A study of Customer perception towards the exclusive showroom and retail outlets

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Abstract: *The performance of the retailing sector for the past few years is outstanding and witnesses a huge revamping exercise, significantly contributed by the growth of the organized retailing. Rapid urbanization, exposure to large number of foreign brands and changing lifestyle and preferences has contributed to the growth of retailing in India. This study on customer perception on retailing services aims to identify the dimensions in which the services provided by the organized retail outlets to the customers and also it revels the dimensional measure and the perception of the customers. Further this study explores the factors that derive the perception of the customers on services in organized retail.*
Keywords: *Customer Perception, Retail Services, Organized Retailing*

I.   Introduction

In the midst of throat cut marketing competition, every producer as well as marketer attempts to obtain a potential market share by making consumers assure that they have the answer to all their personal needs and desires. Purchasing of consumable goods which mainly depends on style, choice and fashion of the modern civilization like ready-made garments is based on consumers' psychology whether to make demand or not; it is undeniably becoming a part of consumer behaviour analysis. Therefore, it has become very crucial that manufacturers of readymade garments should be familiar with the perceptions and attitudes of the respective consumer. Consumers buying behaviour is the study of individuals and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

The Indian textile and apparel industry is the largest foreign exchange earner for the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy. This industry profile on the 'Textile and Apparel Sector in India' provides a gainful insight of the industry. The fashion industry is the fastest growing industry in the world. From the last few decades, the fashion industry in India has been experiencing an explosion due to considerable dynamic nature which increases fashion consciousness among consumers. Everyone has a separate and elegant fashion sense which is mainly related to the apparels throughout the world. Apparels define the personality, education, behavior and the way of thinking of the people. It is substantial to note that Indian fashion consumers will set the global fashion trends in the coming era. Currently, all international brands are found in India. Indian fashion industry has progressed from emerging stage to successful blooming industry today. Indian apparel sales are expected to reach an estimated $25 billion this year, having grown in excess of 10% over the past 5 years—a growth rate faster than that of the overall India retail market—and the curve is expected to continue. In India, apparel is the second largest retail

category (behind food an d groceries), representing approximately 10% of the total market, e.g. Benetton recently hit $100 million in sales in India, and is targeting $250 million within the next 3-4 years, largely by targeting smaller cities, which are already y contributing about 20% to the company's growth and growing much more quickly than in the larger markets. India is also a manufacturer and exporter of international brands for clothes like Gap, Tommy Hilfiger, Espirit, Wills Lifestyle, Peter England, Allen Solly etc, after china and Bangladesh. India's textile and apparel industry, including domestic and exports, is expected to grow from Rs 3.27 lakh crores to Rs 10.32 lakh crore by 2020, says a new research report by Technopak Advisors, a leading management consultancy. It estimates that by 2016, the overall Indian apparel industry would be worth Rs. 3.10 lakh crores and the organized market share will be 25% of this. Therefore, one can say that the branded apparel market which is a major chunk of the organized market will be around Rs. 60,000-65,000 crores.

II.   Literature Review

Sproles and Kendall (1986) established a model to conceptualize consumer's decision making behaviour with eight consumer mental orientation variables viz., perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impulsive and careless consumer, confused by over choice consumer, habitual and brand loyal consumer, recreational and hedonic shopping consciousness, and price and value consciousness.

Kim et al (2003) examined the behavioural intentions model of online shopping for clothing and the study results supported Fishbein's behavioural intentions model in predicting behavioural intention to shop for clothing online and the result of positive relationship between attitude and subjective norms implies that behavioural intention is not a functions of independent set of set of attitudinal and normative variables but of a set of interdependence between these variables. The results of this study suggests that although the power of attitude and subjective norms are not equivalent in their effects on behavioural intentions both are important predictors of consumers' shopping behaviour in the specific context of online shopping for clothing.

Pathak and Tripathi (2009) made a study entitled "Customer Shopping Behavior among Modem Retail Formats: A Study of Delhi & NCR". The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behavior in Indian scenario among the modern retail formats.

III. Research Methodology

The objective of this research paper is to find out the customer perception towards retail outlets and exclusive showrooms

Sample Size:
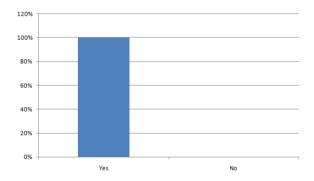5 Metro cities of Northern India and 1000 consumers

Sampling Procedure:
*   5 Cities of Northern India would be randomly selected on the basis of the geographical area.
*   200 consumers would be randomly selected from the total population of each City of Northern India on the basis of the geographical area.

Analysis
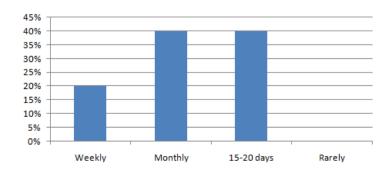
1) Number of people who are like to do shopping.

Particulars	No. of respondents	Percentage (%)
Yes	1000	100%
No	0	0

Interpretation: - As the Graph shows, out of sample size 1000 of all the consumers are like to do Shopping. As the graph shows 100% people are like to do shopping.
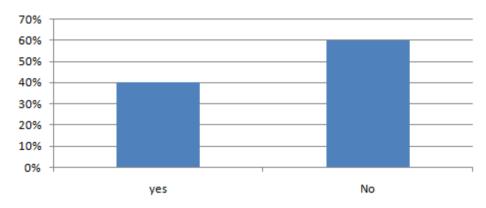
Frequency of visits.

