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A STUDY ON MOST INFLUENTIAL FACTORS OF CONSUMER'S BUYING PATTERN TOWARDS MEN'S WEAR WITH SPECIAL REFERENCE TO ERODE CITY

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ABSTRACT

Consumer buying is a unique phenomenon, various factors influences the buying behaviour of consumer. Systematic analysis of consumer preferences with the thresh hold of emerging retailing can lead to patterns of buying like customer orientation towards organized retail, interpersonal and intra personal stimuli among the consumers, influence of social factors and its contribution towards environmental stimuli. Black box model of buyer characteristic and the decision module affecting the buyers' response have been studied and analyzed. The present study tries to trace out the components of customer satisfaction and buying pattern towards organized and unorganized retail sector at Erode city where data is collected through structured Questionnaire comprised of demographic factors and other attributes of satisfaction, analyzed through the percentage and one way variance analysis. Among various factors most of the consumers are influenced by value added service, brand image of the retailer, more than shopping a pleasant shopping experience.

KEYWORDS

Buying Patterns, Consumers, Customer Retention, Environment, Retail Service Factors, Social Factors, Stimuli Organized Retail& Unorganized Retail.

INTRODUCTION

Retailing is the most active and attractive sector. The retail industry has been present for many years in our country. However, it is only the recent past that has witnessed so much dynamism in this industry. The emergence of retailing in India has more to do with the purchasing power of buyers, especially of those who live in the post liberalization period. The current retailing revolution has been provided an impetus from multiple sources. These 'revolutionaries' many traditional and conventional stores upgrading themselves to modern retailing; companies are entering into the market directly to ensure exclusive assortment for their products & services, distribution management systems and solutions.

Emerging Asian countries of China, India, Indonesia, Philippines, Thailand and Vietnam have in recent times witnessed a sharp rise in economic growth, thereby propelling the level of income and spending power of its vast population. As a consequence of this rising consumerism, retail industry has witnessed high level of growth. However each Country with in this group of nations has different characteristics in terms of consumption pattern and retail development. While China's high level of income has led to rising aspiration for high-end and luxury products, India has seen major change in high end retailing in its major cities as well as its tier-2 cities. The Emerging ASEAN nations have a well-established organized retail culture which has been expanding further as infrastructure and income improves.

The current Indian apparel market has demonstrated resilience and growth in an environment characterized by slow economic growth. The domestic apparel market, which was worth INR 207,400 crore (~USD 38 billion) as of 2012, is expected to grow at a compound average growth rate (CAGR) of 9% over the next decade. Further, the recent omission of excise duty on branded apparel has provided an impetus to retailers in terms of the overall market sentiment. The Menswear Market with a market size of INR 87,500 crore (USD 16 billion) in 2012, menswear is the largest segment in India's apparel market, accounting for 42% of the overall market. In comparison, women's wear comprises 38% while kids wear 20%, of the market.

The demographic dividend of India is tilted in favour of the consuming age group and within the group the Indian fashion retail market is expected to deal with a heterogeneous consumer group. The Indian fashion consumer has been traditionally heterogeneous as a result of income disparities, the influence of ethnic clothing, regional preferences, etc. But in recent times, heterogeneity in taste, choice, and preferences has increased substantially even within consumers in the same region and same ethnic group, belonging to the same income level and age range. The Indian consumer is now conscious about his/her personality and selects such fashion products as might suit his/her personality the best. As a consequence, exclusive ethnic wear brands are multiplying in the market which is also accepting western wear fashion items more readily. Each city has its own dynamics in terms of socio-economic factors, population characteristics and physical infrastructure in shaping-up its retail industry. With this dynamic industry environment the present study focuses on both organized and unorganized retail format in Erode city of TamilNadu, India to assess the preparedness of industry to satisfy the changing needs of consumers.

Erode district and Erode city situated in Tamil Nadu sharing borders with Karnataka state, and draws its water resources from Rivers like Kaveri, Bhavani. Over 35 % of its area is covered by forests yielding very high value timbers like sandalwood. Agriculture plays a vital role and the district has a good track record of producing various agriculture crops like paddy, cotton etc. For several years the district is engaged in production of edible oil, cotton ginning, Textiles especially in the manufacture of home furnishings like bed sheets, bed linen, apparels and garments. Erode is for many decades is epicenter for commodity market and traders from all parts of country visit erode periodically for the purchase of commodities and textiles in bulk quantity.

