

# **A STUDY ON RETAIL MARKETING OF APPARELS IN TAMILNADU**

Submitted in partial fulfilment of the requirements for the award of

## **MASTER OF BUSINESS ADMINISTRATION**

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF  
MANAGEMENT STUDIES**

**SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A++” by NAAC | 12B Status by UGC | CATEGORY - 1**

**UNIVERSITY BY UGC | Approved by AICTE**

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# **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY  
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**BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of KAVIARASAN S 42410168 who carried out the Project Training “A STUDY ON RETAIL MARKETING OF APPARELS IN TAMILNADU under my supervision from October 2023 to december 2023.

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## **DECLARATION**

**I KAVIARASAN S 42410206 hereby declare that the Project Report entitled “A STUDY ON RETAIL MARKETING OF APPARELS IN TAMILNADU**  
” done by me under the guidance of **Dr. MATHAN N, M.COM., MBA.,M.Phil., Phd.,** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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**PLACE: CHENNAI**

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## **ABSTRACT**

The Indian retail market is going through a revolution. Increasing urban demographics, rapid development of shopping malls, emerging breed of brand conscious consumers, and various influences from the western world are changing the face of the Indian retail industry. Investment in the retail sector is estimated at US\$400-500 million in 2006 and it's estimated to grow to US\$4 billion by the end of 2010. The increased spending on clothing may be driven by the new comfort level with the use of credit cards. About 45 per cent of the credit card spending is contributed by shopping for clothing. In comparison, internationally, only 28 per cent respondents went shopping for entertainment while 26 per cent did not. In every way, the Indian consumer is ready for new retail formats, new brands and new price points.

Increase in disposable income of the Indian middle class, growth in private consumer spending, growing working women population, adoption of nuclear family culture, baby boomer effect, growth in urban population, plastic money becoming a greater pie of credit, internet driving awareness and online purchases, increasing technology are the demand side drivers in the apparel retail market in India. The retailers or supply-side drivers like Increased investment in retail, growth of modern retail in Tier II & III cities are the success of their business. It is highly imperative to analyze their strengths, weaknesses, opportunities and threats initially. It is equally important to examine the consumers' behavior in the retail market. In order to provide some basic tips to the retailers, the present study has made an attempt to examine the retailers and consumers' view on the apparel retailing in Tamil Nadu. The Indian consumers expect a standardized retail service quality from their retailers. The domestic retailers are struggling to survive in the apparel market because of their lacking in capital resources, the brand diversity,

and lack of supply chains and logistics. The large retailers are eating the small retailers in apparel retailing gradually.

In the process of study, the objectives are pre-determined. The methodology has been designed to fulfill the objectives for the study, research design, sampling procedure and sample size, method of data collection, framework of analysis and limitations. For analyzing the data collected during the investigation, the following statistical values were used according to the relevance of its application.

1. T-test, 2. One-way Analysis of Variance, 3. Reliability Test, 4. Exploratory Factor Analysis (EFA), 5. Confirmatory Factor Analysis (CFA), 6. Multi Discriminant Analysis (MDA), 7. Multiple Regression Analysis, 8. Structural Equation Modeling (SEM) The present study concludes that the marketers in the apparel market are moderate in their implementation of marketing strategies and practices whereas it is very poor among the small retailers. Even though the problems are highly perceived by the retailers, there is a higher opportunity for apparel retailing in the study area. The performance of the large retailers is better than the small retailers. There is a significant positive impact of implementation of marketing strategies and policies on the marketing performance of the retailers. Hence the study concluded that if the apparel retailing is done at a large scale, their level of performance may be enriched.

The problems in apparel retailing are higher among the small and medium retailers than among the large retailers. But the problem of taxation is slowly increasing when their turnover is increasing. Hence, the Taxation authority is advised to remove the problems related to taxation in the apparel retailing. The other problems in apparel retailing may be solved with the help of proper training to the retailers and appropriate encouragement by the state and central governments can be provided.

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## LIST OF SYMBOLS AND ABBREVIATIONS

### Symbols:

1.  $\bar{1}$  - Mean of the first sample
2.  $\bar{2}$  - Mean of the second sample
3.  $t$  -  $t$  – statistics
4.  $n_1$  - number of respondents in group I
5.  $n_2$  - number of respondents in group II
6.  $21s$  - Variance in the group I sample
7.  $22s$  - Variance in the group II sample
8.  $w_i$  - Weight (or) factor co-efficient
9.  $x_1$  - Variables
10.  $k$  - Number of variables included
11.  $F_i$  - Estimate of  $i$ th factor
12.  $y$  - Dependent variables
13.  $x_1 \dots x_n$  - Independent variables
14.  $b_1 b_2 \dots b_n$  - Regression co-efficients of Independent Variables
15.  $a$  - Constant
16.  $e$  - Error term

**Abbreviations:**

AGFI - Adjusted Goodness of fit Indexes

ANOVA - Analysis of Variance

CFI - Comparative Fit Index

CFA - Confirmatory Factor Analysis

CL - Consumer Loyalty

CS - Consumer Satisfaction

EFA - Exploratory Factor Analysis

GFI - Goodness of Fit Index

IC - Important Challenges

IO - Important Opportunities

IPF - Important Performance Factor

IP - Important Problem

ISB - Important Shopping Behaviour

IMP - Important Marketing Practices

IF - Interpersonal Factors

MDA - Multi Discriminant Analysis

NFI - Normalized Fit Index

PS - Performance Score

RSQ - Retail Service Quality

RSQF - Retail Service Quality Factors

RMSEA - Root Mean Square Error of Approximation

SOC - Score on Challenges

SCL - Score on Consumer Loyalty

# **CHAPTER 1**

## **INTRODUCTION AND DESIGN OF THE STUDY**

### **1.1 INTRODUCTION**

In Emerging Economy, India is one of the fastest growing countries in the globe. The GDP of India is expanding at 7.5 per cent annually and the potential for further growth is forecasted to be 12 per cent (Prahalad, 2007). In 2005, India's gross domestic product was US\$690 billion (more than \$3 trillion in PPP terms) which was comparable to that of USA (Biswas, 2006). This rise in GDP, a high-growth rate, along with the increasing spending power of Indians, is leading to the phenomenon of consumerism. The Indian retail market is going through a revolution. Increasing urban demographics, rapid development of shopping malls, emerging breed of brand conscious consumers, and various influences from the western world are changing the face of the Indian retail industry. Investment in the retail sector is estimated at US\$400-500 million in 2006 and it is estimated to grow to US\$4 billion by the end of 2010 (The Economist, 2006). Market studies indicate a rapid growth in organized retailing from 2 per cent of the total retail industry to a substantial 20 per cent by the end of the decade (Financial Wire, 2006)

#### **1.1.1 Retail Outlets in India**

India has the highest density of retail outlets in the wide world with more than 15 million outlets as compared to 900,000 in America, a comparatively enormous size and scale. While the size of the Indian market was always attractive to foreign retailers, protectionism in the Indian retail industry had created a significant barrier to enter the market. The Indian retail industry grew to be dominated by approximately 12 million "mom and pop" stores providing

employment to about 21 million Indians (Rao, 2006). Currently, these small stores make up 95 per cent of retail sales in the country.

However, this face of retailing is fast changing. The Indian Government is taking steps to open up the Indian economy through the process of deregulation. New rules for foreign direct investment (FDI) allow single brand retailers to enter the retail arena as local joint ventures with up to a 51 per cent scale. Wholesale cash and carry operations can also be set up by foreign multinational companies.

With new policies encouraging foreign investment and increasing the number of foreign retailers in India, local retail chains have responded both offensively and defensively. Having seen the retail opportunity, several Indian retailers have started to position. Shopper's stop, Pantaloon, Westside, Globus, Big Bazaar, and Lifestyle are some of the examples of local Indian retailers. Many local conglomerates have announced significant growth and investment plans in the ongoing retail boom making the competition stiffer (RVG vision, 2006). On the other end, some of these local companies have set up lobbies to oppose FDI to protect local retailers (Marketing Week, 2006). Foreign investors are likely to have a series of challenges to face before they can establish themselves in the Indian setup.

### **1.1.2 Indian Retailers**

The organized sector in the retail trade is only 3 per cent but is expected to reach 10 per cent by 2010. At present, the retail market in India is at \$210 billion and is growing at a rate of five per cent annually. Out of the 10 million square feet of retail space, 97 per cent is controlled by mom and pop shops. Organized retail in the form of malls is on a rise in India. Currently, there are about 158 malls in India which are expected to rise to 600 by 2010 (Perella,2006).

With the new FDI policy threatening to increase competition for the domestic retail chains, the activity level in the retail sector from local Indian companies has increased substantially. Reliance Industries, the largest private sector company in India, has launched a grocery chain store with an investment of \$5.5 billion. Pantaloon, another local retail chain plans to invest \$1billion to increase their size by eight times by 2010 (Yee, 2006). Innovative models, where retailers are asking existing mom and pop stores to become affiliated to a specific brand are being deployed successfully (The Economic, 2006a, b).

### **1.1.3 Indian Consumers**

Saving for the long-term has always been a high priority for the Indian consumer. A changing landscape in India has changed spending habits. Recently, life's pleasures have gained importance among consumers, and are on a par with saving for children's education. The new Indian consumer is definitely more materialistic. The Indian consumer base's needs include global, glocal, and local products (Khanna and Palepu, 2006). While there is a growing demand for luxury goods and international brands, these consumers are not only enamored by products from foreign retailers, but also by local goods provided by the Indian retailers (Gopal and Srinivasan, 2006). The exposure to American television shows the family residing in the USA has exposed Indian consumers to various foreign brands (Kavilanz, 2007).

## **1.2. NEED FOR THE STUDY**

India is one of the largest and highly fragmented retail markets in the globe with the highest retail outlets in the world crossing over 12 million unorganized players accounting five per cent of market share. The contribution of organized and unorganized retail outlets in clothing textile is 16.39 and 83.61 per cent respectively. As a result of improvement in income dynamics favorable demographics and spending patterns India has witnessed an unprecedented consumption. The attritional shift of the Indian consumer in terms of ‘choice preference’, ‘value for money’ and the emergence of organized retail formats have transformed the face of retailing in India.

Increase in disposable income of the Indian middle class, growth in private consumer spending, growing working women population, adoption of nuclear family culture, baby boomer effect, growth in urban population, plastic money becoming a greater pie of credit, internet driving awareness and online purchases, increasing technology are the demand side drivers in the apparel retail market in India. The retailers or supply-side drivers are increased investment in retail, Tier II & III cities to fuel future growth of modern retail, shortened supply chain benefits consumer.

Unless the retailers understood the needs of the consumers in the market, they can’t survive in their trade. It is highly imperative to analyze their strength, weaknesses, opportunities and threats to them initially. It is equally important to examine the consumers’ behavior in their retail market. The success of their business highly rest on how the retailers cope with the need of 6 their consumers in dynamic world. In order to provide some basic tips to the retailers, the present study has made an attempt to examine the retailers and consumers’ view on the apparel retailing in Tamil Nadu.

### **1.3. OBJECTIVES OF THE STUDY**

Based on the proposed research model, the research objective of the study is confined to the following:

- i) To exhibit the profile of the retailers in apparel market;
- ii) To analyze the marketing practices and strategies implemented by the retailers;
- iii) To examine the problems, challenges and opportunities in apparel retailing;
- iv) To evaluate the impact of marketing strategies and practices on marketing performance among the retailers;
- v) To exhibit the profile of the consumers in apparel retailing;
- vi) To examine the consumer behavior and store choice behavior among the consumers;
- vii) To analyze the retail service quality in apparel retailing; and
- viii) To evaluate the linkage between retail service quality, consumer satisfaction and consumer loyalty in apparel retailing.

### **1.4. METHODOLOGY**

Research is a careful investigation, an inquiry, especially through search, for new facts in any branch of knowledge (Dictionary, 1952). The research methodology enlightens the methods to be followed in research activities starting from investigation to presentation. Research methodology includes research design, location of research, sampling procedure, operationalization and measurement of variables, methods of data collection, frame work of analysis and limitation.

## **1.5. RESEARCH DESIGN**

Research design is the arrangement of conditions for collection and analysis of data, in a manner, that aims to combine relevance to the research purpose, with economy in procedure (Clarie and Others, 1962). In the present study, descriptive research design was followed. Singh (1980) defined descriptive research as a design to explain the characteristics of the variables as it is. In the present study, it is related to the marketing of apparels as per the view of retailers and consumers. It is based on predetermined objectives and methodology. In the process of study, the objectives are pre-determined. The methodology has been designed to fulfill the objectives for the study. Since the present study examines the casual relationship between the implementation of marketing practices and strategies in apparel market and the marketers' performance, it is in diagnostic nature. Hence the applied research design is descriptive and diagnostic in nature.

## **1.6. DATA COLLECTION**

Since the present study is based on primary data, two different Questionnaires were prepared to collect the data from the consumers and retailers in apparel market.

## **1.7. FRAME WORK OF ANALYSIS**

For analyzing the data collected during the investigation, the following statistical values were used according to the relevance of its application.

### **T-test:**

In order to test the significant difference between the means among male and female entrepreneurs, the 't'- test is applied as shown below:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{(n_1 - 1) \sigma_1^2 + (n_2 - 1) \sigma_2^2}{n_1 + n_2 - 2}}} \times \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}$$

with degree of freedom = (n<sub>1</sub>+n<sub>2</sub>-2)

Where,

t - t-statistics

X<sub>1</sub> - Mean of the First Sample

X<sub>2</sub> - Mean of the Second Sample

$\sigma_1^2$  - Variance in the group I

$\sigma_2^2$  - Variance in the group II

n<sub>1</sub> - Number of respondents in group I

n<sub>2</sub> - Number of respondents in group II

In the present study, the ‘t’ test had been administered to find out the significant difference between two means.

## 1.8. LIMITATION OF THE STUDY

The present study is subjected with the following limitations:

1. The scope of the study is limited to Tamil Nadu State only.
2. No scientific sampling procedure has been followed to determine the sample size and distribution of samples in the population.
3. The descriptive variables used in the present study are converted into quantitative variables with the help of five point Likert scaling technique.

4. The variables related to marketing, consumer behavior, retail service quality and online banking, consumer satisfaction and loyalty have been drawn from the review of previous studies.

