



**IMPACT OF FESTIVAL DISCOUNT ATTRACTIVENESS ON CUSTOMER BUYING
DECISION IN TEXTILES: A STUDY IN CHIDAMBARAM TOWN****Mr. S. Shanmugasundaram****Assistant Professor & Head Of The Department,
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Keezhamoongiladi, Chidambaram.****ABSTRACT**

Festival seasons generate substantial demand for textiles in India, and retailers frequently use time-bound discounts to attract customers and accelerate purchase decisions. This paper narrows the original thesis to two core variables: festival discount attractiveness as the independent variable and customer buying decision as the dependent variable. The study is based on the original survey conducted among 100 textile customers in Chidambaram town using a structured questionnaire and a five-point Likert scale. The source thesis reports that 70% of respondents agreed or strongly agreed that festival discounts influence their textile buying decisions. More importantly, respondents perceiving discounts as highly attractive recorded a higher mean buying-decision score (4.25) than those perceiving discounts as less attractive (3.55). The independent-samples t-test reported $t = 4.38$ and $p = 0.000$, indicating a statistically significant difference at the 5% level. The study concludes that the attractiveness and presentation of festival discounts are important drivers of textile buying decisions in Chidambaram. Retailers should therefore design transparent, credible and value-oriented festival offers rather than relying only on very high discount percentages.



KEYWORDS : festival discounts; discount attractiveness; customer buying decision; textiles; Chidambaram.

1. INTRODUCTION

Festivals in India are associated with increased economic activity and substantial purchases of clothing. The original thesis explains that textiles are both functional products and expressions of cultural identity, particularly during occasions such as Pongal, Diwali, New Year and Navaratri. Textile retailers respond to this seasonal demand through festival discounts, promotional offers and sales campaigns. In Chidambaram, the cultural importance of festivals and the presence of local shops,

showrooms and branded outlets make the town a useful setting for examining consumer responses to such offers.

Discounts can influence several stages of the buying process by increasing perceived value, reducing the perceived financial burden and creating urgency. The thesis specifically describes festival discounts as a stimulus that can move consumers from awareness and interest toward purchase, store visits and repeat visits.

For a concise research-paper model, the present study focuses only on discount attractiveness and customer buying decision. This reduction preserves the central research problem of the thesis while avoiding an overly broad model containing several independent variables.

2. REVIEW OF LITERATURE

Research summarized in the thesis consistently indicates that price discounts can affect consumers' perceptions of savings, value and purchase intention. Lee and Chen-Yu (2018), as reviewed in the thesis, examined price discounts in apparel and emphasized the relationship among discount magnitude, perceived savings, perceived quality and purchase intention. The thesis also notes that very high discounts may increase perceived savings while creating concerns about product quality.

Studies reviewed in the original work further suggest that the form and communication of a discount matter. Research on specific discount patterns indicates that the type of price promotion can influence perceived price attractiveness and purchase intention, while Pajiyar et al. (2020) is cited for showing that discount communication or semantic framing can influence consumer choice.

Indian apparel research summarized in the thesis also supports the relevance of promotional pricing. A 2024 study on sales promotion and consumer buying behaviour in the apparel industry is reported as finding a positive influence of discounts and coupons on purchase decisions, while a Coimbatore festival-shopping study is described as showing that festival timing and offers increase garment purchases.

Other studies in the thesis emphasize that discounts operate alongside product attributes, brand image, store presentation and social factors. However, the present paper intentionally excludes those variables from the core model in order to produce a focused eight-page study. The original thesis itself identifies customer buying decision as the dependent variable and lists festival discounts among the independent variables.

2.1 Research Gap

The thesis identifies a gap in research on smaller and semi-urban markets such as Chidambaram. Much of the existing discussion concerns metropolitan markets, whereas Chidambaram combines strong cultural traditions with changing retail practices. The textile sector is also distinctive because festival clothing purchases have both economic and cultural meanings.

The present paper addresses this gap in a narrower way by examining whether perceived attractiveness of festival discounts is associated with differences in customer buying decisions among textile shoppers in Chidambaram.

2.2 Conceptual Framework

Independent Variable	Dependent Variable
Festival Discount Attractiveness	Customer Buying Decision

Festival discount attractiveness represents the customer's perception that a festival offer provides meaningful and appealing value. Customer buying decision refers to the consumer response expressed through purchase intention, preference, purchase volume, satisfaction, loyalty or related buying behaviour, as defined in the original thesis.

