

Role of Informational Sources on Awareness Level of Consumers: A Case Study of Punjab State

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Abstract

The retail industry has one of the fastest growing worldwide markets. Sales promotion techniques are used by marketers to stay competitive. This study attempts to identify the many information sources that are important in educating consumers about the availability of sales promotion strategies for ready-made clothing. In order to collect information from 750 respondents in the state of Punjab, stratified random sampling was used. Three districts were picked for the research: Ludhiana, Patiala, and Bathinda. This study's main focus was on the shoppers in these three areas who frequented shopping centers and brick-and-mortar establishments. According to the 2011 Census, these three districts had the largest population. Exploratory and descriptive research methods were used to perform the study. Using a five-point Likert scale and factor analysis, the data was evaluated.

Keywords:-Informational Sources, Consumer Awareness, Marketing, Sales Promotion techniques, Consumer buying Decision Making, Readymade Garments.

Introduction

Consumers are people who use goods and services, and behavior is the way people act and manage themselves. Consumer behavior, then, is the process and motivation behind how and why people make purchases. Every person makes diverse choices in daily life, and they are also interested in purchasing a variety of goods and services. Marketers aim to comprehend consumer purchasing patterns so that they may develop their marketing strategy appropriately. The decision to purchase a product rests with the consumer, who also selects the brand if they desire to do so. Marketers try to understand this type of consumer behaviour. When buying goods, consumers must make choices on what to purchase, when to purchase, how to purchase, how much to purchase, and from where to purchase.

Recognizing the need (or problem) of the consumer is the first stage in the buying process. When a problem is identified, information search becomes necessary. Everyone who is considering purchasing a product needs trustworthy advice and information. He needed information about the product's availability, the seller's location, how to buy the product, etc. Information is obtained by consumers from a variety of sources, including friends, family, neighbors, salespeople, dealers, commercials, etc. Numerous mass media outlets, including newspapers, television, radio, the internet, etc., are also crucial in educating the public about the products that are offered on the market. In his research, Srivastawa Kumar (2005) discovered that newspapers were frequently utilized to inform customers about the wide availability of goods on the market. After then, TV helped to draw in clients. In his research, Sameenbanu (2014) discovered that advertisements have a significant impact on consumers' purchasing decisions.

In this study, the impact of various informational sources on consumers' awareness of sales promotion strategies that affect their decisions to purchase ready-made clothing was explored. Consumers would not be aware of the existence of ready-made clothing sales advertising strategies without these sources. Television, magazines, posters, radio, social media, newspapers, reference groups, salespeople, mobile phones, etc. are some of these sources. These reference materials were obtained from the relevant literature.

Review Of Related Literature

Laroche et.al (2003) conducted their study on the model of customer reaction to retail sales promotion strategies like coupons and two-for-one discounts. A sample of 560 respondents served as the source of the information. Their research was based on a multidimensional cognitive-affected-conative model. Their study contrasted the two promotional strategies of coupons and two-for-one deals. The findings indicated a bad link between coupons and brand loyalty. The study recommended that retailers comprehend how particular features affect the promotional process.

Ndubisi and Moi (2005) conducted their research on Customers Behavioral responses to Sales Promotion. The study's goal was to evaluate how different sales promotion tactics, such as coupons, price cuts, free samples, bonus packs, and in-store displays, affected consumer behaviour regarding repeat purchases and product usage. 312 respondents who went to supermarkets in Kota Kinabalu, Malaysia, provided the data. The study's conclusions demonstrated using SPSS Software that product trials were directly correlated with price reductions, free samples, bonus packages, and in-store displays. Coupon did not, however, significantly affect the product trial.

Srivastava and Kumar (2005) did his study to examine the trends in consumer purchasing behavior for colored televisions in the districts of Uttar Pradesh. 500 respondents completed a well-structured questionnaire that was used to collect the data, which was then analyzed using straightforward statistical methods like % and ratios. In this study, it was found that economic and demographic factors had a significant impact on consumers' purchasing decisions. Other factors like consumer personality, attitudes, culture, socioeconomic status, location, quality and quantity of the goods, and climatic variations also had an impact on how consumers behaved when making purchases. The study also showed that newspapers were the most widely used form of media. Following it, TV made a significant contribution to luring customers.

