

A STUDY ON CHALLENGES TO THE RETAIL READYMADE GARMENT BUSINESS BY THE ONLINE PURCHASING

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ABSTRACT

In today's advanced technology retail ready-made garments have to face many challenges. There are several reasons the retailers are not ready to accept new technology or are unaware of new technology models. The retail ready-made garment business is always thinking of big profit because they have expenses of wages, electricity, rent, etc. In the case of online, the sellers have not that many expenses as compared to the retail ready-made garment business, hence most of the products of ready-made garments are available cheaply online. The ready-made garment business is playing a very important role in the fashion world as well as in countries' economies. The research paper is made effort to highlight, how to convert the challenges into opportunities in the retail ready-made garment business. Retail services and consumption has still limited. With the support of advanced technology, the government has removed geographical boundaries for business, allowed subsidies, no restriction on buying from anywhere at any time, etc. While conducting research primary and secondary data were collected. The primary data was collected through the questionnaire. The sample size is 200 and a simple random sampling method was brought into use. The collected data were analyzed by statistical tools. Online shopping is popular among the young generation because it feels more comfortable, time-saving, expenses and convenient. The main essential discovered factors are time-saving, the best price. The customer compares prices online within a limited period. Due to the increased penetration of the internet, online shopping became very easy and simple. In online shopping, the consumer has opportunities to get products desirable, branded at a lower cost in the shortest time.

Keywords:- consumer, purchase preference, consumer behavior, and internet use.

INTRODUCTION

In our country, the retail business of readymade garments is a traditional business. Earlier peoples use to take the cloth and thereafter give it to stitching to the tailors. Simultaneously people were using stitched clothes. To use clothes is important to cover our body. Earlier people were using different types of clothes. They got stitch clothes as per their tradition, village culture, or their suitability. The stitched clothes are used by the different groups of society like a priest, the uniform of the school children, the uniform of the college up to the particular academic standard of the education, different division's soldiers have different clothes, etc.

The clothes started to use to protect the body, look beautiful, attract the man, by the woman and vice versa. In stitched clothes, the wearer has a choice of size, cut, and design tailors made clothing is customized to fit a person's body measurement. There is scope to make big or small into size to client's body measurement. There is a choice of style to the customer which may be uncommon. As the population of the countries of the world is increasing the shortage of raw material arise in manufacturing. In the fashion style, designers started to produce ready-to-wear clothing while producing such types of readymade clothes, the producer has taken into mind the standard size of customers by that significant alteration need not be

required. Another thing is customers need to go behind to purchase the cloth and give it to stitch to tailor.

While considering the challenges to the retail readymade garment business, consumer behavior o, as well as the government's economic policy, have weight. There are various reasons for challenges to the ready-made garment business, rapid increase in young population between the age group of 20-40 yrs for availing and purchasing the variety of garments products and that is branded readymade garment. The producers have now realized that effectiveness in meeting consumer needs directly impacts their profitability. In information technology, the internet is a new device to change the way of life across the world. Internet use is a social need of the people. In advance technology period the peoples prefer every activity of the life should bring with use internet. Internet commerce has become now a very important business initiative. Online purchasing behavior is an interesting area that makes benefits the organization as well as consumers. The branded readymade garment industry is growing rapidly. Within all possible prices, the readymade garment is blooming with choice.

India is the second-largest market after China. The retail business contributes around eleven percent of India's GDP. The readymade garment sector is not only growing in urban areas but also increasing in rural areas. In the future gradually it will grow or expand double in a limited period. A doubling growth is possible because of the favorable changes in the working woman population rise in family size, large young population, growth of urban and suburban population, changes in consumer needs, attitude, and behavior. The research aims to find out the challenges facing the readymade garment business.

1. All the activities that keep the store functioning well:- The supply chain should be proper, there should have good people management, cash operation should handle carefully, maintain proper physical inventory, etc.

2. Poor customer services:-Give respect and value to the customer by that customer services will improve. Being aware of customer wants and needs by that customer will become happy. Show your full attention towards the customer by that sell will increase.

3. The owner has to keep updated thinking about their business position:-To keep control on cash flow, how much outcomes and how it goes out, that should be studied.