3. OBJECTIVES AND HYPOTHESIS

3.1 Objectives

- To examine the influence of festival discounts on textile customers' buying decisions in Chidambaram town.
- To determine whether customer buying decisions differ significantly according to perceived attractiveness of festival discounts.
- To provide practical suggestions for textile retailers based on the observed consumer response.

3.2 Hypothesis

H0: There is no significant difference in customer buying decision scores between customers who perceive festival discounts as highly attractive and those who perceive them as less attractive.

H1: There is a significant difference in customer buying decision scores between customers who perceive festival discounts as highly attractive and those who perceive them as less attractive.

4. RESEARCH METHODOLOGY

4.1 Research Design

The original thesis adopts a descriptive research design and a survey method. It uses a structured questionnaire to collect primary data and applies quantitative techniques for analysis. The present paper retains that design but narrows the analytical focus to the two variables stated above.

4.2 Population, Sample and Sampling

The population consists of textile customers in Chidambaram town who purchase during festival seasons. The thesis reports a sample of 100 respondents selected through convenience sampling, based on respondents' availability and willingness to participate.

4.3 Data Collection Instrument

The questionnaire contains demographic questions followed by research statements measured on a five-point Likert scale, where 1 represents Strongly Disagree and 5 represents Strongly Agree. The original questionnaire contains 30 research statements. For this paper, the analysis is concentrated on statements and summary results relevant to festival discounts and customer buying decision.

4.4 Statistical Tools

Percentage analysis is used to describe the overall response pattern. The original thesis uses an independent-samples t-test to compare two groups and ANOVA for comparisons across more than two groups. For the focused research question in this paper, the independent-samples t-test is the principal inferential tool because the thesis directly compares high-attractiveness and low-attractiveness groups on buying-decision scores.

5. RESULTS AND ANALYSIS

5.1 Profile of Respondents

Characteristic	Largest/Key Category	Percentage
Gender	Male	55%
Age	21-30 years	38%
Education	UG	40%
Occupation	Salaried	35%
Monthly income	₹15,001-₹30,000	32%

The respondent profile shows a diverse sample. Male respondents constituted 55%, while the 21-30 age group was the largest age category at 38%. Graduates represented 40%, salaried employees

35%, and the ₹15,001–₹30,000 income group 32%. These distributions are taken from the original thesis and are used only as contextual information rather than as additional core variables.

5.2 Overall Influence of Festival Discounts

Response	Frequency	Percentage
Strongly Agree	40	40%
Agree	30	30%
Neutral	15	15%
Disagree	10	10%
Strongly Disagree	5	5%
Total	100	100%

The source thesis reports that 70% of respondents agreed or strongly agreed that festival discounts influence their buying decisions, while 15% were neutral and 15% disagreed or strongly disagreed. This indicates a strong overall positive perception of festival discounts among the surveyed textile customers.

5.3 Discount Attractiveness and Purchase Volume

Response	Frequency	Percentage
Strongly Agree	22	22%
Agree	18	18%
Neutral	33	33%
Disagree	15	15%
Strongly Disagree	12	12%
Total	100	100%

In response to the statement that attractive discount schemes motivate customers to increase purchase volume, 40% agreed or strongly agreed, 33% were neutral and 27% disagreed or strongly disagreed. Although the response is less pronounced than the overall influence measure, the pattern still indicates a positive tendency toward attractive discount schemes.

5.4 Main Test: Discount Attractiveness and Buying Decision

The original thesis directly examines the relationship between discount attractiveness and buying decision by dividing respondents into high-attractiveness and low-attractiveness groups. The reported results are reproduced below because this is the most relevant inferential result for the focused two-variable research model.

Perceived Discount Attractiveness	Mean Buying Decision	SD	N
High attractiveness	4.25	0.60	60
Low attractiveness	3.55	0.75	40

Independent-samples t-test: $t = 4.38$; $p = 0.000$. The thesis interprets this as highly significant.

5.5 Hypothesis Testing

Hypothesis	Result	Decision
H0: No significant difference	$p = 0.000 < 0.05$	Rejected
H1: Significant difference exists	$p = 0.000 < 0.05$	Supported

The null hypothesis is rejected because the reported p-value is below the 0.05 significance level. Customers who perceived festival discounts as highly attractive had a substantially higher mean

buying-decision score (4.25) than customers who perceived them as less attractive (3.55). The mean difference is 0.70 points on the reported buying-decision scale.

5.6 Supporting Evidence from Respondent Behaviour

The questionnaire results also show that 50% of respondents compare discounts across different textile shops before purchasing. This indicates that consumers actively evaluate competing offers rather than treating all festival discounts as equivalent.

