

Coupon Based Promotional Activities in Garment Retail Shop

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Abstract: Coupons are an income merchandising device often utilized by marketers. The coupons are very critical in encouraging the customers to shop for the product and consequently assist the organizations to boom the income. Coupons now are taken into consideration as a part of current developments of important companies to sell their income. The increase withinside the Indian economic system has fostered the retail enterprise withinside the use and the alternative elements like- younger purchasers' segment, growing disposable income, brand awareness, play a critical position in corporatizing the retail industry. In order to draw greater purchasers, shops observe special promotional equipment and make the consumer recognize approximately the idea of "satisfactory purchase". Promotional equipment consists of fee discount, coupons, purchase one gets one etc. and every of that equipment has a special stage of recognition and effectiveness. The objective of this paper is to investigate which kind of coupon code is rapid transferring amongst customer. The research aims to study on coupon code based promotional activities in garment retail shops in Trichy.

Keywords: Coupons, sales promotion, retail industry, consumers, brand awareness.

1. Introduction

India's textile industry is one of the oldest industries withinside the Indian economy, relationship again to numerous centuries. Starting an apparel line is a totally exciting and economic profitable task however now no longer without its ups and downs. As the era advances every and each area has been hastily evolved like a central authority area, engineering area, etc. Fashion goes up day to day. As the style takes place, they need to put on greater elegant clothes. Retail is an enterprise deal wherein the vendor sells small portions of products to the clients as in step with their needs. Indian retail enterprise has emerged as one of the maximum dynamic and fast paced industries because of the access of numerous new players. India is the world's fifth-biggest international vacation spot withinside the retail. The first coupon turned into published withinside the year 1887 via way of means of an Atlanta businessman whilst he desired humans to attempt out his new product, Coca-Cola. Coupons have become an important and required part of retail. Customers are demanding them now from every retailer. Coupons were originally created as a tool for manufacturers to direct the purchase decision of a customer in a retail store. Hence, the consumer today is left with a large

range of promotions to choose from in almost all the product categories. Coupons are issued by manufacturers of consumer-packaged goods or by retailers, to be used in retail stores as a part of sales promotions. They are often widely distributed through mail, coupon envelopes, magazines, newspapers, the internet (social media, email newsletter), directly from the retailer, and mobile devices such as cell phones. Most of the coupons have an expiration date. Coupons are beneficial to consumers to get amazing discounts and deals. Coupons help in attracting new customers.

2. Objectives of the Study

Primary objectives:

- To study different coupon code promotional activities in retail shop.

Secondary objectives:

- To analyze which type of coupon code is fast moving among customer.
- To analyze how customer influenced by coupon code.
- To analyze how coupon code motivated the customer.

3. Need for the Study

Now a day's companies use many promotional activities to promote their sales profits. Coupons based promotional activities player a major role so it should be in healthier way that both companies and costumer should be beneficial. Coupon are a profitable portion of most retailers' promoting blend. They can offer assistance marketers hit deals targets, obtain unused clients without losing cash and move overflow stock. attract new residents when they are actively in the market for products and services. Coupons will re-activate old customers. Those customers that have been lured away by your competitor will start buying from you again when you give them a good reason to do so.

4. Review of Literature

Aparajita Thakur, Shweta Chauhan, Lakshmaiah Botla (2020), The reason of this study is to inquire about how the retailing methodologies like publicizing, store format, deals advancement, and promoting affect the client fulfillment. Retail promoting procedures of two fashion retail stores Reliance

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Trends and Westside have been inspected through 200 reactions collected from clients going by the stores to check the relationship between client fulfillment, retailing techniques and brand inclination. Discoveries of the study uncovers that the retail procedures of the chosen design retail stores emphatically reach the client fulfillment.

VV Devi Prasad Kotmi (2019), Reason to consider: Deals are the help of a trade, without deals there would be no trade subsequently, it is exceptionally vital that in case a trade needs to succeed, it ought to have a deals advancement procedure in intellect. The essential expectation of a deal’s advancement is to make strides a company’s deals by foreseeing and adjusting your target clients acquiring behavior and designs. Deals promotion is exceptionally vital because it not as it were making a difference to elevate deals but it too makes a difference a commerce to draw modern clients whereas at the same time withhold more seasoned ones. There are a assortment of sales promotional methodologies that a trade can utilize to extend their deals, in any case it is fundamental that to begin with to get it what a deals advancement arrange really is and why it is so critical.

Sungha jang, Kang Ji Hye (2017), Online retailer result their items utilizing coupons and devotion programs similar to conventional offline retailers. In any case, online retailers can take advantage of utilizing their online frameworks to fulfil these 12 limited time programs. To boost the effectiveness of a advancement blend, online retailers got to get it the interesting impacts of each online advancement strategy considering the highlight of the items they carry. As a result, they can lower constrained advancement budgets and assets to distinctive advancement blends.

