



Original Article

**A STUDY ON PROMOTIONAL STRATEGIES ADOPTED BY RETAILERS IN THE
READYMADE CLOTHING MARKET OF PANDHARPUR**

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Abstract:

This proposed study aims to examine the promotional strategies adopted by readymade clothing retailers in Pandharpur and their potential impact on consumer purchasing behaviour and brand preference. The readymade clothing market in Pandharpur has grown significantly due to changing consumer lifestyles, increasing fashion awareness, and rising disposable incomes. In this competitive environment, promotional strategies play a crucial role in attracting customers, increasing sales, and enhancing brand loyalty. This study aims to examine the various promotional techniques adopted by small and medium-sized retailers in Pandharpur, including discounts, festive offers, visual merchandising, social media promotion, and local advertising, and to analyze their impact on customer perception and purchasing behaviour. Primary data were collected through structured questionnaires and personal interviews with 70 retailers to gain insights into current practices, challenges, and opportunities. The study highlights that while traditional methods like local advertising have limited influence, digital platforms and visually appealing store displays are increasingly effective in engaging customers. Findings provide guidance for retailers to adopt customer-focused and digitally integrated promotional strategies, overcome marketing challenges, and improve competitiveness in the local readymade clothing market.

Keywords: Local Retail Market, Promotional Strategies, Digital Marketing, Festive offers, Readymade Clothing

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Introduction:

The readymade clothing sector has become a vital part of the Indian retail industry due to changing lifestyles, increasing fashion awareness, and rising disposable incomes. While this trend is prominent in urban areas, semi-urban towns like Pandharpur are also witnessing growth in ready-to-

wear apparel demand. Pandharpur, being a popular pilgrimage center, experiences a steady influx of visitors throughout the year, with demand peaking during festivals and yatra seasons.

In a competitive market, promotional strategies play a key role in attracting customers, increasing sales, and building brand loyalty.



Retailers use tools such as discounts, festive offers, visual merchandising, social media promotion, and local advertising to influence consumer buying behaviour. However, small retailers often face challenges such as limited budgets and marketing expertise. This study aims to examine the promotional strategies adopted by readymade clothing retailers in Pandharpur and assess their impact on customer perception and purchasing decisions.

Objectives:

1. To identify the various promotional strategies used by readymade clothing retailers in Pandharpur.
2. To study the nature and structure of the readymade clothing market in Pandharpur.
3. To evaluate the effectiveness of existing promotional strategies adopted by retailers.
4. To identify the problems faced by retailers in implementing promotional activities.

Choice of Research Topic:

The topic “A Study on Promotional Strategies Adopted by Retailers in the Readymade Clothing Market of Pandharpur” has been selected due to the growing importance of readymade clothing in semi-urban markets. Pandharpur, being a popular pilgrimage town, witnesses a steady flow of visitors throughout the year, with demand peaking during festivals and yatra seasons. Understanding the promotional strategies used by local retailers helps in analyzing customer preferences, assessing the effectiveness of marketing techniques, and identifying challenges faced by small retailers in attracting and retaining customers.

Importance of the Study

The study is important as it provides insights into the promotional strategies used by readymade clothing retailers in Pandharpur and their impact on

consumer buying behaviour. In a competitive market, effective promotion is crucial for attracting customers, increasing sales, and building brand loyalty. This research helps retailers understand which promotional tools—such as discounts, festive offers, social media marketing, and visual merchandising—are most effective in influencing customers. It also highlights the challenges faced by small retailers, such as limited budgets and lack of marketing expertise, enabling them to adopt better strategies. The findings can guide local retailers in designing customer-focused promotional campaigns and improving their overall competitiveness in the market.

Scope of study.

The scope of this study is limited to the readymade clothing market in Pandharpur city, focusing on small and medium-sized retailers. It examines the promotional strategies adopted by these retailers, including discounts, festive offers, visual merchandising, social media promotion, and local advertising. The study analyses how these strategies influence customer perception and buying behaviour. Primary data will be collected from customers and shop owners through surveys and interviews to gain first-hand insights. While the study focuses on local retail practices, it does not cover large chain stores or online marketplaces. The findings aim to provide practical guidance for improving promotional effectiveness and enhancing competitiveness in the Pandharpur market.

Literature Review:

Promotional strategies play a key role in influencing consumer buying behaviour and increasing retail sales.

1. Kotler and Armstrong (2018) highlighted that advertising, sales promotion, personal selling, and public relations are essential tools for creating brand awareness and customer loyalty. Singh (2020) found



that in small towns, festive discounts and seasonal offers are the most effective promotional tools.

2. Sharma and Verma (2021) observed that visual merchandising and attractive in-store displays influence impulse buying. –

3. Patil (2022) noted that social media platforms like Instagram and WhatsApp are becoming important for reaching younger consumers, even in smaller markets. However, traditional methods like pamphlets and local banners continue to play a role. Despite existing studies in urban markets, limited research has focused on semi-urban towns like Pandharpur.

