

**A STUDY ON THE INFLUENCE OF COUPONS
IN TEXTILE INDUSTRY, CHENNAI**

Submitted in partial fulfillment of the requirement for the reward

Bachelor of Commerce

By

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Bachelor of Commerce

School of Management Studies

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**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved
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April 2022

DECLARATION

I Sabari N hereby declare that the Project Report entitled "A STUDY ON THE INFLUENCE OF COUPONS IN TEXTILE INDUSTRY, CHENNAI" done by me under the guidance of Dr.V.Vanitha MBA,M.Phil.,Ph.d is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce

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ABSTRACT

The purpose of this research is to find the influence coupons have in purchasing behavior of customers in textile industry. There are many factors related to Customer's purchasing behavior especially when it comes to clothes- like Price, quality, Availability, fashion, personal preference and taste etc. The purpose of study is to show how all these factors and coupons affect and change customer's purchasing behavior and if it actually helps both sides of the transaction

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CHAPTER 1 - INTRODUCTION

After every textile purchase, we are rewarded with discount coupons. If produced during the next purchase, the retailers either give cash discount or more products for the coupons. This is how coupons work. But beneath its surface its not this simple. A number of factors affect and change a lot of things including the customer's mindset. The following report is the result of the same and it contains how textile industry work, what are their contribution to our nation, objectives, need and scope of the same study and about the methods used for analysis, the sampling type and the research methods used to determine the effect coupons create on people who buy clothes. The final results and the analysis are based on the outcome of the questionnaire sent out to 75 different people.

COUPONS

Coupons are one of the widest means used by retailers to promote their business and draw customers to their customers. Coupons have now come a long way to being a compulsory part of every transaction in textile industry

1.1 BENEFITS OF COUPONS

For Customers

- Buy more products
- Save money
- Buy expensive dream products in offer price
- Healthy social process and helps build relationship with the retailer

For Retailers

- Retains old and attracts new customers

- Helps off load older products
- Reduce advertising expenses
- Help identify potential customers

1.2 OBJECTIVES OF THE STUDY

i). Primary Objective

- To find out the impact coupons and its kind have on customers within textile industry

ii). Secondary Objectives

- To find out if coupons actually help both the sides of the transaction
- To find out how business of any scale can be increased with the help of coupons
- To know the proper and easy way of using coupons so the customers can get their money's worth

1.3 SCOPE OF THE STUDY

a) System of Interacting Business Activities – The usage of coupons not only acts for itself but also for other business activities. It interacts and helps managing it all together.

b) Social process - It's a social process where the customer and the seller get more information and share them in a profitable way

c) Production planning and development- With the amount of coupons redeemed and used it will be easier for the producer to plan and know their customer

d) Pricing Policies- The seller can also increase the price of the product, and hence his business, if it goes well with the coupons

e) Consumer Satisfaction – Customer satisfaction is by far the most important part of a transaction. With the help of the study the sellers can focus and act accordingly on the same

1.4 NEED FOR THE STUDY

- As coupons have now become an inevitable part of consumption in Textile industry, it is better to know about how these printed papers affect customers behavior and drive them to the store
- From business point of view, to help in maximizing sales and helps administrators to make use of their situation profitably.
- To know if the customer has been outsmarted by the shining outer shell of coupons and help them understand better
- To establish more transparent means of business between the customers and the manufacturer

CHAPTER -2

2.1. REVIEW OF LITERATURE

✚ In marketing, a **coupon** is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product. Customarily, 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. – Wikipedia

✚ Very few shoppers expect to pay full price for products and services when purchased online. With so many retailers now offering new customer discounts and digital coupons, it's likely a coupon code exists to apply towards your next online purchase. Retailers regularly add coupons and discounts into their marketing strategies to boost sales conversion rates and increase customer loyalty. While discounts are certainly attractive to shoppers, digital coupons can also be a successful means of growing a social media following and email marketing list or encouraging mobile website usage. Savvy online shoppers know how to capitalize on deals and use coupons in conjunction with other offers and cash-back discounts to maximize savings. For retailers, this could mean a less profitable sale. But marketers are ever increasing their distribution of digital coupons (another 27% vs prior year and will likely continue to grow) to meet the demand of consumers shopping online and via their mobile devices. – Bigcommerce.com

✚ It cannot be denied that the way of living is improving in almost all parts of the world. Everybody wants to maintain a certain standard of living. One would generally opt to go to a retail brand to purchase clothes rather than getting them stitched by a local tailor, as far as possible. The demand for renowned apparel retailers is increasing, day by day. Major apparel retailers compete fiercely among themselves to attract the attention of buyers. They employ various tactics and techniques to increase sales and enhance revenue. Their ultimate goal is to generate brand loyalty in the mind of the customer for their particular brand. This can be done in many different ways. Discounts, offers, free gifts, and coupons are some of the many strategies adopted by apparel retailers to draw customers to their shop. This tactic is good if retailers are desperate to get their stock cleared. It may also help in brand building to a certain extent. But if retailers do not use it properly, they may also end up harming their business.

Many people are missing out on being able save money with the usage of online coupons. There are many risks associated with the employment of this tactic that simply cannot be ignored! Apparel retailers ought to be careful with the retailing strategies that they adopt. If they employ wrong strategies, they might end up selling their products at a discounted rate to people who would have bought from them, anyway. Or, people may buy from them only till the time they get the offer and shift to competitors after the discount period.

Apparel retailers generally announce coupons to mainly clear stock. This type of a sale is called stock clearance sale and it enables people to buy goods at a cheaper price. Some retail brands have a stock clearance sale on one particular month of every year. It is generally March (to get new stock for the new financial year) or April (to sell away the pending stock of the last financial year) for most of the retailers. – Fibre2Fashion.com

✚ Coupons are typically used as a marketing and sales promotion device to pique the interest of consumers by offering them enticing discounts if they purchase a certain product. Recently, coupon offers have diversified from offering the consumer a certain percentage off of the retail price of a good, or offering a “Buy one, get one free. Although viewed as an outdated form of saving money, shopping with coupons profoundly impacts consumer behavior, as they contribute to potential unplanned spending as well as to company profits. Coupons indeed have been deployed by companies as important marketing tools in order to lure undecided and vacillating consumers to purchase certain goods, especially products that consumers would not otherwise buy if they did not have coupons. Coupons often function as a driving force for consumers to spend impulsively, which directly impacts companies and businesses. Although extant literature underscores the adverse ramifications of coupons and consumer behavior, some scholars assert that coupons can be beneficial. In a similar fashion to the rhetorical elements deployed in marketing and advertisements, coupons function as a subtle mechanism for companies to gain customers, raise revenue and increase consumer spending than that. Many apparel retailers announce discounts and offers during a festive season popular in the region. This is because people tend to shop before festivals, and this step is taken by retail shop owners to attract maximum buyers to their shop at this point of time. Lots of people don't just understand that valid coupons are in fact a kind of currency with lots of money saving potential. – Bartleby.com

✚ It's estimated that 60% of consumers are likely to try a new product as a result of a coupon, while 46% said they'd change their planned purchase.- Valassis Research: Coupons and Discounts Appeal Far Beyond Savings

2.2 Industry profile

The Textile Sector in India ranks next to Agriculture. Textile is one of India's oldest industries and has a formidable presence in the national economy in as much as it contributes to about 14 per cent of manufacturing value-addition, accounts for around one-third of our gross export earnings and provides gainful employment to millions of people. The textile industry occupies a unique place in our country. One of the earliest to come into existence in India, it accounts for 14% of the total Industrial production, contributes to nearly 30% of the total exports and is the second largest employment generator after agriculture.

