relationship between marital status of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Accepted</td>
</tr>
<tr>
<td>4</td>
<td>There is no relationship between education of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
<tr>
<td>5</td>
<td>There is no relationship between monthly family income of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
<tr>
<td>6</td>
<td>There is no relationship between no. of members in the family of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
<tr>
<td>7</td>
<td>There is no relationship between no. of school going children in the family of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Accepted</td>
</tr>
</tbody>
</table>
### Hypothesis Related to the Relationship of Psychographic Factors and Impact of Sales Promotion Schemes on Consumer Responses in Purchasing Readymade Garments

<table>
<thead>
<tr>
<th></th>
<th>Hypothesis</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>There is no relationship between price consciousness and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
<tr>
<td>2</td>
<td>There is no relationship between quality consciousness and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Accepted</td>
</tr>
<tr>
<td>3</td>
<td>There is no relationship between value consciousness and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
<tr>
<td>4</td>
<td>There is no relationship between impulse buying behavior and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
<tr>
<td>5</td>
<td>There is no relationship between variety seeking behavior and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Accepted</td>
</tr>
<tr>
<td>6</td>
<td>There is no relationship between need for innovation and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
<tr>
<td>7</td>
<td>There is no relationship between market mavenism and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
<tr>
<td>8</td>
<td>There is no relationship between shopping enjoyment and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
<tr>
<td>9</td>
<td>There is no relationship between shopping plan and impact of sales promotion schemes on consumer responses in purchasing readymade garments.</td>
<td>Rejected</td>
</tr>
</tbody>
</table>
10. There is no relationship between store loyalty and impact of sales promotion schemes on consumer responses in purchasing readymade garments.

Accepted

11. There is no relationship between brand loyalty and impact of sales promotion schemes on consumer responses in purchasing readymade garments.

Rejected

12. There is no relationship between motivation to confirm and impact of sales promotion schemes on consumer responses in purchasing readymade garments.

Accepted

13. There is no relationship between time pressure and impact of sales promotion schemes on consumer responses in purchasing readymade garments.

Accepted

14. There is no relationship between perceived financial constraints and impact of sales promotion schemes on consumer responses in purchasing readymade garments.

Rejected

6.3 Conclusions Related to the Relationship of Demographic Factors and Impact of Sales Promotion Schemes on Consumer Responses in Purchasing Readymade Garments

In this study, relationship between seven demographic factors and impact of sales promotion schemes on consumer responses in purchasing readymade garments is tested. These seven demographic factors are gender, age, marital status, education, monthly family income, number of members in the family and number of school going children in the family.

In this study, it is found that there is no relationship between gender of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments. This is consistence with the study of Lichtenstein et al., (1997).
In this study, it is found that there is some relationship between age of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is found that older people are more favorable to purchase readymade garments offering some sale promotional schemes than younger people. This is consistent with the studies of Webster (1965) and Burton et al. (1995).

In this study, it is found that there is no relationship between marital status of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments.

In this study, it is found that there is some relationship between education of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is found that respondents having high education are more favorable to purchase readymade garments offering some sale promotional schemes than that of having less education. This is consistent with the studies of Bawa and Shoemaker (1984), Narsimhan (1984), Urbany et al. (1996).

In this study, it is found that there is some relationship between monthly family income of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is found that respondents having less monthly family income are more favorable to purchase readymade garments offering some sale promotional schemes than that of having high monthly family income. This is consistent with the studies of Narasimhan (1984), Urbany et al. (1996), Ailawadi et al. (2000) and Ainslie & Rossi (1998).

In this study it is found that there is some relationship between no. of members in the family of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is found that small families (having few members) are more favorable to purchase readymade garments offering some sale promotional schemes than large families. This is inconsistency with the prior research. Further it is
also found that there is no relationship between no. of school going children in the family of the respondents and impact of sales promotion schemes on consumer responses in purchasing readymade garments.

### 6.4 Conclusions Related to the Relationship of Psychographic Factors and Impact of Sales Promotion Schemes on Consumer Responses in Purchasing Readymade Garments

In this study, relationship between fourteen psychographic factors and impact of sales promotion schemes on consumer responses in purchasing readymade garments is tested. These fourteen psychographic factors are price consciousness, quality consciousness, value consciousness, impulse buying behavior, variety seeking behavior, need for innovation, market mavenism, shopping enjoyment, shopping plan, store loyalty, brand loyalty, motivation to confirm, time pressure and perceived financial constraints.