Lindholm (2008) conducted his research to know the influence of Sales Promotion on Consumer Behavior in Financial Services. The investigation was carried out in the very competitive Finish Credit Card Sector. SAS 9.3 was used to analyze the data, which was taken from the company database, using the statistical techniques of one-way and two-way ANOVA, t-test and cross-tabulation. The findings indicated that customers between the ages of 18 and 37 had the greatest influence on sales promotion.

Milner and Rosenstreich (2013) conducted their research on an analysis of numerous relevant academic works. A new conceptual model with three basic components—input, processes, and output (IPO)—was created on the basis of a review of articles relating to models of consumer behavior. Purchase context, consumer traits, and information sources are all considered inputs. Information's usefulness and the assessment of various alternatives are processes and customer decision-making during and after the purchase are outcomes.

Sameenbhanu (2014) did his research on consumer behavior towards ready-made clothing in Madurai, paying particular attention to children's clothing. 250 parents and 250 children were chosen from among 500 respondents by the researcher for the gathering of primary data. Out of 250 parents, the majority, or 173 parents, was working, and 90.8% of them were between the ages of 21 and 40. The majority of pupils, or 51.65%, is in the 10 to 14 age range. Moreover, 57.6% of the children were male. 169 parents and 160 children admitted that advertisements had impacted their decisions to purchase ready-made clothing. The findings also indicated that the majority of kids, or 8.4%, consult their parents before purchasing ready-made clothing. Also, 70% of kids talk to their pals before going shopping for ready-made clothing. It should be proposed that producers or retailers increase the variety of clothing to draw in customers. Also, the shopkeeper and salespeople need particular training to sway customers favorably towards clothing.

Shrestha (2015) conducted her study sought to determine how sales promotion tools affected consumer purchasing behavior. In Bangkok, the study was carried out. There were 261 respondents who provided the data. The study looked at the sales promotion strategies used by Thai ice cream franchises. T-test analysis and Pearson Correlation were used to analyze the data. Her study's conclusions demonstrated that product trials were related to price reductions, free samples, and in-store displays. The results also demonstrated that consumers' preferences for sales promotion programmes were influenced by demographic and socioeconomic factors.

Roy and Datta (2022) conducted their research on the topic, "Theory and Models of Consumer Buying Behavior: A Descriptive Study". They only used secondary data in their investigation. Understanding consumer behavior, models of consumer buying behavior, factors influencing their behavior, categories of their behavior, and the consumer decision-making process were the goals of their research. The secondary data was gathered through databases, journals, books, websites, etc. By analyzing consumer behavior models, the research enables marketers to comprehend how theories about consumer behavior impact marketing communication methods.

Research Methodology

Objectives Of The Study

- To study the various sources of information affecting consumer awareness level towards sales promotion techniques on readymade garments.
- To find the most influential informational source that affects the buying behavior of consumers.

Scope Of The Study

The investigation was conducted in the state of Punjab. The study's scope was also limited to the ready-made apparel sector. The ready-to-wear industry will be separated into three categories: menswear, kids' clothing, and women's clothing. The study included retail stores and shopping centers that sell ready-made clothing. The researcher approached those shoppers who visited these malls in order to get information from the respondents.

Research Design

An exploratory and descriptive research design was used for this investigation. Exploratory research helps to describe the study since it makes it easier to examine the problem and the area of inquiry. In order to comprehend and analyze the topic in relation to the impact of sales promotions on consumers' purchasing decisions, a descriptive research was applied.

Data Collection

For the study project, information has been obtained from primary and secondary sources. Primary data was acquired from the respondents by giving them a questionnaire to fill out. A range of published sources, including books, journals, periodicals, research reports, the internet, etc., were used to collect secondary data.

Sample Design

Target Population: In general, the Punjab state will be divided into the Malwa, Doaba, and Majha socio-cultural regions. Punjab currently consists of 22 districts. Four districts in each Doaba and Majha, and 14 of them are under the Malwa region. Based on which districts have the biggest population, a total of 5 districts will be selected for the study. Three districts from the Malwa area and one each from the Doaba and Majha regions will be chosen in the first stage based on population density. Therefore, the Malwa region's Ludhiana, Patiala, and Sangrur districts, the Majha region's Amritsar district, and the Doaba region's Jalandhar district had been chosen for the research.

Sampling technique and size: For the current study project, a stratified random sample technique is used to choose the respondents and the malls. A total of 150 respondents, 75 from villages and 75 from cities, were to be chosen from each district. Thus, a total of 750 responders were expected, with 375 coming from rural and the same number from urban regions.