Similarly, 55% of respondents agreed or strongly agreed that high discounts reduce their perception of product quality. This finding is important because it suggests that attractiveness is not simply a matter of maximizing the numerical discount. Excessive or poorly communicated discounts may create doubts about quality.

Taken together, the results indicate that an effective festival discount should communicate credible value. Customers appear responsive to attractive offers, but the offer must also maintain confidence in the product and retailer.

6. DISCUSSION

The findings provide clear evidence that festival discount attractiveness is associated with customer buying decision in the surveyed textile market. The overall result—70% agreement that festival discounts influence buying decisions—shows that discounts are an important component of festival shopping. The stronger mean buying-decision score among the high-attractiveness group further indicates that the perceived appeal of the offer matters, not merely the existence of a festival promotion.

This result is consistent with the literature summarized in the thesis. Lee and Chen-Yu's apparel research is reported as demonstrating that price discounts influence perceived savings, perceived value and purchase intention, while also drawing attention to a possible perceived-quality trade-off.

The findings also fit the thesis discussion of consumer psychology. Festival discounts can reduce perceived financial barriers and create urgency, especially because clothing purchases are already connected with cultural expectations during festivals. In Chidambaram, traditional purchases such as sarees, veshtis and children's clothing are closely connected with festival participation, which may strengthen the effect of promotional pricing.

An important managerial implication is that retailers should distinguish between discount magnitude and discount attractiveness. A large percentage reduction may initially capture attention, but if customers suspect that quality has been compromised, the promotional effect can weaken. The thesis reports that 55% of respondents felt that high discounts reduce their perception of product quality.

The study therefore supports a value-based promotion strategy. Retailers should communicate the actual monetary benefit clearly, avoid misleading reference prices and connect the offer with product quality, variety and trust. The original thesis similarly recommends moderate and creative discounts, careful discount framing and transparent promotional communication.

6.1 Managerial Implications

- Use attractive but credible festival discounts rather than extremely high discounts that may create quality doubts.
- Communicate savings clearly through simple discount messages and visible price comparisons.
- Use early-bird and limited-period offers to encourage customers to purchase before peak festival days.
- Target young adult customers with digital and social-media promotion while maintaining strong in-store communication.
- Combine discounts with quality assurance and trusted brands to strengthen the perceived value of the offer.

7. FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 Major Findings

- Festival discounts have a strong overall influence on textile buying decisions: 70% of respondents agreed or strongly agreed with the central statement.
- Perceived discount attractiveness is significantly associated with buying decision. The high-attractiveness group recorded a mean buying-decision score of 4.25 compared with 3.55 for the low-attractiveness group.
- The reported t-test result ($t = 4.38, p = 0.000$) supports a statistically significant difference between the two groups.
- Attractive discount schemes were associated with increased purchase volume for 40% of respondents, while 33% remained neutral.
- Consumers compare offers across textile shops: 50% agreed or strongly agreed that they compare discounts before purchasing.
- Discount size alone may not guarantee a positive response because 55% agreed or strongly agreed that high discounts can reduce perceived product quality.

7.2 Suggestions

First, textile retailers in Chidambaram should focus on discount attractiveness rather than simply increasing the discount percentage. Offers should be easy to understand, financially meaningful and credible. Second, festival campaigns should combine discounts with quality signals such as brand assurance, fabric information and clear original and offer prices. Third, retailers should use different communication channels because the thesis reports meaningful consumer response to both online and offline offers.

Retailers should also consider youth-oriented promotional campaigns. The original thesis reports a significant age-group difference, with the 21–30 group showing the highest mean response toward festival discounts.

Finally, retailers should avoid misleading discount practices. Transparency is essential for maintaining trust beyond the festival season. Discount programmes linked with loyalty benefits, repeat-visit vouchers and family-oriented packages may help convert short-term festival purchases into longer-term customer relationships. The thesis recommends similar retention and transparent-promotion strategies.

7.3 Conclusion

The focused study concludes that festival discount attractiveness is an important factor associated with customer buying decision in the textile market of Chidambaram town. The evidence from 100 respondents shows a positive overall response to festival discounts and a statistically significant difference in buying-decision scores between customers who perceive discounts as highly attractive and those who do not. The result supports the view that the design, appeal and perceived value of a festival discount can influence consumers' movement toward purchase.

At the same time, the findings caution against treating discount percentage as the only promotional tool. Customers may interpret unusually high discounts as signals of lower quality. Effective festival promotion should therefore combine attractive savings with credibility, transparency and product value. Within the limitations of a convenience sample of 100 respondents, the study provides a focused empirical basis for textile retailers in Chidambaram to design more effective festival promotions.

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