Sheek Meeran, Ranjitham (2016), The study expressed that branded attire for the most part favored by respondents and to look at customer’s discernment towards retail articles of clothing showrooms and calculate the 99/99 select a specific retail pieces of clothing showroom for their shopping. It is certain that most of the customers on branded attire were exceedingly impacted by the components such as solidness, reference bunches, more extensive choice of colour and plan, engaging quality, cost run and celebrity endorser. Most of the clients are anticipating decreased cost and more extensive choice of colour and plan.

Sahney Amrita (2016), “A study about on buyer buying behavior towards branded retail outlets in India”, points to discover out the inclination of the client towards organized retail segment and how client carries on at the time of item buy. This appears that a few of the particular components like item data, client association, environment, client attributions and choices play vital parts in customer’s choice prepare. So, client is presently appearing 13 inclinations for shopping shopping centers, empower them to shop variety of items beneath one roof with shopping involvement in term of climate and amusement.

5. Research Methodology

Research methodology is the way research is done it explains how the researcher approaches the problem in order to get an

answer. This study conducted using descriptive research method this methodology is usually used when someone wants to find the answer for what, and who rather than answering why. The data used in this study is primary data. Primary data is collected through questionnaires which are given to the respondents the total respondents of this study is 100. These questionnaires are designed to get the required data from the respondents with the help of demographic, Likert scale questions, Multiple choice questions, Rating questions and Agreeability scale.

6. Data Analysis

Table 1
How often you visit the garment retail shop

Particular	No. of Respondent	Percentage of Respondent
Once in a month	20	20
Twice in a month	13	13
Once in a two month	9	9
During festival season	52	52
During summer season	6	6
Total	100	100

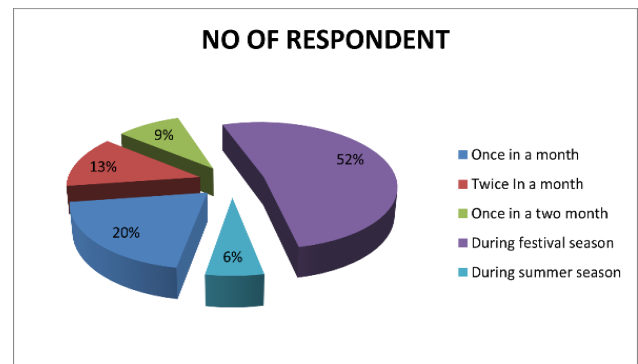


Fig. 1.

Table 2
What attracts you to visit retail shop

Particular	No. of Respondent	Percentage of Respondent
Low price	19	19
Coupon Scale	10	10
Variety of Brand	28	28
Variety of Model	41	41
Shop ambience	2	2
Total	100	100

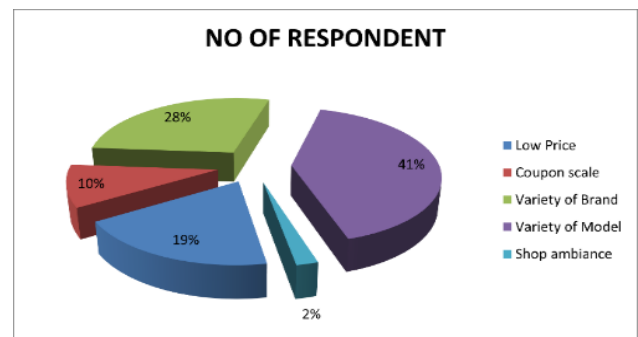


Fig. 2.

Table 3
How often do you use the coupons

Particular	No. of Respondent	Percentage of Respondent
Often	21	21
Very Often	9	9
Moderately	35	35
Rare	35	35
Total	100	100

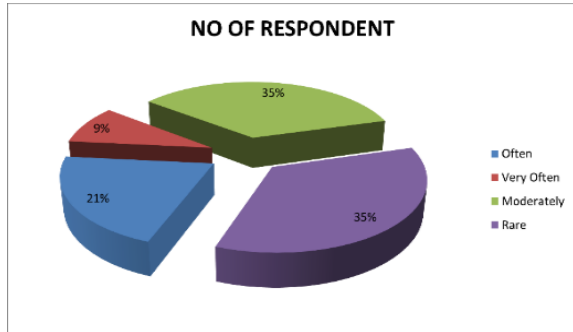


Fig. 3.

