A STUDY ON THE INFLUENCE OF LOCATION AND STORE DESIGN FACTORS WITH REFERENCE TO SELECTED READYMADE GARMENTS SHOP IN TIRUNELVELI

K. Pon Abinaya*   Dr. Albin D. Robert Lawrence**

*II Year MBA student, School of Management, SASTRA University, Thanjavur, South India.

**Assistant Professor, School of Management, SASTRA University, Thanjavur, South India.

ABSTRACT

Apparel industry is the second largest retail category after food and groceries in India. The retail scenario in India is changing at a very brisk pace. Readymade garment is a part of the textile industry. Consumers are those who purchase goods and services. So the consumer shopping is to select, purchase, use, and dispose of goods and services. The study focus on how the selection of garment retail shop is made. The objective of this study is to know the preferred garment shop and the influence of location and store design factors for the selection of readymade garments shop. On the basis of random convenient sampling, the survey was conducted in the month of March 2016. It was administered to 150 respondents. The collected response has been analysed using SPSS 16.0. Tools used for the analysis are frequency analysis, ANOVA.

KEYWORDS: Readymade garments, Apparel, Store Design.

INTRODUCTION

The clothing and textile traces the availability and use of textiles and other materials and the development of technology for the making of clothing over human history. Fashion world is a multi- folded developing industry employing millions of people around the globe. Dressing reflects our society and culture, and how we define our self. Retail store attribute plays a significant role in consumer store choice, purchase decision and satisfaction. It is important to identify important store attributes from the consumer's perspective and strategically focus on implementing these attributes to fulfil consumer's expectation. All the activities concern with consumers. Retail also undertake administrative activities such as customer services, product merchandising, advertisements etc. The importance of store selection plays an important role in retail industry. The study is all about location and store design factors influencing the choice of

consumers in selecting their garments shop such as Pothys, RmKV, and Chennai silks located in Tirunelveli.

REVIEW OF LITERATURE

Leena Jenefa (2013) The study was conducted to focus on how the selection of retail chain and the social economic status of the consumer influence the buying behaviour in retail segment. Analysis result shows that their buying behaviour and store selection are significantly related to their income level.

Dr. Venkatesh J (2015) made a study that would provide an idea on the key socio economic factors which affecting purchasing behaviour of customer and it could be useful to drive strategic planning for marketing of ethnic wear with respect of silk saris. This study brings an insight on factors that the marketer and manufactures should concentrate to attract the prospective female buyers.

Vishal Shukla (2015) made a study that it is important to identify important store attributes from consumer's perspective and strategically focus on implementing these attributes to fulfil consumer's expectations. The purpose of this study is to study the store choice criteria of Gen Y consumers in the context of apparel retail store settings and proposes a framework for implementing important apparel retail store attributes using Importance-Performance analysis (IPA).

Poornima Pugazhenthi (2010) in this study found the factors influencing a customer to choose a retail store when buying Fast Moving Consumer Goods. By understanding the same retailers can try and improvise on these factors and thereby increase their chance of making the customers come back again and again to their store to buy these goods.

C. W. Ardon Iton (2015) focuses on the retail outlet attributes and socio- economic attributes of females as factors influencing retail outlet choice for fresh fruits in T&T. The results obtained indicated that income and a factor called "Service" obtained from factor analysis of the store attributes are statistically significant in the choice of retail outlet for the purchase of fresh fruits by women in T&T. This information should assist retail outlet managers in the development of their business strategies

IMPORTANCE OF THE STUDY.

Retail store attributes plays a significant role in consumer store choice, purchase decision and satisfaction. It is important to identify important store attributes from the consumer's perspective and strategically focus on implementing these attributes to fulfil consumer's expectation. The domestic apparel industry segments are -Men's wear, Women's wear, Kids wear. As this research paper is all about the factors influencing the choice of shops for apparel purchase in retail store.

STATEMENT OF THE PROBLEM

The customer choice would vary based on the purchase intension which can result in loyalty too. This study can help to know the choice of apparel retail outlet in Tirunelveli. And the research helps to identify and improve the area in which the experience of the customer is concentrated. Based on the brief review the problems found will be addressed in this study with the help of analysing certain factors related to giant apparel retail store.

OBJECTIVE OF THE STUDY

The objective of this study is to know the influence of Location and store design.

SCOPE OF THE STUDY

The present study is undertaken to understand the profile of customers visiting new-generation retail outlets like RMKV, Pothys and Chennai Silks and to know the customer's Choice of shop in buying garments of the present day retail outlets in a city like Tirunelveli. And it helps to understand the following aspects related to customer perception on selected readymade garments store such as choice of individual, influential factors of readymade garment shop, satisfaction on various attributes under each factors.

