Major Insight from the Apparel Retailer: with Focus on the Gujarat Region

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ABSTRACT This study is done from the Children Apparel Retailer Perspective, focus on the Gujarat Region. Primary data was collected by making use of the Questionnaire. Convenience Sampling is used. Researcher had received response from the 13 Retailer across Gujarat.

Overview of the Children Apparel Industry in India:
Rapidly Growing market in India is Children's apparel Market. Manufacturers are targeting children who are more interested in the new and upcoming fashion trends with fancy materials. Children's garments are available in various forms and designs. No other segment of apparel is as unorganized as children's apparel market. Local and unorganized players in India dominate a huge volume of children apparel. This gives an excellent opportunity for the organized players to lay a strong foundation in this segment. Indian market is now moving towards an international look in terms of children's apparel. Cotton plays a main role in the clothing of children. Approximately, 86% of the children wear are of cotton. With National and International brands, Branded children apparel market is in its development stage in India.

Objective:
1. To identify strategies employed by retailers (Children's Apparel) in the domestic market.
2. To derive Suggestion for retailers to increase their dominance in the market in light of the changing consumer behaviour and dynamics.

Research Tools/Methodology:
Data Collection:
Primary Data:
Quantitative research, structured questionnaire, for retailers.

Secondary Data:
Reviewing and analysis of the articles, research papers, interviews and other published information.etc.

Sample Selection:
Four major cities (Ahmedabad, Rajkot, Vadodara, Surat) of Gujarat.The study was based on Retailers of Apparel (Children).

Sample Design:
The data has been collected using well-structured schedule that include both open, closed ended questions for Apparel (Children) Retailers. Convenience Sampling has been used. Sample Size was 13 Retailer across Gujarat.

Literature Review:
The recent growth and expansion of retail giants such as Wal-Mart has eliminated or deemphasized the need for established price setting strategies and provided a means for retailers to establish their own pricing strategies **(Seiders and Voss, 2004).**

Marketers use television as a medium of communication since it affords access to children at much earlier ages than print media can accomplish, largely because textual literacy does not develop until many years after children have become regular television viewers **(Kaur and Singh, 2006, pp. 8).** Marketers must often link the product with fun and joy elements rather than informational elements **(Kaur and Singh, 2006).**

Michelle Ann Tongue, Rose Otieno and Tracy Diane Cassidy (2009) UK retailers utilized various numerical size coding systems based on height, age and weight. Next, Asda George and Adams were the favorite shopping stores for children's wear

Major insight from the Children Apparel Retailer:
Retail Format:
11 Retailers are having *Departmental Store* and two retailers are having *Speciality Store*

Brand at Retail Outlet:
Various brand are kept by 13 Retailer

Brand preferred:
Below mention brand are mostly preferred by the customer *Todler, Funky boys, cozy, Flower, Little Kangaroes, line up, Goodyboy, spykar, Shine Boy, Little play, Swagat, Shine up, Swagat, Shine up. Gini&Jony,Ruff children, Style line, Repeat*

Intense Competition:
11 retailers are facing intense competition in various areas like Consumer Market, Resource Market, Distribution Market, Technology Environment

Retailing Trend:
Because of following retailing trend there are changing customer at retailer outlet.

Age related Merchandizing Change

Information Technology:
Because of IT there work becomes easy.

Challenges:
Majority of them are facing challenges like Store site selection, Understanding the consumer, Retail Pricing, Human Resource Management. Rest others are facing store de-

sign, Operations, Marketing, Branding, Supply Chain Management.

Challenges in Global Sourcing:
They are not keeping international brand hence they are not facing Global sourcing problems.

Reason for increase in Organized Retail in India:
Changing Income Profile, Age Factor and Changing Consumption Basket are the major factors because of which organized retail in India is increased.

Employee Owned and No of Employee Required:
Five retailers are having shortage of staff.

Turnover Rate of Employee:
Is high among peon and salesman.

Preferred Gender:
Mostly, Male employee because they are not having any issue related with timings, their behaviour is good, customer friendly, good performance.

Recruitment Method:-
Majority of the retailer Ask a current employee to recommend someone, Call another employer for a recommendation, Advertisement in News Paper or Magazine.

Opportunities for Retail outlet:-
Majority of them are interested in doing Business Expansion very shortly.

Problems Encountered:
- Facing below mention problems.
- The change design very frequently
- Online shopping effect in customer choice
- Staff problems
- Maintenance of stock and payment
- Competition
- Difficult to understand the customer choice
- Financial Problems
- Maintain customer

Strategies for domestic Market:
Majority of the retailers applies expansion strategy in domestic market.

Markdown Strategy:
7 out of 13 retailers keep sale at various occasion like Rakshabhandan, Diwali…6 out of 13 doesn't keep any type of sale, they are having fix price for their products.

Pricing Strategy:
They develop pricing strategy depending upon the market price and the quality of the clothes.

