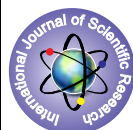


A Study on Customers' Awareness and Satisfaction of Organised Retailing of Fashion Apparels in Hyderabad City



Statistic

KEYWORDS : Retail, Exponential Growth, Demographic Profiles, Urbanization, Consumers' Satisfaction, Repeat Consumers/ Customers.

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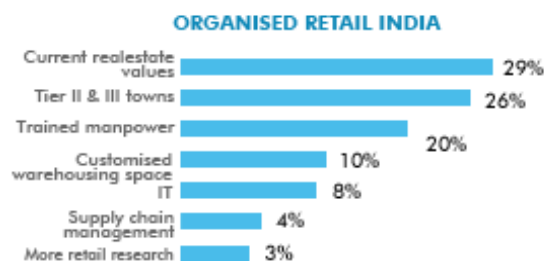
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ABSTRACT

India's retail sector is experiencing exponential growth due to economic growth of the country, changing demographic profiles, increasing disposable incomes, urbanization, changing consumer tastes and preferences. The customers are more willing to spend higher amount for the comfort of home delivery, better quality, premium design, better store location and experience. There is a cutthroat competition in organized fashion apparels retailing in India especially in big cities. New players including the multinationals are entering into apparel market by throwing out the established players. Therefore, in order to attract new and repeat consumers, retailers need to be available across more than one retail channel, offering consumers the options from which to choose. The present study is general in nature and focused on the awareness and satisfaction of customers on fashion apparels in Hyderabad City. It has also focused on how the customers react to the various attributes of fashion apparels to their satisfaction.

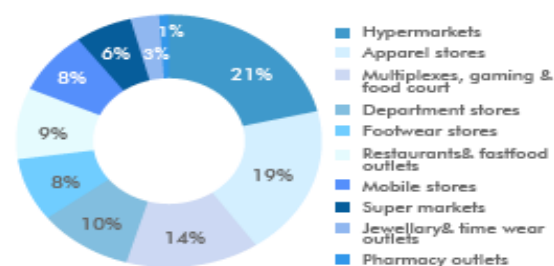
Investment options in organised retailReal estate's retail component is an attractive opportunity, which is currently attracting 29 per cent of total investment in real estate.

INTRODUCTION:



Mall space breakup in India

Hypermarkets would be the largest retail segment, accounting for 21 per cent of total retail space by 2013-14.



India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability. India's retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities. Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanization, changing consumer tastes and preferences are the other factors driving growth in the organized retail market in India. The other contributory factors are liberalization, globalization and privatization of government policies coupled with the deregulation of foreign direct investment into Indian economy, use of computers for merchandise planning and management, control of inventory costs and supplies and replenishment of goods done electronically, internal store billing, etc., which has changed the face of product retailing. Consequent

to these changes, the large retailers have managed to consolidate their power and expand globally. This has brought an impact on smaller firms, as well as suppliers, consumers and employees. The government of India has announced retail reforms for both multi-brand and single-brand stores. These market retail reforms have paved the way for retail innovation and competition with multi-brand retailers such as Wal-Mart, Carrefour and Tesco, etc. Apple to enter into Indian Markets.

Indian Experience:

The Indian retail industry has presently emerged as one of the most dynamic and fast paced industries as several players have started to enter the Indian market. It accounts for 14 to 15 per cent of its GDP. Retail industry in India is expected to grow to US\$ 1.3 trillion by 2020, registering a Compound Annual Growth Rate (CAGR) of 16.7 per cent over 2015-20. The Indian retail market is estimated to be US\$ 500 billion and one of the top five retail markets in the world by economic value. It employs 1.3 billion people, consisting of around eight per cent of the employment in India. As per the Boston Consulting Group and Retailers Association of India's report, 'Retail 2020: Retrospect, Reinvent, Rewrite' India's retail market is expected to double to US\$ 1 trillion by 2020 from US\$ 600 billion in 2015, driven by income growth, urbanization and attitudinal shifts.

The world retailing industry is becoming increasingly competitive, forcing companies to take an innovative approach to attract consumers and encourage long-term loyalty

Around 70% of the leading retailers in the country were present in both online and offline channels in 2015. Companies which are technologically advanced and interact

INDIAN RETAIL MARKET BREAKDOWN:



INDIAN RETAIL MARKET BREAKDOWN

Year	2014	2014-18	2014 - 18	2018
Sector	% of the Total	Approx. Value in Bn	CAGR	Approx. value in Bn
Unorganized store front	92%	545	11.7%	850
Organized	8%	45	22.1%	100
E-Tail*		10	45.6%	45
Total.	100%	-590	12.6%	950

Source: GAY Report: Pulse of Indian

with the consumer base via both online and offline media were the most successful ones during the past few year and are able to provide utmost satisfaction to consumers. The online retail market in India is expected to grow from US\$ 6 billion to US\$ 70 billion during FY15-FY20. Within retail, the emerging sectors would be food and grocery, apparel, electronics, e-commerce, fashion and lifestyle.