LIMITATIONS OF THE STUDY

This study was based on primary data collected from sample consumers by survey method facilitating Tirunelveli area. Therefore, the study area was too limited.

Due to time constraint of the research team the sample size was limited to 150 only. A large sample size would give more accurate result.

The study of consumer choice towards readymade garments shop in Tirunelveli is a very vast subject consisting of a number of influential factors. Only a few factors aspects were studied in this study.

RESEARCH METHODOLOGY

The research follows the survey research methodology. Primary data was collected through survey method by distributing questionnaire to consumers. The questionnaire was carefully designed for analysis. 150 responses have been collected from the respondents to know their preference of readymade garment shop. It is also defined as the study of methods by which knowledge is gained.

HYPOTHESIS

H0= There is no significant relationship between Age of the respondent and Location & store design factors.

H0= There is no significant relationship between Gender of the respondent and Location & store design factors.

H0= There is no significant relationship between Family nature of the respondent and Location & store design factors.

H0= There is no significant relationship between Annual Income of the respondent and Location & store design factors.

DATA ANALYSIS AND INTERPRETATION (RESULTS & DISCUSSION)

Table 1

Classification of the respondent on the basis of demographic variables

Demographic Variables	No. Of Respondent	Percent
Age		
less than 25	42	28.0
25-35	49	32.7
35-45	35	23.3
above 45	24	16.0
Gender		
Male	57	38.0

Female	93	62.0
Marital Status		
Married	89	59.3
Single	61	40.7
Literacy Level		
SSLC	2	1.3
HSC	3	2.0
UG	35	23.3
PG	87	58.0
Professional	22	14.7
Diploma	1	.7
Employment status		
Government	35	23.3
Private	69	46.0
Self-employed	1	.7
Unemployed	1	.7
Student	31	20.7
Home maker	13	8.7
Family Nature		
Nuclear family	99	66.0
Joint family	51	34.0
Earning Members		
Husband only	34	22.7
Both husband and wife	59	39.3
Nil	57	38.0
Annual Income		
less than 2,50,000	48	32.0
2,50,00-5,00,000	62	41.3
5,00,000-10,00,000	25	16.7
above 10,00,000	15	10.0

(Source: Primary data)

Table 1 shows the classification of the respondent based on their demographic profile.

Table 2

ANOVA test for Age and the Location & store design factors

Factors	Outlets	Mean	Std. Deviation	Significance	Result
Location	Pothys	4.78	.850	.886	Accept H_0
	RmKV	**5.01**	**.794**	.233	Accept H_0
	Chennai Silks	4.90	.825	.174	Accept H_0
Parking space	**Pothys**	**4.91**	**.912**	.061	Accept H_0
	RmKV	4.29	1.089	.190	Accept H_0
	Chennai Silks	4.38	.910	.044	Reject H_0
Store space plan	**Pothys**	**4.89**	**.756**	.761	Accept H_0
	RmKV	4.79	.824	.188	Accept H_0
	Chennai Silks	4.61	.793	.590	Accept H_0
Interior Decoration	**Pothys**	**4.87**	**.783**	.338	Accept H_0
	RmKV	4.77	.796	.079	Accept H_0
	Chennai Silks	4.53	.872	.613	Accept H_0
Music	Pothys	3.71	1.426	.419	Accept H_0
	RmKV	4.45	1.027	.348	Accept H_0
	Chennai Silks	4.31	.991	.370	Accept H_0
Lighting	Pothys	4.79	.797	.645	Accept H_0
	RmKV	**4.85**	**.736**	.024	Reject H_0
	Chennai Silks	4.57	.789	.138	Accept H_0
Display	**Pothys**	**4.76**	**.766**	.012	Reject H_0
	RmKV	**4.75**	**.804**	.004	Reject H_0
	Chennai Silks	4.22	.989	.170	Accept H_0

(Source: Primary data)

H_0= There is no significant relationship between the Age of the respondent and the location & store design factor.

H_1= There is a significant relationship between the Age of the respondent and the location & store design factor.

From table 2, it may be concluded that, the location & store design factors such as parking space of Chennai silks shop, lighting of RmKV shop and display of RmKV shop are significantly related with the age of the respondent.