5. The linear relationship between the dependent and independent variables have been assumed.

## **CHAPTER 2**

### **CONCEPTUAL FRAME WORK OF THE STUDY**

#### **2.1. INTRODUCTION**

The study on retail marketing of apparels in Tamil Nadu includes various concepts in order to explain the various marketing aspects related to the retailers and also the consumers in the apparel market. In the present study, the included concepts in the marketing of apparels are marketing strategies and practices in apparel market, problems, challenges and opportunities in apparel retailing, retailers' performance and also the consumer behavior as per the marketers' view. The concepts related to the consumers in apparel retailing are factors leading to purchase apparels, store choice behavior, inter personal influences, consumer decision making styles, retail service quality, consumer satisfaction and consumers loyalty. The definition of the above said concepts and the variables included to measure the concepts are presented in this chapter.

## 2.2. MARKETING STRATEGIES OF APPAREL

Marketing strategy is a method by which a firm attempt to reach its target markets (Anonymous, 2006). It focuses on delivering greater value to customers and the firm at a lower cost (Anonymous, 2006). The implemented marketing strategies is measured with the help of implemented marketing functions namely customer service (Brink and Berndk, 2004); Price variation and product Promotion (Cant and Brink, 1999); Research; Advertising; Product differentiation (Valerie and McColl, 2005); Quality improvements (Arnold et al., 2002); Packaging (Climore, 1999); and distribution (Shim et al., 2004). In the present study, the included variables under different dimension of marketing strategies are drawn from various reviews (Chilliya et al., 2009; Lumpkin, 2005; Yoo et al., 2000; and Sonatag and Lee, 2004). These are presented in Table 2.1.

**TABLE 2.1 Variables in Marketing Strategies**

| <i>Sl. No.</i> | <i>Variables</i>                                  | <i>Sl. No.</i> | <i>Variables</i>                 |
|----------------|---------------------------------------------------|----------------|----------------------------------|
| <b>I</b>       | <b>Customer Care</b>                              | <b>V</b>       | <b>Product Differentiation</b>   |
| 1.             | Business hours                                    | 1.             | Modification of product          |
| 2.             | Backup service                                    | 2.             | Differentiation from competitors |
| 3.             | Punctual fulfillment of promises                  | 3.             | Flexibility                      |
| 4.             | Customers orientation among employees             | <b>VI</b>      | <b>Quality Improvement</b>       |
| 5.             | Availability of product to the targeted customers | 1.             | Wide range of products           |
| <b>II</b>      | <b>Pricing</b>                                    | 2.             | Superiority in quality           |
| 1.             | Stable pricing                                    | 3.             | Quality with competitive prices  |
| 2.             | Few price discounts                               | <b>VII</b>     | <b>Packaging</b>                 |

|            |                               |             |                                  |
|------------|-------------------------------|-------------|----------------------------------|
| 3.         | Promotional pricing           | 1.          | Attractive packaging             |
| <b>III</b> | <b>Research</b>               | 2.          | Suitable packaging for transport |
| 1.         | Dissemination and adoption of | 3.          | Easy to remove                   |
|            | new ideas                     |             |                                  |
| 2.         | News technologies             | <b>VIII</b> | <b>Distribution</b>              |
| 3.         | New products                  | 1.          | Number of retail outlets         |
| <b>IV</b>  | <b>Advertising</b>            | 2.          | Product utility                  |
| 1.         | Publicity                     | 3.          | Convenient location              |
| 2.         | Public relations              |             |                                  |
| 3.         | Sales promotion               |             |                                  |

### 2.3. PROBLEMS OF MARKETERS IN APPAREL INDUSTRY

The apparel industry is characterized by intense and dynamic competition (Moore and Facihust, 2003). As a result of which marketers are obliged to develop innovative structures and processes supporting market growth, mention comprehensive advantage (Kay, 2006) and exploiting new product sectors and consumers (Hoyes and Jones, 2006). The marketers in the apparel industry are facing different dimensions of problem namely product design (Dickerson and Hawley, 2005), supplier management (Bruce et al., 2004); financial management (Moore and Fernie, 1998) and distribution management (Kim et al., 2010). The marketing problems faced by the retailers in the present study are drawn from the review of previous studies (Newmen and Patel, 2004; Fraffo. et al., 2006 and Ahu et al., 2010). The listed variables are given in Table 2.2.

**TABLE 2.2 Variables in Problems of Marketing of Apparels**

| <i>Sl. No.</i> | <i>Variables in Problem</i>                 | <i>Sl. No.</i> | <i>Variables in Problem</i>                           |
|----------------|---------------------------------------------|----------------|-------------------------------------------------------|
| <b>I</b>       | <b>Strategic</b>                            | 2.             | Higher price for product                              |
| 1.             | <b>Problem</b>                              | 3.             | Poor in leveraging of capital                         |
| 2.             | Lesser                                      | <b>IV</b>      | <b>Managerial Problem</b>                             |
| 3.             | Product Line                                | 1.             | Poor in supply base                                   |
|                | Poor entry to                               | 2.             | Higher fluctuation in                                 |
| 4.             | new market                                  |                | supply/demand                                         |
|                | Poor strategy to reap competitive advantage | 3.             | Poor in personal loyalty                              |
| 5.             | Poor Market attractiveness                  | <b>V</b>       | <b>R&amp;D Problem</b>                                |
| <b>II</b>      |                                             | 1.             | Poor in Fashion product design                        |
| 1.             | Poor skill in branding                      | 2.             | Poor in responsive manufacturing                      |
| 2.             |                                             | 3.             | Poor in market facing                                 |
| 3.             | <b>Technological Problem</b>                | 4.             | competencies<br>Poor in brand creation and management |
|                | Poor access to                              | 5.             | Poor in marketing communication                       |
| 4.             | technical resources                         | 6.             | Poor in retail channels.                              |
| <b>II</b>      | Higher lead times                           |                |                                                       |
| <b>I</b>       |                                             |                |                                                       |
| 1.             | Poor access to complementary resources      |                |                                                       |
|                | Poor access to skills                       |                |                                                       |
|                | <b>Financial Problem</b>                    |                |                                                       |
|                | Poor in cost savings                        |                |                                                       |

## 2.4. PROBLEMS OF MARKETERS IN APPAREL INDUSTRY

The apparel industry is characterized by intense and dynamic competition (Moore and Facihust, 2003). As a result of which marketers are obliged to develop innovative structures and processes supporting market growth, mention comprehensive advantage (Kay, 2006) and exploiting new product sectors and consumers (Hoyes and Jones, 2006). The marketers in the apparel industry are facing different dimensions of problem namely product design (Dickerson and Hawley, 2005), supplier management (Bruce et al., 2004); financial management (Moore and Fernie, 1998) and distribution management (Kim et al., 2010). The marketing problems faced by the retailers in the present study are drawn from the review of previous studies (Newmen and Patel, 2004; Fraffo. et al., 2006 and Ahu et al., 2010). The listed variables are given in Table 2.3.

**TABLE 2.3 Variables in Challenges to Apparel Retailers**

| <i><b>Sl. No.</b></i> | <i><b>Variables</b></i>                  | <i><b>Sl. No.</b></i> | <i><b>Variables</b></i>                |
|-----------------------|------------------------------------------|-----------------------|----------------------------------------|
| <b>I</b>              | <b>Government Policy</b>                 | 2.                    | Poor transportation                    |
| 1.                    | Relaxation for Foreign Direct Investment | 3.                    | Lack of localized manufacturing brands |
| 2.                    | Entry of foreign retailers               | <b>IV</b>             | <b>Technology</b>                      |
| 3.                    | Franchising                              | 1.                    | Poor in product quality                |
| 4.                    | Retail format for single brand           | 2.                    | Lack of economies of scale             |
| <b>II</b>             | <b>Taxation</b>                          | 3.                    | Lack of modernization                  |
| 1.                    | Complex taxation system                  | 4.                    | Technology obsolescence                |
| 2.                    | Multi-point tax                          | <b>V</b>              | <b>Market</b>                          |
| 3.                    | In consistent tax structure              | 1.                    | Threaten market entry of foreign firms |
| <b>III</b>            | <b>Infrastructure</b>                    | 2.                    | Hectic competition                     |

## 2.5. OPPORTUNITIES FOR APPAREL RETAIL STORES

The opportunities for apparel retail stores in India have been measured with the help of the variables identified by Biswas (2006); Sengupta (2008); Batra and Niehum (2009); Halepete et al., (2008); Fernades et al., (2000); Goswami and Mishra (2008); and Bheda et al., (2003). The variables related to important opportunities for apparel retail stores are given in Table 2.4.

**TABLE 2.4. Variables in Opportunities to Apparel Retail Stores**

| <b>Sl. No.</b> | <b>Variables</b>                          | <b>Sl. No.</b> | <b>Variables</b>                         |
|----------------|-------------------------------------------|----------------|------------------------------------------|
| <b>I</b>       | <b>Targeted Young Adults</b>              | <b>IV</b>      | <b>Untapped Market</b>                   |
| 1.             | Increased young adults                    | 1.             | Limited merchandize                      |
| 2.             | Increased middle income class             | 2.             | Poor service                             |
| 3.             | Increased in value perception on apparels | 3.             | Uncovered rural segment                  |
| 4.             | Increased in brand awareness              | 4.             | Lack of differentiation                  |
| 5.             | Increased in market exposure              | 5.             | Scope for franchise option               |
| <b>II</b>      | <b>Shopping Malls</b>                     | <b>V</b>       | <b>Sourcing opportunities</b>            |
| 1.             | Shopping malls increase the access        | 1.             | Utilization of local production          |
| 2.             | Shopping and entertainment                | 2.             | Favorable factor conditions              |
| 3.             | High traffic among middle and upper class | 3.             | Cheap labor                              |
| 4.             | Better store service                      | 4.             | Specialities in design and establishment |
| 5.             | Pleasant shopping experiences             | 5.             | Improving infrastructure                 |
| <b>III</b>     | <b>Market Coverage</b>                    |                |                                          |

|    |                                         |  |  |
|----|-----------------------------------------|--|--|
| 1. | Scope for diversified retail<br>format  |  |  |
| 2. | Market for male and<br>female<br>wear   |  |  |
| 3. | Adoption of branded<br>western<br>style |  |  |
| 4. | Cultural preferences                    |  |  |
| 5. | Sports' wear                            |  |  |

## 2.6. FACTORS LEADING TO PURCHASE APPARELS

The fundamental factor leading to purchase the apparels or any other product is their self-concept of the consumers (Lau and Phau, 2007). It is defined as the loyalty of individual's thoughts and feeling having reference to himself as on object (Rosenferg, 1979). It is viewed from multiple dimensions namely one's abilities, physical appearance and life style (Fournier, 2001). There are so many factors leading to purchase apparels. They are, need for uniqueness (Kaiser, 1998), clothing interest (Doyle, 2001), emotional value (Sweeney and Lowtar, 2001), perceived quality (Yoo et al., 2000). The variables related to the above said factors and the purchase intention in apparel markets (Grobe, 2001) have been drawn from the review of previous studies (Yu and Dean, 2001, Kin et al., 2002; Maxwell, 2001; Solomon, 2003; Gofmam, 2007; Clark and Goldsmith, 2005; and Batra et al., 2000). The factors and the related variables are shown in Table 2.5

**TABLE 2.5 Variables in Factors Leading to purchase in Apparel Market**

| <b>Sl. No.</b> | <b>Variables in Factors</b>                              | <b>Sl. No.</b> | <b>Variables in Factors</b>           |
|----------------|----------------------------------------------------------|----------------|---------------------------------------|
| <b>I</b>       | <b>Self-Concept</b>                                      | <b>IV</b>      | <b>Perceived Quality</b>              |
| 1.             | Satisfied with myself                                    | 1.             | Be reliable                           |
| 2.             | Satisfied with my physical conditions                    | 2.             | Be durable                            |
| 3.             | My actual is close to my ideal self                      | 3.             | Be high quality                       |
| 4.             | I am pleased with myself                                 | <b>V</b>       | <b>Emotional Value</b>                |
| <b>II</b>      | <b>Need for Uniqueness</b>                               | 1.             | Be one that I enjoy                   |
| 1.             | I buy for more unusual personal images                   | 2.             | Make me feel good                     |
| 2.             | I develop personal uniqueness by buying special brands   | 3.             | Give me pleasure                      |
| 3.             | I stop my purchase when the products are familiar to all | 4.             | Makes me want to use it               |
| 4.             | I avoid brands bought by the average consumer            | <b>VI</b>      | <b>Purchase Intention</b>             |
| <b>III</b>     | <b>Clothing Interest</b>                                 | 1.             | I intend to buy this brand frequently |
| 1.             | I like clothing                                          |                |                                       |
| 2.             | I spend more on clothing                                 | 2.             | I plan to buy this brand often        |
| 3.             | Clothing is my favourite activities                      |                |                                       |

## 2.7 INTERPERSONAL INFLUENCE

One of the important antecedents of shopping behavior in apparel industry is inter-personal influence (Bijapurkar, 2003). The inter-personal influence represents the influence of the parents (Mas Carenkas and Highby, 1993) friends (Paulins and Geistified, 2003), relatives (Roy and Goswami, 2006) and peer

groups (Jim ad Kim, 2003). In the present study, the interpersonal influence on shopping behavior in apparel industry has been identified by the previous studies (Kalwani et al., 2006; Hozier and Stem, 2005). They are listed in Table 2.6.

**TABLE 2.6 Variables in Interpersonal Influence**

| <b><i>Sl. No.</i></b> | <b><i>Variables Interpersonal Influence</i></b>               | <b><i>Sl. No.</i></b> | <b><i>Variables Interpersonal Influence</i></b>             |
|-----------------------|---------------------------------------------------------------|-----------------------|-------------------------------------------------------------|
| 1.                    | Buy the brand what peers buy                                  | 8.                    | I buy the right product since it was selected by my friends |
| 2.                    | Buy at store where I loyal                                    | 9.                    | Discussion on advertisement with my siblings                |
| 3.                    | Peers group approve the store I buy                           | 10.                   | Follow my parent's decision                                 |
| 4.                    | Purchase the latest when I score about my peers view          | 11.                   | Parents accompany my purchase                               |
| 5.                    | Peers influence my shopping behavior                          | 12.                   | Parents decide where, when, what and which                  |
| 6.                    | Regular enquiry about latest fads and fashion with my friends | 13.                   | Parents decide the shopping needs                           |
| 7.                    | Discussion on prices and quality before I buy with my friends | 14.                   | Shopping with my parents                                    |

## **2.8 RETAIL SERVICE QUALITY**

The service quality in retail setting has been measured by Dabholkar et al., (1996) and Mehta et al. (2000). Finn and Lamb (1991) evaluated the competing goods retailers. In retailing, the service quality combines the selling of goods and services to the customers as well as the customer's expectations of knowledgeable, helpful staff to assist them during their shopping experience (Gagliano and Hathcote, 1994). As explained by Das et al., (2010), retail 37 service activities such as negotiating, locating, merchandize, and interacting with different store personnel for returning merchandize are all linked to the quality of services as well as quality of goods. From time to time, there are still researchers who turn to it such as Ma and Nichum (2006) as well as Lee-Ross (2008) who employed SERVQUAL in a variety of retail settings. In the present study, the dimension of retail service quality and variables included to measure each dimension are drawn from the previous studies (Buttle, 1996; Lapierre et al., 1996; Lung and To, 2001; Kaul, 2007; Nguyeu and Le Nguyen, 2007). These are given in Table 2.7.