Table 4
How you get to know about the coupon offers in the retail shop

Particular	No. of Respondent	Percentage of Respondent
Through social media	60	60
Through Television	22	22
Through Print Media	14	14
Through Radio	1	1
Through Friends & Relatives	55	55
Total	100	100

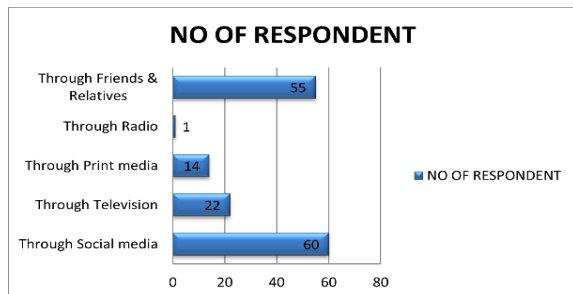


Fig. 4.

A. Hypothesis Test

Chi Square

Table 4
Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * How_you_get_to_know_about_the_coupon_offers_in_the_retail_shop	100	65.8%	52	34.2%	152	100.0%

Table 5

Age * How_you_get_to_know_about_the_coupon_offers_in_the_retail_shop Crosstabulation

Age		How_you_get_to_know_about_the_coupon_offers_in_the_retail_shop					Total
		Through social media	Through Television	Through Print Media	Through Radio	Through Friends & Relatives	
Total	Below 20	19.2	7.0	4.5	.3	1.0	32.0
	21-30	36.0	13.2	8.4	.6	1.8	60.0
	31-40	1.2	.4	.3	.0	.1	2.0
	41-50	1.8	.7	.4	.0	.1	3.0
	Above 50	1.8	.7	.4	.0	.1	3.0

Table 6
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	180.825 ^a	16	<.001
Likelihood Ratio	86.742	16	<.001
Linear-by-Linear Association	61.313	1	<.001
N of Valid Cases	100		

a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .02.

Interpretation:

Since p value 0.01 is less than 0.05 Null hypothesis is rejected and alternate hypothesis is accepted. Hence, there is a significant association between age of the respondents with reference to knowledge of the coupon offers.

ANOVA:
One-way

Table 7
Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Often	21	1.05	.218	.048	.95	1.15	1	2
Very often	9	2.00	.000	.000	2.00	2.00	2	2
Moderately	35	3.57	.655	.111	3.35	3.80	2	4
Rare	35	4.17	.382	.065	4.04	4.30	4	5
Total	100	3.11	1.302	.130	2.85	3.37	1	5

Table 8
ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	147.295	3	49.098	229.977	<.001
Within Groups	20.495	96	.213		
Total	167.790	99			

Table 9

How_often_you_visit_the_garment_retail_shop

How_often_do_you_use_the_coupons	N	Subset for alpha = 0.05			
		1	2	3	4
Often	21	1.05			
Very often	9		2.00		
Moderately	35			3.57	
Rare	35				4.17
Sig.		1.000	1.000	1.000	1.000

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 18.529.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Interpretation:

Since p value is less than 0.05 Null hypothesis is rejected and alternate hypothesis is accepted. Hence, there is a significant difference between how often people visit garment retail shop with reference to their usage of coupons.

7. Findings

- From the above Table 1, Majority of the respondents are visit garment retail shop during festival season.
- From the above Table 2, Majority of the respondents said Variety of Model attracts to visit retail shop.
- From the above Table 3, Majority of the respondents said Rare and moderately use the coupon.

- From the above Table 4, Majority of the respondents said they know about coupon offers Through social media.

8. Suggestion

- Coupon sale should be more during festival season and beginning of the month, so that people can make use of it.
- Most of the people like to use discount coupon so retail shops should introduce wide range of free coupons.
- Coupons attract new residents when they are actively in the market for products and services.
- Coupons will re-activate old customers. Those customers that have been lured away by your competitor will start buying from you again when you give them a new coupon.
- Use single-use promo codes and coupons. Personalise your coupons.
- Create a sense of urgency. Use gamification techniques.
- Engage with influencers and your customers.
- Coupons help you stand out but unique promotions take that to the next level.

9. Conclusion

The purpose of this study was to understand the effects of coupon based promotional activities in retail shop. Actually, this study is about how coupon code influence people and how effectively it reached among people. Nowadays coupon plays a

vital role in people's shopping trend and every kind of people are attracted towards the coupon. So, coupon have a great market in retail industry. They have preferences such that discount related promotions. Coupons are an imperative limited time instrument, and the tall volume of inquire about on coupons within the past four decades approves this fact. Retail showcasing techniques are a blend of different showcasing work that makes a difference in dispersing the products to the customers. Coupons have ended up an imperative and required portion of retail. Customers are demanding them now from every retailer. The study reflects that the use 62 of sales promotion undeniably has increased over the years in India. Future holds lot of promise for such schemes across wider range of product-markets.

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