ADAPT MODEL FOR APPAREL INDUSTRIES FOR THEIR BETTER PERFORMANCE IN MARKETING & SALES

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ABSTRACT

The objective of the paper is to examine the effects of the prevailing economic conditions (2020-2023) on the apparel sector and assess the efficacy of the ADAPT model in augmenting the marketing and sales tactics of apparel brands and altering consumer purchasing patterns. The research will be carried out using a qualitative methodology, specifically employing thematic analysis in conjunction with an inductive approach to examine data gathered from surveys and interviews with industry specialists. The study's objective will be to ascertain the obstacles encountered by apparel brands amidst the prevailing economic climate and examine the ways in which these companies have modified their marketing and sales approaches to confront these obstacles. Furthermore, the study will investigate the potential application of the ADAPT model in enhancing the operational efficiency of apparel brands amidst the prevailing market circumstances. The results of the study will provide valuable perspectives on the practical application of the ADAPT model within the apparel sector, emphasizing the advantages and possible obstacles associated with its integration. By presenting empirical evidence on the efficacy of the ADAPT model in augmenting marketing and sales strategies and altering customer behavior towards apparel brands amidst the prevailing economic conditions, this study will make a valuable contribution to the body of knowledge. The ultimate goal of this research is to provide apparel manufacturers with a deeper comprehension of how to remain competitive and adapt to current market conditions.

Keywords: ADAPT model, pricing strategy, marketing and sales, consumer behavior, inflation

Abbreviations
ADAPT MODEL:

A: Adjust discounting and promotion
D: Develop the art and science of price change
A: Accelerate decision making tenfold
P: Plan options beyond pricing to reduce cost
T: Track execution relentless

1. INTRODUCTION

The ADAPT Model is a rapidly implementable pricing strategy designed for the apparel industry to mitigate the risks associated with inflation. By enhancing comprehension of the market, consumer sentiment, and the factors contributing to decreased sales, retailers can modify price points, promotional activities, and discount policies. It also expedites decision-making, enables cost-saving planning of alternatives beyond pricing, and ensures relentless execution monitoring. This assists retailers with a focus on sales in stabilizing costs, preserving profit margins, and maintaining prices to ensure long-term consumer retention. The model aids retailers in optimizing their pricing strategies, devising innovative approaches to price adjustments, expediting decision-making processes, and considering alternatives to pricing to achieve cost reductions. The ADAPT Model, when applied by retailers, guarantees consumer retention by preventing price fluctuations and preserving profit margins.

1.1. Overview of the Topic:
Inflation is high, while Pakistani apparel brands anticipate the effects of COVID-19 are diminishing. Inflation averaged 8.2% between 1960 and 2021; in February 2023, consumer prices peaked at 31.5%, the highest level since 1974 (Trading Economics, 2023), for a total price increase of 11,207.52%. For context, a product that was assessed at Rs. 100 in 1960 would be worth Rs. 11,307.52 when the year 2022 commenced (World Data, 2022). Rising prices challenge businesses, impacting profits and customer relations. To navigate this, apparel brands must adopt holistic strategies (Abdelnour et al., 2022). During crises, firms face choices: maintain high prices with lower short-term profit or offer lower prices for market share.

Increasing advertising budgets and astute promotions increase sales during recessions, according to research. Achieving a balance between pricing and costs is of utmost importance for the short - term market share of the apparel industry. "Kim (1992), Werner (1991), and Quelch (2008), for instance, analyzed the effects of economic crises on advertising strategies. It was discovered that during and after a recession, increasing or maintaining advertising budgets resulted in greater sales revenue and market share. Conversely, advertising budget reductions had the opposite effect. In addition, during a recession, a company's performance can be positively impacted by utilizing value-driven promotion techniques (e.g., coupons, bonuses, free samples), low-cost online advertising, and personal selling (Ang et al., 2000; Koksal and Ozgul, 2007). During a crisis, it is advisable to modify distribution policies by

reallocating resources and eradicating unprofitable channels (Notta and Vlachvei, 2015).

Inflation-affected businesses can maintain long-term success and preserve profit margins with the assistance of a comprehensive strategy, such as McKinsey's ADAPT model (Hamdan et al., 2022).

1.2. ADAPT MODEL:
When prices increase, inflation may strain relationships with customers. Organizations may capitalize on this circumstance to attend to consumer apprehensions while safeguarding their profit margins. The ADAPT Model provides a versatile pricing strategy that aids revenue-driven retailers and brands in cost control, profit margin protection, and customer retention in the face of high inflation, thereby securing sustainable business value over the long term. This model is composed of five elements.