**TABLE 2.7 Variables in Retail Service Quality (RSQ)**

| <i>Sl. No.</i> | <i>Variables in RSQ</i>     | <i>Sl. No.</i> | <i>Variables in RSQ</i>         |
|----------------|-----------------------------|----------------|---------------------------------|
| <b>I</b>       | <b>Physical aspects</b>     | 2.             | Helpful                         |
| 1.             | Layout                      | 3.             | Inspiring                       |
| 2.             | Comfort                     | 4.             | Confidence                      |
| 3.             | Privacy                     | 5.             | Trust in customer               |
| 4.             | Architecture                | <b>IV</b>      | <b>Problem Solving</b>          |
| 5.             | Color                       | 1.             | Willingness to solve problems   |
| 6.             | Material                    | 2.             | Handling returns                |
| 7.             | Style of the store          | 3.             | Exchanges as well as complaints |
| <b>II</b>      | <b>Reliability</b>          | <b>V</b>       | <b>Policy</b>                   |
| 1.             | Keeping promises            | 1.             | Set of Strategies               |
| 2.             | Right at first time itself  | 2.             | Procedures                      |
| 3.             | Always right                | 3.             | Guiding principles              |
| <b>III</b>     | <b>Personal Interaction</b> | 4.             | High quality merchandize        |
| 1.             | Courteous                   | 5.             | Convenient operating hours      |

## **CHAPTER 3**

### **MARKETING OF APPARELS: RETAILERS’ PERSPECTIVE**

The marketing of apparels represents the retailing of apparels to the ultimate consumers. The apparel retailing requires much skill to assess the consumer breeds and ability to sell the products to the consumers in the market. It requires appropriate marketing strategies and policies. The retailers those who are sound in the implementation of appropriate marketing strategies and policies may perform better than others. The problems faced by the retailers are limiting their scope in doing apparel retailing. If the marketers properly assess the opportunities and challenges in their trade, they can design some programs to tap their opportunities and also solve the challenges in it. Hence, the present chapter focuses on the various aspects related to apparel marketing as per the view of the retailers. The retailers are classified into three important categories small, medium and large. The retailers are classified on the basis of their annual sales initially.

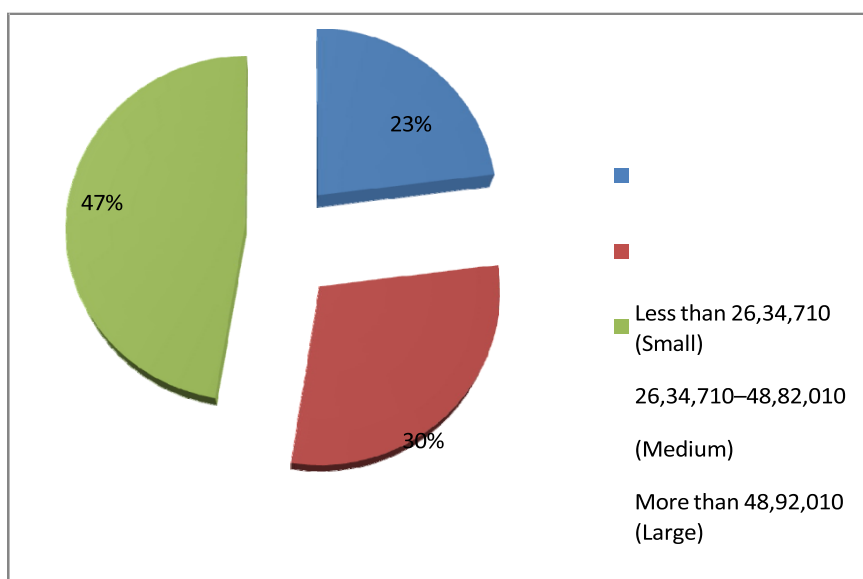
#### **3.1. ANNUAL TURNOVER OF THE RETAILERS**

The total sales turnover of the retailers has been taken as a media to classify the retailers into small, medium and large retailers. The mean of retailers annual sales have been computed along with its standard deviation. The retailers who has a sales of  $\chi + \sigma$  is treated as large where as the retailers has a sales of  $\chi - \sigma$  is considered as small. The remaining retailers are treated as medium retailers. The annual sales turnover and the classified retailers are given in Table 3.1.

**TABLE 3.1 Annual Sales Turnover of the Retailers**

| <i>Sl.No.</i> | <i>Annual sales turnover</i>    | <i>Number of retailers</i> | <i>Per cent to the total</i> |
|---------------|---------------------------------|----------------------------|------------------------------|
| 1.            | Less than 26,34,710<br>(Small)  | 50                         | 23.04                        |
| 2.            | 26,34,710–48,82,010<br>(Medium) | 64                         | 29.49                        |
| 3.            | More than 48,92,010<br>(Large)  | 103                        | 47.47                        |
|               | Total                           | 217                        | 100.00                       |

In total, 47.47 per cent of the retailers are large whereas only 29.49 per cent are medium retailers. The small retailers constitute 23.04 per cent of the total. The analysis reveals that the important type of retailers in the study area is large retailers.



**Figure 3.1 Annual Sales Turnover of the Retailers**

### 3.2. MARKETING STRATEGIES IMPLEMENTED BY RETAILERS

The marketing strategies are highly essential for the marketers in any industry. The marketing strategies adopted by the retailers in the present study are examined with the help of eight dimensions namely customer care, pricing, research, advertising, product differentiation, quality improvement, packaging and distribution. The related variables in each dimension of marketing strategies are drawn from review of previous studies. The marketers are asked to rate these variables at five-point scale according to the order of implementation.

**TABLE 3.2 Retailers' View on Variables in Marketing Strategies**

| <i>Sl.No.</i> | <i>Variables</i>                                  | <i>Mean score among</i> |               |              | <i>'F' statistics</i> |
|---------------|---------------------------------------------------|-------------------------|---------------|--------------|-----------------------|
|               |                                                   | <i>Small</i>            | <i>Medium</i> | <i>Large</i> |                       |
| <b>I.</b>     | <b>Customer Care</b>                              |                         |               |              |                       |
| 1.            | Business hours                                    | 2.8417                  | 3.2188        | 3.6869       | 3.2776*               |
| 2.            | Back up service                                   | 2.6609                  | 3.0891        | 3.5442       | 3.1174*               |
| 3.            | Punctual fulfillment of promises                  | 2.7338                  | 3.1342        | 3.5089       | 3.4547*               |
| 4.            | Customer orientation among employees              | 2.6084                  | 3.0466        | 3.6034       | 3.3916*               |
| 5.            | Availability of product to the targeted customers | 2.3377                  | 3.1774        | 3.5991       | 3.4045*               |
| <b>II.</b>    | <b>Pricing</b>                                    |                         |               |              |                       |
| 1.            | Stable pricing                                    | 2.6693                  | 3.1144        | 3.8145       | 3.6676*               |
| 2.            | Few price discounts                               | 3.1085                  | 3.0886        | 3.7066       | 2.3889                |
| 3.            | Promotional pricing                               | 2.8664                  | 3.2584        | 3.7641       | 3.2345*               |

**TABLE 3.2 (Continued)**

|             |                                         |        |        |        |         |
|-------------|-----------------------------------------|--------|--------|--------|---------|
| <b>III.</b> | <b>Research</b>                         |        |        |        |         |
| 1.          | Dissemination and adoption of new ideas | 2.4173 | 2.7145 | 3.6566 | 3.4541* |
| 2.          | New technologies                        | 2.5088 | 3.0246 | 3.7173 | 3.5917* |
| 3.          | New products                            | 2.6644 | 3.2217 | 3.8082 | 3.6606* |
| <b>IV.</b>  | <b>Advertising</b>                      |        |        |        |         |
| 1.          | Publicity                               | 3.0017 | 3.3884 | 3.8991 | 2.9197  |
| 2.          | Public relations                        | 3.1144 | 3.2669 | 3.7554 | 2.4504  |
| 3.          | Sales promotion                         | 2.6567 | 3.1145 | 3.6566 | 3.3886* |

Significant at five per cent level\*

The Table 3.2 shows the mean scores of the variables in four marketing strategies and its respective 'F' statistics. The highly viewed variable in customer care among the small and medium retailers is business hours since its mean scores are 2.8417 and 3.2188 respectively. Among the large retailers, it is also the same since its mean score is 3.6869. Regarding the view on the variables in customer care, the significant difference among the three group of retailers have been identified in the case of all five variables since the respective 'F' statistics are significant at five per cent level.

The highly viewed variable in pricing among the small and medium retailers is few price discounts and promotional pricing since their mean scores are 3.1085 and 3.2584 respectively. Among the large retailers, it is stable pricing since its mean scores is 3.8145. Regarding their view on the variables in pricing, the significant difference among the three group of retailers have been noticed in stable pricing and promotional pricing since their respective 'F' statistics are significant at five per cent level.

The highly viewed variable in research among the small and medium retailers is new products since their mean scores are 2.6644 and 3.2217 respectively. Among the large retailers, it is new products since its mean score is 3.8082. The significant difference among three groups of retailers has been identified in the case of all three variables since their respective 'F' statistics are significant at five per cent level. In the case of variable advertising, it is identified as sales promotion only. The highly viewed variable in sales promotion among the small and medium retailers is public relations and publicity since their mean scores are 3.1144 and 3.3884 respectively. Among the large retailers, it is publicity since its mean scores is 3.8991.

### **3.3. MARKETING PRACTICES IMPLEMENTED BY THE RETAILERS**

The implementation of marketing practices at the retail outlets is very more important for the success of the retailers. Hence, the present study has made an attempt to focus on this aspect. The rate of implementation of marketing practices at the retail outlets have been measured with the help of 16 variables in it. The retailers are asked to rate these variables at five-point scale according to the order of implementation. The mean scores of the implementation of each variable in marketing practices have been computed separately. The one-way analysis of variance has been executed to find out the significant difference among three groups of retailers.

**TABLE 3.3**

| <b>Sl.No.</b> | <b>Variables</b>             | <b>Mean scores among</b> |               |              | <b>‘F’ statistics</b> |
|---------------|------------------------------|--------------------------|---------------|--------------|-----------------------|
|               |                              | <b>Small</b>             | <b>Medium</b> | <b>Large</b> |                       |
| 1.            | Product quality              | 2.7184                   | 3.3841        | 3.6674       | 3.1886*               |
| 2.            | Fashion and style            | 2.5082                   | 3.0072        | 3.5886       | 3.0994*               |
| 3.            | Price range                  | 3.1443                   | 3.2664        | 3.4542       | 0.7138                |
| 4.            | Product assortment           | 2.3381                   | 3.1776        | 3.8546       | 4.2465*               |
| 5.            | Level of customer service    | 3.0145                   | 3.3887        | 3.9034       | 3.0176                |
| 6.            | Frequency of discounts       | 2.6568                   | 2.7083        | 3.1175       | 0.6562                |
| 7.            | Product coverage             | 2.4082                   | 3.0881        | 3.8996       | 4.3145                |
| 8.            | Global brands                | 2.2667                   | 2.8568        | 3.5887       | 3.8667*               |
| 9.            | Number of payment option     | 2.4543                   | 2.8583        | 3.4586       | 3.0144*               |
| 10.           | National brand names         | 2.5084                   | 3.1144        | 3.8445       | 3.4586*               |
| 11.           | Popular brand names          | 2.6611                   | 3.1088        | 3.9667       | 3.8582*               |
| 12.           | Quality of customer service  | 2.7178                   | 3.1178        | 3.8664       | 3.2667*               |
| 13.           | Organization of the layout   | 2.7146                   | 3.2443        | 3.2143       | 3.3884*               |
| 14.           | Appeal of sales promotions   | 2.3384                   | 3.6417        | 3.5816       | 3.4517*               |
| 15.           | Frequent offer               | 2.6504                   | 2.9968        | 3.4336       | 2.9884*               |
| 16.           | Physical facilities at store | 2.6083                   | 3.1082        | 3.7886       | 3.2582*               |

### 3.4. PROBLEMS IN MARKETING OF APPARELS

The retailers are facing so many problems in marketing of appeals. Even though, the problems are too many, the present study confine its scope to only five dimensions namely strategic, technological, managerial, financial and research and development (R&D) problem. The related variables in each dimension are drawn from the reviews. The retailers are asked to rate the problem at five-point scale according to the order of intensity at their outlets. The mean scores of each variable under each dimension among the three groups of retailers have been computed separately.

**TABLE 3.4 Problems of Marketing of Apparels**

| <i>Sl.No.</i> | <i>Variables in problems</i>                | <i>Mean scores among retailers</i> |               |              | <i>‘F’ statistics</i> |
|---------------|---------------------------------------------|------------------------------------|---------------|--------------|-----------------------|
|               |                                             | <i>Small</i>                       | <i>Medium</i> | <i>Large</i> |                       |
| <b>I</b>      | <b>Strategic Problem</b>                    |                                    |               |              |                       |
| 1.            | Lesser product line                         | 3.8184                             | 3.3886        | 2.6673       | 3.4516*               |
| 2.            | Poor entry to new market                    | 3.6646                             | 3.1177        | 2.8966       | 2.9092                |
|               |                                             |                                    |               |              |                       |
| 3.            | Poor strategy to reap competitive advantage | 3.7365                             | 3.2686        | 2.7704       | 3.0451*               |
|               |                                             |                                    |               |              |                       |
| 4.            | Poor market attractiveness                  | 3.7365                             | 3.2686        | 2.7704       | 3.0451*               |
|               |                                             |                                    |               |              |                       |
| 5.            | Poor skill in branding                      | 3.6674                             | 3.3389        | 3.0446       | 1.1776                |
| <b>II</b>     | <b>Technological Problem</b>                |                                    |               |              |                       |
| 1.            | Poor access to technical resources          | 3.8844                             | 3.4544        | 2.9193       | 2.8686                |
|               |                                             |                                    |               |              |                       |

|            |                                        |        |        |        |         |
|------------|----------------------------------------|--------|--------|--------|---------|
| 2.         | Higher lead times                      | 3.6683 | 3.2146 | 2.7884 | 3.0144* |
| 3.         | Poor access to complementary resources | 3.7339 | 3.4177 | 2.6082 | 3.2969* |
|            |                                        |        |        |        |         |
| 4.         | Poor access to skills                  | 3.8046 | 3.6566 | 2.4541 | 3.6884* |
| <b>III</b> | <b>Financial problem</b>               |        |        |        |         |
| 1.         | Poor in cost savings                   | 3.7337 | 3.2441 | 2.6889 | 3.3814* |
| 2.         | Higher price for product               | 3.8444 | 3.1778 | 2.8034 | 3.1482* |
| 3.         | Poor in leveraging of capital          | 3.8089 | 3.2667 | 2.7111 | 3.4104* |
|            |                                        |        |        |        |         |

\* Significant at five per cent level.