The growth of textile and allied industry at Erode is encouraging, and providing large scale employment. Erode is fast developing city accommodating people of different cultures and multiple languages.

The city has entered in to urban developing mode in addition to its large numbers of existing un organized retail business centers, many new retail out lets have also started to cater to the needs of locals as well as in particular the floating population.

REVIEW OF LITERATURE**UNORGANIZED RETAIL**

"Unorganized retailing" is defined as an outlet run locally by the owner or caretaker of a shop that lacks technical and accounting standardization. The supply chain and sourcing are also done locally to meet local needs. Its organized counterpart may not obtain its supplies from local sources (R Dalwadiet *al*, 2010).

ORGANIZED RETAIL

Modern Organized Retail can be referred as the mall setup (Reliance Mart/Big Bazaar) and standalone format (Raymond's stores, Koutons Stores) aligned centrally in respect to Merchandise/Manpower/Planning/Touch & Feel Display Alignments and Technology Integrations (R Dalwadiet *al*, 2010).

DISTINCTION BETWEEN ORGANIZED RETAILING AND UNORGANIZED RETAILING

R.Dalwadiet *al*, 2010 have classified organized and unorganized retails on following parameters: scale & scope of operations, operation systems, business management, number of stores, business principles, shopping experience & range of products, physical ambience, parking facility, convenience of choosing products, pricing, bargaining, sourcing of merchandise, variety & styles of merchandise.

FACTORS OF APPAREL BUYING BEHAVIOUR MODEL

Kassarjian (1971) states that consumer behaviour researchers must develop their own definitions and design their instruments to measure the personality variables that go into the purchase decision. (as cited in Thomas & Sekar, 2008). K. Balanaga G. et al, (2013) studied apparel buying behavior model on the basis of five dimensions, namely

- consumer characteristics
- reference groups
- store attributes
- promotion
- Product experience and attributes.

All these dimensions are created based on the various research studies on the consumer behavior and also through the opinion of various experts from the industry and academic institutions.

CONSUMER CHARACTERISTICS

Consumer characteristics are the consumer attributes like involvement, fashion & brand consciousness, loyalty, emotion etc. which differs from consumer to consumer and also have effect on apparel buying behaviour. It is measured under the indicators viz. the preference of readymade garments, fashion consciousness, brand consciousness, receiving or giving apparel as gift, importance of store image, impulsive buying behaviour, planned buying behaviour, loyalty towards store and product brand, comparison behaviour, apparel purchase decision making, brand awareness, importance of emotional feelings, preference to wear and try before purchase, bargain behaviour, eco-friendly apparel, and importance to business ethics.

REFERENCE GROUPS

Reference groups are the external influencers like television programs, magazines, consumers' favorite celebrities or stars, friends, family members, other persons etc. who influence the apparel buying behaviour of the consumers. Maninder Singh and KuldipKaur (2010) cited that celebrities are individuals who enjoy public recognition and who use this recognition on behalf of a consumer good by appearing with it in an advertisement. They also cited the ability of a celebrity to generate the actual purchase behavior of consumers by their trustworthiness and credibility and celebrities have great source of power to attract the consumer and change their behaviour positively towards the purchase intentions of the product. It is measured with the indicators viz. TV shows, magazines, favorite celebrities, influence of friends, friends favour towards the apparel buying behaviour of the consumer, parent's preference and other peoples' perception.

STORE ATTRIBUTES

Store attributes are the store atmospherics and characteristics like facilities in the store, services provided by the store, store format etc. which influence the consumer apparel buying behaviour. Reynolds (2002) states that understanding patronage behaviour is one of the key to success for today's retailers. Increasingly it is necessary that managers know which retail attributes are important to which shoppers so that the appropriate retail strategies can be developed. Past studies have done a commendable job in developing shopper profiles or typologies. Researchers have sought to identify customers' motivation for shopping and the store attributes most important to various segments of shoppers. It is measured by the indicators viz. parking space, trial room, debit card acceptance, membership card provision, apparel free alteration services, apparel updates through mail, mobile phones etc., selling apparel on credit basis, online services, Multi-Level-Marketing format, and shopping space.