4. Changes in business:-As per the technology change updation should be adopted. Positive changes are essential to the growth of the business.

5. Commitment under estimation:-Maintain proper stock order. To keep selling products. Hire team is important to fulfill the drawback of underestimating.

6. Doing alone:-Whole work is not possible alone it requires the support of others.

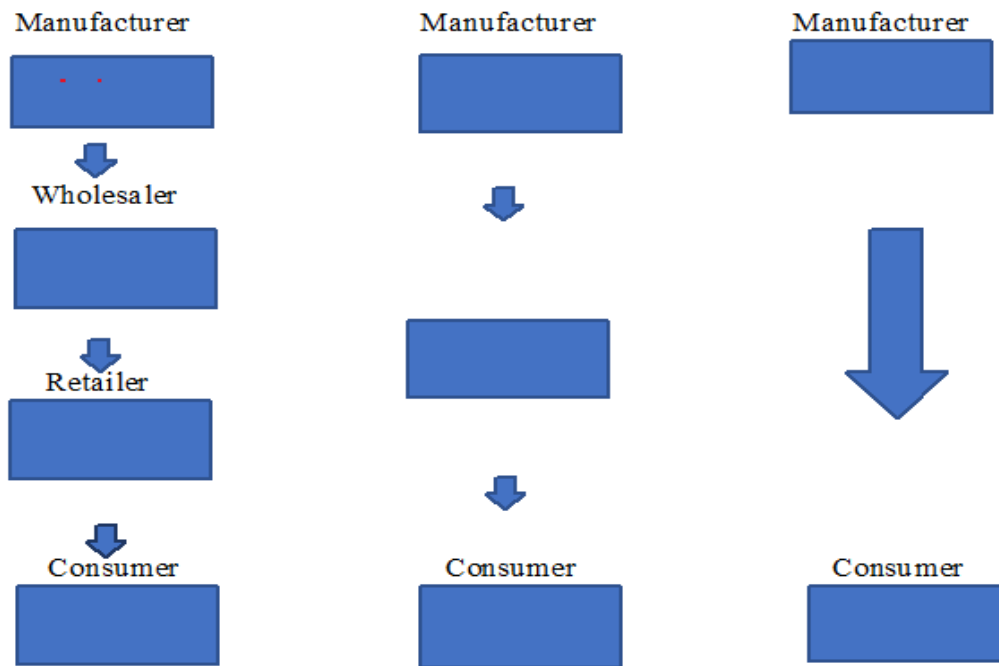
7. Inferior quality:-Quality should be superior. The store looks like and feels good to the customers.

8. Rude behavior of retailers:-Retailors has to be the leader, not the boss. Investing people than they invest you.

9. Market situation ignoring:-The retailers have o keep their attention on the updated and newly developed trend and be aware of which item is to be sold.

Distribution Channel

When consumers buy the product, that product is not getting directly from manufacturers. The manufacturer sells its products and services through several intermediates. These intermediates constitute a distribution channel. The following are the types of marketing channels.



As per the above-shown marketing channel, earlier the trend of marketing was manufacturer sell goods to wholesaler, wholesaler to retailer and ultimately comes to the consumer. Thereafter retailers directly started to approach the manufacturers to save cost and time and earn more profit. Due to advanced technology, the manufacturer started to sell their products and services directly to the customers by that instant money made available to the manufacturer, no need to wait for an order of retailers, the consumer became happy because of he is getting product branded in cheaper rate with home delivery. Due to the transference policy in selling products and services returned, refund policy of the seller, most of the customers have started to give preference to the online purchasing. By online shopping has possible to save the time and efforts doing shopping as per his convenience time from home. The customer enjoys discount facilities and a wide variety of products. The customer can easily compare the product quality, price, etc.

OBJECTIVES

The study is undertaken to consider the following objectives.

- To identify the impact of online purchasing
- To analyze the factors influencing online consumers' behavior.