Strategies for Retail Outlet:-
6 out of 13 retailers prepare various strategies for Intense competition, The changing consumer, technology, economic conditions

Experience:
13 retailers are there into business since ten and above years

Scheme of Instalment:
Very few retailer gives maximum three month flexible scheme for the regular customer. Majority of the retailers take payment via cash only and 6 retailers take payment via both the mode (Cash and Credit Card System).

Findings:
- Majority of the retailer are having Departmental store and they keep various modern brands.
- Brands which are mostly preferred by the customer are Todler, Funky boys, cozy, Flower, Little Kangaroes, line up, Goodyboy, spykar, Shine Boy, Little play, Swagat, Shine up, Swagat, Shine up. Gini & Jony,Ruff children, Style line, Repeat
- Retailers faced instance competition from the Consumer Market (Multiple Store are located at one place),Resource Market, Distribution Market, Technology Environment
- There are changing customer at retailer outlet because of Age related Merchandizing Change retailing trend.
- Retailer make use of IT and it helps them in various different ways
- Researcher have interpreted that majority of them are facing Store site selection, Understanding the consumer, Retail Pricing, Human Resource Management.
- Changing Income Profile, Age Factor and Changing Consumption Basket are the major factors because of which organized retail in India is increased.
- Researcher interpreted that five retailers are having shortage of staff. Hence it can be concluded that at these location there is an opportunity for the job.
- The turnover rate of the employee is high among peon and salesman.
- Majority of the retailer prefer Male employee because they are not having any issue related with timings, their behaviour is good, customer friendly, good performance.
- Majority of the retailer Ask a current employee to recommend someone, Call another employer for a recommendation, Advertisement in News Paper or Magazine.
- Majority of the retailers are interested to expand their business.
- Retailers are basically facing below mention problems.
1. The change design very frequently
2. Online shopping effect in customer choice
3. Staff problems
4. Maintenance of stock and payment
5. Competition
6. Difficult to understand the customer choice
7. Financial Problems
8. Maintain customer
- Majority of the retailers apply expansion strategy in domestic market.
- Majority of the retailer keep sale at various festivals like Rakshabhandan, Diwali etc.
- Retailer develop pricing strategy depending upon the market price and the quality of the clothes
- Various strategies are prepared by the retailer for Intense competition, The changing consumer, technology, economic conditions (Strategies are not disclosed by the retailers)
- Most of the retailers are there into business since ten and above years
- Majority of them prefer to take payment via cash mode only

Suggestion:
- Researcher suggest that manufacturer and retailer shall develop and keep the apparel which shall have various colour, physical comfort, latest fashion, various design, durability, fit, care label, quality, various

- brand, wash ability and provide special service to the customer.
- Retail format such as gift store, small shop, hawker, mail order catalogue is not given importance by the parents; hence marketer shall create awareness regarding various formats and benefits achieved from this format if shopping is done.
- Though a game/playroom for children is a place where children can play and meanwhile parents can do shopping for their children then why it is not considered as an important factor which is the matter of concern. Secondly to get availability of easy parking in cities of Gujarat is difficult but if easy parking is available still it is not given importance in this study. Marketer shall conduct small survey to know the reason behind it and what are the consumer expectations in this regards.
- Parents have different choice of retailer for purchasing children clothes, so marketer shall put emphasis on advertising of the retail out and promotion for the product. In purchase of the children clothes various factors act as the influential agent, hence marketer shall analyse the influential agent and according to which marketing strategies shall be developed.

Conclusion:

As per the findings of the study it is concluded that retailer are there into business since ten and above years. They believe that changing income profile, age factor and changing consumption basket are the major reason behind the growth of organized retail in India. Majority of the retailer in this study have departmental store and few are having specialty store and keep various brands at their retail outlet. Rakhabhandan, Diwali etc. are the various festivals when sale is kept by the retailer and the pricing strategy is prepared depending upon the market price and the quality of the clothes. Payments are accepted via cash and credit card. Researcher have interpreted that majority of them are facing challenge like store site selection, understanding the consumer, retail pricing, human resource management, design, operations, marketing, branding, supply chain management. Further various strategies are prepared by the retailer for intense competition, the changing consumer, technology, economic conditions. They faced instance competition from the consumer market (multiple store are located at one place), resource market, distribution market, technology environment. There are changing customers at retailer outlet because of age related merchandizing change, new retail format retailing trend. Retailer make maximum use of IT. Researcher interpreted that five retailers are having shortage of staff. Hence it can be concluded that at these location there is an opportunity for the job. The turnover rate of the employee is high among peon and salesman. Majority of the retailer prefer male employee because they are not having any issue related with timings, their behavior is good, customer friendly, good performance. Majority of the retailer ask a current employee to recommend someone, call another employer for a recommendation, and give advertisement in newspaper or magazine. Retailers are interested in expanding their business and are applying expansion strategy in domestic market. Retailers are basically facing problems, because of the change design very frequently, online shopping effect in customer choice, staff problems, maintenance of stock and payment, competition, difficult to understand the customer choice, financial problems, maintain customer. In order to retain the regular customer retailer also apply flexible scheme for the regular customer.

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