1. Modify pricing and promotional strategies while optimizing non-price mechanisms
2. Master the science and craft of price modification
3. Tenfold the rate of decision making
4. Plan alternative pricing options to reduce expenses
5. Constantly monitor execution (Abdelnour et al., 2022).

1.3. Purpose of the Study:
The objective of this study is to provide assistance to apparel retailers and brands that prioritize sales in enhancing their pricing strategies amidst periods of inflation. The objective is to assist them in maintaining long-term cost control, adjusting to declining sales, and recognizing shifting consumer preferences. It is suggested that the ADAPT Model increase brand value and consumer loyalty

1.4. Research Questions:
RQ1: How the current economic situations (2020 – 2023) affect the Apparel brands in Pakistan?

RQ2: How ADAPT Model can help in changing customers' buying behavior towards Apparel brands?

RQ3: How ADAPT Model can efficiently enhance the sales and marketing strategies of Apparel brands?

1.5. Objectives of the study:
The main objectives of the research study are as follows:

■ To understand the effect of the current economic situation on Apparel brands.

■ To find out if the ADAPT Model can help in changing customer buying behavior towards the Apparel brands.

■ To understand the efficiency of the ADAPT Model in enhancing the sales and marketing strategies of Apparel brands.

2. Literature Review
The detail covered in the literature review was obtained from previous or past sources like articles and other publications that were accessible online.

2.1. Introduction to Marketing and Sales:
Numerous non-marketing factors influence marketing strategies, with environmental awareness being of the utmost importance. The macroeconomic system influences inflation, national income, and development. In market economies, economic fluctuations including expansion, contraction, and recuperation characterize the business cycle. Marketers must maintain flexibility in response to evolving consumer demands, competitive landscape, and environmental factors.

2.2. Economic Recession:
Economic fluctuations, which include cycles of expansion, contraction, recession, and recovery, affect the entire economy. The duration of these cycles exhibits variation and can be monitored via manufacturing data, including production. Marketing strategies are adjusted to sustain profitability and customer satisfaction amidst a recession. This requires modifications to the target market or marketing formula. Each of the four segments comprising the business cycle — peak, recession, trough, and recovery — has a distinct impact on the economy.

2.2.3. Definition and Economic Indicators:
The business cycle is a regular economic pattern of expansion and contraction, with four phases: peak, recession, trough, and recovery.
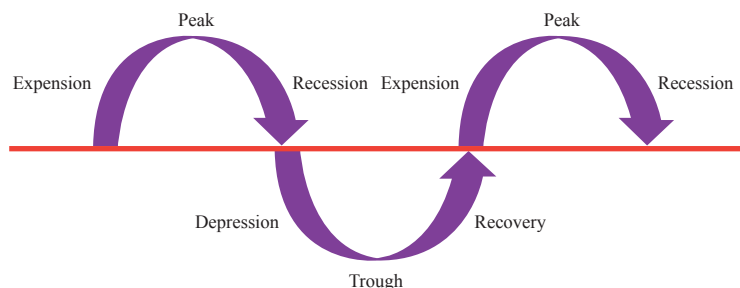

Figure 1: *Business Cycle (Corporate Finance Institute, n.d.).*

Peak: This phase sees a temporary high in real GDP, with strong job growth and profits.

Trough: The trough occurs just before real GDP begins to rise again, marked by high unemployment and unused capacity since the last recession.

Recovery: GDP rises during this phase, with expanding industrial production, increased profits, and moves toward full employment.

Recession: A significant decrease in output, income, employment, and trade characterizes a recession, often lasting around six months to a year and leading to economic downturns (Rose, 1969).

2.3. Severity of Current Decline I.e., Inflation:

The inflationary recession, political unrest, and skyrocketing manufacturing costs have placed Pakistan's apparel industry through its most difficult period in decades. The increased price of imported raw materials is a result of the devaluation of the Pakistani rupee, while high inflation and financing expenses impede industry expansion. Exports of apparel have decreased as a result of travel complications. Unemployment and workforce reductions are precipitated by obsolete technology and exorbitant production expenses (A. Khan and Khan, 2010).

2.4.Theories of Inflation:

In the field of economics, inflation is defined as a pervasive escalation in the costs of products and services, which leads to a depreciation of currency units' purchasing power (Anyanwu, 1993). The Consumer Price Index (CPI), a significant indicator of inflation, monitors the costs of a representative assortment of products (Essien, 2002). John Maynard Keynes' Keynesian theory ascribes demand inflation to heightened aggregate demand and proposes countermeasures such as tax increases and reductions in government expenditure (Parkin, 2014).