The Table 3.4 shows the mean scores of each variable under the dimension of strategic, technological and financial problem. The highly viewed variable in strategic problem by the small, medium and large retailer is lesser product line, lesser product line at poor skill in branding since their mean scores are 3.8184, 3.3886 and 3.0446 respectively. In the case of technological problem, these are poor access to technical resources, poor access to skills and poor access to technical resources since their mean scores are 3.8844, 3.6566 and 2.9193 respectively. In the case of financial problem, these are poor in leveraging of capital among small and medium retailers and higher price for product among the large retailers. Regarding the view on variables in financial problem, the significant difference among the three group of retailers have been noticed in all three variables since their respective 'F' statistics are significant at five per cent level.

### 3.5 CHALLENGES IN APPAREL RETAILING

The challenges to be faced by the retailers have been studied to exhibit the important challenges in apparel retailing. Even though, there are so many challenges, the present study confines the challenges to Government policy, taxation, infrastructure, technology and market. The related variables are identified with the help of reviews. The retailers are asked to rate these variables at five-point scale according to the order of importance. The mean of the variables in each challenges among the three groups of retailers have been computed separately.

**TABLE 3.5 Retailers' View on Challenges in Apparel Retailing**

| <i>Sl. No.</i> | <i>Variables in challenges</i>          | <i>Mean score among retailers</i> |               |              | <i>'F' statistics</i> |
|----------------|-----------------------------------------|-----------------------------------|---------------|--------------|-----------------------|
|                |                                         | <i>Small</i>                      | <i>Medium</i> | <i>Large</i> |                       |
| <b>I</b>       | <b>Government Policy</b>                |                                   |               |              |                       |
| 1.             | Relaxation of foreign direct investment | 3.6673                            | 3.0445        | 2.7143       | 3.1446*               |
| 2.             | Entry of foreign retailers              | 3.5804                            | 3.1126        | 2.8033       | 3.0969*               |
| 3.             | Franchising                             | 3.7117                            | 3.0097        | 2.8144       | 3.0142*               |
| 4.             | Retail format for single brand          | 3.0228                            | 3.2565        | 2.2646       | 3.0085*               |
| <b>II</b>      | <b>Taxation</b>                         |                                   |               |              |                       |
| 1.             | Complex taxation system                 | 2.6673                            | 3.4565        | 3.7886       | 3.2868*               |
| 2.             | Multi-point tax                         | 2.8508                            | 3.3082        | 3.8221       | 2.1144*               |
| 3.             | In consistent tax structure             | 2.5595                            | 3.2441        | 3.6576       | 3.2145*               |
| <b>III</b>     | <b>Infrastructure</b>                   |                                   |               |              |                       |
| 1.             | Poor infrastructure                     | 3.8844                            | 3.2146        | 3.0811       | 3.0885*               |
| 2.             | Poor transportation                     | 3.6606                            | 2.8508        | 2.5868       | 3.2596*               |

**TABLE 3.5(Continued)**

|           |                                        |        |        |        |         |
|-----------|----------------------------------------|--------|--------|--------|---------|
| 3.        | Lack of localized manufacturing brands | 3.7331 | 3.0696 | 2.7317 | 3.0144* |
| <b>IV</b> | <b>Technology</b>                      |        |        |        |         |
| 1.        | Poor in product quality                | 3.8334 | 3.2117 | 3.0884 | 3.1492* |
| 2.        | Lack of economies of scale             | 3.7786 | 3.0841 | 2.8646 | 3.0239* |
| 3.        | Lack of modernization                  | 3.8028 | 3.1144 | 2.9909 | 3.1144* |
| 4.        | Technology obsolescence                | 3.9144 | 3.0946 | 2.8283 | 3.3996* |
| <b>V</b>  | <b>Market</b>                          |        |        |        |         |
| 1.        | Threaten market entry of foreign forms | 3.8844 | 3.3344 | 3.0145 | 3.0396* |
| 2.        | Hectic competition                     | 3.8093 | 3.1177 | 3.1038 | 3.1144* |
| 3.        | Poor support from Government           | 3.8911 | 3.0448 | 3.0446 | 3.2667* |

\* Significant at five per cent level.

The Table 3.5 shows the mean scores of the variables in each challenge among the three groups of retailers and its respective 'F' statistics. The highly viewed variable in Government policy among the small and medium retailers is franchising and retail format for single brand since their mean scores are 3.7117 and 3.2565 respectively. Regarding the perception on variables in Government policy, the significant difference among the three group of retailers have been noticed in all four variables since their respective 'F' statistics are significant at five per cent level.

The highly viewed variable in taxation among the small and medium retailers is Multi point tax and complex taxation system since their mean scores are 2.8508

and 3.4565 respectively. Among the large retailers, it is multi point tax since its mean scores is 3.8221. The highly perceived variable in infrastructure 87 among the small, medium and large retailers is poor infrastructure since their respective mean scores are 3.8844, 3.2146 and 3.0811 respectively. Regarding the perception on challenges, the significant difference among the three groups of retailers has been noticed in the case of all three variables in infrastructure.

Regarding the perception on variables in technology, the significant difference among the three groups of retailers has been noticed in the case of all four variables. The highly perceived variable in technology among the small, medium and large retailers is technology obsolescence, lack of modernization and poor in product quality since their respective mean scores are 3.9144, 3.1144 and 3.0884 respectively. In the case of variables in market, these are poor support from the Government; threaten market entry of foreign firms and hectic competition since its mean scores are 3.8911, 3.3344 and 3.1088 respectively. Regarding the perception on the variables in market, the significant differences among the three groups of retailers have been noticed in all three variables in it.

### **3.6. OPPORTUNITIES TO APPAREL RETAILERS**

The opportunities to the apparel retailers are examined to identify the various scopes for apparel retailing. It is measured with the help of five important dimensions namely targeted young outlets, shopping malls, market coverage, untapped market and sourcing opportunities. The reliability of the related variables is drawn from the review of previous studies. The mean scores of the variables in above said dimensions among the three different groups of retailers have been computed and shown in Table 3.6.

**TABLE 3.6 Retailers' View on Opportunities to Apparel Retailers**

| <i>Sl. No.</i> | <i>Variables in opportunities</i>         | <i>Mean score among retailers</i> |               |              | <i>'F' statistics</i> |
|----------------|-------------------------------------------|-----------------------------------|---------------|--------------|-----------------------|
|                |                                           | <i>Small</i>                      | <i>Medium</i> | <i>Large</i> |                       |
| <b>I.</b>      | <b>Targeted young adults</b>              |                                   |               |              |                       |
| 1.             | Increased in young adults                 | 2.6546                            | 3.0145        | 3.6886       | 3.3889*               |
| 2.             | Increased in middle income class          | 2.7339                            | 3.1883        | 3.7117       | 3.2667*               |
| 3.             | Increased in value perception on apparels | 2.8551                            | 3.2667        | 3.7468       | 3.1782*               |
| 4.             | Increased in brand awareness              | 2.9149                            | 3.3049        | 3.6996       | 2.6546                |
| 5.             | Increased in market exposure              | 2.9797                            | 3.2884        | 3.7547       | 2.8541                |
| <b>II</b>      | <b>Shopping Malls</b>                     |                                   |               |              |                       |
| 1.             | Shopping malls increase the access        | 2.6611                            | 2.9966        | 3.8518       | 3.0334*               |
| 2.             | Shopping and entertainment                | 2.8334                            | 3.0889        | 3.7996       | 3.1776*               |
| 3.             | High traffic among middle and upper class | 2.9146                            | 3.1788        | 3.8224       | 3.0997*               |
| 4.             | Better store service                      | 2.7641                            | 3.0942        | 3.7547       | 3.2693*               |
| 5.             | Pleasant shopping experiences             | 2.8339                            | 3.1144        | 3.8646       | 3.1886*               |
| <b>III</b>     | <b>Market coverage</b>                    |                                   |               |              |                       |
| 1.             | Scope for diversified retail formats      | 3.0114                            | 3.1774        | 3.8557       | 3.0441*               |
| 2.             | Market for male and female wear           | 2.6563                            | 2.8334        | 3.7336       | 3.1796*               |
| 3.             | Adoption of branded western style         | 2.7038                            | 2.9959        | 3.8145       | 3.2667*               |
| 4.             | Cultural preferences                      | 2.5889                            | 2.8808        | 3.6844       | 3.3044*               |
| 5.             | Sports wear                               | 2.7073                            | 3.0145        | 3.7886       | 3.1886*               |

\* Significant at five per cent level.

The highly viewed variable in targeted young adults by the small and medium retailers is 'increased in market exposure' since their mean scores are 2.9797 and 3.2884 respectively. Among the large retailers, it is also the same but with the mean scores of 3.7547. The significant difference among the three group of retailers have been identified in the perception on three variables out of five variables in targeted young adults since their respective 't' statistics are significant at five per cent level.

The highly viewed opportunities in the shopping malls by the small and medium retailers are high traffic among middle and upper class since their mean scores are 2.9146 and 3.1788 whereas among the large retailers, it is pleasant shopping experiences since its mean scores is 3.8646. Regarding the perception on opportunities, the significant difference among the three groups of retailers has been noticed in all five variables since their respective 'F' statistics are significant at five per cent level.

The highly viewed variable in market coverage by the small and medium retailers is scope for diversified retail formats since their mean scores are 3.0114 and 3.1774 respectively. Among the large retailers, it is also the same but with the mean scores of 3.8557. Regarding the perception on variables in market coverage, the significant difference among the three group of retailers have been noticed in all five variables in market coverage since their respective 'F' statistics are significant at five per cent level.

## **RETAILERS VIEW ON THEIR PERFORMANCE**

The performance of the retailers has been measured wider from dimensions namely fulfillment, inventory, responsiveness and quality. The related variables in the above said four dimensions are drawn from the related reviews. The retailers

asked to rate the variables at five-point scale according to their order of achievement in their business. The mean score of the variables among the three groups of retailers have been computed separately. The one-way analysis of variance has been executed to find out the significant difference among the three group of employees regarding their view on the variables related to performance.

### **IMPACT OF IMPORTANT PROBLEM ON THE PERFORMANCE OF THE RETAILERS**

The problems in apparel retailing may have its own influence on the performance of the retailers. It is imperative to identify the relative importance of problem on the performance of the retailers for some policy implications. The multiple regression analysis has been administered for this purpose. The fitted regression model is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Whereas

Y – Performance score of the retailers

X1 – Score on perception on strategic problem

X2 – Score on perception on technological problem

X3 – Score on perception on financial problem

X4 – Score on perception on managerial problem

X5 – Score on perception on R & D problem

X6 – Score on implementation of customer service

b1, b2, . . . b5 – regression co-efficient of independent variables

a – intercept and

e – Error term

The impact of problem on the performance of the retailers has been measured among the small, medium and large retailers and also for pooled data.

## **RETAILER’S VIEW ON SHOPPING BEHAVIOR**

The retailers’ attitude towards the shopping behavior of the consumers in apparel market is one of the important determinants of their marketing strategies and practices. Hence it is included in the present study for discussion. Even though, the variables and dimensions of shopping behavior in apparel market are too many, the present study confine to eight dimensions namely price consciousness, hedonism, price-quality association, fashion consciousness, bargain-consciousness, socialization, brand loyalty and need-based buying. The related variables in the above said eight dimensions have been identified with the help of previous studies. The retailers are asked to rate these variables at five-point scale according to their order of acceptance. The mean scores of the variables under eight dimensions among the three groups of retailers have been 119 computed separately. The one-way analysis of variance has been administered to find out the significant difference among the three group of retailers regarding their view on shopping behavior among the consumers.

## **CHAPTER 4**

### **RETAIL MARKETING OF APPARELS: CONSUMERS' PERSPECTIVE**

The marketing of apparels is having two important sides. One side covers the view of the marketers whereas another side focuses on the consumers' view on marketing of apparels. The consumers' behavior in retailing of apparel has been discussed at various dimensions in the present chapter. Initially, the profile of the consumers has been examined to exhibit the background of the consumers. The purchase behavior, store choice behavior, decision making styles, retail service quality, consumers satisfaction and consumers loyalty have been discussed in this chapter.

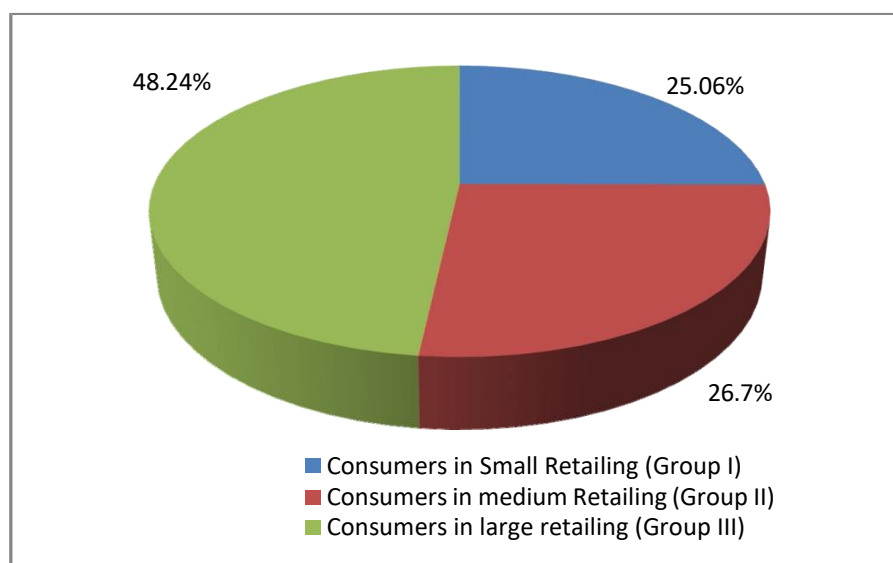
#### **4.1 STORE BASED CONSUMERS:**

The customers selected per retail store are five customers. Hence, the number of customer included for the analysis came to 250 in small retailing (50 5); An 320 customers in medium retailing (64 5) and 515 in large retailing (103 5). The responded consumers in the above three categories are 107, 114 and 206 consumers respectively. They are included for the detailed study on marketing of apparels as per the view of the consumers. The consumers are categorized into group I, II and III who are belonging to small, medium and large retailers respectively. The distribution of consumers on the basis of their stores is given to Table 4.1.