PROMOTION

Promotion is the various promotional techniques adopted by the retail stores to attract and persuade customers. Many previous research studies indicated that there is a significant positive influence of promotional techniques on consumer buying behaviour. It is measured by the indicators viz. marketing techniques adopted by the apparel store, advertisement, pricing techniques, and visual displays.

PRODUCT EXPERIENCE AND ATTRIBUTES

Customer preference and value placed on men's fashion apparel is largely influenced by the social differentiation of products and self-esteem of the consumer. These attributes are likely to vary depending on the customers' cultural orientation. The cultural dimensions of individualism, uncertainty avoidance, power distance, and masculinity should be a useful framework to explain cross-cultural differences in customer acceptance of designer or fashion apparel products. Apparel is often used for its symbolic value reflecting the personality and status of the user. When the apparel holds a designer or international brand, it may be perceived as an ostentatious display of wealth. Thus consumers are motivated by a desire to impress others with their ability to pay particularly high prices for prestigious products. Such personality dimensions often play critical role in shifting the consumer culture towards brand led buying behavior of utilitarian goods. Product attributes are the product features like style/design, quality, price, brand, fit etc. Kwan *et al* (2004) mentions that researchers have identified many product attributes and criteria that are critical for fashion consumers in clothing purchases and basically all these can be summarized under intrinsic and extrinsic categories. They also identified five factors in clothing choice criteria viz. named product and self-image related criteria, style and quality related criteria, durability and easy care, fit and sex appropriateness, and price. It is measured by using the indicators viz. style, price, fit, brand, and quality. In reference to above model and studies the present research was focused on the following attributes given in Table-1:

TABLE NO.1: DISTRIBUTION OF FACTORS BETWEEN ORGANIZED AND UNORGANIZED RETAILS

Factors of Organized Retail Store	Factors of Unorganized Retail Store
Price	Price
Quality	Quality
Variety	Variety
Location	Location
Service	Service
Everything at one place	Everything at one place
Offers	Offers
Relationship	Relationship
Ambience	Ambience
Faster	Faster
Parking Facility	Parking Facility
Displays And VM	Displays And VM
Value Added Customer Service	Bargaining Possible
Complaint Handling/ Customer Care	
Customer Assistance	
Easy to Shop	Easy to Shop
Exchange Policy	Exchange Policy

NEED OF THE STUDY

Customer retention, enhancement of customer base, customer servicing are the major key elements contributing to the growth of retail industry. Even though the Indian retail industry is envisaging rapid growth, the sustainability of the retail outlets depends upon the above mentioned factors. Proper and scientific investigation of consumer buying pattern, needs and their preference on various parameters shall pave way for more adaptability of new techniques and enhance the growth.

STATEMENT OF THE PROBLEM

Current retail scenario witness severe competition, retention of loyal customer, enhancement of customer base and further the retail industry runs in to over stocking or loss in opportunity due to non-availability of the proper merchandise. A detailed study on consumer buying pattern and implementing the suggestions based on the study will improve the performance of the retail industry.

OBJECTIVES

1. To study the consumer buying pattern towards men’s clothing wear
2. To study the factors influencing the consumers to prefer to buy from organized and organized retail stores
3. To offer suitable suggestions’ for both the format of retails for enhancement of their services.

HYPOTHESIS

H0: There is no significant relationship exists between organized and unorganized retail store attributes.

H1: There is a significant relationship exists between organized and unorganized retail store attributes.

RESEARCH METHODOLOGY

This study is based upon the descriptive type of research and embodied with both primary and secondary data. The primary data were collected through a self-administered structured questionnaire from the customers who visited selected organized and unorganized retail stores in Erode city. An equal number of textile & clothing organized and unorganized retail stores were selected for the study. The respondents were selected on the basis of convenience sampling which means that the customers who are willing to respond to the questionnaire were selected. The sample size was restricted to 200 respondents. The tools employed for data analysis are percentage and one way ANOVA through SPSS.