When nominal wage growth exceeds labor productivity growth, cost-push inflation ensues, frequently as a result of wage demands imposed by trade unions (Montiel, 1989). Profit-push inflation occurs when market-dominant firms increase prices in order to increase their profits (Montiel, 1989). Since its inception approximately four decades ago, the notion of structural inflation has established a connection between inflation and societal and national transformations that are influenced by elements such as economic progress and population expansion (Totonchi, 2011; Harrison, 1994; McCallum, 1987) (Ali and Ibrahim, 2018).

2.5 Impact of Inflation in Current Recession 2020-2023:

The increasing inflation in an economy has a significant effect on increasing unemployment, decreasing retail sales, increasing interest rates, and more.

2.5.1. Increasing Unemployment:

The unemployment rate in Pakistan is determined by dividing the number of individuals who are actively seeking employment but are presently unemployed by the total number of workers in the country. The unemployment rate in Pakistan increased by 6.50% in 2021, from 4.40% in 2020. (Economies of Trading, 2022)
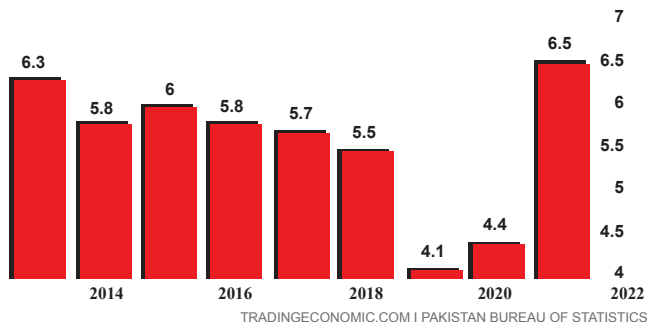

Figure 2: Pakistan Unemployment Rate

In the long term, our econometric model predicts Pakistan's unemployment rate to be around 6.40% in 2023 and around 8.50% in 2024.

2.5.2. Decreasing Retail Sales:

As stated by Redman (2020), Ishaq et al. (2021), and Shafqat and Ahmed (2022), there is a discernible trend in international consumer behavior wherein necessities are being given precedence over desires. As consumers reduce their material possessions, prioritize affordability and emotional well-being, and simplify their lives, apparel retail sales decline.

2.5.3. Increasing Interest Rates:

To stimulate economic expansion, governments reduce interest rates during recessions. To control inflation and living expenses, economies generally experience expansion until interest rates increase, which frequently precipitates recessions and prompts a reversion to low-interest rates as a means to stimulate growth (DeNicola, 2020).
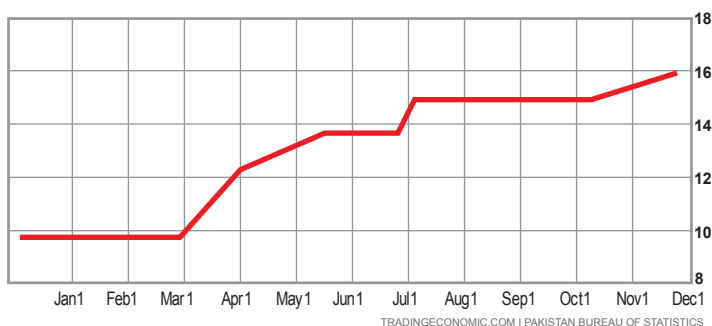

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Figure 3: Increasing Interest Rates

Over expectations, the Bank of Pakistan increased its key interest rate by 100 basis points on November 25, 2022, to 16%, the highest level since 1999. The anticipated inflation rate for FY 2023 is between 21 and 23 percent. Notwithstanding a significant decline in the current account deficit resulting from reduced imports in September and October, it is anticipated that growth will hover around 2%, culminating in a GDP current account deficit of 3% in 2023 (Trading Economics, 2022).

2.6. Impact of Inflation on Apparel Industries:

Ali and Ibrahim (2018) state that inflation has detrimental consequences for businesses, such as impeding productivity development, misallocating resources, diminishing corporate valuations, and laying the groundwork for recessions. Apparel industries must assess inflation risk, comprehend true costs, and safeguard margins and investments to be protected. A moderate inflation rate can increase profits via price hikes, whereas high inflation disrupts operations and drives up expenses.

2.7. Influences of Apparel Industries:

The effects of inflation on industries and consumers have economic repercussions. The interplay between rising inventories diminished consumer spending, and

unemployment, and demand. Consumer coping mechanisms identified by Nigel Hollis (Millward Brown, 2009) include restricting purchases and substituting more affordable brands (Bam, 2010).

