CONSUMERS PERCEPTION ABOUT DISCOUNTS OFFERED BY APPAREL BRANDS AND FACTORS INFLUENCING CHOICE OF OUTLETS

DR. SATYA PRASAD V.K.
ASST.PROFESSOR IN MARKETING & STRATEGY,
IBS, HYDERABAD,
ANDHRA PRADESH.

ABSTRACT
Now –a-days, there has been a mushrooming of retail apparel outlets, each competing with other in providing discount offers to consumers. This paper probed the consumer’s perception about discounts being offered and the impact it has on buying behavior of consumers. By using primary data, collected from respondents who college were going youth, this study tries to analyze the perception with regards to discounts and also tries to find out the factors that influence the choice of apparel outlet. The study revealed that Discounts do play a vital role in attracting consumers to buy.

KEY WORDS: Apparel, Consumer, Discount, Outlet.