It has a unique position as a self-reliant industry, from the production of raw materials to the delivery of finished products, with substantial value-addition at each stage of processing; it is a major contribution to the country's economy. This paper deals with structure, growth and size of the Indian textile industry, role of textile industry in economy, key advantages of the industry, textile industry export and global scenario and strength, weakness, opportunities and treats of the Indian textile industry.

2.2.1 INTRODUCTION

the Indian textile industry is one of the largest in the world with a massive raw material and textiles manufacturing base. Our economy is largely dependent on the textile manufacturing and trade in addition to other major industries. About 27% of the foreign exchange earnings are on account of export of textiles and clothing alone. The textiles and clothing sector contributes about 14% to the industrial production and 3% to the gross domestic product of the country. Around 8% of the total excise revenue collection is contributed by the textile industry. So much so, the textile industry accounts for as large as 21% of the total employment generated in the economy. Around 35 million people are directly employed in the textile manufacturing activities. Indirect employment including the manpower engaged in agricultural based raw-material production like

cotton and related trade and handling could be stated to be around another 60 million.

A textile is the largest single industry in India (and amongst the biggest in the world), accounting for about 20% of the total industrial production. It provides direct employment to around 20 million people. Textile and clothing exports account for one-third of the total value of exports from the country. There are 1,227 textile mills with a spinning capacity of about 29 million spindles. While yarn is mostly produced in the mills, fabrics are produced in the power loom and handloom sectors as well. The Indian textile industry continues to be predominantly based on cotton, with about 65% of raw materials consumed being cotton. The yearly output of cotton cloth was about 12.8 billion m (about 42 billion ft). The manufacture of jute products (1.1 million metric tons) ranks next in importance to cotton weaving. Textile is one of India's oldest industries and has a formidable presence in the national economy inasmuch as it contributes to about 14 per cent of manufacturing value-addition, accounts for around one-third of our gross export earnings and provides gainful employment to millions of people. They include cotton and jute growers, artisans and weavers who are engaged in the organized as well as decentralized and household sectors spread across the entire country.

2.2.2 INDIAN TEXTILE INDUSTRY STRUCTURE AND GROWTH

India's textile industry is one of the economy's largest industries. India's total textile and apparel industry size (domestic + exports), estimated at \$89 billion in 2011, is projected to grow at a CAGR of 9.5 per cent to reach \$221 billion by 2021. Of this, the domestic market is estimated at Rs. 273,000 crores (\$58 billion) and is expected to grow at nine per cent CAGR to touch a level of Rs. 664,000 crores (\$141 billion) by 2021.

The contribution of textiles and apparels to India's GDP is 5.14 per cent including the domestic and export markets. Employment in the Indian textile and apparel sector

stands at 45 million and, with an additional employment of 60 million in allied sectors, both totaling to 105 million. Currently menswear is the biggest segment of the apparel market. However, kids wear and women's wear are growing faster than the men's segment with kids wear (girls) having the highest growth rate.

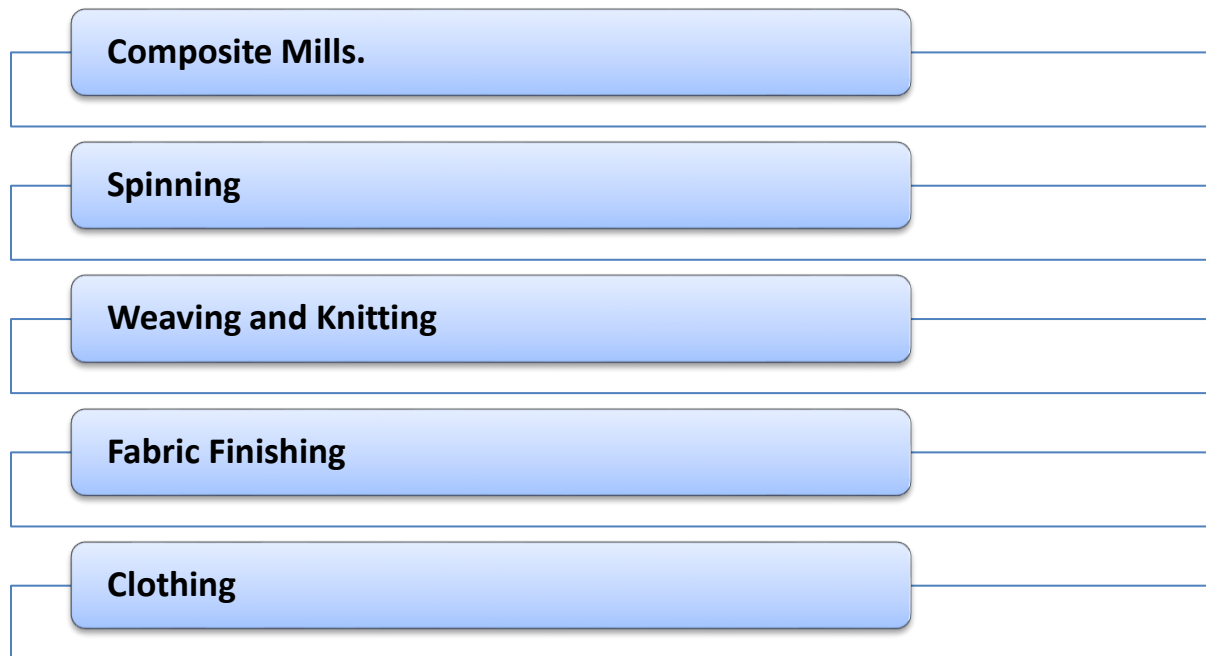
In contrast to other major textile-producing countries, mostly small-scale, nonintegrated spinning, weaving, cloth finishing, and apparel enterprises, many of which use outdated technology, characterize India's textile sector. Some, mostly larger, firms operate in the "organized" sector where firms must comply with numerous government labor and tax regulations. Most firms, however, operate in the small-scale "unorganized" sector where regulations are less stringent and more easily evaded.

The unique structure of the Indian textile industry is due to the legacy of tax, labor, and other regulatory policies that have favored small-scale, labor-intensive enterprises, while discriminating against larger scale, more capital-intensive operations. The structure is also due to the historical orientation towards meeting the needs of India's predominately low-income domestic consumers, rather than the world market. Policy reforms, which began in the 1980s and continued into the 1990s, have led to significant gains in technical efficiency and international competitiveness, particularly in the spinning sector. However, broad scope remains for additional reforms that could enhance the efficiency and competitiveness of India's weaving, fabric finishing, and apparel sectors.