**TABLE 4.1 Store Based Consumers**

| <i>Sl.No.</i> | <i>Nature of Consumers</i>               | <i>Number of Customers</i> | <i>Per cent to the Total</i> |
|---------------|------------------------------------------|----------------------------|------------------------------|
| 1.            | Consumers in Small Retailing (Group I)   | 107                        | 25.06                        |
| 2.            | Consumers in medium Retailing (Group II) | 114                        | 26.70                        |
| 3.            | Consumers in large retailing (Group III) | 206                        | 48.24                        |
|               | <b>Total</b>                             | <b>427</b>                 | <b>100.00</b>                |

In total a maximum of 48.25 per cent of the consumers are belonging to large retailing. It is followed by medium and small retailing which constitutes 26.69 and 25.06 per cent to its total respectively.



**Figure 4.1 Store Based Consumers**

## 4.2 PROFILE OF CONSUMERS

Since the profile of the consumers is important to explore the shopping behaviour among them, the present study focuses on this aspect. Even though, the profile of consumers are too many, the present study confine to gender, age, level of education, nativity, marital status, occupation, personal income, number of earning members per family and family income.

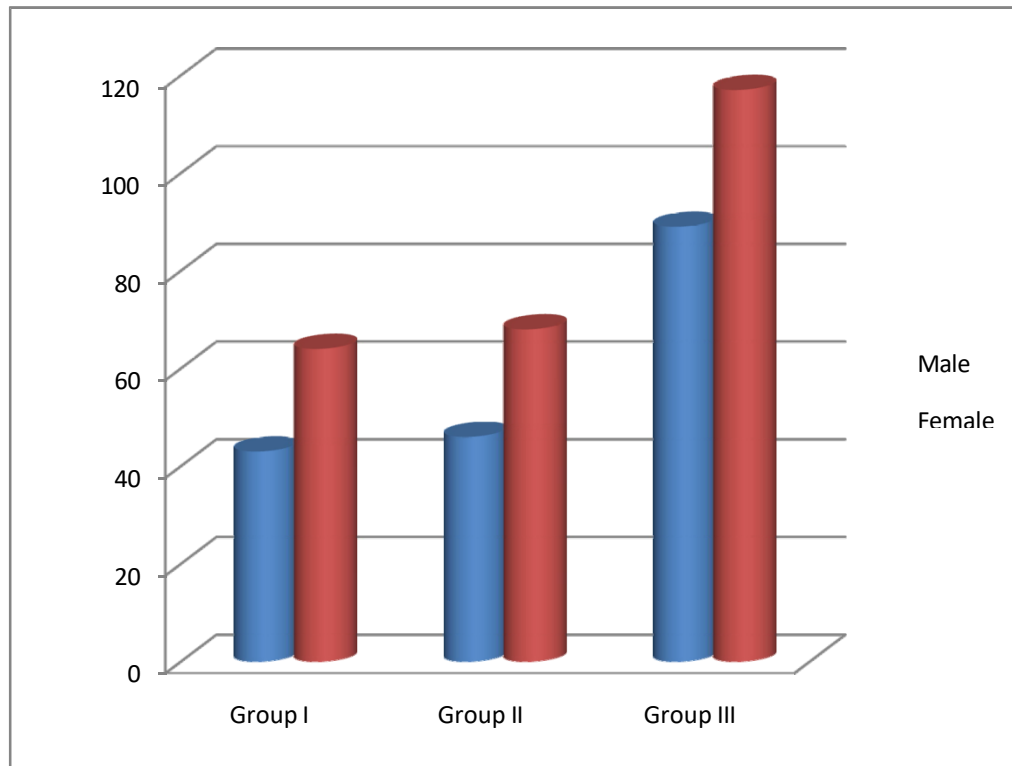
### 4.2.1 Gender of the Consumers

The gender is one of important profile of the consumers. It has its own influence on their shopping behaviour and attitude towards the retailing of apparels. The distribution of consumers on the basis of their gender is given in Table 4.2.

**TABLE 4.2 Gender among the Consumers**

| <i>Sl.No.</i> | <i>Gender</i> | <i>Number of Consumers</i> |                 |                  | <i>Total</i> |
|---------------|---------------|----------------------------|-----------------|------------------|--------------|
|               |               | <i>Group I</i>             | <i>Group II</i> | <i>Group III</i> |              |
| 1.            | Male          | 43                         | 46              | 89               | 178          |
| 2.            | Female        | 64                         | 68              | 117              | 249          |
|               | Total         | 107                        | 114             | 206              | 427          |

The important gender of the consumers is female which alone constitutes 58.31 per cent to the total. The most important gender among the group I, II and III consumers is female which constitutes 59.81, 59.65 and 56.79 per cent to their respective total of 107, 114 and 206. The analysis reveals the dominance of female consumers in the present study.



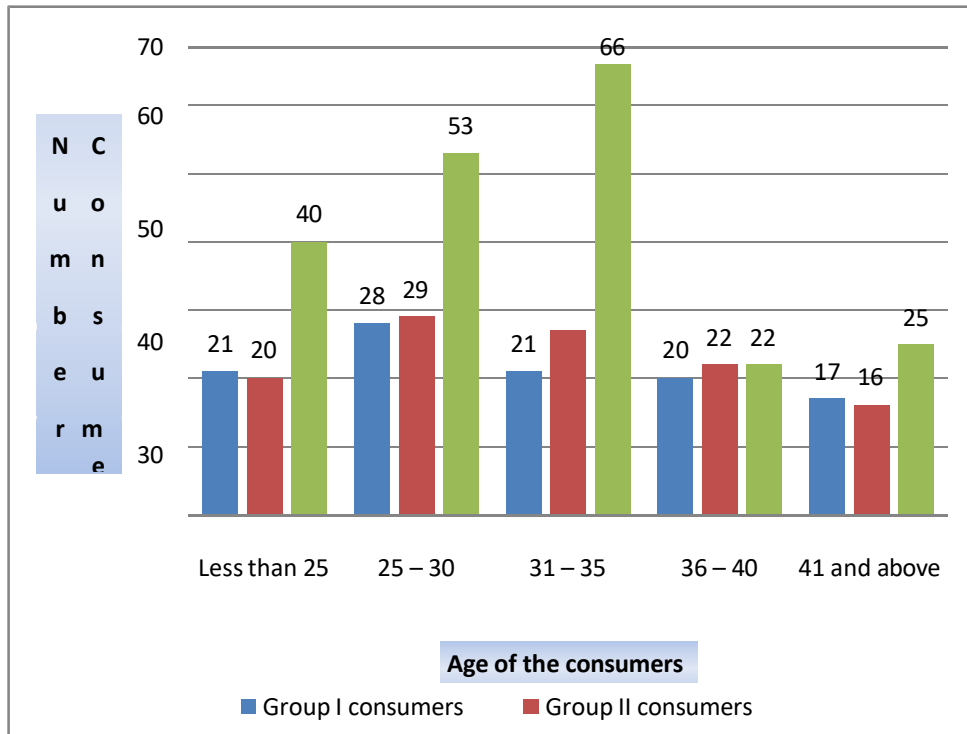
**Figure 4.2 Gender among the Consumers**

#### **4.2.2 Age of the Consumers**

The age of the consumers may influence the shopping behaviour, store choice and attitude towards the services offered by the retailers. Hence, it is included as one of the profile of the consumers. The young consumers' behaviour may be different from the elder consumers. The age of the consumers in the present study is confined to less than 25 years, 25 to 30, 31 to 35, 36 to 40 and 41 and above. The distribution of consumers on the basis of their age is given in Table 4.3.

**TABLE 4.3 Age of the Consumers**

| <i>Sl.No.</i> | <i>Age</i>   | <i>Number of Consumers</i> |                 |                  | <i>Total</i> |
|---------------|--------------|----------------------------|-----------------|------------------|--------------|
|               |              | <i>Group I</i>             | <i>Group II</i> | <i>Group III</i> |              |
| 1.            | Less than 25 | 21                         | 20              | 40               | 81           |
| 2.            | 25 – 30      | 28                         | 29              | 53               | 110          |
| 3.            | 31 – 35      | 21                         | 27              | 66               | 114          |
| 4.            | 36 – 40      | 20                         | 22              | 22               | 64           |
| 5.            | 41 and above | 17                         | 16              | 25               | 58           |
|               | Total        | 107                        | 114             | 206              | 427          |



**Figure 4.3 Age of the Consumers**

The important age of the consumers is 31 to 35 and 25 to 30 years which constitutes 26.69 and 25.76 per cent to the total respectively. The consumers with the age of above 40 constitute 13.58 per cent to the total. The most important age group among the group I and II consumers is 25 to 30 years which constitutes 26.17 and 25.44 per cent to its total respectively. Among the group III consumers, it is 31 to 35 years which constitutes 32.04 per cent to its total. The analysis reveals that the group III consumers are elder than the consumers in group I and II.

#### **4.2.3. Level of Education among the Consumers**

The level of education may provide more knowledge and exposure on the availability and product range covered by the retailers in apparel market. The important level of education among the consumers is under graduation and post-graduation that constitutes 32.08 and 18.50 per cent to the total respectively. The consumers with the professional education constitute 17.56 per cent to the total. The most important level of education among the group I and group II consumers is under graduation which constitutes 26.17 and 32.46 per cent to its total respectively. Among the group III consumers, it is also under graduation since it constitutes 34.95 per cent to its total. The analysis reveals that most of the consumers in apparel market have an education level of under graduation.

### **4.3. VARIABLES LEADING TO PURCHASE THE APPAREL IN THE MARKET**

One of the important aspects in the buyer behaviour is the factors leading to purchase the product. In the present study an attempt has been made to examine the variables leading to purchase the apparel in the market. Even though the dimensions are too many, the present study confine to six dimensions. The 143 variables related

to each dimensions namely self-concept, need for uniqueness, clothing interest, perceived quality, emotional value and purchase intention are drawn from the review of previous studies. The purchase intention is treated as the independent dimension whereas others are treated as dependent dimensions. The consumers are asked to rate the variables in each dimension at five-point scale according to the order of importance given by them. The mean score of the variables in each dimension among the three groups of consumers have been computed separately. The one-way analysis of variance has been excited to find out the significant difference among the three group of consumers regarding to their view on the variables leading to purchase apparels. The results are given in Table 4.4.

**TABLE 4.4 Consumers' view on variables leading to Purchase in Apparel Market**

| <b>Sl. No.</b> | <b>Variables leading to purchase in Apparel Market</b> | <b>Number of Consumers</b> |                 |                  | <b>Total</b> |
|----------------|--------------------------------------------------------|----------------------------|-----------------|------------------|--------------|
|                |                                                        | <b>Group I</b>             | <b>Group II</b> | <b>Group III</b> |              |
| <b>I</b>       | <b>Self Concept</b>                                    |                            |                 |                  |              |
| 1.             | Satisfied with my self                                 | 2.6869                     | 2.9433          | 3.8817           | 3.4029*      |
| 2.             | Satisfied with my physical conditions                  | 2.5044                     | 2.7394          | 3.6026           | 3.0144*      |
| 3.             | My actual is close to my ideal self                    | 2.7142                     | 2.8669          | 3.7129           | 3.2646*      |
| 4.             | I am pleased with myself                               | 2.6887                     | 2.9024          | 3.6446           | 3.1889*      |
| <b>II</b>      | <b>Need for Uniqueness</b>                             |                            |                 |                  |              |
| 1.             | I buy for more unusual personal images                 | 2.8183                     | 3.0889          | 3.8991           | 3.1144*      |

**TABLE 4.4 (Continued)**

|            |                                                           |        |        |        |         |
|------------|-----------------------------------------------------------|--------|--------|--------|---------|
| 2.         | I develop personal uniqueness by buying special brands    | 2.9029 | 3.1144 | 3.9337 | 3.2029* |
| 3.         | I start my purchase when the products are familiar to all | 2.6887 | 2.9039 | 3.7664 | 3.3884* |
| 4.         | I avoid brand bought by the average consumer              | 2.7334 | 2.8556 | 3.6889 | 3.0996* |
| <b>III</b> | <b>Clothing Interest</b>                                  |        |        |        |         |
| 1.         | I like clothing                                           | 2.6673 | 3.1144 | 3.7344 | 3.0211* |
| 2.         | I spend more on clothing                                  | 2.8082 | 3.0946 | 3.8048 | 3.1997* |
| 3.         | Clothing is my favourite activities                       | 2.5433 | 2.9887 | 3.6997 | 3.2042* |

\* Significant at five per cent level.

The highly viewed variable in self-concept among group I & II consumers is my actual is close to my ideal self and ‘Satisfied with myself’ since its mean scores are 2.7142 and 2.9433 respectively. Among group III consumers, it is ‘Satisfied with myself’ since its mean score 3.8817. In the case of need for uniqueness, the highly viewed variables by group I, II and III consumers are ‘development of personal uniqueness by buying special brands since their mean scores are 2.9029, 3.1144 and 3.9337 respectively. In the case of clothing interest, these variables among the group I consumer is ‘spending more on clothing whereas among the group II and III consumers, these are ‘I like clothing’ and ‘Spending more on clothing’ since their mean scores are 3.1144 and 3.8048 respectively. The significant difference among the three group of consumers have been noticed in all

variables under self-concept, need for uniqueness and clothing interest since their respective 'F' statistics are significant at five per cent level.

The consumers' view on the variables under perceived quality, emotional value and their purchase intention have been measured with the help of the mean score of each variable among the group I, II and III consumers. The results are given in Table 4.5.