In this study, it is found that there is some relationship between price consciousness and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is also found that this relationship is positive. It means that price conscious consumers are more favorable to purchase readymade garments offering some sale promotional schemes. This is consistent with the previous studies of Ailawadi et al. (2001); Mittal (1994); Martinez & Montaner (2005); Lichtenstein and Ridgway (1993); and Chandon et al. (2000).

In this study, it is found that there is no relationship between quality consciousness and impact of sales promotion schemes on consumer responses in purchasing readymade garments. That means that consumers think that readymade garments offering sales promotion schemes are not quality products. This is consistent with the studies of Ailawadi et al. (2001); Cunningham, Hardy and Imperia (1982); Richardson et al. (1994) and Martinez & Montaner (2005).
In this study, it is found that there is some relationship between value consciousness and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is also found that this relationship is positive. It means that consumers are finding the readymade garments offering sales promotion schemes are valuable products. They think that at reduced price, the quality of the readymade garments is valuable to purchase. This is consistent with the studies of the Lichtenstein et al. (1990) and Chandon et al (2000).

In this study it is found that there is some relationship between impulse buying behavior and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is also found that this relationship is positive. It means that consumers purchase readymade garments offering sales promotion schemes on impulse. In other way, sales promotion schemes helps consumers to take in store decision by forcing them to purchase readymade garments impulsively. This is consistent with the studies of Ailawadi et al. (2001); Lichtenstein et al.(1990) and Narsimhan (1984).

In this study, it is found that there is no relationship between variety seeking behavior and impact of sales promotion schemes on consumer responses in purchasing readymade garments. This is inconsistent with the studies of Ailawadi et al. (2001); Narsimhan (1984), Trivedi (1999), Kahn and Louie (1990) and Wakefield and Barnes (1996).

In this study, it is found that there is some relationship between need for innovation and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is also found that this relationship in negative.

In this study, it is found that there is some relationship between market mavenism and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is found that this relationship is positive. This is consistent with the studies of Lichtenstein & Ridgway (1993), Williams and Slama (1995) and Price et al. (1988).
In this study, it is found that there is some relationship between shopping enjoyment and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is found that this relationship is positive. Consumers enjoy purchasing the readymade garments offering some sales promotion schemes. This is consistent with the studies of Beatty and Smith (1997), Martinez & Montaner (2006), Ailawadi et al. (2001), and Chandon et al. 2000.

In this study, it is found that there is some relationship between shopping plan and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is found that this relationship is positive. This is consistent with the studies of Ailawadi et al (2001) and Krishna et al. (1991).

In this study, it is found that there is no relationship between store loyalty and impact of sales promotion schemes on consumer responses in purchasing readymade garments. Previous researchers (Bawa and Shoemaker, 1987; Bucklin and Lattin, 1991 and Kim et al. 1999) found negative relationship between store loyalty and impact of sales promotion schemes.

In this study, it is found that there is some relationship between brand loyalty and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is found that this relationship is negative. This is consistent with the studies of Webster (1965), Montegomery (1971), Massy, et al (1965), Schneider and Currim (1990), Wakefield and Barnes (1996) and Bawa and Shoemaker (1987).

In this study, it is found that there is no relationship between motivation to confirm and impact of sales promotion schemes on consumer responses in purchasing readymade garments.

In this study, it is found that there is no relationship between time pressure and impact of sales promotion schemes on consumer responses in purchasing readymade garments. This is consistent with the studies of Bawa and Shoemaker (1987); Mittal (1994), and
Narasimhan (1984). They found a negative relationship between use of coupon and time pressure. Here, in this study, the findings are general, not any promotional schemes specific.

In this study, it is found that there is some relationship between perceived financial constraints and impact of sales promotion schemes on consumer responses in purchasing readymade garments. It is found that this relationship is positive. This is consistent with the studies of Ailawadi et al. (2001) and Mittal (1994)

### 6.5 Implications of the Study

The research findings discussed in previous sections have implications for theory and practices. These implications are now discussed.

Contributions of this research can be discussed as this study is an attempt to make an important contribution to the body of knowledge and the literature in the areas of impact of sales promotion schemes on consumer responses in purchasing readymade garments in shopping malls. Likewise, it should make a contribution to the general body of knowledge on consumer responses to sales promotion schemes.