This study aims to bridge this gap by analyzing local promotional strategies and their impact on consumer behaviour.

Research Methodology:

The present study is based on a descriptive research design, as it aims to analyze the promotional strategies adopted by readymade clothing retailers in Pandharpur and their impact on consumer purchasing behaviour.

Sources of Data:

The study uses **primary data** as the main source of information. Primary data were collected directly from readymade clothing retailers and customers through **structured questionnaires, surveys, and personal interviews**. Limited **secondary data** were also referred to from books, journals, research articles, and websites to support the study.

Sampling Method:

The study adopts a **convenience sampling method**. A total sample of **70 Retailers** from the readymade clothing market in Pandharpur, was selected for data collection.

Data Collection Tools:

Data were collected using **questionnaires** consisting of both open-ended and close-ended questions. Personal interviews were also conducted with shop owners to obtain detailed information regarding promotional practices.

Data Analysis Techniques:

The collected data were analyzed using **simple statistical tools** such as percentages, tables, and charts to interpret the findings in a clear and understandable manner.

Area of Study:

The geographical area of the study is limited to **Pandharpur city**, focusing on small and medium-sized readymade clothing retailers.

Limitations of the Study:

1. The study is limited by a **small sample size**, which may reduce the reliability of the findings.
2. Data is based only on **primary data collected from Pandharpur**, which may not represent the entire readymade clothing market.
3. The study considers **only small and medium-sized retail stores**, ignoring large retailers and branded outlets.

Data Analysis and Interpretation:

Table 1: Awareness of Promotional Activities

Particulars	No. of Retailers	Percentage (%)
Yes	55	79
No	15	21
Total	70	100

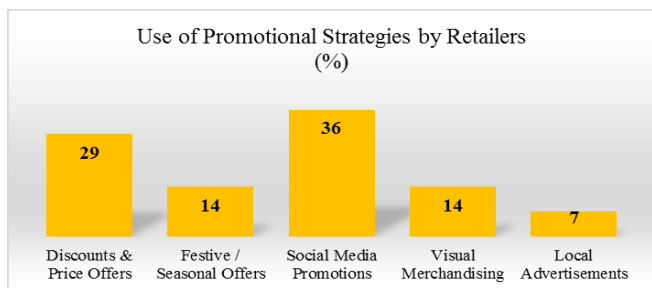


The above table shows (79%) of retailers are aware of various promotional activities, indicating that most understand their importance in attracting customers and increasing sales. Only (21%) are not

aware, which may limit their ability to compete effectively. This shows that the majority of small and medium-sized retailers in Pandharpur are familiar with marketing strategies. However, some retailers still need guidance to implement promotions successfully. Overall, awareness plays a key role in executing effective promotional techniques.

Table 2: Use of Promotional Strategies by Retailers

Promotional Tools	No. of Retailers	Percentage (%)
Discounts & Price Offers	21	29
Festive / Seasonal Offers	09	14
Social Media Promotions	25	36
Visual Merchandising	10	14
Local Advertisements	05	07
Total	70	100



The above table indicates different promotional strategies used by the Retailers in Pandharpur.

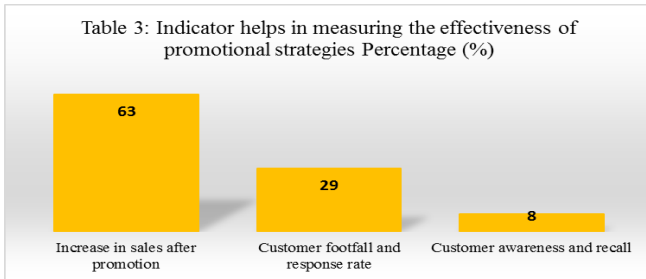
They primarily use social media promotions (36%) to reach customers effectively. Discounts and price offers (29%) are also widely used to attract buyers. Festive/seasonal offers (14%) and visual merchandising (14%) are moderately employed to boost sales. Local advertisements (7%) are the least preferred, showing limited effectiveness. Overall, retailers rely more on digital and price-based strategies than traditional advertising to influence customer purchases.

Table 3: Indicator helps in measuring the effectiveness of promotional strategies

Effectives of promotional Strategies	No of Retailers	Percentage (%)
Increase in sales after promotion	44	63
Customer footfall and response rate	20	29
Customer awareness and recall	06	08
Total	70	100



Table 3: Indicator helps in measuring the effectiveness of promotional strategies Percentage (%)



The table explains the effectiveness of promotional strategies adopted by retailers. A majority of retailers, 44 respondents (63%), reported that promotional activities resulted in an increase in sales after promotion, indicating that such strategies are primarily successful in driving immediate sales

Table 4: Problems Faced by Retailers in Promotion

Problems	No. of Retailers	Percentage (%)
Budget Constraints	17	24
Lack of Marketing Knowledge	18	26
High Competition	25	36
Limited Manpower	10	14
Total	70	100



The major problem faced by retailers is **high competition (36%)**, followed by **lack of marketing knowledge (26%)** and **budget constraints (24%)**.

