

THE INTERNATIONAL JOURNAL OF BUSINESS & MANAGEMENT

Knowledge about Multi-Brand Outlets with Special Reference to Clothing Industry at Coimbatore City

Dr. M. Rupesh Kumar

Temporary Faculty, Department of Management Studies (DoMS)
National Institute of Technology (NIT), Thanjavur Road, Trichy, Tamilnadu, India

Dr. A.G.V. Narayanan

Faculty of Management Studies, Ebet Group of Institutions,
Kangayam, Tirupur (Dist), Tamilnadu, India

Abstract:

This study mainly aims to find out the familiarity of customers regarding the Multi-Brand Outlets at Coimbatore city. The study was conducted for about 50 respondents in Coimbatore city. The study is descriptive in nature. The data were analyzed by using percentages. The study concludes that they people of Coimbatore city are to an extent are knowledgeable about the upcoming trend in retail stores.

Keywords: Clothing, garment, knowledge, multi-brand outlets (MBOS), multi-brand retailers

1. Introduction about the Retailing Industry

The Indian retail market is the fifth-largest retail destination globally. It has grown from US\$ 330 billion in 2007 to US\$ 427 billion in 2010 and expected to grow by US\$ 637 billion by 2015 (Annual Global Retail Development Index (GRDI) of AT Kearney, 2009). The Retail business contributes to 10 per cent of India's Gross Domestic Product and provides employment to 8 per cent of India's working population.

2. Literature Review

The customers could be made satisfied only by offering a variety of brands mixed with the different kinds of services under one roof, which is more possible by having an exposure towards the Multi-Brand Outlets. The focus is assessing the market penetration opportunities and saturation potential for multi-store, multi-market chain retailers, (Vijay Mahajan, 1988). The prior research has followed one of the two tracks. It has either addressed both brand-choice and category purchase incidence decisions in a single category context (Chintagunta 1993) or addressed one aspect of the decision process in a multi-category context, which is brand choice (Ainslie and Rossi 1998) or category purchase incidence (Manchanda et al. 1999).

However, a drawback of single-category models is that they ignore cross-category interrelationships by implicitly assuming that the basket utility maximization reduces to independently maximizing sub utilities over each single category. Similarly, the implicit assumption in prior multicategory models is that the basket utility maximization reduces to independently maximizing utilities over brand-choice and category purchase incidence decisions. It also adds that, how the market mix of each brand in each category affects the purchases across all categories, which can help retailers make promotional decisions across a portfolio of products. (Nitin Mehta, 2007).

3. Objectives of the Study

1. To identify the level of understanding about Multi-Brand Outlets.
2. To find out number of MBOs the customers know with the years of operation in the city.

4. Research Methodology

The techniques used include the percentages. The percentage analysis method is also used to represent the knowledge of respondents regarding MBOs. The present study is mainly based on the primary data collected from Coimbatore city, India using schedules. A sample of 50 respondents was selected. In this study the non-probability sampling method with convenience sampling was utilized.

5. Data Analysis

For the purpose of the study, the customers of Multi-Brand Outlets are chosen as samples, for to find out the knowledge about Multi-Brand Outlets.

5.1 Discussion

Following are the summarized result from analysis of data.

No. of MBOs	No. of Respondents	% of Respondents
Less than 5 outlets	7	14
5 - 11 outlets	22	44
11 - 20 outlets	19	38
More than 20 outlets	2	4
Total	50	100

Table 1: Understanding about number of MBOs known

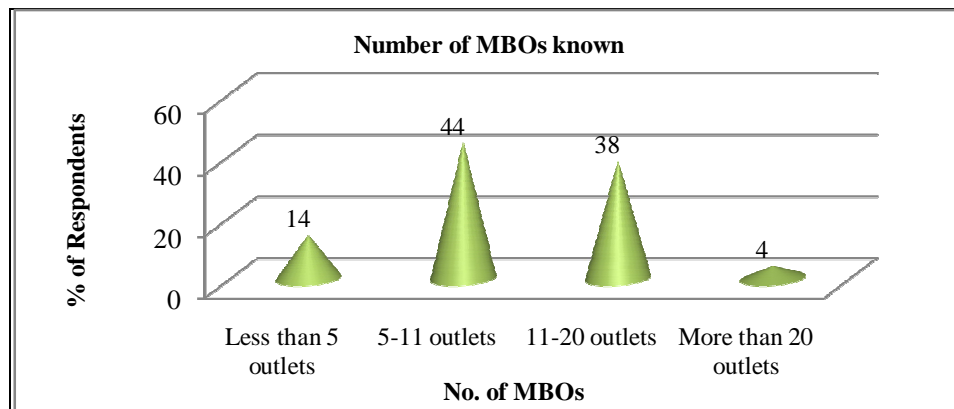


Figure 1: Number of MBOs Known

It reveals that 44% of the respondents know about 5 to 11 outlets, 38% of the respondents knew about 11 to 20 outlets, 14% of the respondents have an idea about less than 5 outlets and only 4% of the respondents knew about more than 20 outlets. So, it specifies that majority of the people know 5 to 11 Multi-Brand Outlets for making their purchases.