2.8. Marketing Strategies in Economic Downturn:

2.8.1. Introduction to Marketing Strategy in Apparel Retail:
"To manage business operations, guarantee growth, customer satisfaction, competitive advantage, and financial performance, strategy is indispensable" (Thompson et al., 2010). Monitoring environmental alterations in the Eastern business environment is a critical function of marketing research, which is in a constant state of flux (Cant et al., 2006:34). To capitalize on opportunities and minimize risks, marketing managers must maintain a vigilant stance in this ever-changing market environment (Cant et al., 2006:46).

2.8.2. Influence of Inflation on Marketing:
In the event of an economic downturn, our business may be negatively impacted as the business cycle enters a recession phase. Additionally, (Anon, 2009) outlines the various effects that a recession can have on a business.

2.8.2.1. Consumers' Spending Might Go Down:
The potential consequence of consumers exercising greater prudence and restricting their expenditures to essential goods is a decline in the sales of non-essential products. Although a business may sustain sales, profit margins can diminish. It could be necessary for businesses to devise novel and inventive strategies to attract consumers.

2.8.2.2. Competition Could Get Fierce:
During a recession, competition among businesses can become more intense as they compete for a smaller market share. But this cycle also causes weaker competitors to go bankrupt.

2.8.2.3. Expenses Will Go Up:
As the economic burden of inflation extends beyond the company's revenue, its expenses will also be constrained. This results in financial hardship for the organization, which is entangled in the downturn. Prioritize expenditures that have a direct impact on the operation of the business over those that do not.

2.8.2.4. Businesses Will Become Unpredictable:
These economic fluctuations have the disadvantage of rendering business unpredictable. Occasionally, fluctuations in consumer demand may be observed, followed by periods of increased sales. Sustaining composure is crucial during such circumstances.

2.8.2.5. Employees Could Demand Higher Salaries:
To preserve their standard of living, employees may request wage increases as inflation diminishes their purchasing power. It may be necessary for management to terminate inefficient personnel to maintain current salary levels.

2.9. ADAPT Model:

2.9.1. Adjust Discounting and Promotions:
Apparel companies can modify their product offerings, discontinue promotions, and restrict clearance pricing to mitigate the effects of inflation. Specialty retailers may encounter more formidable obstacles in this regard and ought to contemplate expanding their selection of omnichannel service options to assess consumer responses.

2.9.2. Develop the Art and Science of Price Change:
Pricing strategies for apparel ought to be precise, taking into account consumer value, product attributes, and inflationary pressures. Loyalty programs and personalized promotions are included. Ongoing surveillance of customer feedback facilitates the modification of product assortments and safeguards brand equity and profit margins in categories susceptible to inflation.

2.9.3. Accelerate Decision Making Tenfold:
To optimize their operations, apparel retailers may consider refining processes, increasing cost visibility, and facilitating information sharing with vendors. It is crucial to prioritize pricing activities that yield high returns and to accelerate the decision-making process. By optimizing pricing procedures and capitalizing on digital platforms to facilitate prompt modifications, organizations can mitigate the financial impact of inflation.

2.9.4. Plan Options Beyond Pricing to Reduce Cost:
Successful design and category architecture techniques can help clothing retailers deal with increased prices without placing undue pressure on suppliers. Using a design-to-value (DTV) strategy, manufacturers can reduce production costs by finding more economical ways to assemble their products. Profit margins can be increased by switching to private-label goods. Savings per customer can be increased with personalized discounts depending on their shopping habits. To combat price increases, stores might use sophisticated procurement instruments, such as adjusting prices or product mixes or negotiating with suppliers.

2.9.5. Track Execution Relentlessly:
Apparel companies must monitor consumer behavior and employ key performance indicators (KPIs) to assess the efficacy of their strategies in the current inflationary climate. Variations in basket size and category volume may serve as indicators of evolving price sensitivity. Despite the potential stability of apparel prices, inflation in critical sectors could potentially impact consumer purchasing patterns. Monitoring competitors is essential for gaining a competitive edge, particularly in terms of pricing. Promptly reacting to price increases via short-term strategies is critical. Proactive apparel enterprises may encounter obstacles as well as prospects due to inflation; by doing so, they can establish enduring profits and position themselves for advantageous price fluctuations once inflation abates (Hamdan et al., 2022).