OBJECTIVES OF THE STUDY:

- To study the awareness levels of Fashion Apparels of general public in Hyderabad City.
- To study the buying habits of customers and buying patterns in Fashion Apparels.
- To study the respondents' satisfaction on Fashion Apparels.

HYPOTHESIS:

There is no significant relationship between the customer's preference for location of stores and satisfaction of respondents on products/services.

There is no significant relationship between the damage of products and their response towards redressal of grievances.

SCOPE OF THE STUDY:

The scope of this study is restricted to general study of public/customer opinion on the cited subject in Hyderabad City only.

Sample Size: 300 respondents of Hyderabad City; **Sampling Method:** Random Sampling; **Sources of Data:** Primary as well as Secondary; **Tools:** A structured Questionnaire;

Hypothesis Testing: Chi-Square.

Limitations of the Study:

(a).Some of the respondents were not responding to some of the questions and hence, the outcome may not be accurate.(b). The opinions of some of the respondents may not be correct and may be biased. (c).The study included the opinion of 300 respondents only and the period is limited and short. Hence, the findings cannot be generalized.

Table - I: Showing the mode of awareness of respondents of FASHION APPARELS

Type of Media	No. of Respondents	% of Respondents
Electronic Media	85	28.33
Print Media	71	23.67
Road Shows	34	11.33
Hoarding	110	36.67
Total	300	100

Table-II: Showing the factors influencing to buy a particular brand/ to visit a particular Fashion Apparel retail outlet.

Factors	No. of Respondents	% of Respondents
Colleagues	35	11.67
Friends	145	48.33
Family	70	23.34
Others	13	4.33
None	37	12.33
Total	300	100

Table-III: Showing the respondents' awareness of brands in Fashion Apparel.

Options	No. of Respondents	% of Respondents
Aware	180	60
Unaware	120	40
Total	300	100

Table-IV: Showing the respondents visits too Fashion Retail outlet

Period of Visit	No. of Respondents	% of Respondents
0-6 months	121	40.33
6-12 months	162	54.00
More than a year	17	5.67
Total	300	100

Table-V: Showing the respondents preference for buying of Fashion Apparel.

Frequency	No. of Respondents	% of Respondents
Convenience locations	33	11
Economic price	154	51
Features	11	4
Brand Image	18	6
All	84	28
Total	300	100

Table-VI: Showing the respondents opinion on speedy billing in various Fashion Apparel Retail stores.

Ranking	No. of Respondents	% of Respondents
Excellent	45	15.00
Good	124	41.33
Average	83	27.67
Needs Improvement	48	16.00
Total	300	100

Table-VII: Showing the respondents experience of damages in products in Fashion Apparels.

Frequency	No. of Respondents	% of Respondents
Some times	35	12
Many times	4	1
No	261	87
Total	300	100

Table-VIII: Showing the respondents satisfaction levels with the quality of product and services.

Options	No. of Respondents	% of Respondents
Yes	214	71
No	1	1
To Some Extent Good	77	25
Cannot say	8	3
Total	300	100

Table-IX: Showing the Respondents Opinion on problems faced at the time of purchase

Options	No. of Respondents	% of Respondents
Yes	24	8
No	276	92
Total	300	100

Table-X: Showing the Respondents opinion on Redressal of customer Grievance in Fashion Apparel.

Options	No. of Respondents	% of Respondents
Excellent	74	25
Good	223	74
Poor	3	1
Total	300	100

HYPOTHESIS TESTING - CHI SQUARE TEST 01

Null Hypothesis (H_0): There is no significant relationship between the preference of location of Fashion Apparel Stores and satisfaction of respondents on products/services.

Alternative Hypothesis (H_1): There is a significant relationship between the preference of location of Fashion Apparel Stores and satisfaction of respondent's product/services.

OBSERVED VALUES :

Level of satisfaction	Yes	No	To some extent	Can not say	Total
Convenience locations	21	0	12	1	34
Economic price	107	0	41	4	152
Features	6	1	3	0	10
Brand image	14	0	5	0	19
All	67	0	15	3	85
Total	215	1	76	8	300

Level of satisfaction	Yes	No	To some extent	Can not say	Total
Convenience locations	21	0	12	1	34
Economic price	107	0	41	4	152
Features	6	1	3	0	10
Brand image	14	0	5	0	19
All	67	0	15	3	85
Total	215	1	76	8	300

$DOF=(r-1) (c-1) = (4-1) (5-1) =12$ $DOF =12-7(\text{pooling}) =5@$
5%LOS

Result: the calculated value (17.13) is greater than the table val-

ue (4.351) at 5% level of significance, H_0 is rejected:

Decision: There is a significant relationship between the preference and satisfaction of products/services.

