

## Understanding customer choice for selecting an apparel store

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### Abstract

Apparel industry is the second largest retail category (after food and groceries), in India. It is one of the shining segments of our economy. This sector is the largest source of industrial employment in India. On the basis of random convenient sampling, the survey was conducted in the month of August 2015. A sample of 200 respondents was considered and study was conducted amongst the adults in Delhi and NCR. The sample was administered in person. A self-structured questionnaire was used to collect the data. The results clearly indicate that exchange policy, location, variety and reputation plays important role for selecting a store.

**Keywords:** Apparel industry, exchange policy, location, industrial employment.

### Introduction

Apparel industry is the second largest retail category (after food and groceries), in India. It is one of the shining segments of our economy. This sector is the largest source of industrial employment in India. Increase in income, modern culture, increase in working women, and commercialization of festivals are the driving factors for the growth of apparel industry. The domestic apparel industry have five segments – menswear, womenswear, Kidswear, unisex and uniforms. Menswear is the largest segment whereas uniforms and women wear are the fastest growing segments. Apparel manufacturing is the least capital intensive segment and it has low entry barriers. It is highly labour intensive and requires skilled, unskilled and semi-skilled labourers. India have low share in global apparel market. Hong Kong, South Korea, Taiwan and China are amongst the top seven world leaders, together covering nearly 40 percent of the world trade in garments. The major importers from India are the U.S.A., Germany, United Kingdom and other European countries and leading non-quota countries like Japan, Australia, Sweden and Switzerland.

### Research objective and research methodology

Research was conducted to trace out the factors which influence the customers to choose an apparel store. A study was conducted amongst the adults in Delhi and NCR to find out the full picture for choosing an apparel store for shopping. The survey was conducted on a micro level due to constraints in time and resources. On the basis of random convenient sampling, the survey was conducted in the month of August 2015. The sample was administered in person and electronically. Out of 220 persons contacted only 200 returned with complete forms. The instrument used for the study was self-structured questionnaire. Likert Scale was used to measure the responses. 60% of the respondents were female and 40% were male. All the respondents were working in public or private sector. All the respondents belong to the 30-40 year of age group.

### Survey findings

**Table 1:** factors that attracts customer to choose a store

Factors	Extent of Preference (Number and % )					Total
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	
Location	150(75%)	50(25%)	-	-	-	200
Variety	100(50%)	100(50%)	-	-	-	200
Spacious	50(25%)	100(50%)	50(25%)	-	-	200
Exchange policy	200(100%)	-	-	-	-	200
Reputation	100(50%)	50(25%)	50(25%)	-	-	200
Credit card	-	100(50%)	50(25%)	50(25%)	-	200
Parking	50(25%)	100(50%)	50(25%)	-	-	200
Changing room	100(50%)	100(50%)	-	-	-	200
Open days	50(25%)	100(50%)	-	50(25%)	-	200
Water	-	50(25%)	-	100(50%)	50(25%)	200
Music	-	-	50(25%)	100(50%)	50(25%)	200
Convenience	-	-	100(50%)	100(50%)	-	200
Air conditioning	50(25%)	50(25%)	50(25%)	50(25%)	-	200

Location and exchange policy plays very important role for customers. Customer demands for exchange policy. Customers want that store should be open on all days and especially for

increased hours on weekends. Music does not have major impact on choosing a store. Basic facilities like water, convenience enrich the status of the store. People prefer to pay

through credit card so there should be acceptability of credit cards. Apparel segment is fashion oriented; here variety is the factor which is important.

### **Conclusion**

Today's customer is well educated and well informed. They want a good experience in shopping. While choosing a store for shopping a customer evaluate many factors. Variety and good ambience is priority for customers. If the store owners can assess the requirements of customers properly and timely they can upsurge their returns.

### **Limitations and further research**

The sample elected for the study suffers from many constraints. Sample was selected at micro level. The selection of respondents was based on their willingness to participate and their convenience consequently resulted into constraints. Present study chooses only thirteen factors for selection of a store; however, future researchers can consider the other dimensions. They can opt for more appropriate sampling techniques.

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