3. Research Methodology
The research methodology guides how the study is conducted, ensuring data accuracy and reliability. We used Saunders's research onion.
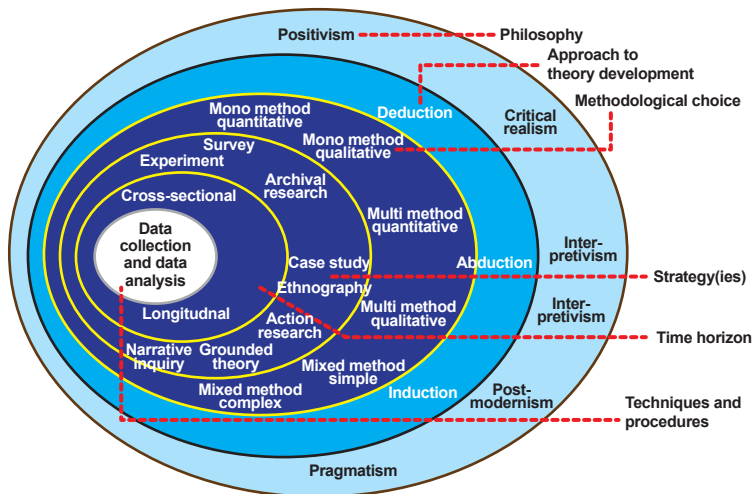
Figure 4: *The Research 'Onion' (Saunders et al, 2016)*

3.1. Research Type:

We shall undertake "Descriptive Research" in a methodical fashion to elucidate the intricacies of a subject matter, addressing inquiries about its what, where, when, and how, before delving into the "why."

3.2. Research Approach:

"Qualitative research" is well-suited for investigating and comprehending perceptions via visuals, words, body language, and body language. This characteristic renders it appropriate for exploratory inquiries, such as evaluating perspectives on political candidates or events.

3.3. Methods of Data Collection:

To evaluate the effects of inflation on apparel retail and brands, we collected primary data that specifically examined industry experiences and survival. Utilizing questionnaires as the principal means of data collection.

3.3.1. Primary Research:

■ By circulating Questionnaires

3.4. Sample Size:

3.4.1. Target Audience:

■ Income Range = Rs. 50,000 – 300,000
■ Gender = Male & Female both

3.5. Sampling Method:

We opt for Convenient Sampling to collect data from accessible respondents by distributing questionnaires among the targeted audience for convenience.

3.5.1. Surveys/ Questionnaires:
We collected information from all respondents regarding their attitudes, opinions, and experiences via questionnaires. Closed-ended queries with predetermined answer options comprise the survey.

3.6. Data Analysis:
A thematic analysis approach was employed to examine qualitative data, including surveys and interviews, through the identification of recurring themes, concepts, and emergent patterns.
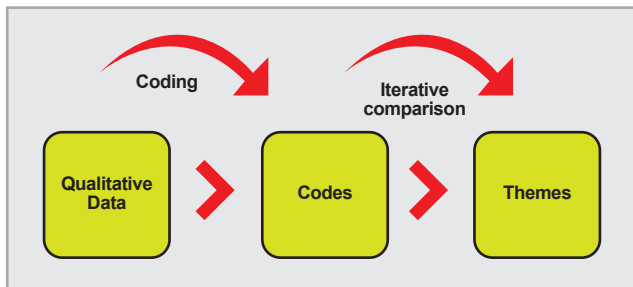

Figure 5: Thematic Analysis (Braun & Clarke, 2006).

3.6.1. Inductive Analysis:
We employed Inductive Thematic Analysis to develop hypotheses, commencing with restricted data to construct theories de novo. This process consists of three distinct stages:

1. Observations
2. Look for patterns
3. Expand your theory.

4. Results and Discussion

4.1. Results:
The perspectives of respondents regarding the economic recession, its effect on sales, decision-making, and competitive adaptation strategies are utilized to acquire primary data for this study. Additionally, opinions on the ADAPT Model framework are gathered. We utilized retail manager questionnaires that were disseminated in the apparel and retail industries.

Figure 6: Impact of inflation on the Marketing & Sales department of apparel company.

Figure 6 displays the impact of the economic downturn on apparel retail sales and marketing strategies. Findings reveal that 46.2% of respondents saw reduced monthly sales due to global inflation. Furthermore, 23.1% faced difficulties in gaining new customers and retaining existing ones, leading to lower sales. Lastly, 7.7% noted increased investment but reduced profit margins.
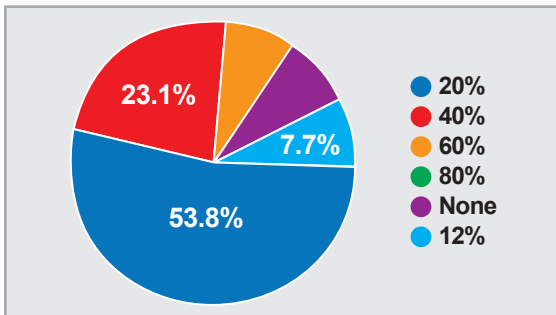