Most of the previous studies have limited their investigations to consumers living in Western countries where organized retailing is well developed. As per the knowledge of the researcher, this is the first study explaining the impact of sales promotion schemes on consumer responses in purchasing readymade garments in the context of India, where organized retailing is at nascent stage.

This study employs structure equation modeling (SEM) to study the hypothesis. This study explain in detail the use of a more comprehensive and powerful statistical technique such as SEM for consumer research.
The first implication is regarding the marketing managers of shopping malls’ ability to develop a more effective sales promotion schemes. The results of this study may help the marketing managers of shopping malls to identify their target consumers and in turn, to develop appropriate sales promotional programs to persuade those consumers to purchase readymade garment.

6.6 Limitations of the study

This study is an attempt to study the impact of sales promotion schemes on consumer responses in purchasing readymade garments with special reference to shopping malls of Gujarat. However, some limitations of the study do exist. These limitations are discussed below.

As a census cannot be conducted due to the budget and time constraints, this study will be conducted using a sampling method, which becomes a source of limitation for this study.

This study is limited to sales promotion schemes in readymade garments category. But consumers also encounter sales promotions outside the field of readymade garments. Therefore, for other product categories, readers should use the results of this study with caution.

The target population for this study is the consumers who have purchased readymade garments in shopping malls located in four cities of Gujarat. Therefore, generalization of the findings of this study to consumers of shopping malls located in other areas might be limited.

The method adopted for selection of respondents as well as shopping malls was convenience sampling, hence the limitations of the convenience sampling automatically applies to the study.
This data for this study are collected during May, June and July 2008. The results may vary should the study be conducted at other time period.

6.7 Directions for Further Research

One obvious direction for further research would be to sample a wider variety of consumers with more diverse demographic backgrounds (e.g. rural and urban consumers, teenage consumers, educated consumers, working women, etc) as these variables provide better insights to understand the impact of sales promotion schemes on consumer responses in purchasing readymade garments.

In this study, most of the consumer characteristics included in this research and measurements of these characteristics were selected and developed respectively from the findings of the previous studies investigating consumer responses to products promoted through various sales promotions. A great deal of care has been taken to explore the variables explaining impact of sales promotion schemes on consumer responses in purchasing readymade garments. Still, the researcher is left with a feeling that still a number of variables were left in the study. A forward step in the future would be to include other possible variables explaining the impact of sales promotion schemes on consumer responses in purchasing readymade garments.

The present study focused on investigating impact of sales promotion schemes on consumer responses in purchasing readymade garments. Additional research is needed to confirm whether similar results can be observed with other product categories such as small electronics and groceries. In addition, the scope of the present study is strictly limited to only to readymade garments in general, different types of clothing items were not specified (e.g. formal, informal, men wear, women wear, kids wear) nor were specific clothing categories (e.g. sportswear, winter wear, summer wear, undergarment, etc). Further research may be needed to generalize the findings of this study to different types of readymade garments.
This study has investigated the impact of sales promotion in general. Further research may be conducted to investigate the impact of particular sales promotion schemes like Buy One Get One Free, 50% off, Coupon, Scratch Card, etc.

The target population for this study is the consumers who have purchased readymade garments in shopping malls located in four cities of Gujarat. Further research may be conducted in other part of the India to find whether the result of this study can be generalized.

In this study, the number of items for each constructs were kept minimum (i.e two to three). The length of the questionnaire was a primary reason for the same. Future studies can refine the measurement scales used in this research by using multi-items (more than 4 items) for each construct.

6.8 Conclusions

The main objective of this research is to find the demographic and psychographic characteristics of consumer explaining the consumer responses in purchasing readymade garments offering sales promotion schemes. In this study, based on literature review hypothesis were developed and tested using various statistical techniques like chi square and structure equation modeling. Age, education, monthly family income, no. of members in the family of the respondents are found to be influencing in consumer responses in purchasing readymade garments offering sales promotion schemes. Price consciousness, value consciousness, impulse buying behavior, need for innovation, market mavenism, shopping enjoyment, shopping plan, brand loyalty and perceived financial constrains are found found to be influencing in consumer responses in purchasing readymade garments offering sales promotion schemes. These findings will be useful to the managers of shopping malls to devise the promotion schemes and effective targeting their customers.