RESULTS AND DISCUSSIONS

TABLE NO. 2: DEMOGRAPHIC FACTORS OF THE RESPONDENTS

AGE					
	18-28	29-35	36-40	Above 41 years	Total
No. of Respondents	84	52	44	20	200
Percentage	42	26	22	10	100
QUALIFICATION					Total
	High School	Graduation	Post-Graduation	Professional Qualification	
No. of respondents	66	80	36	18	200
Percentage	33	40	18	9	100
TYPES OF FAMILY					Total
	Nuclear		Joined		
No. of respondents	98		102		200
Percentage	49		51		100
MARITAL STATUS					Total
	Single		Married		
No. of respondents	108		92		200
Percentage	54		46		100
OCCUPATION					Total
	Business		Employee	Student	
No. of respondents	61		63	76	200
Percentage	30.5		31.5	38	100
INCOME PER MONTH					Total
	Less than 10000	10001 to 30000	30001 to 50000	Above 50001	
No. of respondents	77	52	59	12	200
Percentage	38.5	25.5	29.5	6	100
PLACE OF LIVING					Total
	Based on Erode		From other place		
No. of respondents	115		85		200
Percentage	57.5		42.5		100

As regard to educational qualifications of the respondents, 33% of the respondent comes under the high school level, 40% of the respondent comes under graduation level, 18% of the respondent comes under post-graduation level, and 9% of respondent comes under professional qualification level. 49.5% of the respondent comes under nuclear family and 50.5% of the respondent comes under joint family. 54% of the respondents are single and 46% of the respondents are married. 30.5% of respondents are of students, 31.5% are employed and 38% are having their own business.

With reference to income levels, 38.5% are less than Rs.10,000, 26% are Rs.20001 to 30000 /- , 29.5% are Rs.30001 and 50000 /- and 9% are above Rs.50000 /-. 57.5% of based at Erode city and 42.5% of from other place.

TABLE NO.3: PERCENTAGE ANALYSIS

PARAMETERS	ORGANIZED STORE					UNORGANIZED STORE				
	poor	okay	good	better	Best	poor	okay	good	better	Best
Grade	6	36.5	49.5	7.0	1.0	4.0	7.5	17.5	64.5	6.5
Price	0	10	19	53	18	6.0	33.5	37.5	19.5	3.5
Quality	3.0	30	48	16	3.0	6.0	10.5	25.5	46.0	12.0
Variety	4.5	15	22	53	5.5	5.5	15.5	31.0	42.5	5.5
Location	4.0	11.5	28	51	5.5	11.5	33.5	26.5	23.0	5.5
Service	5.0	34.5	36.0	21.5	3.0	5.0	11.5	25.5	40.0	18.0
Everything at one place	3.5	32.0	35.0	27.0	2.5	9.0	18.5	35.5	29.5	7.5
Offers	2.5	9.5	29.0	52.0	7.0	17.0	30.5	27.0	16.0	9.5
Relationship	1.5	11.5	33.0	48.0	6.0	15.0	29.0	27.5	22.0	6.5
Ambience	3.0	78.5	33.0	52.0	4.5	7.0	30.0	20.5	37.0	5.5
Faster	4.0	20.5	37.5	32.0	6.0	7.5	34.5	29.5	20.0	8.5
Parking Facility	3.0	8.0	27.0	47.0	15.0	17.5	24.5	33.0	20.0	5.0
Displays And VM										

Organized retail sector has an edge over unorganized retails on the following parameters. (shown in TABLE NO.3)

- Quality of the products
- Location of the outlets
- Customer service
- Ambience of the outlets
- Professional approach toward understanding the needs and quick response to customer need.
- Display arrangement.

An unorganized retail outlet has price advantage over an organized sector.

Both the sectors are at par as regard to variety of the goods, parking facility.

ONE WAY ANALYSIS OF VARIANCE (ANOVA)

TABLE NO. 4: ORGANIZED RETAIL STORE PRICE VS. UNORGANIZED RETAIL STORE PRICE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.728	4	3.432	6.824	.227
Within Groups	98.067	196	.503		
Total	111.795	200			

The F ratio value is 6.824. The significant table value is 0.227 which is greater than the significant level of 0.05, so we reject the null hypothesis. Hence there is no significant relationship between organized and unorganized retail store price related attributes.

