



# A STUDY ON MARKETING STRATEGIES ADOPTED BY APPAREL RETAILERS TOWARDS CUSTOMERS WITH SPECIAL REFERENCE IN COIMBATORE CITY

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## ABSTRACT

*Apparel (otherwise called garments, clothing) is things worn on the body. Attire is ordinarily made of textures or materials yet after some time has included pieces of clothing produced using creature skin or other slender sheets of materials set up. The wearing of attire is generally confined to individuals and is an element of every human culture. The sum and kind of attire worn relies upon sexual orientation, body type, social, and geographic considerations. Clothing fills some needs: it can fill in as security from the components, harsh surfaces, rash-causing plants, creepy crawly chomps, chips, thistles and prickles by giving a hindrance between the skin and the earth.*

## INTRODUCTION

- Attire industry is one among the most significant divisions of the economy with respect to venture, income, exchange and giving work to the age everywhere throughout the world.
- India represents 14 percent of the world's generation of material filaments and yarns (the biggest maker of jute, second biggest maker of silk and cotton, and third biggest in cellulosic fiber).
- In India, attire is the second biggest retail classification having yearly development pace of 12-15% and is required to lead the sorted out retail segment in India in up and coming years.

## STATEMENT OF PROBLEM

- In this blasting retail showcase in India it got inescapable for the organizations to figure out how to hold their piece of the overall industry just as to upgrade it.
- With the section of greater players, the retail showcase is getting more and increasingly composed and organized.
- Rivalry will before long be exceptionally extraordinary. Existing clients produce bigger edges and benefits (per client) than the new ones.

## SCOPE OF THE STUDY

- This research concentrates on the various marketing strategies adopted by the retailers for customer adoption and retention.

- Coimbatore district was taken as sample region for the study as it is favorable for production and marketing of apparels.
- More number of export units, whole sellers and retailers has been wide spread across the district. The focus of the present research work is carried on to including the various types of retailers who are involved in apparel retailing.

## OBJECTIVES OF THE STUDY

- To assess the buying behavior of customers.
- To analyze the marketing strategies adopted by the retailers to retain customers.
- To analyze the growth opportunities available for the retailers in apparel retailing.

## LIMITATION OF THE STUDY

- A number of the respondents might not give accurate information, as they'll not wish to reveal their actual identity, income etc.
- Study is made only for a shorter period of time (3 months).
- There may be some positive and negative biases of the respondents
- Shopper's may not have the patience to answer all the questions accurately
- Consumers would like to portray themselves as trendy and elite and may not give their actual preferences.



## REVIEW OF LITERATURE

Juan José López García 1, David Lizcano 2 ,  
 Celia MQ Ramos 3 and Nelson Matos 3(2019)

This study have important practical implications for Managers of Digital Communication Agencies and people responsible for online content and e-commerce stores, as well as for Academics and Researchers.

Florence Nakazi a, Immaculate Babiryeb, Eliud Birachic, Michael Adrogu Ugend 3 (2018)

The study is about for new competitors intending to join the bean processing industry, little is known about marketing strategies for value added bean products. Using data from 90 retailers in the Nairobi and Kiambu counties in Kenya, a two-step econometric procedure-multivariate probit and Poisson regression models were applied to analyse retailers' marketing strategy decisions.

Mohammad Anisur Rahman1, Md. Aminul Islam, Bushra Humyra Esha, Nahida Sultana and Sujan Chakravorty(2018)

The World Wide Web has propelled in no small extent of changes in the attitude and behavior of people all over the world. Due to this blessing, online shopping has emerged which influenced the lives of ordinary citizens.

.Earlier studies showed that unlike brick and mortar shopping behavior, online shopping behavior is influenced by net connectivity, website esthetics (Constantinides, 2004), security, customers' experience, age and learning curve, etc

## DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can ;be made so as to present suitable interpretation for the same.

### SIMPLE PERCENTAGE ANALYSIS:

The percentage analysis is mainly employed to find the distribution of different categories of respondents. As the value are expressed in percentage it facilities comparison and standardization. The analysis describes the classification of the respondents failing under each category.

### FORMULA

PERCENTAGE =

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

Table no: 1

GENDER OF THE RESPONDENTS

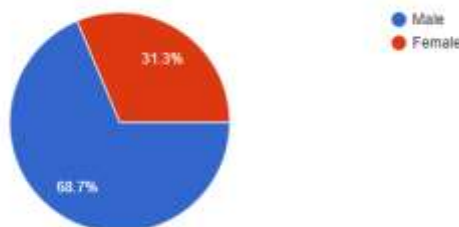
S.no	Factor	No of respondents	Percentage
1	Male	103	68.7%
2	Female	47	31.3%
	Total	150	100%

### INTERPRETION

From the above table we came to know that, out of total respondents take for the study, 68.7 % of

respondents are Male and 31.33% of respondents are Female.

Majority 68.7% of the respondents are Male.





**Table no 2**  
**ANNUAL INCOME**

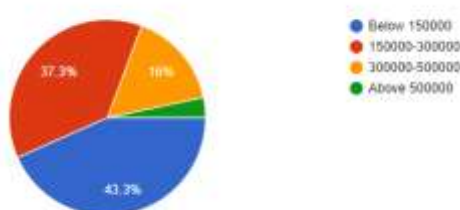
Sl no	Factor	No of respondents	Percentage
1	Below 150000	65	43.3%
2	150000-300000	56	37.3%
3	300000-500000	24	16.0%
4	Above 500000	5	3.3%
	Total	150	100%

**INTERPRETATION**

The above table indicates that 43.3% of the respondents earns income below 150000, 37.3% of respondents earns income between 150000-300000,

16.0% of the respondents earns income between 300000-500000 and 3.3% of respondents earns income above 500000.