**TABLE 4.5 Consumers' view on variables leading to Purchase in Apparel Market**

| <b>Sl. No.</b> | <b>Variables</b>                      | <b>Mean score among the consumers</b> |                 |                  | <b>F-statistics</b> |
|----------------|---------------------------------------|---------------------------------------|-----------------|------------------|---------------------|
|                |                                       | <b>Group I</b>                        | <b>Group II</b> | <b>Group III</b> |                     |
| <b>IV</b>      | <b>Perceived Quality</b>              |                                       |                 |                  |                     |
| 1.             | Be reliable                           | 2.6687                                | 2.9088          | 3.8087           | 3.3996*             |
| 2.             | Be durable                            | 2.9909                                | 3.5889          | 3.0339           | 0.9886              |
| 3.             | Be high quality                       | 2.6064                                | 2.9997          | 3.6887           | 3.1147*             |
| <b>V</b>       | <b>Emotional Value</b>                |                                       |                 |                  |                     |
| 1.             | Be one that I enjoy                   | 3.0019                                | 3.2865          | 3.6997           | 1.8644              |
| 2.             | Makes me feel good                    | 3.1196                                | 3.3094          | 3.8917           | 2.6562              |
| 3.             | Give me pleasure                      | 3.0178                                | 3.2544          | 3.7646           | 2.8664              |
| 4.             | Makes me want to use it               | 2.9968                                | 3.1177          | 3.4542           | 1.4543              |
| <b>VI</b>      | <b>Purchase Intention</b>             |                                       |                 |                  |                     |
| 1.             | I intend to buy this brand frequently | 2.6887                                | 3.1177          | 3.8586           | 3.0884*             |
| 2.             | I plan to buy this brand often        | 2.7344                                | 3.1089          | 3.7976           | 3.2673*             |

\* Significant at five per cent level.

The highly viewed variable in perceived quality among the group I and II consumers is 'durability' whereas among the group III consumers, it is reliability since their mean scores are 2.9909, 3.5889 and 3.8087 respectively. In the case of emotional value, these variables among group I, II and III consumers is 'making me feel good' since their mean scores are 3.1196, 3.3094 and 3.8917 respectively. The highly viewed variable in purchase intention among the group I and II consumers is 'plan to buy this brand often' and intend to buy this brand frequently since their mean scores are 2.7344 and 3.1177 respectively. Among the group III consumers, it is 'intent to buy this brand frequently' since its mean score is 3.8586. There is a significant difference among the three group of consumers have been identified in the case of the variables included in purchase intention since it, 'F' statistics are significant at five per cent level.

#### **4.4. INTERPERSONAL VARIABLES**

The interpersonal variables influence more on the purchase intention among the consumers in apparel industry. It is imperative to examine the influence in apparel industry. It is imperative to examine the influence of the interpersonal factors on the purchase intention among the consumers in apparel industry for some policy implications. Hence, it is essential to analyze the variables in interpersonal aspects among the consumers. Even though, there are so many variables related to interpersonal aspects, the present study confine to only 14 variables. The consumers are asked to rate the given variables at five point scale according to the order of acceptance. The mean score of variables among the three groups of consumers have been computed separately. The one-way analysis of variance has been executed to analyze the significant difference among the three groups of consumers regarding their perception on the factors in interpersonal aspects. The results are given in Table 4.6.

| <i>Sl. No.</i> | <i>Variables in Interpersonal Influence</i>  | <i>Mean score among the consumers</i> |                 |                  | <i>F-statistics</i> |
|----------------|----------------------------------------------|---------------------------------------|-----------------|------------------|---------------------|
|                |                                              | <i>Group I</i>                        | <i>Group II</i> | <i>Group III</i> |                     |
| 1.             | Buy the brand what peers buy                 | 3.0872                                | 3.1447          | 3.8997           | 3.0446*             |
| 2.             | Buy at store where I loyal                   | 3.1145                                | 3.6643          | 3.9453           | 3.1088*             |
| 3.             | Peers group appear the store, I buy          | 3.1139                                | 3.3886          | 3.9344           | 3.1345*             |
| 4.             | Purchase the latest when I sure about wife   | 3.2887                                | 3.3033          | 3.9049           | 2.9093              |
| 5.             | Peers influence my shopping friends          | 3.1664                                | 3.2554          | 3.8964           | 2.7446              |
| 6.             | about latest feeds and fashion with          | 3.2143                                | 3.6496          | 3.9193           | 2.9445              |
| 7.             |                                              | 3.1492                                | 3.3088          | 3.8084           | 2.6647              |
| 8.             |                                              | 3.0948                                | 3.5147          | 3.9248           | 3.3669*             |
| 9.             | Discussion on advertisement with my fittings | 3.0433                                | 3.4084          | 3.8997           | 3.2084*             |
| 10.            | Follow my parents' decision                  | 3.8445                                | 3.4433          | 3.1457           | 2.7339              |
| 11.            | Parents accompany my purchase                | 3.9038                                | 3.3039          | 3.0448           | 3.3317*             |
| 12.            |                                              | 3.7177                                | 3.2994          | 3.1154           | 2.6554              |
| 13.            | Parents decide the shopping needs            | 3.8842                                | 3.4195          | 3.0441           | 3.0991*             |
| 14.            | Shopping with my parents                     | 3.9149                                | 3.3393          | 3.2492           | 2.8817              |

**TABLE 4.6.**

The highly viewed variables among the group I consumers are ‘shopping with my parents’ and ‘parents accompany my purchase’ since their mean scores are 3.9149 and 3.9038 respectively. Among the group II consumers, these are ‘buying at store where I loyal’ and ‘regular enquiry about latest feels and fashion with my friends’ since its mean scores are 3.6643 and 3.6496 respectively. Among the group III consumers, these are ‘buying at store where I loyal and peer group approve the store at which I buy’ since their mean scores are 3.9453 and 3.9344 respectively. Regarding the perception on variables in interpersonal aspects, the significant difference among the three group of consumers have been noticed in seven variables out of 14 variables in interpersonal aspects since their respective ‘F’ statistics are significant at five per cent level.

#### **4.5. STORE CHOICE BEHAVIOUR AMONG CONSUMERS IN APPAREL RETAILING**

The store choice behaviour indicates the consumers’ behaviour regarding the selection of the retail store. Since there are so many factors leading to select the store in apparel retailing, the present study focuses its discussion on this aspect. Even though, the factors leading to choose the retail store are too many, the present study confine to nine factors namely Ambience and facilities, perceived risk, staffs, convenience and access, entertainment, brand spread, speciality outlet, service and parking. The relevant variables related to the nine dimensions are drawn from the review of previous studies. The consumers are asked to rate these variables at five point scale according to their order of acceptance from highly agree to highly disagree. The mean score of each variable among the three groups of consumers have been computed separately. The one-way analysis of variance has been executed to find out the significant difference among them regarding their view on variables in each factor leading to select store. The results are given in Table 4.7

**TABLE 4.7 Consumers' view on variables in Store Choice Behaviour**

| <b>Sl. No.</b> | <b>Variables in Store Choice behaviour</b> | <b>Mean score among the consumers</b> |                 |                  | <b>F-statistics</b> |
|----------------|--------------------------------------------|---------------------------------------|-----------------|------------------|---------------------|
|                |                                            | <b>Group I</b>                        | <b>Group II</b> | <b>Group III</b> |                     |
| <b>I</b>       | <b>Ambience and Facilities</b>             |                                       |                 |                  |                     |
| 1.             | Good ambience                              | 3.0816                                | 3.3886          | 3.9144           | 3.1446*             |
| 2.             | Better lighting and layout                 | 2.9933                                | 3.2042          | 3.8556           | 3.2865*             |
| 3.             | Stylistic store                            | 3.1144                                | 3.1518          | 3.9027           | 3.0242*             |
| 4.             | Nice display and good frontage             | 3.0145                                | 3.0996          | 3.8511           | 3.0117*             |
| 5.             | More varieties and brands                  | 2.8844                                | 2.9798          | 3.6886           | 3.0044*             |
| 6.             | Offering price and choice                  | 2.7146                                | 3.0226          | 3.7114           | 3.2965*             |
| 7.             | Recommend by all                           | 2.6066                                | 3.3088          | 3.8146           | 3.0144*             |

|            |                            |        |        |        |         |
|------------|----------------------------|--------|--------|--------|---------|
| 8.         | Stores give prestige       | 2.7334 | 3.2667 | 3.6997 | 3.1886* |
| <b>II</b>  | <b>Perceived risk</b>      |        |        |        |         |
| 1.         | Store performs as expected | 3.4466 | 3.6884 | 3.9945 | 1.8543  |
| 2.         | Good quality               | 2.6673 | 2.9117 | 3.8262 | 3.2919* |
| 3.         | Reliable                   | 2.8899 | 2.6568 | 3.7347 | 3.0667* |
| 4.         | Risk free                  | 3.0661 | 3.2517 | 3.8189 | 3.0218* |
| 5.         | Easy available             | 3.1447 | 3.0886 | 3.7996 | 2.3497  |
| 6.         | Value for money            | 3.0245 | 3.2506 | 3.8443 | 3.1409* |
| <b>III</b> | <b>Staffs</b>              |        |        |        |         |
| 1.         | Staffs coming              | 2.8447 | 3.2889 | 3.9144 | 3.2446* |
| 2.         | Efficient staffs           | 2.9018 | 3.1097 | 3.8087 | 3.1881* |
| 3.         | Helpful staffs             | 2.9904 | 3.2243 | 3.9408 | 3.2994* |

|            |                                |        |        |        |         |
|------------|--------------------------------|--------|--------|--------|---------|
| 4.         | Trust worthy salesmen          | 3.0149 | 3.2039 | 3.8337 | 3.0446* |
| <b>IV.</b> | <b>Convenience and Access</b>  |        |        |        |         |
| 1.         | Takes order on phone           | 3.8844 | 3.6087 | 3.0887 | 3.1947* |
| 2.         | Provided out of stock products | 3.0667 | 3.2668 | 3.6677 | 2.3393  |
| 3.         | Neatness in the work place     | 3.8049 | 3.3341 | 3.1144 | 3.0214* |
| 4.         | Easy access to all             | 3.8944 | 3.2144 | 3.0097 | 3.2886* |
| 5.         | Open on weekends               | 3.8496 | 3.1173 | 3.2445 | 2.6887  |

\* Significant at five per cent level.

The highly viewed variable in ambience and facilities among the group I and II consumers is stylistic store and good ambience since their mean scores are 3.1144 and 3.3886 respectively. Among the group III consumers, it is good ambience since its mean scores is 3.9144. The significant difference among the three group of customers have been noticed in the case of all eight variables in it since their respective 't' statistics are significant at five per cent level.

The highly viewed variable in perceived risk among the group I and group II customers are store performs as they expected since their mean scores are 3.4466 and 3.6884 respectively. Regarding the perception on varieties the significant difference among the three group of consumers have been noticed in the case of reliable, risk free and good quality and value for money since their respective 'F' statistics are significant at five per cent level. In the case of staffs, the significant differences among them are dare noticed in the case of all four variables included in staff since their respective 'F' statistics are significant at five per cent level.

The mean score of the variables in above said factors among the three groups of consumers have been computed separately and shown in Table 4.8.

**TABLE 4.8**

| <b>Sl. No.</b> | <b>Variables</b>                              | <b>Mean Score among consumers</b> |                 |                  | <b>F-Statistics</b> |
|----------------|-----------------------------------------------|-----------------------------------|-----------------|------------------|---------------------|
|                |                                               | <b>Group I</b>                    | <b>Group II</b> | <b>Group III</b> |                     |
| <b>V</b>       | <b>Entertainment</b>                          |                                   |                 |                  |                     |
| 1.             | Store breaks monotony                         | 2.3667                            | 2.8183          | 3.7767           | 3.1144*             |
| 2.             | Store is a stress buster                      | 2.4558                            | 2.9969          | 3.8033           | 3.6968*             |
| 3.             | Store is a time pass and window               | 2.6069                            | 3.0144          | 3.6011           | 3.2554*             |
| <b>VI</b>      | <b>Brand Spread</b>                           |                                   |                 |                  |                     |
| 1.             | Brands of my choice                           | 3.0441                            | 2.9942          | 3.8143           | 3.0144*             |
| 2.             | State of all brands                           | 2.9443                            | 3.0349          | 3.7779           | 3.0099*             |
| 3.             | Coverage of national and international brands | 2.6646                            | 3.2164          | 3.8048           | 3.3994*             |
| <b>VII</b>     | <b>Speciality Outlet</b>                      |                                   |                 |                  |                     |
| 1.             | Specialized outlet                            | 2.6644                            | 3.0114          | 3.9193           | 3.8445*             |
| 2.             | Authorized outlet                             | 2.7348                            | 3.2549          | 3.8584           | 3.3099*             |
| <b>VIII</b>    | <b>Service</b>                                |                                   |                 |                  |                     |
| 1.             | Fast service                                  | 2.8084                            | 3.2997          | 3.6604           | 3.1082*             |
| 2.             | Response on replacement                       | 3.4446                            | 3.0446          | 3.3889           | 0.6679              |
| 3.             | Showing of varieties                          | 2.9117                            | 3.1173          | 3.8084           | 3.2547*             |
| 4.             | Professional service                          | 2.4099                            | 3.2141          | 3.9227           | 4.1669*             |
| 5.             | Management of the crowd                       | 2.6677                            | 3.3089          | 3.8145           | 3.3868*             |
| 6.             | Personal Care                                 | 3.8811                            | 3.4511          | 3.8083           | 0.3991              |
| <b>IX</b>      | <b>Parking</b>                                |                                   |                 |                  |                     |
| 1.             | Enough parking                                | 2.4408                            | 3.0224          | 3.6677           | 3.3884*             |
| 2.             | Systematic parking facilities                 | 2.6511                            | 3.2667          | 3.8244           | 3.4082*             |

The highly viewed variable in entertainment factor among the group I and II consumer is 'store is a time pass and window' since their mean scores are 2.6069 and 3.0144 respectively. Among the group III consumers, it is 'store is a stress buster' since their mean score is 3.8033. The significant difference among the three groups of consumers has been noticed in the case of all three variables in entertainment since their respective 'F' statistics are significant at five per cent level.

The highly perceiving variable in brand spread among the consumers in group I and group II is brand of my choice and coverage of national and international brand since their mean scores are 3.0441 and 3.2164 respectively. Among the group III consumers, these are brands of my choice and coverage of national and international brands since their mean scores are 3.8143 and 3.8048 respectively. Regarding the view on variables in 'Brand Spread', the significant differences among the three groups of consumers have been noticed in all three variables in brand spread since their respective 'F' statistics are significant at five per cent level. Regarding the perception on variables in Specialty Outlet, the significant difference among the three groups of consumers has been noticed in both two variables.

