



## A STUDY ON WHOLESALERS' & RETAILERS' OPINION TOWARDS DIRECT SALE OF UNIFORMS BY THE MANUFACTURERS TO THE SCHOOLS IN COIMBATORE

### KEYWORDS

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**ABSTRACT** *Uniform justifies the way of unity among students. Uniform denotes out the unique nature among each and every person. In this study the researcher signifies the wholesalers and retailers opinion towards the direct sale of uniforms by the manufactures to the school with in Coimbatore city. This study denotes around the stress and problems caused by the wholesaler and retailers towards the direct sales of uniform towards school by the manufactures. The area of the study is conducted within Coimbatore city. The sampling method is based on convenient sampling with 90 respondents. Statistical tools used for the study is Percentage analysis and Chi square test.*

### INTRODUCTION

The Indian textiles industry has an overwhelming presence in the economic life of the country. Apart from providing one of the basic necessities of life, the textiles industry also plays a vital role through its contribution to industrial output, employment generation, and the export earnings of the country. The sector contributes about 14% to industrial production, 4% to the gross domestic product (GDP), and 11% to the country's export earnings. It is the second largest provider of employment after agriculture. Thus, the growth and all round development of this industry has a direct bearing on the improvement of the economy of the nation.

The Indian textile industry is set for strong growth, buoyed by both strong domestic consumption as well as export demand. Abundant availability of raw materials such as cotton, wool, silk and jute and skilled workforce has made India a sourcing hub. The most significant change in the Indian textile industry has been the advent of Man Made Fibers (MMF). India has successfully placed its innovative range of MMF textiles in almost all the countries across the globe. MMF production increased by 9% during June 2013. The production increased by about 3% during the year April-June 2013.

Cotton yarn production increased by 8% during June 2013 by 10% during April-June 2013. Blended and 100% non-cotton yarn production increased by 5% during June 2013 and increased by 8% during the year April-June 2013. Cloth production by handloom, and hosiery increased by 3% and 12% respectively during June 2013. Production by handloom, and hosiery sectors increased by 5% and 12% during April-June 2013. The total cloth production increased by about 1% during June 2013 and by 2% during April-June 2013.

The potential size of the Indian textile and apparel industry is expected to reach US\$ 221 billion by 2021, according to Techno park's Textile and Apparel Compendium 2012. The emergence of new schools and colleges across the country and demand for International schools, has seen a phenomenal growth of the branded school uniform market in India, providing enormous opportunities for the Indian textile giants such as Mafatlal Industries, Raymond's and S.Kumars. School uniforms are a product, targeted at a particular section of the society. The growing market for private education and schooling in India is providing growth prospects to this industry. Furthermore, industry players are also interested in increasing their presence and reach in the market.

State governments are also creating opportunities for the textile companies as they offer uniforms through Sarva Shisha Abhyan to students in the schools, run by Municipalities or Gram Panchayaths. At present, the size of school uniform market is Rs. 10,000 crore and the yearly growth rate is 15%, a release said. The key

trends in the market have been highlighted which include apparel retail giants introducing school uniform brands, use of sophisticated technology and players tying up with schools. Large players are readily tying up with retail giants and schools towards increasing visibility. The unorganized market providers a threat to the organized players; however, large players are tapping the opportunities available in the market to increase their revenues and sales.

### NEED FOR THE STUDY

The manufacturers have started a trend to sell the uniforms directly to schools. Since the researcher himself is a wholesaler, the impact on his business has forced him to take up the study to know the impact on the entire market. This study focuses on the effect on sales of the wholesalers' and retailers' due to this method. Hence the study is initiated to find wholesalers' and retailers' opinion with regard to their survival.

### SCOPE OF THE STUDY

The scope of the study is to revive the business of the wholesalers and retailers by knowing their present status and informing it to the CII, SIDCO. The suggestions said may be carried out and appropriate measures can be taken to rebuild their lost business.

### OBJECTIVES OF THE STUDY

#### Primary Objective

A study on wholesalers' and retailers' opinion towards direct sale of uniforms by the manufacturers to the schools in Coimbatore.

#### Secondary Objectives

- To know the wholesaler's and retailers' opinion on the stock left unsold due to direct sale.
- To find the rate reduction with reference to profit, sales and customers.
- To ascertain the personal stress caused to the wholesalers and retailers due to the management's direct dealing with schools.
- To state the wholesalers' and retailers' opinion towards the social responsibility of manufacturers in doing the business.

### LIMITATIONS OF THE STUDY

- The study was restricted to Coimbatore City so the view of the respondents in the Coimbatore City alone has been analyzed and interpreted.
- The response from the respondents may be biased in case of profits and thus shall be considered as a drawback.
- Time was also considered to be a major constraint that the researcher would not be able to concentrate on other related aspects.

### RESEARCH METHODOLOGY

Research methodology is the science dealing with principles of procedure in research and study.

**RESEARCH DESIGN**

The research taken up is a descriptive research which is also called as statistical research. The main goal of this type of research is to describe the data and characteristics about what is being studied. It is done to gain better understanding of the topic.

**SAMPLE SIZE**

The sample size chosen for the research is 90 respondents from all age group. The respondents filled the questionnaires themselves and were assisted and explained where they had difficulty in understanding the questions.

**SAMPLE TECHNIQUE**

The respondents were chosen through "Convenience sampling technique".

**DATA COLLECTION**

• PRIMARY DATA

Primary data was collected through survey method choosing the respondents randomly. A questionnaire was used to collect the data as the population covered was large in number. It consisted of multiple choice questions.

• SECONDARY DATA

Secondary data was collected from the Internet, Magazines, and Books etc.