TABLE NO. 4.1: ORGANIZED RETAIL STORE PRODUCT QUALITY VS. UNORGANIZED RETAIL STORE PRODUCT QUALITY

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.127	4	1.032	1.426	.000
Within Groups	141.053	196	.723		
Total	145.180	200			

The F ratio value is 1.426. The significant table value is 0.000 which is lesser than the significant level of 0.05, so we consider the null hypothesis. Hence there is a significant relationship between organized and unorganized retail store quality related attributes.

TABLE NO. 4.2: ORGANIZED RETAIL STORE PRODUCT VARIETY VS. UNORGANIZED RETAIL STORE PRODUCT VARIETY

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.613	4	.653	.954	.434
Within Groups	133.467	196	.684		
Total	136.080	200			

The F ratio value is 0.954. The significant table value is 0.434 which is greater than the significant level of 0.05, so we reject the null hypothesis. Hence there is no significant relationship between organized and unorganized retail store product varieties related attributes.

TABLE NO. 4.3: ORGANIZED RETAIL STORE LOCATION VS. UNORGANIZED RETAIL STORE LOCATION

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.740	4	4.435	5.202	.101
Within Groups	166.260	196	.853		
Total	184.000	200			

The F ratio value is 5.202. The significant table value is 0.101 which is greater than the significant level of 0.05, so we rejected the null hypothesis. Hence there is no significant relationship between organized and unorganized retail store location related attributes.

TABLE NO. 4.4: ORGANIZED RETAIL STORE SERVICE VS. UNORGANIZED RETAIL STORE SERVICE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.924	4	.981	1.188	.000
Within Groups	160.951	196	.825		
Total	164.875	200			

The F ratio value is 1.188. The significant table value is 0.000 which is lesser than the significant level of 0.05, so we consider the null hypothesis. Hence there is a significant relationship between organized and unorganized retail store service related attributes.

TABLE NO. 4.5: ORGANIZED RETAIL STORE OFFERS VS. UNORGANIZED RETAIL STORE OFFERS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.407	4	2.102	2.617	.076
Within Groups	156.613	196	.803		
Total	165.020	200			

The F ratio value is 2.617 The significant table value is 0.076 which is greater than the significant level of 0.05, so we reject the null hypothesis. Hence there is no significant relationship between organized and unorganized retail store offers related attributes.

TABLE NO. 4.6: ORGANIZED RETAIL STORE AMBIENCE VS. UNORGANIZED RETAIL STORE AMBIENCE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.699	4	1.675	2.495	.000
Within Groups	130.896	196	.671		
Total	137.595	200			

The F ratio value is 2.495. The significant table value is 0.000 which is lesser than the significant level of 0.05, so we consider the null hypothesis. Hence there is a significant relationship between organized and unorganized retail store ambience related attributes.

TABLE NO. 4.7: ORGANIZED RETAIL STORE FASTER VS. UNORGANIZED RETAIL STORE FASTER RESPONDS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.895	4	1.224	1.850	.000
Within Groups	128.980	196	.661		
Total	133.875	200			

The F ratio value is 1.850 .The significant table value is 0.000 which is lesser than the significant level of 0.05, so we consider the null hypothesis. Hence there is a significant relationship between organized and unorganized retail store faster response related attributes.

TABLE NO. 4.8: ORGANIZED RETAIL STORE PARKING FACILITY VS. UNORGANIZED RETAIL STORE PARKING FACILITY

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.385	4	2.596	2.981	.000
Within Groups	169.810	196	.871		
Total	180.196	200			

The F ratio value is 2.981 The significant table value is 0.000 which is lesser than the significant level of 0.05, so we consider the null hypothesis. Hence there is a significant relationship between organized and unorganized retail store parking facility related attributes.

TABLE NO. 4.9: ORGANIZED RETAIL STORE DISPLAYS& VISUAL MERCHANDISING VS. UNORGANIZED RETAIL STORE DISPLAYS& VISUAL MERCHANDISING

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.913	4	2.478	2.934	.000
Within Groups	164.707	196	.845		
Total	174.620	200			

The 'F' ratio value is 2.934 and the significant table value is 0.000 which is lesser than the significant level of 0.05, so we consider the null hypothesis. Hence there is a significant relationship between organized and unorganized retail store displays and visual merchandising related attributes.