2.2.3 STRUCTURE OF INDIA'S TEXTILE INDUSTRY

Unlike other major textile-producing countries, India's textile industry is comprised mostly of small-scale, nonintegrated spinning, weaving, finishing, and apparel-making enterprises. This unique industry structure is primarily a legacy of government policies that have promoted labor-intensive, small-scale operations and discriminated against larger scale firms:

Fig 1 Structure of Textile Industry in India



- **Composite Mills.** Relatively large-scale mills that integrate spinning, weaving and, sometimes, fabric finishing are common in other major textile-producing countries. In India, however, these types of mills now account for about only 3 percent of output in the textile sector. About 276 composite mills are now operating in India, most owned by the public sector and many deemed financially “sick.”

- **Spinning.** **Spinning** is the process of converting cotton or manmade fiber into yarn to be used for weaving and knitting. Largely due to deregulation beginning in the mid-1980s, spinning is the most consolidated and technically efficient sector in India’s textile industry. Average plant size remains small, however, and technology outdated, relative to other major producers. In 2002/03, India’s spinning sector consisted of about 1,146 small-scale independent firms and 1,599 larger scale independent units.

- **Weaving and Knitting.** Weaving and knitting converts cotton, manmade, or blended yarns into woven or knitted fabrics. India’s weaving and knitting sector remains highly fragmented, small-scale, and labor-intensive. This sector consists of about 3.9 million

handlooms, 380,000 “power loom” enterprises that operate about 1.7 million looms, and just 137,000 looms in the various composite mills. “Power looms” are small firms, with an average loom capacity of four to five owned by independent entrepreneurs or weavers. Modern shuttle less looms account for less than 1 percent of loom capacity.

- **Fabric Finishing.** Fabric finishing (also referred to as processing), which includes dyeing, printing, and other cloth preparation prior to the manufacture of clothing, is also dominated by a large number of independent, small scale enterprises. Overall, about 2,300 processors are operating in India, including about 2,100 independent units and 200 units that are integrated with spinning, weaving, or knitting units.

- **Clothing. Apparel** is produced by about 77,000 small-scale units classified as domestic manufacturers, manufacturer exporters, and fabricators (subcontractors).

2.2.4 GROWTH OF TEXTILE INDUSTRY

India has already completed more than 70+ years of its independence. The analysis of the growth pattern of different segment of the industry during the last five decades of post independence era reveals that the growth of the industry during the first two decades after the independence had been gradual, though lower and growth had been considerably slower during the third decade. The growth thereafter picked up significantly during the fourth decade in each and every segment of the industry. The peak level of its growth has however been reached during the fifth decade i.e., in the 90s. The Textile Policy of 1985 and Economic Policy of 1991 focusing in the direction of liberalization of economy and trade had in fact accelerated the growth in 1990s. The spinning spearheaded the growth during this period and man-made fiber industry in the organized sector and decentralized weaving sector.

2.2.5 SIZE OF TEXTILE INDUSTRY IN INDIA

- The textile industry in India covers a wide gamut of activities ranging from production of raw material like cotton, jute, silk and wool to providing high value-added products such as fabrics and garments to consumers.
- The industry uses a wide variety of fibers ranging from natural fibers like cotton, jute, silk and wool to manmade fibers like polyester, viscose, acrylic and multiple blends of such fibers and filament yarn.
- Estimates say that the textile sector might achieve about 15 to 18 per cent growth this year following dismantling of MFA.

2.2.6 ROLE OF INDIAN TEXTILE INDUSTRY IN THE ECONOMY

Textile industry plays a significant role in the economy. The Indian textile industry is one of the largest and most important sectors in the economy in terms of output, foreign exchange earnings and employment in India. It contributes 20 per cent of industrial production, 9 per cent of excise collections, and 18 per cent of employment in industrial sector, nearly 20 per cent to the country's total export earnings and 5.14 per cent to the GDP. The sector employs nearly 35 million people and is the second highest employer in the country. The textile sector also has a direct link with the rural economy and performance of major fiber crops and crafts such as cotton, wool, silk, handicrafts and handlooms, which employ millions of farmers and crafts persons in rural and semi-urban areas. It has been estimated that one out of every six households in the country depends directly or indirectly on this sector.

India has several advantages in the textile sector, including abundant availability of raw material and labour. It is the second largest player in the world cotton trade. It has the largest cotton acreage, of about nine million hectares and is the third largest producer of

cotton fiber in the world. It ranks fourth in terms of staple fiber production and fourth in polyester yarn production. The textile industry is also labour intensive, thus India has an advantage.

2.2.7 THE KEY ADVANTAGES OF THE INDIAN INDUSTRY ARE:

- India is the third largest producer of cotton with the largest area under cotton cultivation in the world. It has an edge in low cost cotton sourcing compared to other countries.
- Average wage rates in India are 50-60 per cent lower than that in developed countries, thus enabling India to benefit from global outsourcing trends in labour intensive businesses such as garments and home textiles.
- Design and fashion capabilities are key strengths that will enable Indian players to strengthen their relationships with global retailers and score over their Chinese competitors.
- Production facilities are available across the textile value chain, from spinning to garments manufacturing. The industry is investing in technology and increasing its capacities which should prove a major asset in the years to come.
- Large Indian players such as Arvind Mills, Welspun India, Alok Industries and Raymonds have established themselves as 'quality producers' in the global market. This recognition would further enable India to leverage its position among global retailers.
- India has gathered experience in terms of working with global brands and this should benefit Indian vendors.

2.2.8 STRENGTH

» India has rich resources of raw materials of textile industry. It is one of the largest producers of cotton in the world and is also rich in resources of fibers like polyester, silk,

viscose etc.

» India is rich in highly trained manpower. The country has a huge advantage due to lower wage rates. Because of low labor rates the manufacturing cost in textile automatically comes down to very reasonable rates.

» India is highly competitive in spinning sector and has presence in almost all processes of the value chain.

» Indian garment industry is very diverse in size, manufacturing facility, type of apparel produced, quantity and quality of output, cost, and requirement for fabric etc. It comprises suppliers of ready-made garments for both, domestic or exports markets.

2.2.9 WEAKNESS

» Knitted garments manufacturing has remained as an extremely fragmented industry. Global players would prefer to source their entire requirement from two or three vendors and the Indian garment units find it difficult to meet the capacity requirements.

» Industry still plagued with some historical regulations such as knitted garments still remaining as a SSI domain.

» Labour force giving low productivity as compared to other competing countries.

» Technology obsolescence despite measures such as TUFS.

» Low bargaining power in a customer-ruled market.

» India seriously lacks in trade pact memberships, which leads to restricted access to the other major markets.

» Indian labour laws are relatively unfavorable to the trades and there is an urgent need for labour reforms in India.

2.2.10 OPPORTUNITY

» Low per-capita domestic consumption of textile indicating significant potential growth.