Figure 7: *Approximate percentage, the apparel company loss their sales in the current scenario.*

Figure 7 outlines the percentage of sales lost by apparel retail industries in the current inflationary period. The data shows that 53.8% of respondents had a 20% monthly sales decrease. Moreover, 23.1% experienced a substantial 40% decline in monthly sales, while 7.7% observed a 12% reduction across their entire stock.
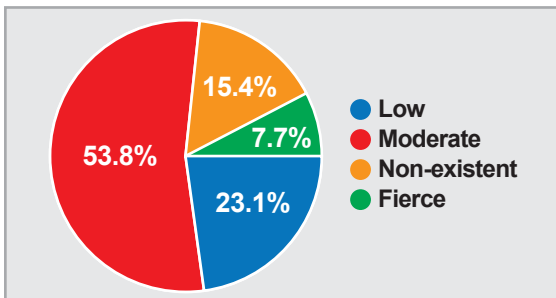

Figure 8: *Price competition among apparel industries during inflationary environment*

Figure 8 depicts the extent of price competition among apparel retailers in the current inflationary setting. The majority (53.8%) viewed it as moderate, with 23.1% perceiving it as low. Furthermore, 15.4% of respondents felt there was no competition, while 7.7% described it as fierce and highly impactful.
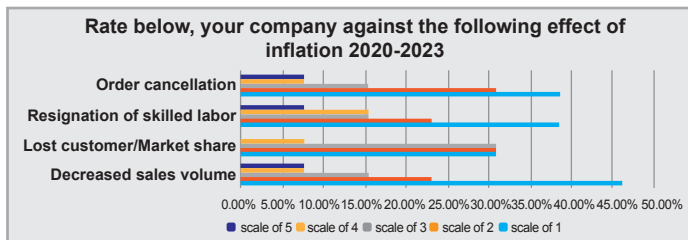
Figure 9: *Companies against the given effect of Inflation (2020-2023)*

Figure 9 illustrates inflation's impact on apparel and retail industries from 2020-2023:

Sales Volume Decline: 46.2% noted a small decline, 23.1% moderate, 7.7% significant, and 7.7% heavy impact.

Lost Customer/Market Share: 30.8% reported minimal loss, 30.8% some, 30.8% moderate, and 7.7% substantial.

Skilled Labor Resignation: 38.5% least impact, 23.1% some, 7.7% moderate, 15.4% significant, and 15.4% major impact.

Order Cancellation: 30.8% had minimal monthly cancellations, 38.5% some, 15.4% moderate, 7.7% high, and 7.7% frequent monthly cancellations.
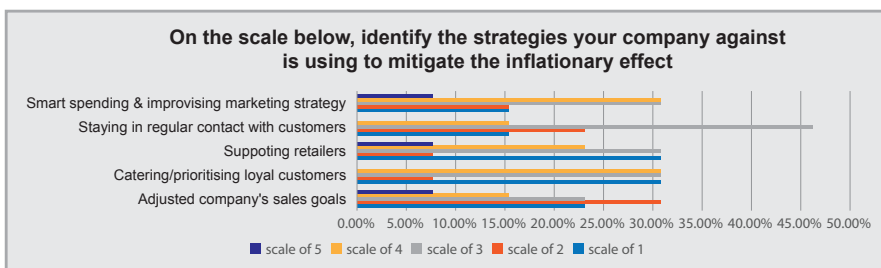

Figure 10: *The strategies companies use to mitigate the inflationary effect.*

Figure 10 illustrates strategies used by apparel and retail industries to address inflationary risks:

Adjusted Sales Goals: 23.1% made minimal adjustments, 30.8% adjusted some, 23.1% had neutral changes, 15.4% made significant adjustments, and 7.7% adjusted the most.

Catering to Loyal Customers: 30.8% made the fewest efforts, 7.7% adopted some strategies, 30.8% moderately adapted, 30.8% used more strategies, and none showed the most adaptation.

Supporting Retailers: 30.8% provided minimal support, 7.7% supported, 30.8% were neutral, 23.1% supported more, and 7.7% supported the most.

Contacting Customers: 15.4% had the least contact, 23.1% stayed in touch, 46.2% maintained moderate contact, 15.4% increased contact, and none had the most contact.

Improving Marketing: 15.4% showed minimal interest, 15.4% had some interest, 30.8% moderate, 30.8% more, and 7.7% had the most interest in smart spending and marketing improvisation.