The highly viewed variable in 'service' among the group I and group II consumers is 'personal care' since their mean scores are 3.8811 and 3.4511 respectively. Among the group III consumers, it is 'professional service' since its mean score is 3.9227. Regarding the perception on variables in service, the significant difference among the three groups of consumers has been noticed in four variables out of six variables in it. The highly viewed variable in parking among the group I, II and III consumers are systematic parking facilities since their respective mean scores are 2.6511, 3.2667 and 3.8244 respectively. The significant difference among the three groups of consumers has been noticed in all two variables in parking since their respective 'F' statistics are significant at five per cent level.

## **CHAPTER 5**

### **SUMMARY OF FINDINGS, CONCLUSION AND POLICY IMPLICATIONS**

The present study is mainly divided into two important parts. The first part studies the marketers' view on the apparel retailing whereas the second part focuses on the consumers' view on apparel retailing. The specific objectives of the study are: i) To exhibit the profile of the retailers; ii) To analyze the marketing practices and strategies implemented by the retailers; iii) To examine the problems, challenges and opportunities in apparel retailing; iv) To evaluate the impact of marketing strategies and practices on the marketing performance among the retailers; v) To exhibit the profile of the consumers; vi) To examine the consumer behaviour and store choice behaviour among the consumers; vii) To analyze the retail service quality in apparel retailing; and viii) To evaluate the linkage between retail service quality, consumer satisfaction and consumer loyalty.

Since the present study is highly based on the primary data a proper care was taken to prepare two different questionnaires meant for the retailers and consumers respectively. The relevant details related to its respective objectives are drawn from the review of previous studies. A pilot study was conducted among 20 retailers at Chennai and 40 consumers at Chennai. Based on the feedback from the pretest, certain modifications, additions and deletions were carried out. The final draft of the questionnaires was prepared to collect data.

The present study considers the whole Tamil Nadu state, 10 apparel retailers at each district headquarters were purposively selected for the study. The sampled retailers came to 320 retailers. The questionnaire was sent by post to the sampled retailers. The response rate among them is only 67.81 per cent. Hence the retailers

included in the study came to 217 retailers. The consumers in apparel retailing were identified with the help of the above said retailers. Five each consumer is identified by each retailer. The sampled consumers came to 1085. The questionnaire meant for the consumers were sent by post to them. The response rate on the questionnaire was only 39.35 per cent. Hence the sampled consumers came to 427 consumers. The collected data were processed with the help of appropriate statistical tools. The analysis and interpretations were discussed in the previous chapters. The present chapter deals the summary of findings, conclusions and policy implications.

## **5.1 FINDINGS OF THE STUDY**

The important retailers in the present study are large retailers who have a high annual sales turn over. The dominant years of experience among the retailers are more than 20 years and 16 to 20 years. The most important years of experience among the group I and II retailers is 5 to 10 and 11 to 15 years respectively. Among the group III retailers it is more than 20 years. The years of experiences among the large retailer are greater than the other two groups of retailers.

The dominant product range among the retailers is all product range. The most important product range among the small and medium retailers is only women's wear and only men's wear whereas among the large retailers, it is all product range. The important nature of products covered by the retailers is both branded and unbranded product which is common in small and medium retailers. Among the large retailers, it is only branded products. The important nature of ownership among the retailers is proprietorship.

The most important nature of ownership among the small and medium retailers is proprietorship whereas among the large retailers, it is limited company. The important number of retail outlets owned by the retailers is only one. The most

important number of retail outlets owned by the small and medium retailers is only one whereas among the large retailers, is two. The number of retail outlets owned by the large retailers is higher than among other two groups of retailers.

The level of implementation of marketing strategies at the retail outlets have been measured with the help of eight important dimensions namely customer care, pricing, research, advertising, product differentiation, quality improvements, packaging and distribution. The highly viewed variable in customers came by the small, medium and large retailers in business hours. There is a significant difference among the three groups of retailers regarding their view on all five variables in customer care.

The highly viewed variable in pricing among the small, medium and large retailers is few price discounts, promotional pricing and stable pricing respectively. The significant difference among the three groups of retailers has been found in only two variables out of three variables in it. The highly viewed variable in research among the small, medium and large retailers is new products. There is a significant difference variable in research.

Regarding the advertising, the highly viewed variable by the small, medium and large retailers is public relations and publicity respectively. The highly viewed variable in product differentiation by the small, medium and large retailers is flexibility and differentiation from competitors respectively. The significant difference among the three groups of retailers has been noticed in their view on modification of product and differentiation from competitors.

The highly viewed variable in quality improvements by the small, medium and large retailers is quality in competitive prices. There is a significant difference among the three groups of retailers regarding their view on wide range of products

and superiority in quality. Regarding the packaging, the highly viewed variable among the small, medium and large retailers is easy to remove, attractive packaging and easy to remove respectively. The significant difference among the three groups of retailers has been noticed in attractive packaging and suitable packaging for transport.

Regarding distribution, the highly perceived variable by the small, medium and large retailers is convenient location. The significant differences among the three groups of retailers have been identified in their view on all three variables included in distribution. The included variables in each important strategy explain it to reliable extent.

The highly implemented important marketing strategies among the small and medium retailers are quality improvements and packaging respectively. Among the large retailers, it is packaging. The significant differences among the three groups of retailers have been identified in the implementation of customer care, research, product differentiation, packaging and distribution.

The significantly associating important profile variables with the level of implementation of marketing strategies among the retailers are their years of experience and product range owned. The important discriminant marketing strategies among the small, medium and large retailers is their level of implementation of product differentiation and customer care which is higher among the large retailers than among the medium and small retailers.

The level of implementation of marketing practices by the retailers has been measured with the help of its variables. The highly viewed variable in marketing practices among the small, medium and large retailers is price range, customer care and popular brand names respectively. Regarding the level of implementation of

marketing practices, the significant difference among the three group of retailers have been identified in the case of 12 variables out of 16 variables in marketing practices.

The important marketing practices narrated by the exploratory factor analysis are product, brand, promotion, physical facilities, prices and customer service. The included variables in the above said important marketing practices explain it to reliable extent. The highly viewed important marketing practice among the small, medium and large retailers is price, product and customer service respectively.

The significant difference among the three group of retailers have been noticed in the level of implementation of all important marketing practices which are highly implemented by the large retailers than the other two group of retailers. The significantly associating important profile variables of retailers and their view on the implementation of important marketing practices are their number of retail outlets assured and years of experience. The important discriminant marketing practices among the three groups of retailers is the rate of implementation of product and brand which are higher among the large retailers than among the medium and small retailers.

The problems of the retailers in apparel market have measured with the help of five different dimensions namely strategic, technological, financial, managerial and research & development. The highly viewed variable in strategic problem among the small, medium and large retailers is lesser product line, poor skill in handling and poor skill in trading respectively. The significant differences among the three groups of retailers have been noticed in the perception on three variables in strategic problem out of five variables.

The highly viewed variable in technologic problem by the small, medium and large retailers is poor access to technical resources, poor access to stills and poor access to technical resources respectively. The significant differences among the three groups of retailers have been seen in the perception on three variables out of four variables in technological problem.

The challenges in apparel retailing among the marketers have been discussed under five different dimensions namely government policy, franchising, infrastructure, technology and market. The highly viewed variable in government policy among the small, medium and large retailers is franchising, retail franchising for single hand and franchising respectively. The significant difference among the three groups of retailers has been noticed in the perception on all variables in government policy.

The highly viewed variables in taxation by the small, medium and large retailers are multi-point tax, complex taxation systems and multi-point tax respectively. The significant difference among the small group of retailers has been identified in all three variables in taxation and also in infrastructure. The highly viewed variable in infrastructure by the small, medium and large retailers is poor infrastructure.

Regarding the technology, the highly viewed variable by the small, medium and large retailers is technology obsolescence and poor in product quality. The significant differences among the three groups of retailers have been noticed in the case of all four variables in technology and all three variables in market. The highly viewed variable in market among the small, medium and large retailers is poor support from government, market entry of foreign firms and hectic competition respectively.

The included variables in important challenges explain it to a reliable extent. The highly viewed important challenges by the small, medium and large retailers are market, taxation and taxation respectively. Regarding the perception on important challenges, the significant differences among the three groups of retailers have been noticed in all five important challenges.

The consumers' loyalty has been measured with the help of four variables. The highly viewed variable among the group I, II and III consumers are recommendation to others. Likely to spend more in future and plan to shop again in the same store respectively. The significant difference among the three groups of consumers has been noticed in the case one variable in common loyalty out of four variables. The included variables in consumer loyalty explain it to a reliable extent. The level of consumer loyalty among the group III consumers are higher than among the group II and I consumers.

The significantly and positively influencing RSQF on consumer satisfaction among the group I consumers are problem solving whereas among the group II consumers, these are physical facilities, reliability, personal interaction and problem solving. Among the group III consumers, it is physical facilities, personal interaction, problem solving and policy. The changes in the perception on RSQFs explain the changes in consumer satisfaction to a higher extent among the group III consumers than among the group I and II consumers.

The significantly and positively influencing RSQFs on consumer's loyalty is personal interaction. All RSQFs are having a significant indirect influence on the consumer loyalty especially through the consumer satisfaction. The indirect effect on RSQFs on consumer's loyalty is significant and higher than its direct impact on consumers' loyalty.

## 5.2 CONCLUDING REMARKS OF THE STUDY

The present study concludes that the marketers in apparel markets is moderate in their implementation of marketing strategies and practices whereas it is very poor among the small retailers. Even though, the problems are highly perceived by the retailers, there is a higher opportunity for apparel retailing in the study area. The problem perception and the perception on the challenges in apparel marketing are higher among small and medium retailers compared to large retailers. The performances of the large retailers are better than the small retailers. There is a significant positive impact of implementation of marketing strategies and policies on the marketing performance of the retailers. Hence the study concludes that of the apparel retailing is done at a large scale, their level of performance may be enriched.

The study on the consumer behaviour in apparel retailing reveals that the significantly influencing factors on their purchase intention are need for uniqueness, clothing interest, and perceived quality. The important store choice factors among the consumers are ambience and facilities, brand spread, specialty outlet and parking facilities. The consumers in large retailing are giving more weight age on these factors compared to other consumers. Regarding the retail service quality factors, the negative service quality gap is seen among all groups of consumers. Their level of perception retail service quality is not up to their level of expectation in apparel retailing. The perception on retail service quality has a significant positive impact on consumers' satisfaction. But regarding the consumer's loyalty, there is no significant direct impact on retail service quality. But the indirect impact of retail service quality on consumers' loyalty is found. Based on these findings related to study among retailers and consumers, the study

concludes that there is better scope for apparel retailing in India if the retailers are enriching their service quality up to the expectation of their consumers.

### **5.3 POLICY IMPLICATIONS**

Based on the findings of the present study, the following suggestions are drawn.

The level of implementation of marketing strategies and practices in the apparel retailing among the small retailers are comparatively lesser than the large retailers. Hence their performance is affected. It is advised to train the small and medium retailers to enrich their level of implementation of marketing strategies and practices with the help of their retailers association.

The problem in apparel retailing is higher among the small and medium retailers than among the large retailers. But the problem of taxation is slowly increasing when their turnover is increasing. Hence, the Taxation authority is advised to remove the problems related to taxation in the apparel retailing. The other problems in apparel retailing may be solved with the help of proper training to the retailers and appropriate encouragement by the state and central governments should be given.

Since the large retailers' are perceiving that the opportunities for apparel retailing is higher than the challenges in it, the large retailers are still more motivated to do better than at present. At the same time, the small and medium retailers perceive more on challenges than the opportunities; they are properly guided by the traders association and also the large retailers in the apparel market.

## **5.4 DIRECTIONS FOR FUTURE RESEARCH**

The present study is the base for so many research works. The marketers' perspective alone may be discussed in future research work. The marketing strategies and practices in apparel retailing may be examined in the future research work. The impact of marketing practices on the performance of 230 the retailers may be studied in future. The SWOT analysis may be done in future research work related to the apparel retailing. By the separate study on consumer behaviour in apparel retailing in future, an in-depth view on marketing of apparel retailing may be exhibited. The store choice behaviour among the consumers: a gender analysis may be executed in apparel retailing in near future. The retail service quality in apparel retailing may be treated as a separate research work for the young researcher.

## APPENDIX 1

### QUESTIONNAIRE ON MARKETING OF APPARELS: RETAILERS' PERSPECTIVE

Sir / Madam,

A Research Project has been undertaken on '**A STUDY ON RETAIL MARKETING OF APPARELS IN TAMIL NADU**'. For doing this research, I need your kind support and responses for this questionnaire. Your feed-back is my major source of information for assessing the Apparel Retail Market by identifying the opportunities and challenges faced by you. The responses given by you will be treated as strictly confidential and will be used for academic work.