» Domestic market extremely sensitive to fashion fads and this has resulted in the development of a responsive garment industry

2.2.11 CONCLUSION

The Indian textile industry has a significant presence in the Indian economy as well as in the international textile economy. Its contribution to the Indian economy is manifested in terms of its contribution to the industrial production, employment generation and foreign exchange earnings. The industry also contributes significantly to the world production of textile fibers and yarns including jute. In the world textile scenario, it is the largest producer of jute, second largest producer of silk, third largest producer of cotton and cellulosic fiber/yarn and fifth largest producer of synthetic fiber/yarn. Textile Industry is providing one of the most basic needs of people and holds importance; maintaining sustained growth for improving quality of life.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

Research papers, dissertations, thesis, academic journal articles, or any other piece of formal research will contain a section (or chapter) on research methodology. This section stipulates the methodological choices made and also substantiates why these choices were made. This section is therefore used by researchers to justify why the methods they employed are best suited to achieve the research objective and arrive at valid and reliable results. This section also allows readers to evaluate the reliability and validity of a study based on the relevance and effectiveness of the procedures employed.

3.2 RESEARCH DESIGN:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’.

Descriptive research design: Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

Non-probability sampling: Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

Convenience sampling: A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4 SOURCES OF DATA:

Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

Primary data: The Primary data for this study was collected through questionnaire.

Secondary data: Secondary data was collected from external sources like Websites, Journals etc.

3.5 STRUCTURE OF QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

3.6 SAMPLE SIZE

The sample size for the project had a target of 70-100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the 26 survey questionnaire was 101. Total of 101 responses helped the project to analyze more response and it helped to derive a conclusion regarding customer perception towards online food delivery apps.

3.7 ANALYTICAL TOOLS:

CHI-SQUARE TEST:

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables

CHAPTER 4

DATA ANALYSIS & INTERPRETATION

TABLE 1

Age of the respondents

Male	42
Female	33

Interpretation

From the above table it is interpreted that 56%(42) respondents are male and 44%(33) are female

TABLE 2

Current work details

Employed	9
self employed	5
Student	61

Interpretation

From the above table it is interpreted that 81%(61) respondents are students, 12%(9) are employed and 7%(5) are self employed

Fig 2

Current work details

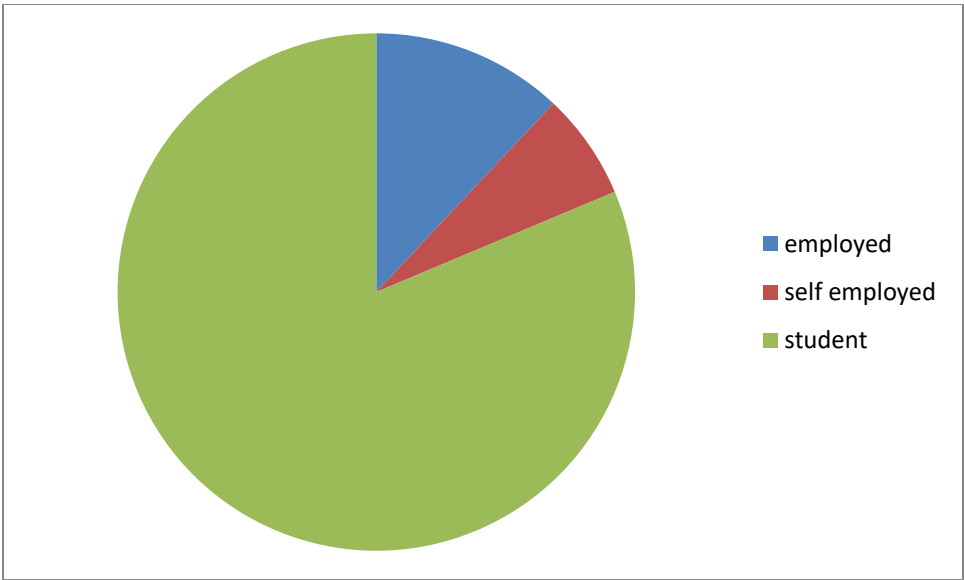


TABLE 3

How often do you purchase clothes

Weekly	4
Monthly	19
Once In three months	33
Only during festival season	19

Interpretation

From the above table it is interpreted that 45% (33) respondents buy clothes once in three months, 25% (19) buy only during festival season, 25% (19) buy clothes monthly and 5% (4) are self employed

FIG 3. How often do you purchase clothes

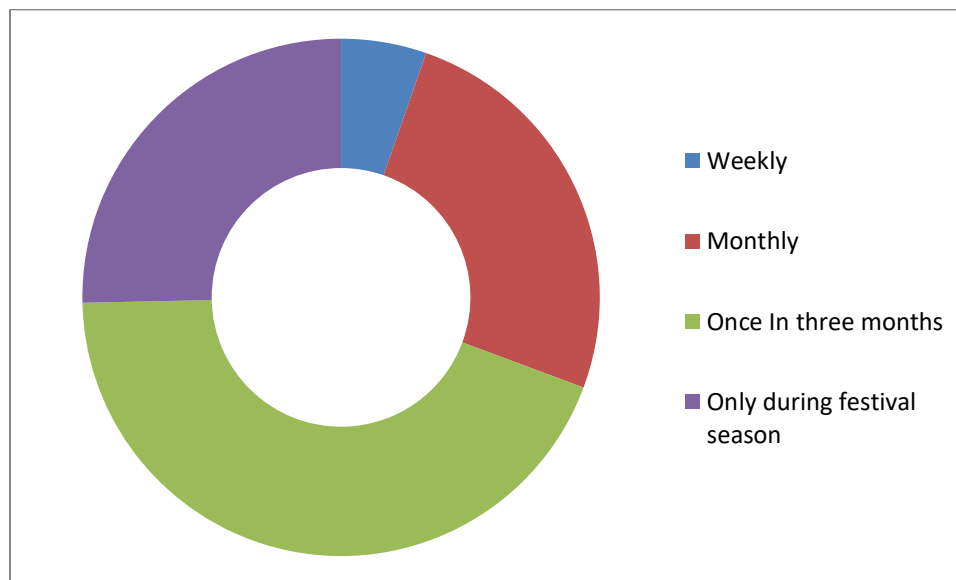


TABLE 4

What is your first opinion on coupons?