1. From the One-Way Analysis of Variance (ANOVA) depicted in table 4, respondents felt that the men's apparel & textiles organized retail store product quality, service, store ambience, quick assistance to the customer, parking facility, displays and Visual Merchandising are better than the un-organized retail stores.
2. The product price & variety and location in the case of un-organized retail store are better than organized retail

FINDINGS

1. Consumer's buying patterns were favourable in case of convenience whilst they shopped at various organized retail stores.
2. Most consumers would like to get updates regarding the latest products, and desired the assistance of the store personnel while shopping at organized and unorganized retail outlets.
3. Value added services were expected by a significant number of consumers shopping at unorganized retail stores in the city.
4. The brand image of the retailers plays a pivotal role in attracting the consumers.
5. Reasonable price were one of the most important factor to positively influence the buying attitude of consumers towards unorganized retailers in the city.
6. Most of the consumers were strongly recommended that unorganized retailers should improve a good shopping experience at their stores.
7. Most of the consumers preferred shopping on weekend days only.
8. Most of the consumer felt that organized retail stores price is slightly higher than the unorganized retail stores price level. At the same time consumers were happy with the product quality of the organized retail stores.
9. Most the consumers felt that to improve the collections in a product line of the organized retail stores.
10. Most of the consumers were happy with quick response and understanding their needs when purchase a product in the organized and unorganized retail stores in the city.

SUGGESTIONS FOR ORGANIZED RETAILERS

1. Organized retailers should offer affordable price products for the middle class consumers with reasonable quality which will increase the customer of a store and get new loyal customer for a store or particular brand.
2. Organized retailers must offer a wide variety of the product assortments for the convenience of all types of consumers.
3. Organized retailers should excise caution combined with relaxation of purchase value while issuing a loyalty card and suggest giving some offers at normal period of sales.
4. Judicial choice of selecting an organised retail show room plays vital role to attract customer. Organised retail can be at the main heart of the city or at other location
5. Parking facility plays a key role in attracting the customers and the organised retail store should make suitable arrangements for parking.
6. Organized retailers should improve their local advertisement for attracting the customer.

SUGGESTIONS FOR UNORGANIZED RETAIL STORES

1. The unorganized retailers have to upgrade themselves to compete with the organized retailers.
2. The unorganized retailers need to offer good quality products, with a wide range of product assortments to effectively compete with organized retailers.

3. The unorganized retail should give proper training for the fashion assistant.
4. The unorganized retailers should provide adequate service to the customer.
5. The unorganized retailers should improve store layout, design and ambience of a store as per current trend and technology for easy to shop.
6. The unorganized retailers have to concentrate more in visual merchandising and window display for attracting the customer aiding impulse purchase.
7. The unorganized retailers should provide adequate parking facility for the customer.
8. The unorganized retailers should maintain personal relations with their customers and record the preferences of their regular customer.

CONCLUSION

Undoubtedly, the retail sector is one of the key sectors in the Indian economy. The major contributive part of retailing in the Indian economy would ensure the prosperity of the nation in terms of employment creation. The modernization of the retail business is indeed challenging for the traditional retailers as they have to cope with the competitive pace of the markets. This study is mainly focused on the factors which generally influence the consumers whilst they make purchase at the organized and unorganized retail stores. Apparently, the retail consumer's attitudinal dimensions force them to have diversified patterns at various buying spots. Thus, the situation makes the retailers more vigilant about adopting consumer-friendly marketing strategies in terms of selling the best quality of products and services continuously to the consumers. And above all are maintaining loyal and regular clientele.

LIMITATION OF STUDY

- The study is restricted to Erode city only
- The finding and inferences drawn is suitable to the existing trend in retail industry and it may change from time to time
- The sample is convenient and size is limited to 200 respondents due to time constraints

SCOPE FOR FURTHER STUDY

Similar kind of studies can be conducted for other places with other apparel segments and consumer goods with enhanced parameters.

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