1. Annual Sales :
2. Years of experience :
3. Product Range :

|                          |              |                          |      |                          |
|--------------------------|--------------|--------------------------|------|--------------------------|
| Only men's wear          | Only women's | <input type="checkbox"/> | wear | <input type="checkbox"/> |
|                          |              | <input type="checkbox"/> |      | <input type="checkbox"/> |
| Only children's wear All |              |                          |      |                          |

4. Nature of products covered :

|         |                      |                                |
|---------|----------------------|--------------------------------|
|         | <input type="text"/> |                                |
|         | <input type="text"/> |                                |
| Branded |                      | Unbranded <input type="text"/> |
| Both    |                      |                                |

5. Nature of ownership :

|                 |                      |             |                      |
|-----------------|----------------------|-------------|----------------------|
| Proprietorship  | <input type="text"/> | Partnership | <input type="text"/> |
| Limited Company | <input type="text"/> |             |                      |

6. Number of outlets owned:

Marketing Strategies adopted: Rate the given variables at five point scale

7. **Customer Care:** (Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

|     |                                                   | <i>VH</i>            | <i>H</i>             | <i>M</i>             | <i>L</i>             | <i>VL</i>            |
|-----|---------------------------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| 7.1 | Business hours                                    | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 7.2 | Back up service                                   | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 7.3 | Punctual fulfillment of promises                  | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 7.4 | Customer orientation among employees              | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 7.5 | Availability of product to the targeted customers | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

8. **Pricing:** (Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

|     |                     | <i>VH</i>                | <i>H</i>                 | <i>M</i>                 | <i>L</i>                 | <i>VL</i>                |
|-----|---------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 8.1 | Stable pricing      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8.2 | Few price discounts | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8.3 | Promotional pricing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

9. **Research:** (Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

|     |                                         | <i>VH</i>                | <i>H</i>                 | <i>M</i>                 | <i>L</i>                 | <i>VL</i>                |
|-----|-----------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 9.1 | Dissemination and adoption of new ideas | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9.2 | New technologies                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9.3 | New products                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

10. **Advertising:** (Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

|      |                  | <i>VH</i>                | <i>H</i>                 | <i>M</i>                 | <i>L</i>                 | <i>VL</i>                |
|------|------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 10.1 | Publicity        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10.2 | Public relations | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

### 10.3 Sales promotion

11. **Product Differentiation:** (Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

|      |                         | <i>VH</i>                | <i>H</i>                 | <i>M</i>                 | <i>L</i>                 | <i>VL</i>                |
|------|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 11.1 | Modification of product | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11.2 | Differentiation         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | from competitors        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11.3 | Flexibility             |                          |                          |                          |                          |                          |

12. **Quality Improvement:** (Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

|      |                                 | <i>VH</i>                | <i>H</i>                 | <i>M</i>                 | <i>L</i>                 | <i>VL</i>                |
|------|---------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 12.1 | Wide range of products          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12.2 | Superiority in quality          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12.3 | Quality with competitive prices | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

13. **Packaging:** (Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

| <i>VH</i> | <i>H</i> | <i>M</i> | <i>L</i> | <i>VL</i> |
|-----------|----------|----------|----------|-----------|
|-----------|----------|----------|----------|-----------|

|      |                                  |                      |                      |                      |                      |                      |
|------|----------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| 13.1 | Attractive packaging             | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 13.2 | Suitable packaging for transport | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 13.3 | Easy to remove                   |                      |                      |                      |                      |                      |

14. **Distribution:** (Very High-VH; High-H; Moderate-M; Low-L; Very LowVL)

|      | <i>VH</i>                | <i>H</i>             | <i>M</i>             | <i>L</i>             | <i>VL</i>            |
|------|--------------------------|----------------------|----------------------|----------------------|----------------------|
| 14.1 | Number of retail outlets | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 14.2 | Product utility          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 14.3 | Convenient location      | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

15. **Marketing Practices adopted:** Rate the given variables at five point scale. (Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

|       |                              | <i>VH</i>                | <i>H</i>                 | <i>M</i>                 | <i>L</i>                 | <i>VL</i>                |
|-------|------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 15.1  | Product quality              | <input type="checkbox"/> |                          |                          |                          | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.2  | Fashion and style            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.3  | Price range                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.4  | Product assortment           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.5  | Level of customer service    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.6  | Frequency of discounts       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.7  | Product coverage             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.8  | Global brands                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.9  | Number of payment option     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.10 | National brand names         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.11 | Popular brand names          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.12 | Quality of customer service  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|       |                              |                          |                          |                          |                          |                          |
| 15.13 | Organization of Store layout |                          |                          |                          |                          |                          |
|       |                              |                          |                          |                          |                          |                          |
| 15.14 | Appeal of sales promotions   |                          |                          |                          |                          |                          |
|       |                              |                          |                          |                          |                          |                          |
| 15.15 | Frequent offer               |                          |                          |                          |                          |                          |
|       |                              |                          |                          |                          |                          |                          |
| 15.16 | Physical facilities at store |                          |                          |                          |                          |                          |
|       |                              |                          |                          |                          |                          |                          |

**Problems in Marketing of Apparels:** Rate the given variables at five point scale (Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

| 16.  | <b>Strategic Problem</b>                    | <i>VH</i> | <i>H</i> | <i>M</i>             | <i>L</i>             | <i>VL</i>            |
|------|---------------------------------------------|-----------|----------|----------------------|----------------------|----------------------|
| 16.1 | Lesser product line                         |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      |                                             |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 16.2 | Poor entry to new market                    |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      |                                             |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 16.3 | Poor market attractiveness                  |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      |                                             |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 16.4 | Poor strategy to reap competitive advantage |           |          |                      |                      |                      |
|      |                                             |           |          |                      |                      |                      |
| 16.5 | Poor skill in branding                      |           |          |                      |                      |                      |
|      |                                             |           |          |                      |                      |                      |
| 17.  | <b>Technological Problem</b>                | <i>VH</i> | <i>H</i> | <i>M</i>             | <i>L</i>             | <i>VL</i>            |
| 17.1 | Poor access to technical resources          |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      |                                             |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      |                                             |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 17.2 | Higher lead times                           |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      |                                             |           |          | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 17.3 | Poor access to complementary resources      |           |          |                      |                      |                      |
|      |                                             |           |          |                      |                      |                      |
| 17.4 | Poor access to skills                       |           |          |                      |                      |                      |
|      |                                             |           |          |                      |                      |                      |
| 18.  | <b>Financial problem</b>                    | <i>VH</i> | <i>H</i> | <i>M</i>             | <i>L</i>             | <i>VL</i>            |

- |      |                               |                          |                          |                          |                          |                          |
|------|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 18.1 | Poor in cost savings          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18.2 | Higher price for product      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18.3 | Poor in leveraging of capital | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

19. **Managerial problem**    *VH*    *H*    *M*    *L*    *VL*

- |      |                                     |                          |                          |                          |                          |                          |
|------|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 19.1 | Poor in supply base                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19.2 | Higher fluctuation in supply/demand | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19.3 | Poor in personal loyalty            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

20. **R & D Problem**    *VH*    *H*    *M*    *L*    *VL*

- |      |                                    |                          |                          |                          |                          |                          |
|------|------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 20.1 | Poor in fashion product design     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20.2 | Poor in responsive manufacturing   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20.3 | Poor in market facing competencies | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20.4 | Poor in brand creation management  |                          |                          |                          |                          |                          |
| 20.5 | Poor in marketing communication    |                          |                          |                          |                          |                          |
| 20.6 | Poor in retail channels            |                          |                          |                          |                          |                          |

**Challenges to the Retailers:** Rate the given variables at five point scale  
(Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

21. **Government Policy**      *VH*   *H*   *M*   *L*   *VL*
- 21.1 Relaxation of foreign direct investment
- 21.2 Entry of foreign retailers
- 21.3 Franchising
- 21.4 Retail format for single brand
22. **Taxation**      *VH*   *H*   *M*   *L*   *VL*
- 22.1 Complex taxation system
- 22.2 Multi-point tax
- 22.3 In consistent tax structure
23. **Infrastructure**      *VH*   *H*   *M*   *L*   *VL*
- 23.1 Poor infrastructure
- 23.2 Poor transportation
- 23.3 Lack of localized manufacturing brands
24. **Technology**      *VH*   *H*   *M*   *L*   *VL*

- |      |                            |                          |                          |                          |                          |                          |
|------|----------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 24.1 | Poor in product quality    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24.2 | Lack of economies of scale | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24.3 | Lack of modernization      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24.4 | Technology obsolescence    |                          |                          |                          |                          |                          |

25. **Market**      *VH*    *H*      *M*      *L*      *VL*

- |      |                              |                          |                          |                          |                          |                          |
|------|------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 25.1 | Threaten market entry of     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|      | foreign firms                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 25.2 | Hectic competition           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 25.3 | Poor support from Government |                          |                          |                          |                          |                          |

**APPENDIX 2**

**QUESTIONNAIRE ON CONSUMER BEHAVIOUR AND  
RETAIL  
SERVICE QUALITY IN APPAREL MARKET: CONSUMERS'  
PERSPECTIVE**

Sir / Madam,

A Research Project has been undertaken on '**A STUDY ON RETAIL MARKETING OF APPARELS IN TAMIL NADU**'. For doing this research, I need your kind support and responses for this questionnaire. Your feed-back is my major source of information for assessing the Apparel Retail Market by identifying the opportunities and challenges faced by you. The responses given by you will be treated as strictly confidential and will be used for academic work.

1. Gender :
2. Age :
3. Level of Education :
4. Nativity :
5. Marital Status :      6. Occupation :
7. Personal Income per : month

8. Number of earning : members per family
9. Family income per month :

**Variables leading to purchase apparel:** Rate the given variables at five point scale (Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

- |      |                                       |           |          |          |                      |                      |                      |                      |                      |                      |                      |
|------|---------------------------------------|-----------|----------|----------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| 10.  | <b>Self Concept</b>                   | <i>VH</i> | <i>H</i> | <i>M</i> | <i>L</i>             | <i>VL</i>            |                      |                      |                      |                      |                      |
| 10.1 | Satisfied with my self                |           |          |          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      |                                       |           |          |          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 10.2 | Satisfied with my physical conditions |           |          |          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      |                                       |           |          |          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 10.3 | My actual is close to my ideal self   |           |          |          |                      |                      |                      |                      |                      |                      |                      |
| 10.4 | I am pleased with myself              |           |          |          |                      |                      |                      |                      |                      |                      |                      |
- 
- |      |                                                          |           |          |          |                      |                      |                      |                      |                      |                      |                      |
|------|----------------------------------------------------------|-----------|----------|----------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| 11.  | <b>Need for Uniqueness</b>                               | <i>VH</i> | <i>H</i> | <i>M</i> | <i>L</i>             | <i>VL</i>            |                      |                      |                      |                      |                      |
| 11.1 | I buy for more unusual personal images                   |           |          |          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      |                                                          |           |          |          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 11.2 | I develop personal uniqueness by buying special brands   |           |          |          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      |                                                          |           |          |          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 11.3 | I stop my purchase when the products are familiar to all |           |          |          |                      |                      |                      |                      |                      |                      |                      |

11.4 I avoid brand bought by the average consumer

12. **Clothing Interest** *VH* *H* *M* *L* *VL*

12.1 I like clothing

☐☐☐☐☐☐☐☐☐☐

12.2 I spend more on clothing

☐☐☐☐☐

12.3 Clothing is my favourite activities

13. **Perceived Quality** *VH* *H* *M* *L* *VL*

13.1 Be reliable

☐☐☐☐☐☐☐☐☐☐

13.2 Be durable

☐☐☐☐☐

13.3 Be high quality

14. **Emotional Value** *VH* *H* *M* *L* *VL*

14.1 Be one that I enjoy

☐☐☐☐☐☐☐☐☐☐

14.2 Make me feel good

14.3 Give me pleasure

☐☐☐☐☐☐☐☐☐☐

14.4 Makes me want to use it

15. **Purchase Intention** *VH* *H* *M* *L* *VL*

15.1 I intend to buy this brand  
frequently

☐☐☐☐☐☐☐☐☐☐

15.2 I plan to buy this brand often

16. **Interpersonal Variables influencing to purchase apparels:**

Rate the given variables at five point scale. (Very High-VH;  
High-H; Moderate-M; Low-L; Very Low-VL)

|      |                                                             | <i>VH</i>            | <i>H</i>             | <i>M</i>             | <i>L</i>             | <i>VL</i>            |
|------|-------------------------------------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| 16.1 | Buy the brand what peers                                    | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      | buy                                                         | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 16.2 | Buy at store where I loyal                                  | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 16.3 | Peers group approve the                                     | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      | store, I buy                                                | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 16.4 | Purchase the latest when I                                  | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      | score about my peers views                                  | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 16.5 | Peers influence my shopping                                 | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      | behaviour                                                   | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 16.6 | Regular enquiry about latest                                | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      | fads and fashion with my                                    | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      | friends                                                     | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 16.7 | Discussion on prices and                                    | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      | quality before I buy with my                                | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|      | friends                                                     | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| 16.8 | I buy the right product since it was selected by my friends |                      |                      |                      |                      |                      |

16.9 Discussion on advertisement with my siblings

16.10 Follow my parents' decision

16.11 Parents accompany my purchase

16.12 Parents decide where, when, what and which

16.13 Parents decide the shopping needs

16.14 Shopping with my parents

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

**Store Choice behaviour:** Rate the given variables at five point scale.

(Very High-VH; High-H; Moderate-M; Low-L; Very Low-VL)

17. Ambience and Facilities    *VH*    *H*    *M*    *L*    *VL*

17.1 Good ambience

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

17.2 Better lighting and layout

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|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

17.3 Stylistic store

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

17.4 Nice display and good frontage

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|--|--|--|--|--|

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|  |  |  |  |  |
|--|--|--|--|--|

17.5 More varieties and brands

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|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

17.6 Offering pick and choice

17.7 Recommend by all

17.8 Stores give prestige

18. **Perceived risk**    *VH*   *H*   *M*   *L*   *VL*

18.1 Store performs as expected

☐☐☐☐☐☐☐☐☐☐

18.2 Good quality

☐☐☐☐☐

18.3 Reliable

☐☐☐☐☐

18.4 Risk free

☐☐☐☐☐☐☐☐☐☐

18.5 Easy available

18.6 Value for money

19. **Staffs**    *VH*   *H*   *M*   *L*   *VL*

19.1 Staffs caring

☐☐☐☐☐☐☐☐☐☐

19.2 Efficient staffs

☐☐☐☐☐

19.3 Helpful staffs

☐☐☐☐☐

19.4 Trust worthy salesmen

20. **Convenience and Access**    *VH*   *H*   *M*   *L*   *VL*

|      |                                               |                          |                          |                          |                          |                          |
|------|-----------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 20.1 | Takes order on phone                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20.2 | Provide out of stock products                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20.3 | Nearness to the work place                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20.4 | Easy access to all                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20.5 | Open on weekends                              |                          |                          |                          |                          |                          |
| 21.  | <b>Entertainment</b>                          | <i>VH</i>                | <i>H</i>                 | <i>M</i>                 | <i>L</i>                 | <i>VL</i>                |
| 21.1 | Store breaks monotony                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21.2 | Store is stress buster                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21.3 | Store is time pass and window                 |                          |                          |                          |                          |                          |
| 22.  | <b>Brand Spread</b>                           | <i>VH</i>                | <i>H</i>                 | <i>M</i>                 | <i>L</i>                 | <i>VL</i>                |
| 22.1 | Brands of my choice                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22.2 | Stock of all brands                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22.3 | Coverage of national and international brands |                          |                          |                          |                          |                          |
| 23.  | <b>Speciality Outlet</b>                      | <i>VH</i>                | <i>H</i>                 | <i>M</i>                 | <i>L</i>                 | <i>VL</i>                |
| 23.1 | Specialized outlet                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 23.2 | Authorized outlet                             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24.  | <b>Service</b>                                | <i>VH</i>                | <i>H</i>                 | <i>M</i>                 | <i>L</i>                 | <i>VL</i>                |

|      |                         |                          |                          |                          |                          |                          |
|------|-------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 24.1 | Fast service            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24.2 | Response on replacement | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24.3 | Showing of varieties    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24.4 | Professional service    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24.5 | Management of the crowd |                          |                          |                          |                          |                          |
| 24.6 | Personal Care           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

25. **Parking**    *VH*    *H*    *M*    *L*    *VL*

|      |                               |                          |                          |                          |                          |                          |
|------|-------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 25.1 | Enough parking space          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 25.2 | Systematic parking facilities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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