I love them	13
I like them	27
They're alright	20
I think its scam	11
Havent used one	4

Interpretation

From the above table it is interpreted that 36% (27) respondents like coupons 27%(20) think they're alright, 17%(13) love coupons, 15%(11) think it's a scam and 5%(4) claim they haven't used one

Fig 4

Respondent's first opinion on coupons

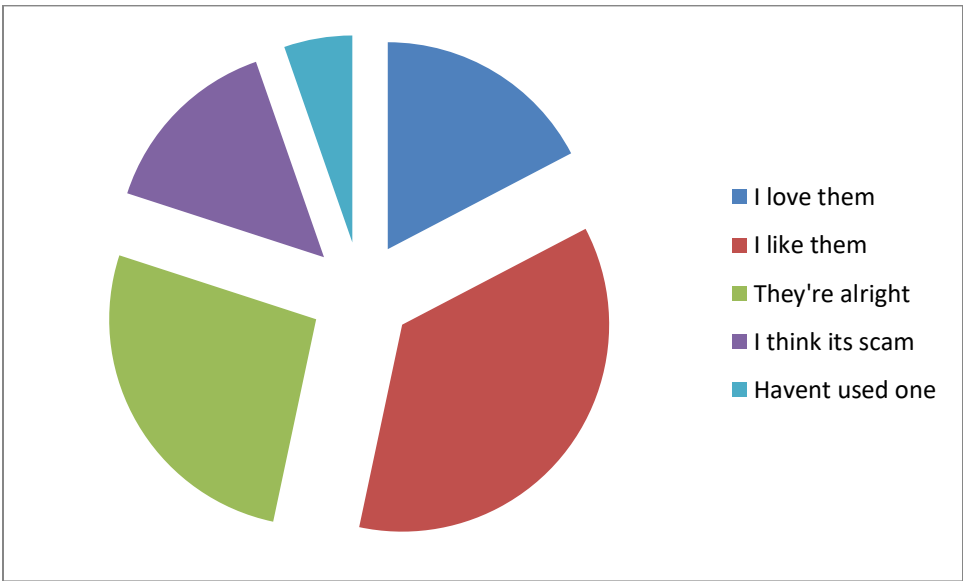


Table 5

How much money do you spend on clothes (during one random purchase)?

Rs.1000>	18
Rs.1000-2500	34
Rs.2500-5000	19
R.5000<	4

Interpretation

From the above table it is interpreted that 45% (34) respondents spend rs.1000-2500/- on a single textile purchase, 25 %(19) spend RS.2500-5000/- ,24%(18) spend less than thousand rupees and 5%(4) spend more than Rs.5000/-

FIG 5

Money spent by respondents in one single purchase on clothes

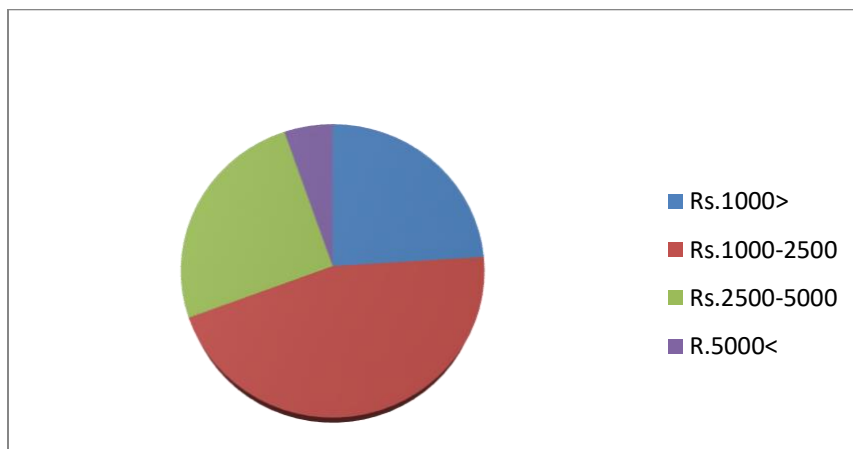


TABLE 6

In which form do you prefer coupons

Flat(amount) discount	19
Flat(percent) discount	27
Buy 1 Get 1	21
Other	8

Interpretation

From the above table it is interpreted that 36% (27) respondents prefer flat(percent) offer coupons, 28%(21) prefer buy 1 get 1 coupons,25%(19)prefer flat(amount) discount and 11%(8)prefer other kinds of coupons.

FIG 6

Preference of coupons

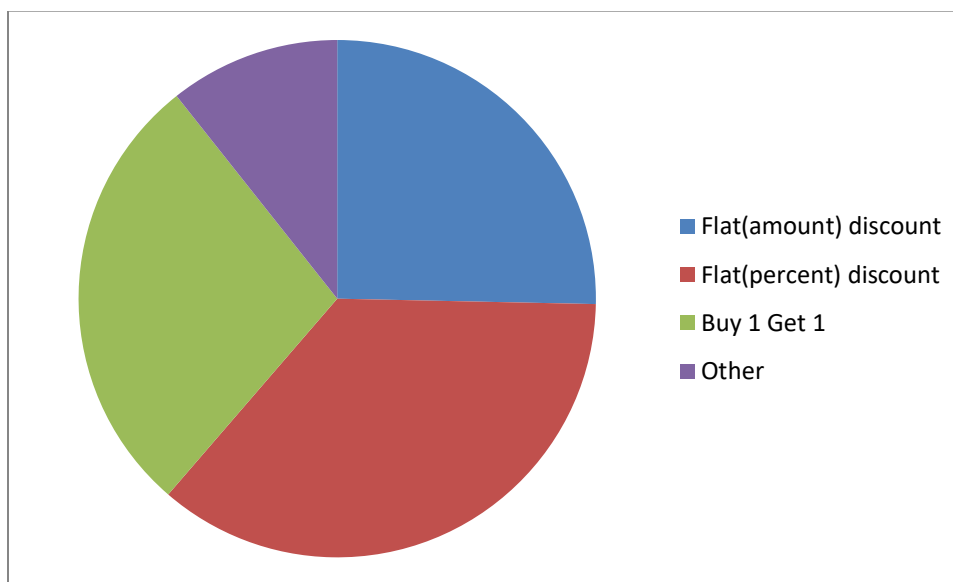


TABLE 7

How much is an enough offer for you to buy clothes

5-10%	6
10-15%	15
15-20%	21
>20%	33

Interpretation

From the above table it is interpreted that 44% (33) respondents prefer coupons with offer more than 20%, 28%(21) prefer 15-20%discount,20%(15)prefer 10-15% discount and 8%(6)prefer coupons with 5-10% discount.

FIG 7

Customer preference of amount of discount

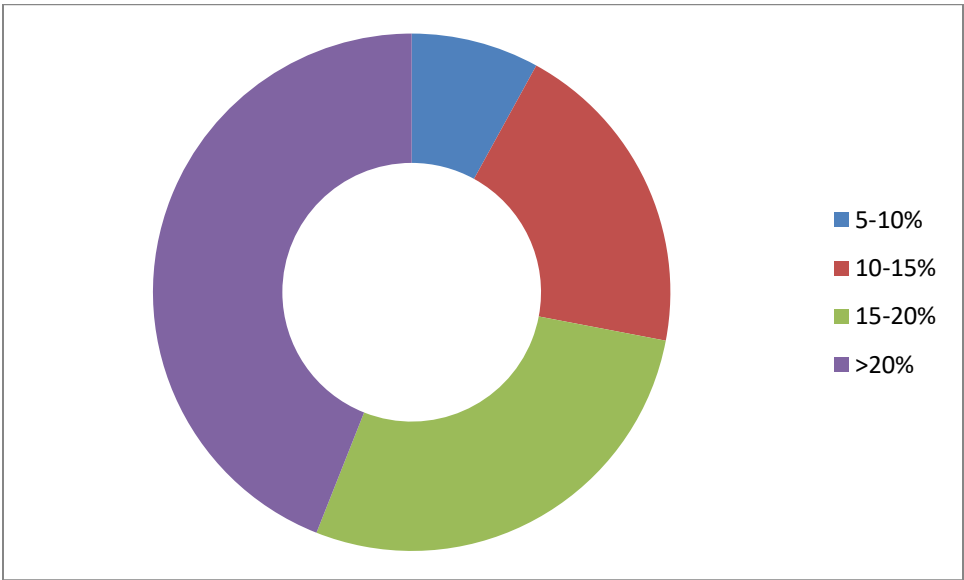


TABLE 8

Do you redeem your coupons when purchasing clothes?