4.2. Discussion (Thematic Analysis):

The thematic analysis is carried out based on the data gathered through the questionnaire administered to retail managers for a thesis on the "ADAPT model for apparel industries for their better performance in marketing and sales"

4.2.1. The Impact on Apparel Industries:

In this inflationary period, apparel companies grapple with a 20% drop in monthly sales volume due to various factors, including COVID-19, global inflation, store closures, and competitive pressures. The ADAPT Model offers a solution to adapt and enhance sales performance.

Pricing competition is another challenge, with moderate competition in the apparel sector. Companies must balance competitive pricing with profitability and differentiate through unique value propositions to stay competitive.

4.2.2. Marketing and Sales Strategies Implementing ADAPT Model:

Apparel companies using the ADAPT model focus on effective brand communication, customer experience enhancements, and data-driven strategies to boost sales. Training managers in the ADAPT model is essential for successful implementation. Managers should possess strong soft skills to lead teams and create positive customer experiences, ultimately driving sales. Engaged employees play a pivotal role in delivering positive customer experiences.

4.2.3. Examples of the Companies That Have Successfully Implemented the ADAPT Model:

Many brands and companies, including Dell, Uber, and Sainsbury's, have successfully implemented the ADAPT model in their marketing strategies. This digital framework utilizes real-time data and customer feedback to enhance customer engagement and conversion rates. The model's versatility extends across various industries, such as retail, e-commerce, travel, and healthcare, offering opportunities for apparel brands in Pakistan to improve profitability and growth.

4.2.4. Benefits of ADAPT Model:

The ADAPT model promotes sustainability, social responsibility, effective communication, and structured change management. It helps companies reduce their environmental impact, enhance their reputation, and cut costs. It also encourages social responsibility, stakeholder engagement, and systematic change management for success in today's dynamic business environment.

4.2.5. Potential Challenges:

Implementing the ADAPT model in Pakistan's apparel industry may face challenges such as resistance to change, cultural differences, limited resources, skills gaps, infrastructure issues, and supply chain complexities.

Introducing new processes and practices may be met with resistance from employees and stakeholders. Some of its assumptions and values may not be directly applicable in the Pakistani cultural context as it was developed in the western culture. Small and medium-sized enterprises in Pakistan may have limited resources for implementing

large-scale change initiatives. Implementing the ADAPT model may require new skills and expertise that are not currently available in the apparel industry in Pakistan. Limited access to electricity and water, which may impact the ability to implement the ADAPT model effectively. Coordination with stakeholders from multiple countries and regions, may require additional resources and expertise to manage effectively.

Tailoring the model and addressing these challenges through investment, training, and collaboration will be crucial for successful implementation.

4.2.6. Practical Implementation of ADAPT Model in Apparel Industries of Pakistan

The ADAPT Model is a framework that emphasizes the importance of adaptability and flexibility in responding to changing circumstances. To implement the ADAPT Model effectively, apparel industries in Pakistan should focus on these key steps:

Awareness: Raise awareness about the need for change through workshops, training, and communication campaigns.
Desire: Foster a desire for change by involving employees and addressing concerns while showcasing benefits.
Ability: Ensure employees have the necessary skills through training and support.
Promotion: Promote the ADAPT Model across the organization, emphasizing its advantages.
Transfer: Expand the model to all areas of the organization, embedding adaptability and flexibility in the culture.

Engaging employees, providing resources, and cultivating a culture of adaptability are critical for successful implementation in Pakistani apparel industries.

4.2.7. Applicability of ADAPT Model in Apparel Industries of Pakistan:
The ADAPT Model is a useful framework for businesses to adapt to changing market conditions also it can be relevant for the textile retail and apparel sector. Here are some recommendations for how this element can be applied progressively:

4.2.7.1. Adjusting Discounts and Promotions:
In Pakistan's apparel sector, a popular clothing brand uses customer data to personalize promotions effectively. They segment customers based on purchase history, demographics, and location, offering loyalty rewards, referral incentives, and seasonal discounts. Sustainability is also a focus, with eco-friendly promotions highlighted on their website and social media. This data-driven approach helps them adapt to market changes and build customer loyalty.

4.2.7.2. Develop Art and Science of Price Change:
A prominent textile retail chain in Pakistan employs dynamic pricing, using pricing analytics to adjust prices in real-time based on consumer behavior and market demand. They raise prices during peak seasons and offer discounts during off-peak times. These changes are communicated transparently through their website and social media. The retailer also adheres to ethical pricing principles, ensuring fairness and transparency, avoiding price gouging, and building trust with customers.