HYPOTHESIS

1)There is no impact of online shopping on the retail readymade garment business. Ho

There is an impact of online shopping on the retail readymade garment business. Ha

2)Online purchasing is not getting satisfaction instead of shopping in the ready-made garment business. Ho

Online purchasing is getting satisfaction instead of shopping in the retail readymade garment business. Ha

RESEARCH METHODOLOGY

The research study is an empirical study based on a sample survey method. The sampling figure is 200 customers from the Thane city of Maharashtra State. The systematic sampling method was adopted. Area wise prominent shops of readymade garments were contacted. The questionnaire was used to collect the primary data from

ready-made garment shop owners and customers. The researcher's study entirely on primary data and data were collected through a questionnaire in the readymade garment store and outside the shop. Wherever the customer is available area-wise.

ANALYSIS AND DISCUSSION

Table 1: Gender's Respondents

Sr.No	Gender	Frequency online	Frequency offline	Total	Percentage online	Percentage offline
1	Male	84	30	114	73.68	26.31
2	Female	46	40	86	53.48	46.51
		130	70	200		

Source: Primary data

It is seen in Table 1 that 200 respondents forming 57 percent of the total respondents were male and the rest of the 86 respondents forming

43 percent were female. Male respondents constitute more than half of the total sample size of this study.

Table -2: Age Respondents

Sr. No	Age	Frequency	Percentage
1	15 to 25	50	25%
2	26 to 35	83	41.5%
3	36 to 45	47	23.5%
4	46 to above	20	10%

Source: Primary data

It is seen in Table 2 that 200 respondents forming 41.5 percent of the respondents were between 26 to 35 years. The respondents of the age group of 15 to 25 years and 36 to 45 years were at the rate of 23.5 percent

respectively. Only 10 percent of the respondents belong to Above 45 years. A majority (41.5%) of the respondents belong to the age group of 26 years to 35 years which shows that the young and prime youth of the respondents use readymade garments the most.

Table – 3: Opinion about the search for readymade garment information online

Sr. No	Option	Frequency	Percentage
1	Very Rarely	48	27.11%
2	Rarely	15	8.47%
3	Sometimes	96	54.23%
4	Very Often	18	10.16%
	Total	177	

It is seen in Table 5 that the majority (54.23) of the respondents opined that searching for

information about the readymade garments is sometimes, which is followed by 27.11 percent

respondents are opined that very rarely and 15 and 18 respondents are opined 'rarely and 'very often respectively. It is inferred that half of the

total respondents are searching for information about readymade garments is sometimes.

Table – 4: Comfortableness with internet

Sr.No	Mode of Payment	Frequency	Percentage
1	Comfortable	146	73%
2	Uncomfortable	54	27%
	Total	200	100%

It is seen in Table 4 that the majority (73%) of the respondents who use online shopping opined that they were comfortable with their purchases,

and the rest (27%) of the respondents using online shopping opined that they were uncomfortable with online purchases.

Table -5: Online purchasing preference

Thane	Particular	Online					Total
	AGE	Strongly Agreed	Agreed	No Option	Disagreed	Strongly Disagreed	
	15 to 25	23	28	8	19	10	78
	26 to 35	26	21	2	5	4	58
	36 to above	30	18	3	8	5	64
	Total	79	67	13	22	19	200
	OCCUPATION						
	Salaried	28	26	7	4	3	68
	Professional/Business	12	20	9	14	15	70
	Others	18	16	10	12	6	62
	Total	58	62	26	30	24	200
	MONTHLY INCOME						
	< 30000	24	28	12	4	12	80
	30001 to 50000	16	22	8	6	3	55
	50001 to 75000	12	16	2	3	5	38
	75001 to above	9	5	3	4	6	27
	Total	61	71	25	17	26	200
	MARRIED STATUS						
	married	36	28	12	13	17	106
	unmarried	32	42	7	11	2	94
	Total	68	70	19	24	19	200

	FAMILY MEMBERS						
	2-3	2	4	6	4	4	20
	4-5	28	42	26	12	24	132
	> 5	8	8	12	16	4	48
	Total	38	54	44	32	32	200

The analysis shows that out of 200 respondents from Thane city 38 have expressed „Strongly Agree“, 54 „Agree“, 44 „No Opinion“, 32 „Disagree“, 32 „Strongly Disagree“ to the statement that branded readymade garments are purchased on online. The habit of online purchase is compared with the socio-economic factors of respondents to find out the relationship.