Yes	59
No	16

Interpretation

From the above table it is interpreted that 79% (59) respondents redeem their coupons on a regular basis and 21% (16) do not redeem their coupons on a regular basis

FIG 8

Redeeming of coupons

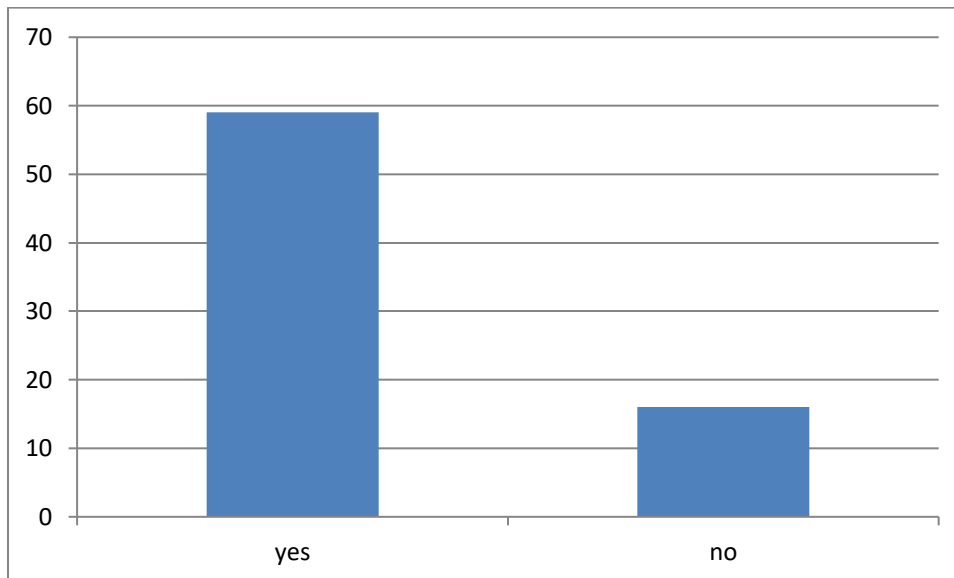


TABLE 9

Have you ever purchased clothes just for the sake of redeeming the coupons?

Yes	42
No	33

Interpretation

From the above table it is interpreted that 56% (42) respondents have redeemed their coupons just for the sake of redeeming and 44% (33) have not redeemed their coupons just for the sake of redeeming.

FIGURE 9

Redeeming coupons just for the sake of redeeming them (or to use them before expiration)

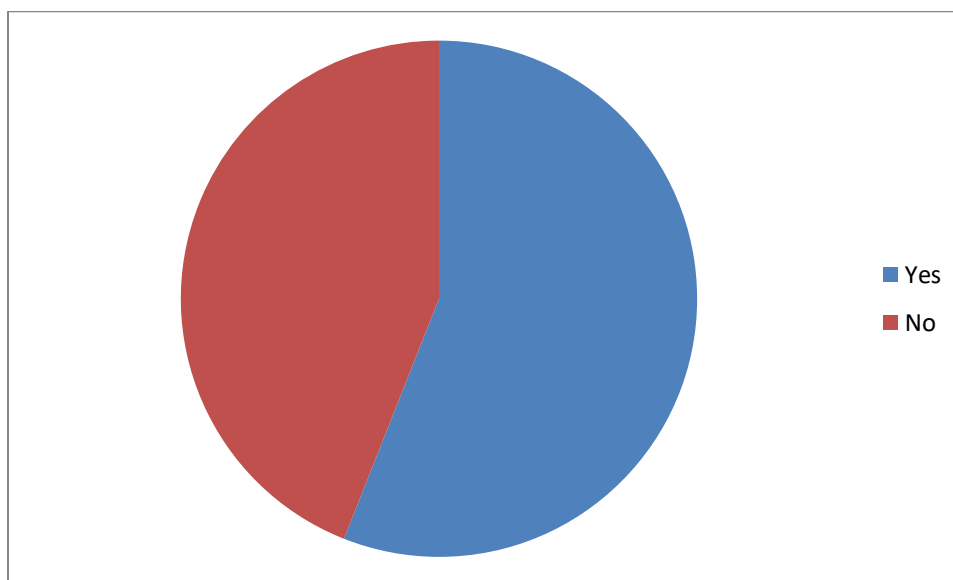


TABLE 10

Will you redeem your coupons even if it means you have to buy more than you need so you can save money?

Yes	22
No	29
Maybe	24

INTERPRETATION

From the above table it is interpreted that 39 %(29) respondents will not buy more clothes in order to use coupons, 32%(24) may or may not and 29%(22) will buy more clothes in order to use coupons

FIG 10

Buying more clothes in order to redeem coupons

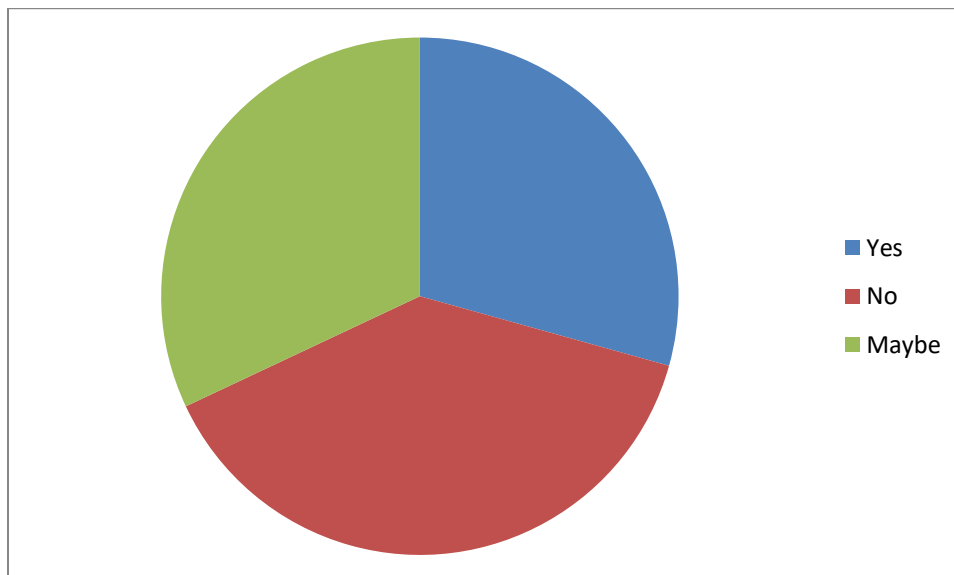


TABLE 11

Do you think the retail distributors are fooling you using these coupons?