Category	No. of respondents	Percentage (%)
Weekly	200	20%
Monthly	400	40%
15-20 days	400	40%
Rarely	-----	------

Interpretation: - As the Graph shows 20% people are likely to do shopping weekly. 40% Peoples are likely to do shopping on monthly basis. 40% of people like to do shopping on 15-20Days basis. And out of sample, no one is there who likes to do shopping rarely. It means most of the people like to do the shopping at monthly and 15-20 days basis.

Number of people who are brand conscious

Particulars	No. of respondents	Percentage (%)
Yes	400	40%
No	600	60%

Interpretation: - From the above graph it is proved that out of the sample size, 40% people are brand conscious and 60% people are not brand coscious. It means most of the peoples are not depend on branded product.

Number of people preffer a particular brand or company

Category	No. of respondents	Percentage (%)
Brand name	750	75%
Product feature	--------	-------
Promotion activities	--------	-------
Distribution system	250	25%

Interpretation:- The above graph shows 75% people buy the branded garments because of brand name and 25% of respondents preffer branded garments because of the distribution system. As a result we can say that people preffer branded cloths because of brand name.

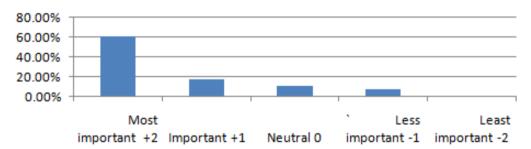**Number of parameters which effects consumer buying decision.**

Category	Numbers	Mean rank
Quality	320	3.2
Price	205	2.05
Easy Availability	240	2.4
Discount	235	2.35

Interpretation:- From the rank given to some factors by respondents we come to know that most important factor took into consideration while buying a Exclusive Showrooms cloth is price. After that Easy availability and discount. And least common factor which effect the purchase decision is Quality.

Rating of the factors which consumer consider while buying the cloth.
 PRICE

Particular	Percentage
Most important +2	60.66%
Important +1	16.66%
Neutral 0	10%
Less important -1	6.66%
Least important -2	---------

Interpretation: - Out of the sample size, the above graph shows that 61 % of people Consider that Price is a most important factor while buying cloths and 17% people considered Price is a important factor. 10% is for neutral and 7% is for least important. It means from the results we can conclude that maximum people thinks that price is a most important factor which they takes into consideration while buying.
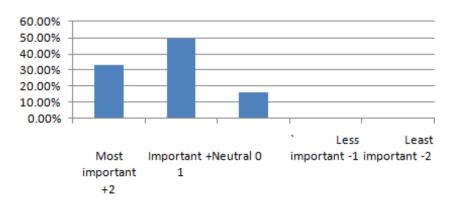
IV. Design

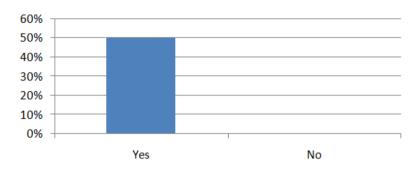| Particular	Percentage
Most important +2	33.33%
Important + 1	50%
Neutral 0	16.66%
Less important -1	
Least important -2	

Interpretation:- the above graph shows that 50% of people consider, Design is important factor which takes into consideration while buying cloths. 34% people respond that design is most important factor. So as a result we can say that, design is a important factor for buying cloths.

Satisfaction Of Customer Regarding Brand Available In The Market.

Particulars	No of responses	Percentage
Yes	1000	100%
No	0	0

Interpretation:- Out of 1000 Sample size. 100% respondent responds that they are satisfied with the brand and company available in the market.

V. Findings And Conclusion

1. Out of the sample size of 1000 All the consumers are like to do Shopping. 100% people are like to do shopping.
2. Most of the consumers like to do shopping from trade shops. And there are least consumers Who like to do shopping from E Shops.
3. Out of sample of 1000 no one is there who likes to do shopping rarely. It means most of the people like to do the shopping at monthly and 15-20 days basis.
4. Out of the sample size, 40% people are brand conscious and 60% people are not brand conscious. It means most of the peoples are not depend on branded product
5. There are maximum consumers who purchases the brand of Levi's and there are least consumers of Pepe brand. Rest all are stands in between them.
6. Maximum people prefer a particular brand or company because of brand name, least consumers prefer the brand because of distribution system.
7. There are maximum respondents who agrees that brand is a status symbol and there are some people who highly agrees that brand is a status symbol. No one is disagree upon the statement.
8. Most important factor took into consideration while buying a branded cloth is price. After that Easy availability and discount. And least common factor which effect the purchase decision is Quality.
9. Non branded garments are prefer more than branded garments.
10. Maximum people think that price is a most important factor which they take into consideration while buying.

From this study, we found that the customers were highly satisfied with the comfort and indifferent with the return policy. The companies should frame new policies related to return and exchange of clothes which assists the customers in the event of need for return. Quality and Price are the most important factors which influence the customers regarding readymade apparel purchase.

Mostly, the acceptance and rejection decision of purchase depends upon the price and quality of the product. Hence, companies should focus more on the quality and price of the product. There is also a segment of our society whose income is low but they want to wear the branded clothes. The companies should plan new strategies to increase their sales by introducing low range of clothes especially for this segment.

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