It is found that age group 20-30 purchase readymade garments online, Salaried employees, respondents belong to monthly income between Rs. 30001-Rs. 50000, Married respondents, respondents of Nuclear Family Type, respondents belong to family members of 4-5 purchase branded readymade garments online.

The online purchase score for Thane city is 63.4%

	S.A	A	N.O	D	S.D	Total
Age	79	67	13	22	19	200
Occupation	58	62	26	30	24	200
Income	61	71	25	17	26	200
Married	68	70	19	24	19	200
Family Size	38	54	44	32	32	200
Total	200	200	200	200	200	1000

S.A. Strongly Agreed, A= Agreed, N.O Not Opted, D= Disagreed, S.D.=Strongly Disagreed

INFERENCE: The P-value is 0.000 which is less than 0.05. Hence Reject the Null hypothesis for hypothesis 1st above.

Gender	ST.Satis	Satis	Neutral	Dis.Satis	Strg.Dissat	Total
Male	27	68	12	26	13	146
Female	16	12	7	11	8	54
Total	43	80	19	37	21	200
Gender	ST.Satis	Sats	Neutral	Dis.Sati	Strg. Dist	Total
Male	31.39	58.4	13.87	27.01	15.33	146
Female	11.61	21.6	5.13	9.99	5.67	54
Total	43	80	19	37	21	200

INFERENCE: The P-value is 0.032743 which is less than 0.05. Hence Reject the Null hypothesis for hypothesis 2nd above.

ST.Satis =Strongly satisfied,Sats - Satisfied,Dis.Sati=Dissatisfied,Strg.Dist= Strongly Dissatisfied.

FINDINGS OF THE STUDY

_ It shows that 73.68% online and 26.31% offline purchasing was done by the male and female are purchasing online 53.48% and offline 46.51%

_ It shows that 54.23% of respondents say the purchasing of readymade garments sometimes and 8.47% very rarely.

_ It shows that 73% of respondents purchase online shopping.

_ It observed that the age group of 26 to 35 of respondents' purchasing frequency of readymade garments online is 41.5%.

SUGGESTIONS AND RECOMMENDATION

- It is suggested that retail outlets require to start by making inventory available online on their products and sharing it online with online portals.

_ It was observed in the study that the majority of the buyers purchase readymade garments during festivals and on good occasions like summer seasons (Some time). So retail outlets should start aggressive promotion campaigns well before these occasions and during the events.

_ Many people seek salesmen's advice before purchasing a garment. Hence retail outlets should use salesmen as a medium of publicity for the brand.

_ Price sensitivity of consumers varies with the age groups. Therefore, the available stock should be in a different price range.

_ It has been observed that discounts and sales are preferred more by the consumers. Therefore,

while designing a promotion scheme they should be given due weightage.

_ The retail outlets should respond to the respondent's complaint within time and start the door delivery service to increase the level of customer satisfaction.

_ The retail outlets should also promote the scheme of gifts and coupons apart from discounts.

CONCLUSION

In a competitive marketing situation, every producer, as well as retailer, attempts to obtain a market share by making answers to all their personal needs and desires. Purchasing of consumable goods mainly depends on the style, age, gender choice, and fashion of the modern civilization, especially, the ready-made garment is based on consumers psychology whether to make a demand or not. Therefore, it has become crucial that shops of readymade garments should be familiar with the attitudes of the consumer.

Indian consumers today are more aware and knowledgeable than before. A knowing of consumer attitude and behavior enables the shopkeeper to make marketing decisions that are suitable to its customer needs. Today's economic conditions, the readymade garments industry has witnessed greater importance. Hence the researcher has emphasized the analyzed the behavior of the customers related to readymade garments. The changing lifestyle of customers will generate demand and need for the products. The new market and resultant demands will be strong influences on the culture of humans.

Therefore readymade garments manufacturers and retailers need to engage in innovative mechanisms for reaching out to customers to be able to position and sell their products in larger volumes to achieve greater profitability.

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