Yes	24
No	13
Maybe	38

INTERPRETATION

From the above table it is interpreted that 51 %(38) respondents think the retailers may or may not have been using coupons to cheat customers, 32% (24)think retailers are not using coupons to fool customers,17%(13) think retailers are using coupons to fool customers

FIG 11

Respondent's opinion on retailers who use coupons

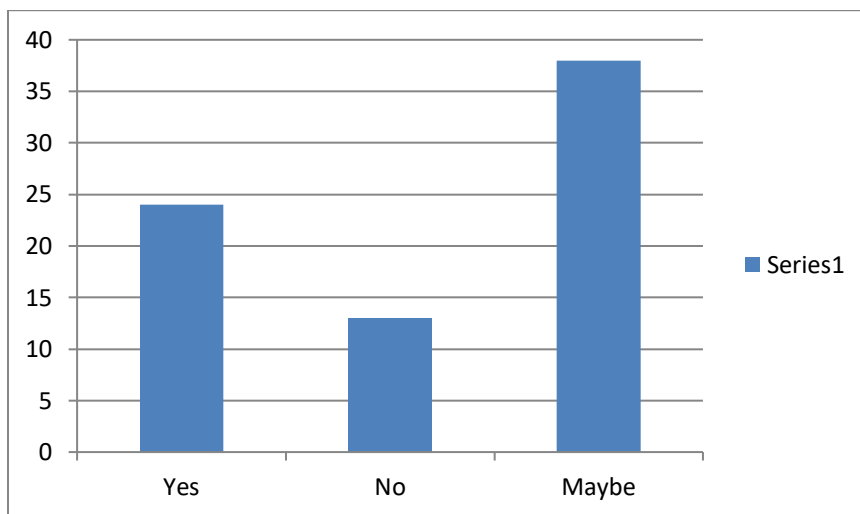


TABLE 12

Which brand offers wide range of products as well as price discount coupons (according to you)?

Reliance trends	32
Max	19
H&M	12
Other	12

Interpretation

From the above table it is interpreted that 43% (32) respondents prefer reliance trends, 25% (19) prefer Max, 16% (12) prefer H&M and 16% (12) prefer other shops

FIG 12

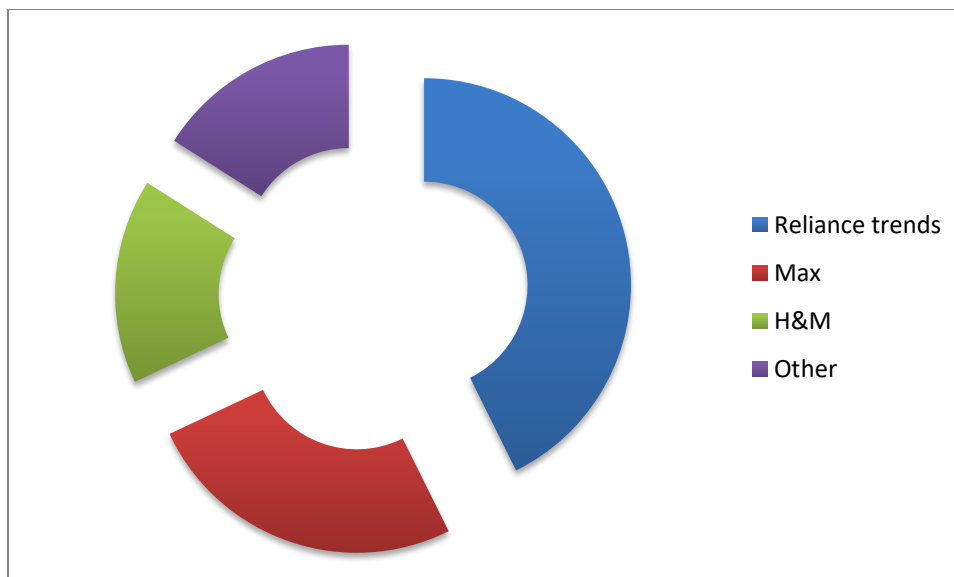


TABLE 13

What are the reasons you keep in mind when buying clothes using coupons

Quality of the product	43
Amount of money saved	21
Quantity of the product	4
Flexibility with dates	3
Other	4

INTERPRETATION

From the above table it is interpreted that 57% (43) respondents consider quality of the product most important, 28% (21) consider the amount of money saved most important, 5% (4) Consider quantity most important, 4% (3) consider flexibility of the coupon most important and 5% (4) consider other options most important

FIG 13

Most important thing regarding coupons

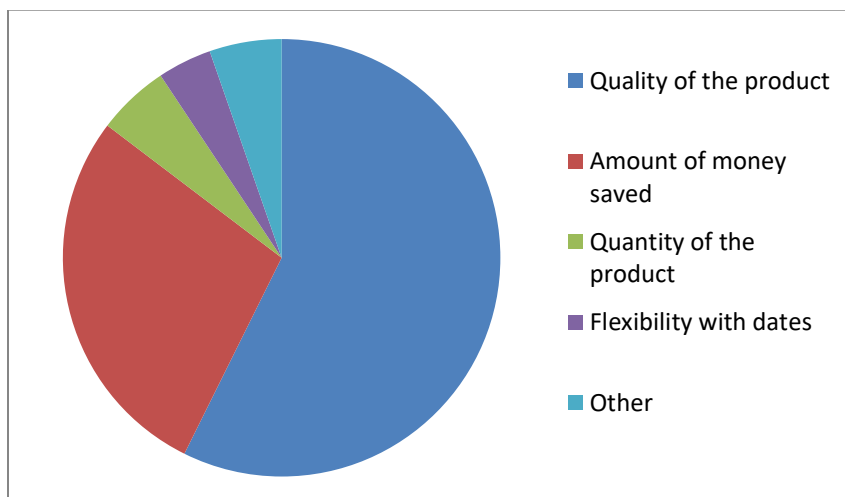


TABLE 14

Do you subscribe to the notification/ newsletter option regarding coupons in apparel stores?