**AREA OF THE STUDY**

This study is conducted within the Coimbatore city.

**TOOLS FOR ANALYSIS**

For the analysis purpose the following tools to be used.

- Percentage analysis
- Chi-square analysis

**ANALYSIS AND INTERPRETATION**

TABLE 1

**PERCENTAGE ANALYSIS**

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
Below 25	8	8.89
25-45	37	41.11
Above 45	45	50
<b>Total</b>	<b>90</b>	<b>100</b>
GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	85	94.44
Female	5	5.56
<b>Total</b>	<b>90</b>	<b>100</b>
EDUCATIONAL QUALIFICATIONS	NO. OF RESPONDENTS	PERCENTAGE
Primary	22	24.44
Secondary	41	45.56
Graduate	17	18.89
No Formal Education	10	11.11
<b>Total</b>	<b>90</b>	<b>100</b>
MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Single	14	15.56
Married	76	84.44
Total	90	100
YEARS OF PRESENCE	NO. OF RESPONDENTS	PERCENTAGE
More than 40	4	4.44
30-40	8	8.89
20-30	5	5.56

10-20	30	33.33
Less than 10	43	47.78
<b>Total</b>	<b>90</b>	<b>100</b>
TYPE OF BUSINESS	NO. OF RESPONDENTS	PERCENTAGE
Wholesalers	50	55.56
Retailers	17	18.89
Mini Wholesalers	23	25.55
<b>Total</b>	<b>90</b>	<b>100</b>
AVERAGE STOCK	NO. OF RESPONDENTS	PERCENTAGE
Less than 5000m	14	15.56
5000-10000m	21	23.33
More than 10000m	55	61.11
<b>Total</b>	<b>90</b>	<b>100</b>
AVERAGE AMOUNT OF SALES IN PREVIOUS 5 YEARS	NO. OF RESPONDENTS	PERCENTAGE
Less than 5000m	17	18.89
5000-10000m	25	27.78
More than 10000m	48	53.33
<b>Total</b>	<b>90</b>	<b>100</b>

**CHI-SQUARE TEST**

Chi-square test is a non-parametric test. It can be used to determine in categorized data show dependency or the classification are independent. It can also to make comparison between theoretical populations and actual data when categories are used. This test was first used by Karl Pearson in the year 1900. For all the chi-square test the table value has taken @ 5% level of significance and Degrees of Freedom = DF = (R-1)(C-1)

Chi-square test  $(X^2) = \sum (O-E)^2/E$

Where 'O' = Observed Frequency

'E' = Expected Frequency

'R' = Number of Rows

'C' = Number of Columns

**Comparison between Type of Business and Level of Stress caused due to Direct Sales:**

**1. Cross Tabulation**

Type of Business	A	B	C	Total
Level of Stress				
A	16	8	3	27
B	29	7	15	51
C	5	2	5	12
<b>Total</b>	<b>50</b>	<b>17</b>	<b>23</b>	<b>90</b>

**1. Formulation of Hypothesis**

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference between Type of Business Vs Level of Stress caused due to direct sales.

**Alternate Hypothesis (H<sub>1</sub>):** There is significant difference between Type of Business Vs Level of Stress caused due to direct sales.

**Calculation:**

Observed frequency(O)	Expected frequency(E) E=(RT*CT)/GT	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
16	15	1	0.06
8	5.1	8.41	1.65
3	6.9	15.21	2.20
29	28.33	0.45	0.01
7	9.63	6.91	0.71
15	13.03	3.88	0.28
5	6.67	2.79	0.42
2	2.26	0.07	0.03
5	3.06	3.76	1.23
<b>X<sup>2</sup> = Σ(O-E)<sup>2</sup>/E</b>		<b>6.59</b>	

### 3. Expected Value

$$\begin{aligned} \text{The Degrees of Freedom} &= (r-1)(c-1) \\ &= (3-1)(3-1) \\ &= 2*2 \\ &= 4df \end{aligned}$$

For 4 df the table value becomes 0.711 from the X<sup>2</sup> standard table.

### INFERENCE

The calculated value (6.59) is greater than the table value (0.711). So we reject the null hypothesis (H<sub>0</sub>). So we conclude that there is a significant difference between Type of Business vs. Level of Stress caused due to direct sales.

### FINDINGS

- 50% of the respondents were in the age group of above 45 years.
- 94.44% of the respondents are male.
- 45.56% of the respondents had completed their education till secondary.
- 84.44% of the respondents were married.
- 47.78% of the respondents have a presence of less than 10 years in the market.
- 55.56% of the respondents were wholesalers.
- 61.11% of the respondents held an average normal stock of above 10000 meters.
- 53.33% of the respondents sold an average amount of above 10000 meters of stock in the previous 5 years.

### SUGGESTIONS

- With regard to the trend in changing uniform designs by the schools, the wholesalers shall not take the risk of stocking huge amount of various uniform designs. Thus reducing the level of stress they generally face.
- The wholesalers and retailers can jointly represent the problem to the Government to place restrictions on the manufacturers that to not sell the uniforms directly to schools and also to impose a ban on schools to sell uniforms at their premises. This would result in the wholesalers and retailers having a strong presence in the market, hence their profitability would be improved.

### CONCLUSION

The study was about the wholesalers' and retailers' opinion towards the direct sale of uniforms by the manufacturers to the schools. The study was conducted with the objectives about the wholesalers and retailers' opinion on stock, profitability, personal stress and their opinion on social responsibility. The study concludes about the performance of wholesalers and retailers towards the reach of direct sale of uniforms. Thus the study can be analyzed that the wholesalers and retailers are facing loss due to the direct sale of uniforms by the manufacturers to the schools.

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