Table 5: Frequency of Promotional Offers by Retailers

Frequency of Offers	No. of Retailers	Percentage (%)
Very Frequently	29	42
Occasionally	18	26
Rarely	12	17
Never	11	15
Total	70	100

growth. Customer footfall and response rate was identified as an effective outcome by 20 retailers (29%), showing that promotions help attract more customers to the stores and generate customer interest. However, only 6 retailers (8%) felt that promotional strategies significantly improved customer awareness and recall, suggesting that these activities are less effective in building long-term brand recognition. Overall, the results indicate that promotional strategies are more effective in boosting sales and customer visits rather than enhancing customer awareness.

Limited manpower (14%) is a relatively smaller issue. This indicates that while retailers understand the importance of promotion, they face financial and skill-related challenges in implementing effective strategies.



A large share of respondents (42%) feel that retailers run promotions on a regular basis, reflecting frequent marketing efforts. Around one-fourth (26%) believe offers are given from time to time, indicating occasional promotional activity. Some customers (17%) experience promotional schemes only infrequently. However, (15%) report that no promotional offers are provided, highlighting a gap in retailer engagement.

Findings:

1. Most retailers in Pandharpur are aware of different promotional activities, which helps them attract customers and increase sales. A smaller portion still lacks knowledge, which may affect their market competitiveness. Awareness is therefore crucial for successful marketing.
2. Social media promotions and discounts are used more frequently than other methods, showing a preference for digital and price-based strategies. Traditional advertising like local banners is less common. Retailers tend to rely on strategies that reach customers quickly and effectively.
3. Promotions are mainly directed toward regular local customers, while tourists and youth receive less attention. This reflects an emphasis on steady customer engagement rather than seasonal or niche markets. Retailers focus on the groups most likely to make repeated purchases.
4. The major findings of the study indicate that promotional strategies adopted by retailers are

largely effective in increasing sales. A significant majority of retailers reported a noticeable rise in sales after implementing promotional activities, highlighting their importance in achieving short-term revenue growth. Additionally, many retailers observed an increase in customer footfall and improved response rates, showing that promotions successfully attract customers to stores. However, the impact of promotional strategies on customer awareness and recall was found to be relatively low, suggesting that retailers focus more on immediate sales benefits rather than long-term brand building. Overall, the study concludes that promotional strategies are primarily used as a tool for boosting sales and customer visits rather than enhancing sustained customer awareness.

5. Visual merchandising and festive offers are applied moderately, suggesting selective use of in-store and seasonal techniques. Retailers tend to prioritize methods that are cost-effective and provide visible results. The overall strategy is a mix of traditional and modern promotional approaches.

Suggestions:

1. Retailers should enhance their understanding of promotional strategies to ensure all are equipped to attract and retain customers effectively.
2. Emphasizing social media and other digital platforms can improve customer reach, as these tools have shown high effectiveness.
3. Promotions should be designed to appeal to a wider audience, including residents, visitors, and young shoppers, to increase market coverage.



4. Budget-friendly marketing methods, such as online campaigns and loyalty programs, can help overcome financial and staff limitations.
5. Offering promotions regularly rather than sporadically can maintain customer interest and encourage repeat purchases.
6. Creative in-store displays and festive promotions can boost visibility and attract more buyers during peak seasons.

Conclusion:

The study reveals that readymade clothing retailers in Pandharpur actively use various promotional strategies to attract customers and enhance sales. A majority of retailers are aware of promotional techniques, with social media marketing and discounts being the most commonly adopted methods. Promotional efforts are mainly directed toward local residents, while tourists and younger customer segments receive comparatively less attention. Retailers face several challenges such as intense competition, limited promotional budgets, and lack of marketing knowledge, which restrict the overall effectiveness of their strategies. The frequency of promotional activities varies, with some retailers offering regular schemes and others adopting them occasionally. The selective use of visual merchandising and festive offers reflects a blend of traditional and modern promotional practices.

From the perspective of **inclusive growth in the Indian economy**, these findings are significant. Small and medium-sized retailers play a crucial role in employment generation, local economic development, and entrepreneurship. Strengthening their promotional capabilities through affordable digital tools, skill development, and awareness programs can help them compete effectively with larger retailers. A structured, digitally integrated, and budget-conscious promotional approach can

enhance customer engagement, expand market reach, and improve brand loyalty. Such measures align with India's inclusive growth strategy by supporting MSMEs, encouraging local businesses, increasing income opportunities, and ensuring that economic growth benefits grassroots-level participants in the retail sector, particularly in semi-urban and pilgrimage towns like Pandharpur.

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