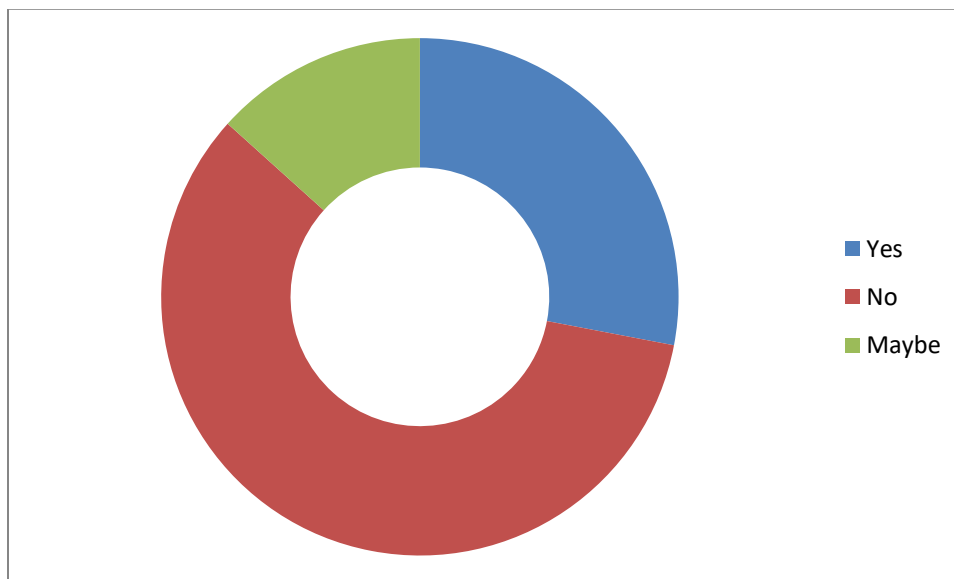
Yes	21
No	44
Maybe	10

INTERPRETATION

From the above table it is interpreted that 59 %(44) do not subscribe to the newsletter,28%(21)subscribe to the newsletter and 13%(10)may or not subscribe to the newsletter.

FIG 14

Subscription of newsletter/notiication



CHAPTER 5

STATISTICAL ANALYSIS

CHI-SQUARE TEST BETWEEN gender and influence of coupons on customers in textile industry

Chi-square

The testing procedure is as follows:

Null hypothesis H_0 : There is an association between gender and influence of coupons on customers to buy the product

Alternate hypothesis H_1 : There is no association between gender and influence of coupons on customers to buy the product

Significance level : 0.05

	yes	No	<i>Marginal Row Totals</i>
Male	17 (17.92) [0.05]	25 (24.08) [0.04]	42
Female	15 (14.08) [0.06]	18 (18.92) [0.04]	33
<i>Marginal Column Totals</i>	32	43	75 (Grand Total)

The chi-square statistic is 0.1872. The p -value is .665231

The alpha value is 0.05 & P value is 0.665. The P value is more than the alpha value hence the result states that the null hypothesis cannot be rejected & there is an association between gender and influence of coupons on customers to buy the product

CHAPTER 6

Findings

- Most of the coupons, textile owners distribute comes with a small window of time before expiration. It's usually 1 month from the date of billing. The study shows only 25 in 75 people get the chance to redeem the coupon in a normal transaction. The rest have to go out of their way to redeem those coupons.
- As mentioned in above research theories, coupons have become an integral part of all our textile transactions. It is evident from the study that only 15-20 people think that coupons are scam/don't know what a coupon is. The rest use their coupons even if it's not their most favorite thing in the world.
- The textile company always gives out coupons based on the customer's last purchase. It's a great marketing strategy to give out coupons worth of the total bill amount of last transaction. It pushes customer to automatically buy more next time. For Example, if you give out a coupon worth of 1500 to a customer, it is more likely the customer buys for at least Rs.1000 more the next time.
- It is no wonder that people like discount offers. But these kinds of discount offers aren't offered all the time. The textile owners send out flat 10-25% discount coupons mostly during the end of the year sale in March to clear out the old stock and bring in new stock for the new financial year. This is a transaction that benefits both sides the customers and the shop owner.
- Despite having so many advantages, it is still a hassle to redeem your coupons easily. Many terms and conditions come along with the printed paper. It is only at the last minute that the producer informs you that the coupon is valid only in a particular product. So some people just throw out the coupons after receiving.
- Most of these coupons as said earlier come with a small window of time before expiration. It often pushes the customer away creating a small irritation. And also since these coupons are offered every time, they lose its value overtime.
- One of the most common conditions in coupons is that the offer is only applicable if you buy 2 products from the same brand. This is good tactic to get people to buy more clothes. As you can see 1 in 3 people said they'll buy and another said maybe depending on the price and the product.
- Only 12 in 75 people say definitively that the coupons and its kinds are scam. To rest of the people whether they support it or not it's been useful at certain points and doesn't care if the advantage sway a little bit on the side of retailers as long as it also provide them offers.

Suggestions/Recommendations

- ✚ Read and gather information about coupons before deciding to spend money on it.
- ✚ Giving more window of time before expiration might not help the retailers to get instant profit but will bring in more customers in the long run and give customers some breathing time before they decide to spend their hard earned money.
- ✚ It is still a long process to redeem coupons and the number of terms and conditions is more tiring than clever. Reducing them might welcome more customers into the store.
- ✚ Wider promotion. There are still many people who don't know about coupons or how to use coupons. Better marketing can help both sides of the transaction.
- ✚ Giving out fewer coupons. Way too many of these coupons being circulated, definitely reduces its value and may even bring the retailer loss sometimes.
- ✚ More transparent process. Many people feel that the coupons are just a tool to sell overpriced products in the store. With the retailer being open, it will make customers feel like the head of the transaction.

Conclusion

In this time and age, coupons have not only proved as an inevitable part of a transaction but also an influential part. But this might not be as bad as it sounds. Clothes are one of the three most important things in our life. It is with our clothes most people fit in and stand out from a group. We will be buying clothes to use till the end of our life. We can either spend these coupons carelessly or we can spend them wise in a way it makes both the party involved in the transaction happy.

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Appendix

Questionnaire

- 1) Your name:
- 2) Your email ID:
- 3) Your age:
- 4) State your gender:
- 5) Your work details
 - a) Self employed b) Employed c) student
- 6) How often do you purchase clothes
 - a) Weekly b) monthly c) Once in three months d) Only during festival season
- 7) What is your first opinion on coupons
 - a) I love them b) I like them c) They're alright d) I think it's a scam e) Haven't used one
- 8) How much money do you usually spend on clothes(in one random purchase)
 - a) Rs.1000> b) Rs.1000-2500 c) Rs.2500-3000 d)Rs.5000<
- 9) In which form do you prefer coupons
 - a) Flat(amount) discount b) Flat (Percentage) discount
 - c) Buy 1 Get 1 d) Other
- 10) How much is an enough offer for you to buy clothes
 - a) 5-10% discount b) 10-15% discount c) 15-20% discount d) >20% discount
- 11) Do you redeem your coupons when purchasing clothes
 - a) yes b) no
- 12) Have you ever purchased clothes just for the sake of redeeming the coupons

a) Yes b) No c) Maybe

13) Will you redeem your coupons even if it means you have to buy more than you need so you can save money

a) Yes b) No c) maybe

14) Do you think the retail distributors are fooling you using these coupons

a)yes b) No c) maybe

15) Which brand offers wide range of products as well as price discount coupons (according to you)

a) Reliance Trends b) Max c) H&M d) other

16) What are the reasons you keep in mind when buying clothes using coupons

a) Quality of the product b) Amount of money saved c) Quantity of products
d)Flexibility with dates e) Other

17) Do you subscribe to the notification/ newsletter option regarding coupons in apparel stores

a) Yes b) No c) Maybe

18) Your suggestions/complaints regarding coupon marketing in apparel industry