Factor Analysis Technique And Its Application

The respondents' level of familiarity with the various sales promotion tools was assessed using the factor analysis technique. According to the findings, three criteria were taken from the ten statements. These elements clarify the function of different informational sources that the respondents deemed important.

To determine the variables showing the degree of consumer awareness of sales promotion strategies, a scale was devised. Variables were chosen based on an assessment of the relevant literature, as indicated in the literature survey. Many details were added to and revised during the discussion with the specialists in the field of sales promotion tools. The final 10 survey items were chosen, and the respondents had to assess each one on a five-point Likert scale.

An item-by-item reliability analysis was conducted on the parameters that were selected to be preserved and scale items that were to be deleted in order to create a reliable scale. The scale developed for this goal's reliability, validity, and unidimensionality were enhanced. Inter-item correlations and Cronbach's alpha stats were used to conduct reliability analysis and assess the degree to which items were related to several of the items under consideration.

Table 1

Scale Reliability Analysis

Variables	Communalities		Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted	Mean	Standard deviation
	Initial	Extraction				
TV advertisements demonstrate the products better than what they actually have.	1.000	.713	.659	.859	3.13	1.369

TV advertisements indulge into manipulation of consumer minds.	1.000	.644	.572	.866	3.20	1.418
TV advertisements provide more reliable information.	1.000	.535	.599	.864	3.08	1.353
Social Networking sites provide more useful information to consumers about sales promotion techniques.	1.000	.852	.513	.871	3.12	1.479
Magazines provide more detailed information about the sales promotion techniques.	1.000	.843	.654	.860	2.92	1.352
Wall-mounted posters and moving objects have a significant impact on customers' purchasing decisions.	1.000	.834	.671	.858	2.97	1.341
Internet has more influence nowadays on the buying behavior of consumers.	1.000	.856	.521	.870	3.07	1.440
Radio is used effectively to influence the buying behavior of consumers.	1.000	.593	.597	.864	3.11	1.388
Radio is used to educate the illiterate consumers.	1.000	.590	.589	.864	3.22	1.379
Newspaper has more influence on the consumers buying decisions.	1.000	.811	.620	.862	2.98	1.343

Factor Analysis

The amount of data was reduced using explanatory factor analysis (EFA), and it was determined whether the questions' face validity continued to be valid (Pallant, 2001). Using SPSS, principal component analysis (PCA) was carried out on the attitude scale items. Prior to using PCA, the suitability of the evidence for factor evaluation was assessed. As can be seen in Table 1.3, the correlation matrix had several coefficients of and above.

The Bartlett's Test of Sphericity (Bartlett, 1954) gained statistical significance, confirming the factorability of the correlation matrix, and the Kaiser-Meyer-Olkin (KMO) measure was .853, above the recommended value of .6 (Tabachnick and Fidell, 1996; and Kaiser, 1974). Three variables with Eigen values larger than 1 were also found via PCA, resulting in 72.701 proportion of the variability. The variation that each component explains is seen in Table 3. Principal component analysis yielded values for communalities that ranged from .535 to .856 (Table 1.2). Here, it's crucial to note that communalities of less than 0.5 are sufficient to explain constructions (Hair et al. 2009). These numbers demonstrate that a sizable amount of variance from the items has been recovered via component analysis. As a result, the criteria for validity, reliability, and unidimensionality are all satisfied.

Pearson Correlation Analysis

The Pearson's Correlation Coefficient (Pearson's r) is a formula used to determine how closely two variables are related. The degree of correlation between 10 major independent variables of information sources was assessed using

correlation analysis. Correlation analysis was primarily used to determine whether or not the 10 key variables were independent of one another. As a general rule, there is a weak correlation between the variables if the correlation coefficient (r) value ranges from 0 to .2. If r values range from .3 to .6, they are typically regarded as moderate; while .7 to 1 is strong (Dancey and Reidy, 2007)

The overall score, according to the scale, would be 50 if all 10 elements were given a rating of 5. The respondents' average score was 30.79 (Table 1.4). Table 2 displays the correlation matrix as it was calculated. The mean correlation was .416 and it varies from .249 to .776 with a range .527. A strong enough correlation existed to move forward with factor analysis.