Table 3

ANOVA test for Gender and the Location & store design factors

Factors	Outlets	Mean	Std. Deviation	Significance	Result
Location	Pothys	4.78	.850	.628	Accept H_0
	RmKV	**5.01**	**.794**	.100	Accept H_0
	Chennai Silks	4.90	.825	.282	Accept H_0
Parking space	**Pothys**	**4.91**	**.910**	.194	Accept H_0
	RmKV	4.29	1.089	.411	Accept H_0
	Chennai Silks	4.38	.912	.297	Accept H_0
Store space plan	**Pothys**	**4.89**	**.756**	.905	Accept H_0
	RmKV	4.79	.824	.294	Accept H_0
	Chennai Silks	4.61	.793	.764	Accept H_0
Interior Decoration	**Pothys**	**4.87**	**.783**	.608	Accept H_0
	RmKV	4.77	.796	.409	Accept H_0
	Chennai Silks	4.53	.872	.250	Accept H_0
Music	Pothys	3.71	1.426	.253	Accept H_0
	RmKV	4.45	1.027	.459	Accept H_0

	Chennai Silks	4.31	.991	.981	Accept H_0
	Pothys	4.79	.797	.708	Accept H_0
Lighting	**RmKV**	**4.85**	**.736**	.222	Accept H_0
	Chennai Silks	4.57	.789	.949	Accept H_0
	Pothys	4.76	.766	.558	Accept H_0
Display	RmKV	4.75	.804	.355	Accept H_0
	Chennai Silks	4.22	.989	.355	Accept H_0

(Source: Primary data)

The above table 3, shows the Mean, Standard Deviation and ANOVA test between Gender and Location & Store design factors.

H_0= There is no significant relationship between the Gender of the respondent and the location & store design factor.

H_1= There is a significant relationship between the Gender of the respondent and the location & store design factor.

It is concluded that none of the factors from Location and store design are significantly related with the gender of the respondent.

Table 4

ANOVA test for Nature of the family and the Location & store design factors

Factors	Outlets	Mean	Std. Deviation	Significance	Result
	Pothys	4.78	.850	.654	Accept H_0
Location	**RmKV**	**5.01**	**.794**	.776	Accept H_0
	Chennai Silks	4.90	.825	.022	Reject H_0
	Pothys	**4.91**	**.910**	.913	Accept H_0
Parking space	RmKV	4.29	1.089	.396	Accept H_0

	Chennai Silks	4.38	.912	.907	Accept H_0
Store space plan	**Pothys**	**4.89**	**.756**	.960	Accept H_0
	RmKV	4.79	.824	.696	Accept H_0
	Chennai Silks	4.61	.793	.656	Accept H_0
Interior Decoration	**Pothys**	**4.87**	**.783**	.357	Accept H_0
	RmKV	4.77	.796	.442	Accept H_0
	Chennai Silks	4.53	.872	.866	Accept H_0
Music	Pothys	3.71	1.426	.627	Accept H_0
	RmKV	4.45	1.027	.896	Accept H_0
	Chennai Silks	4.31	.991	.860	Accept H_0
Lighting	Pothys	4.79	.797	.336	Accept H_0
	RmKV	**4.85**	**.736**	.292	Accept H_0
	Chennai Silks	4.57	.789	.199	Accept H_0
Display	**Pothys**	**4.76**	**.766**	.536	Accept H_0
	RmKV	4.75	.804	.009	Reject H_0
	Chennai Silks	4.22	.989	.832	Accept H_0

(Source: Primary data)

H_0= There is no significant relationship between the Family nature of the respondent and the location & store design factor.

H_1= There is a significant relationship between the Family nature of the respondent and the location & store design factor.

The above table 4, shows the Mean, Standard Deviation and ANOVA test between Nature of the family and Location & Store design factors.

H_0= There is no significant relationship between the respondents family nature and the location & store design factor.

H_1= There is a significant relationship between the respondents family nature and the location & store design factor.

It may be concluded that, the location & store design factors such as Location factor of Chennai silks and display factor of RmKV shop are significantly related with the respondent's family nature.

Table 5

ANOVA test for Annual Income of the family and the Location & store design factors

Factors	Outlets	Mean	Std. Deviation	Significance	Result
Location	Pothys	4.78	.850	.722	Accept H_0
	RmKV	**5.01**	**.794**	.139	Accept H_0
	Chennai Silks	4.90	.825	.163	Accept H_0
Parking space	**Pothys**	**4.91**	**.910**	.207	Accept H_0
	RmKV	4.29	1.089	.010	Reject H_0
	Chennai Silks	4.38	.912	.775	Accept H_0
Store space plan	**Pothys**	**4.89**	**.756**	.678	Accept H_0
	RmKV	4.79	.824	.003	Reject H_0
	Chennai Silks	4.61	.793	.297	Accept H_0
Interior Decoration	**Pothys**	**4.87**	**.783**	.835	Accept H_0
	RmKV	4.77	.796	.231	Accept H_0
	Chennai Silks	4.53	.872	.433	Accept H_0
Music	Pothys	3.71	1.426	.294	Accept H_0
	RmKV	4.45	1.027	.489	Accept H_0
	Chennai Silks	4.31	.991	.616	Accept H_0