CHI SQUARE TEST 02:

Null Hypothesis (H_0): There is no significant relationship between the damage of products and immediate response towards redressal of grievances.

Alternative Hypothesis (H_1): There is a significant relationship between damage of products and response towards redressal of grievances.

OBSERVED VALUES:

Time period/ Attributes	Excellent	Good	Poor	Total
Sometimes	8	26	2	36
Many times	1	3	0	4
Never	67	192	1	260
Total	76	221	3	300

Degree of Freedom: $DOF=(r-1) (c-1) = (3-1) (3-1) = 4$; **Result:** The calculated value (8.39) is Greater than the table value (3.36) at 5% level of significance, H_0 is rejected. Decision: There is a significant relationship between damage of products and response towards redressal of grievances.

Time period/ Attributes	Excellent	Good	Poor	Total
Sometimes	9	26.64	0.36	36
Many times	1	2.36	0.64	4
Never	66	192.0	2.00	260
Total	76	221	3.00	300

EXPECTED VALUES:**OBSERVATIONS AND FINDINGS:**

36.67% of respondents have come to know the fashion apparels through hoardings, followed by 28.33% through electronic media.

Most of the shopping is encouraged by suggestions from friends which stood at 48.33%. Followed by family members with 23.34%.

Majority of respondents say 180 are aware of fashion apparel retailers in Hyderabad City.

54% of respondents visit the show rooms in 6-12 months duration.

52% of respondents expressed that their buying decisions are based on economic price. However, 11% respondents have given preference for convenient location.

41.33% of respondents stated that the billing procedure is quick and good.

71% of respondents have satisfied with the quality of apparels purchased.

92% of respondents have expressed that they did not face any problem while purchasing the apparels.

74% of the respondents have stated that the grievance mechanism is good.

SUGGESTIONS:

The organized retailers have to adopt promotional strategies to popularize the products among general public as there is a gap existing on the awareness of the organized fashion apparel retailing in Hyderabad city. It is noticed that customers are switching from one organized retailer to other due to price discounts and loyalty programmes which are to be arrested by offering competitive prices by retailers. They should retain their existing customers by designing new strategies.

As only less than 50% have expressed happiness over billing, there is a need to speed up billing procedure to dispose the customer as early as possible, especially on busy days by adopting suitable technology and by adequate manpower on busy days.

It is suggested that the organized retailer has to Invest in digital technologies with a clear understanding of how they can enhance the in-store experience. It is recommended that the retailers have to partner with large brands in order to send tailored offers to customers on their smartphones based on their physical location within the store. It is recommended that the retailers have to institute a grievance mechanism in every retail show room to dispose the complaints at an early date.

As the customers have to wait much longer time for trial rooms, it is suggested to open more and more trial rooms in order to dispose the customer early. On interaction with the respondents, it is known that only limited colours and sizes are available. Hence, there is a need to maintain more and more colours and designs to improve customer base.

As the prices are more than online order in physical store, the retailers have to take effective steps to compare their price with on line and necessary strategies are to be adopted to make the price more competitive.

It is suggested that the Fashion Apparel retailer has to offer a convenient one-stop-shopping experience that responds to the shoppers' path to purchase. It's more profitably targeted at giving the right Omni channel experience to shoppers who are budgeting for both time and money. It is suggested that the retailer has to rigorously examine resource allocation. As online sales grow, many retailers will be compelled to spend heavily on new digital capabilities, including website design and functionality, user-friendly interfaces, enhanced content, data collection and analytics, price modeling, and advanced customer communication. Every fashion retailer has to identify his strengths, weaknesses, and opportunities in their physical and online target markets to determine the capabilities that are critical to success and control expenses in less valuable areas and to avoid stranding inventory where it is not needed.

CONCLUSION

There is a cutthroat competition in organized fashion apparels retailing in India especially in big cities. New players are entering into apparel market by throwing out the established players. In addition to the above, foreign players are already establishing their shops and others are planning to establish. Therefore, in order to attract new and repeat consumers, retailers need to be available across more than one retail channel, offering consumers the options from which he can select. The retail trade industry has had to remain flexible to cope with economic challenges, technological advances, consumer trends, new retail formats, globalization and increasing competition. The market players have realized that even as e-commerce thrives, it is becoming increasingly difficult to distinguish an online sale from an offline one. The various activities of today's global consumers, who want to move easily across channels, have many retail and product options at their fingertips, and demand full visibility into inventory. The study revealed that organized retailing is a

profitable enterprise in the long run provided the probability of resources are being used efficiently, decreasing the cost of operations.

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