Table 2

Correlation Matrix of Variables

Variables	AL 1	AL 2	AL 3	AL 4	AL 5	AL 6	AL 7	AL 8	AL 9	AL10
AL 1	1									
AL 2	.589	1								
AL 3	.557	.429	1							
AL 4	.315	.252	.301	1						
AL 5	.379	.357	.386	.332	1					
AL 6	.401	.365	.458	.375	.776	1				
AL 7	.355	.249	.307	.713	.362	.332	1			
AL 8	.538	.535	.446	.326	.359	.366	.347	1		
AL 9	.567	.491	.471	.305	.380	.369	.265	.467	1	
AL 10	.373	.324	.388	.302	.739	.722	.329	.337	.368	1
Inter Item Correlation: Mean= .416, Minimum= .249, Maximum= .776, Range= .527, Maximum/Minimum= 3.122, Variance= .017, N= 10										

Extraction of Factors

Exploratory factor analysis was used to determine the underlying dimensions of different sources of information. The respondents were asked to rate ten different factors using a Likert scale with a maximum score of five and a range of strongly disagree to strongly agree. All components with loading more than 0.5 were regarded as being good, and in the case at hand, the loading varied from .651 to .887. Items with loading factors less than 0.5 were eliminated. The Eigen values of the three resulting factors range from 1.192 to 4.767.

Table 3

Factor- Analysis Results

Statements	Factors		
	FI	F2	F3
TV advertisements demonstrate the products better than what they actually have.	.807		
TV advertisements indulge into manipulation of consumer minds.	.785		
Radio is used to educate the illiterate consumers.	.730		

Radio is used effectively to influence the buying behavior of consumers.	.721		
TV advertisements provide more reliable information.	.651		
Magazines provide more detailed information about the sales promotion techniques.		.871	
Newspaper has more influence on the consumers buying decisions.		.862	
Wall-mounted posters and moving objects have a significant impact on customers' purchasing decisions.		.856	
Internet has more influence nowadays on the buying behavior of consumers.			.887
Social Networking sites provide more useful information to consumers about sales promotion techniques.			.886
Eigen Values	4.767	1.311	1.192
% Variance	47.668	13.113	11.920
Cumulative % Variance	47.668	60.781	72.701
Scale Reliability Alpha (Cronbach's Alpha)	.838	.898	.832
Cronbach's Alpha= .876, Kaiser- Meyer- Olkin Measure of Sampling Adequacy= .853, Bartlett's Test of Sphericity (Approx Chi- Square)= 3746.202, DF= 45, Sig.= .000, Mean= 30.79			

Broadcasting (F1): "Broadcasting" is the name given to the first component, which in the factor analysis explained 47.668% of the entire variation. It has five different variables i.e. TV advertisements demonstrate the products better than what they actually have, TV advertisements indulge into manipulation of consumer minds, Radio is used to educate the illiterate consumers, Radio is used effectively to influence the buying behavior of consumers and TV advertisements provide more reliable information. The result shows that TV advertisements demonstrate the product in extraordinary manner and provide useful information to the consumers. Radio also plays an effective role in educate the illiterate consumers and influence their buying behavior. This factor has a factor loading of .651 to .807 and a scale dependability of .838. The variable with the greatest weighting in this factor is 'TV advertising depicts the items more effectively than what they truly have. 4.767 of the Eigen values are covered by it.

Print Media (F2): The second element is called "Print Media" and it has three variables. It includes Magazines provide more detailed information about the sales promotion techniques, Newspaper has more influence on the consumers buying decisions and Wall-mounted posters and moving objects have a significant impact on customers' purchasing decisions. The factor accounted for 13.113% of the total variance in the variable analysis answer. The findings show that magazines, newspapers, and posters all have an impact on consumers' purchasing decisions. This factor has a factor loading between .856 and .871 and scale reliability of .898. 1.311 of the Eigen values is covered by it.

Online Community (F3): "Online Community" is the name given to the latter third of the factors. It has two different variables; i.e. Internet has more influence nowadays on the buying behavior of consumers and Social Networking sites provide more useful information to consumers about sales promotion techniques. The loading of the factors varies between .886 and .887. This factor's scale dependability is .832. 1.192 of the Eigen values is covered by it. The findings show that internet communities nowadays are crucial in informing customers about the accessibility of instruments for ready-made clothing sales marketing. 11.920% of the total variation in the factor analysis was explained by this component.

Implications And Conclusion

The study's conclusions underlined the impact of diverse informational sources on consumers' degree of awareness. According to the findings, social media, print media, and broadcast media all had an impact on how aware consumers were of sales promotion techniques. As it encompasses 4.767 of the Eigen values, "Broadcasting factor" received the highest rating score.

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