Lighting	Pothys	4.79	.797	.494	Accept H_0
	RmKV	**4.85**	**.736**	.049	Reject H_0
	Chennai Silks	4.57	.789	.014	Reject H_0
Display	**Pothys**	**4.76**	**.766**	.955	Accept H_0
	RmKV	4.75	.804	.151	Accept H_0
	Chennai Silks	4.22	.989	.075	Accept H_0

(Source: Primary data)

The above table 5, shows the Mean, Standard Deviation and ANOVA test between annual income of the respondent's family and Location & Store design factors.

H_0= There is no significant relationship between the annual income of the respondent's family and the location & store design factor.

H_1= There is a significant relationship between the annual income of the respondent's family and the location & store design factor.

It may be concluded that, it may be concluded that the location & store design factors such as Parking space, store space plan and lighting are significantly related with the annual income of the respondent's family.

FINDINGS

- Among 150 respondents, 57 (38%) of the respondent were male and 93 (62%) of the respondent were female. It shows that the female respondent were interested in responding to the question based on their choice of readymade garment shop.

- Among 150 respondents, 42 (28%) respondents were in the age group less than 25 years, 49 (32.7%) respondents were in the age group between 25-35 years, 35 (25.3%) respondent was in the age group between 35-45 years and 24 (16%) respondent were above 45 years of age.

- Among 150 respondents, 89 (59.3%) of the respondent were married and 61 (40.7%) of the respondent were single.

- Among 150 respondents, 2 (1.3%) respondents level of literacy is SSLC, 3 (2%) respondents level of literacy is HSC, 35 (23.3%) respondents level of literacy is Under graduation, 87 (58%) respondents level of literacy is found to be Post graduation, 22 (14.7%) respondents level of literacy is found to be professional, 1 (0.7%) respondents level of literacy is Diploma.

- Among 150 respondents, 35(23.3%) respondents were Government employees.69 (46%) respondents employed in Private Sector. 1(0.7%) respondent is found to be Self-employed. 1(0.7%) respondent found to be unemployed. 31 (20.7%) respondents were Students and 13 (8.7%) respondents were home makers.

- Among 150 respondents, 99 (66%) respondents were from Nuclear family, 51 (34%) respondents were from Joint family.

- Among 150 respondents, 34 (22.7%) respondents have single earning for their family i.e. Husband only, 59 (39.3%) respondents have double earning for their family i.e. Both husband and wife, and 57 (38%) respondents were not earning.

- Among 150 respondents, 48 (32%) respondent's annual income was less than 2, 50,000, 62 (41.3%) respondent's annual income was found between 2, 50,000-5,00,000, 25 (16.7%) respondent's annual income was found between 5,00,000-10,00,000, and 15 (10%) respondent's annual income was found to be above 10,00,000.

- It was found that, the location & store design factors such as parking space in Chennai silks, lightings in RmKV and display of products in RmKV shop are significantly related with the age of the respondent.

- It is concluded that none of the factors from Location and store design are significantly related with the gender of the respondent.

- It may be concluded that, the location & store design factors such as Location factor of Chennai silks and display factor of RmKV shop are significantly related with the respondent's family nature

- It may be concluded that, it may be concluded that the location & store design factors such as Parking space, store space plan and lighting are significantly related with the annual income of the respondent's family.

Important factors under Location & store design

- Pothys- The most important factors for Pothys were Parking space, Store space plan, Interior decoration and Display.

- RmKV- The most important factors for RmKV were Location, Music and Lighting

- Chennai Silks- No important factors in Chennai Silks as of Location and Store design factors.

SUGGESTIONS

- As of parking space, RmKV does not have a convenient parking space, so it is suggested to have a good and convenient parking space in order to satisfy the needs of the customer. As of store space plan, Chennai silks store space plan was found to be average, so it is suggested to design a good plan in future.

- As of Interior decoration, Chennai silks store has medium rating than other shops, so it is suggested to make a good interior

- As of music, Pothys shop normally does not play any music inside their shop, so it is suggested that Pothys shop can make a change of playing music inside the shop.

- As of display, Chennai silks shop is poor in displaying the product, so it is suggested to have a good and neat display as it is important for attracting the customers.

CONCLUSION

Fashion is serious business, everywhere. The business of readymade garments is increasing day by day due to changes of fashions in human life. From this study, it is concluded that in a competitive era certain factors are very important to choose their stop shop in retail readymade garments shop. Many factors that are taken into this study are found to be influential they are location, parking space, lightings, Store space plan, Display.

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