**Most of the respondents earn income below 150000 (43.3%).**



**Table no 3**  
**AREA OF THE RETAILING SHOP**

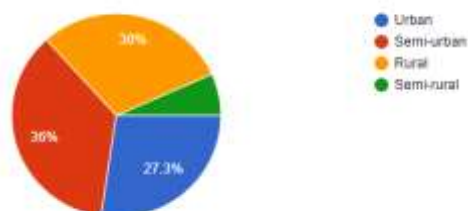
Sl no	Factor	No of respondents	Percentage
1	Urban	41	27.3%
2	Semi-urban	54	36.0%
3	Rural	45	30.0%
4	Semi-rural	10	6.7%
	Total	150	100%

**INTERPRETATION**

From the above table we came to know that 27.3% of respondents belongs to Urban area, 36.0%

of respondents belongs to Semi-urban area, 30.0% of respondents belongs to Rural area and 6.7% of respondents belongs to Semi-rural area.

**Most of the respondents belongs to Semi-urban area (36.0%).**



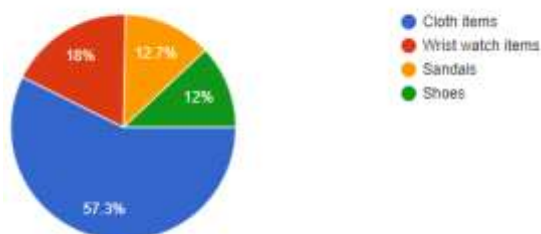
**Table no 4**  
**FAST MOVING ITEM IN YOUR SHOP**

Sl no	Factors	No of respondents	Percentage
1	Cloth items	86	57.3%
2	Wrist watch items	27	18.0%
3	Sandals	19	12.7%
4	Shoes	18	12.0%
	Total	150	100%

According to the respondents, 57.3% of the respondents says Cloth items as fast moving product, 18.0% of respondents says Wrist watch items as fast

moving product, 12.7% of respondents says Sandals as fast moving product and 12.0% of respondents says Shoes as fast moving product in their shop.

**Most of the respondents says Cloth items as fast moving product in their shop (57.3%).**



**Table no 5**  
**PREFERENCE OF BUYING PRODUCTS**

Sl no	Factors	No of respondents	Percentage
1	Manufacturers	50	33.3%
2	Wholesale	63	42.0%
3	Import from other places	20	13.3%
4	Others	17	11.0%
	Total	150	100%

The above table indicates that 33.3% of respondents buys apparel products from the Manufacturers 42.0% of respondents buys the products from the Wholesale, 13.3% of the

respondents buys the product from importing from other places and 11.0% of the respondents buys the product from other places which were not mentioned.

**Most of the respondents prefer to buy the product from Wholesale (42.0%).**



## FINDING, SUGGESTION AND SOLUTION

### FINDINGS

❖ From the study it was found that majority of the retailers are operating the apparel retailing business between 1-3 years.

- ❖ From this study it was found that majority of retailers prefer to buy the products from the wholesalers
- ❖ Some of the customers are highly satisfied among advertising, packing, technology and brand loyalty of the apparel products based on the retailer's view.



- ❖ Most of the retailers are operating the business only within the country. But some of the retailers are operating the business even outside the country (nearly equals to retailers operating within the country).
- ❖ From this study it was found that majority of retailer uses social media as a promotional platform to attract the people to make them to buy their products.
- ❖ Most of the retailers say Return of products are the primary problems faced by them while selling to the customers.
- ❖ Majority of retailers says customer checks the brand of a product before buying them.

## SUGGESTIONS

From the above analysis of the survey and personal observation of the retailers towards their marketing strategies adopted towards the customers, lots of experience was gained from the survey. The observations and suggestions provided by the researcher will help in the competitive environment. With this the retailers should take immediate steps to improve their business.

From this survey it is found that:

- Majority of the customers spends 2000-5000 for buying the apparel products. If the varieties of the products were increased, customer can choose a wide variety of products within this range.
- Most of the apparel retailing shops are operated in semi-urban area. Introducing shops based on the needs of a semi-urban area can increase the sales rate in the shops.
- Cloth items are the fast moving product in the shop while comparing with other apparel products. By reducing the cost and by introducing new offers, the retailers can increase the sales level of business.

- Most of the retailers refill the stock once in a month. So Introducing products which are in the trend can increase the sales level.

## CONCLUSION

On the basis of this study it is found that the retailers were practicing good strategies to the customers for selling their products. The retailers were showing less concern on pricing the product, if the price range was changed, the product can reach to an extent. As the present apparel retailing has shifted from traditional to online retailing, if the retailers fail to introduce price variation they leads to lose their market share among the public. The retailers are so mean to show their competition, excellent marketing practices, service quality and friendly relation to the customers will guarantee the retailer to adopt, retain and excel their customers.

This study is concentrated only on Coimbatore city. It may be an extend to the different parts of tamilnadu, and a comparative study can be made from the retailers from northern and southern India.

## REFERENCES

1. Juan José López García 1, David Lizcano 2 , Celia MQ Ramos 3 and Nelson Matos 3(2019) *Digital Marketing Actions That Achieve a Better Attraction and Loyalty of Users: An Analytical Study.*
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