4.2.7.3. Accelerate Decision Making Tenfold:

A Pakistani fashion brand has embraced data-driven decision-making to enhance competitiveness. They collect data on customer behavior, market trends, and inventory, using insights to optimize inventory, product design, and marketing. Decentralized decision-making empowers teams to act swiftly within established criteria. Cross-functional collaboration is encouraged to ensure efficient production. This data-driven approach has resulted in agile decision-making, staying competitive, and meeting customer demands.

4.2.7.4. Plan Options Beyond Pricing to Reduce Cost:

A Pakistani textile retailer let's say is facing rising costs due to inflation and increasing competition in the market. They include:

Optimizing Supply Chain: Implementing lean processes and just-in-time inventory management.

Sustainable Practices: Using eco-friendly materials and reducing energy consumption.

Leverage Technology and Automation: Implementing automated checkout processes.

Alternative Sourcing Options: Exploring lower-cost sourcing options.

Product Innovation: Investing in R&D for unique, higher-priced products.

These strategies aim to reduce costs, enhance sustainability, and boost profitability beyond price reductions.

4.2.7.5. Track Execution Relentlessly:

If a Pakistani apparel company, has recently launched a new product line targeted at young adults to monitor a new product line, the company can:

Monitor Sales and Customer Feedback: They could track sales data and customer feedback, analyze which products are selling well, as well as which marketing campaigns and promotions are driving sales.

Use Technology to Track Inventory and Supply Chain: They could use technology to track inventory levels and supply chain performance, allowing them to identify bottlenecks and inefficiencies.

Implement Performance Metrics and Kpis: They could implement performance metrics and KPIs to track progress towards their goals. By regularly reviewing these metrics, they can identify areas for improvement and make data-driven decisions.

Conduct Regular Reviews and Evaluations: Apparel brand could conduct regular reviews and evaluations of their new product line, to analyse sales data, customer feedback, and performance metrics.

These steps ensure adaptability and competitiveness in Pakistan's apparel sector. It can help the company stay on top of market trends and achieve long-term success.

5. Conclusion and Recommendations

5.1 Conclusion:

In summary, the paper examined the impact of the economic environment spanning from 2020 to 2023 on the apparel sector, exploring the potential of the ADAPT model to enhance sales and marketing tactics, as well as to shape consumer buying behavior. By means of qualitative research and thematic analysis, the obstacles that apparel brands encounter when attempting to adjust to the current economic climate were revealed, along with the approaches they employed to surmount these obstacles.

The results of the research emphasized the possible benefits that the ADAPT model could offer in terms of enhancing the performance of clothing brands in the present market environment. This all-encompassing framework provides apparel brands with the means to adapt their marketing and sales strategies flexibly, by changing economic circumstances, improve their overall performance, and establish a competitive advantage within the sector.

Furthermore, this study underscored the criticality of understanding consumer preferences and behaviors in the current economic environment. It has become apparent that to strengthen brand loyalty, apparel brands must embrace a customer-centric strategy, place significant emphasis on providing valuable content to customers, and cultivate strong customer relationships.

Fundamentally, this research not only provides practical recommendations for the effective application of the ADAPT model in the apparel sector, but also illuminates its strengths and potential challenges. The inclusion of empirical evidence in this study contributes to the body of knowledge by illustrating how the ADAPT model can effectively guide and improve sales and marketing strategies, as well as impact consumer behaviour in the apparel industry amidst the current economic climate.

In summary, this study has significant ramifications for the apparel industry and will serve as a foundation for future investigations in the discipline. This serves as evidence of the industry's ability to withstand and adjust to economic difficulties.

5.2 Recommendations:

Some of the potential future recommendations for qualitative research to further explore the ADAPT model's impact on marketing and sales are:

Long-Term Impact Analysis: Long-term studies tracking the ADAPT model's impact could yield crucial insights into its enduring effectiveness and sustainability.

Cross-Cultural Analysis: Comparing the impact in different cultural contexts could provide insights into how the model can be adapted to meet the needs of diverse markets.

Multi-Level Analysis: Conducting multi-level analysis at different organizational levels; such as individual, team, and organizational levels, could provide valuable insights into its effectiveness in different contexts.

Digital Transformation: Exploring the role of digital transformation could provide insights into how technology can be leveraged to improve marketing and sales performance in the apparel industry.

Best Practices: Identifying best practices could provide insights into how to overcome challenges and achieve success in the implementation of organizational change initiatives.

These suggestions for future research could help us learn more about how the ADAPT model affects marketing and sales performance in the apparel industry and figure out how to make the model more applicable to other fields.

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