No. of years	No. of Respondents	% of Respondents
Less than 2 yrs	12	24
2-5 yrs	18	36
Above 5 yrs	20	40
Total	50	100

Table 2: Number of years the respondents know about the existence of MBOs

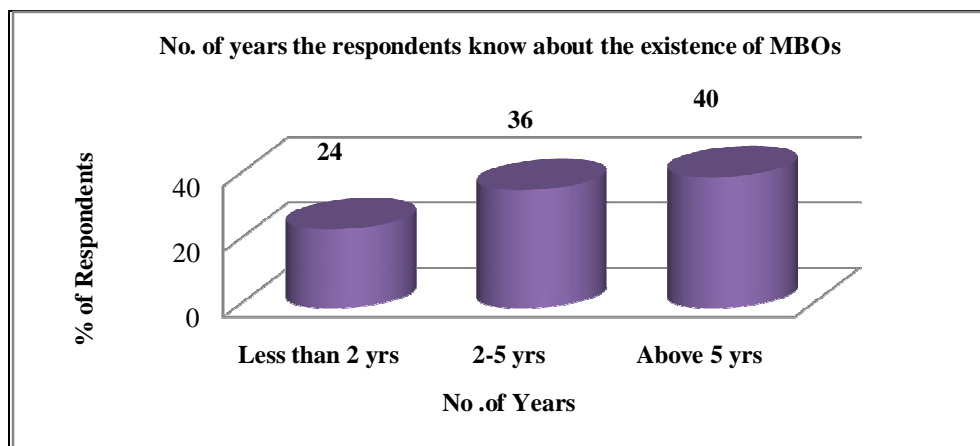


Figure 2: Number of years the respondents know about the MBOs

It specifies that 40% of the respondents know about a new style of retail store named as Multi-Brand Outlets for above 5 years, 36% of the respondents knew about MBOs from 2 to 5 years and only 24% of respondents knew about the MBOs for less than 2 years. So, it says that majority of the people have an exposure towards Multi-Brand Outlets for more than 5 years to fulfill their shopping needs.

Options	No. of Respondents	% of Respondents
Yes	33	66
No	17	34
Total	50	100

Table 3: Branches of selected MBOs in the city

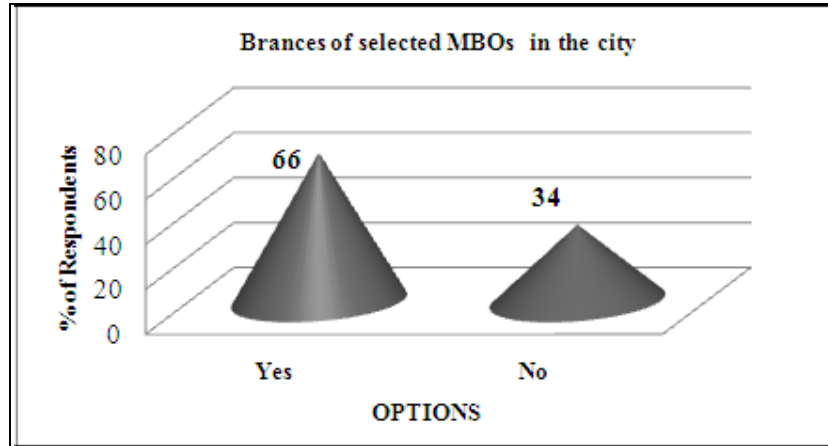


Figure 3: Branches of selected MBOs in the city

It states that the 66% of the respondents say that their selected MBO has another branch in the city and only 34% of the respondents specify that their selected MBO does not have an another branch within the city. So, it depicts that the majority of the people have selected an MBO which has another branch within the city.

No. of Branches	No. of Respondents	% of Respondents
Less than 2 outlets	12	36.4
2-5 outlets	17	51.5
More than 5 outlets	4	12.1
Total	33	100

Table 4: Number of branches of the same MBOs in the city

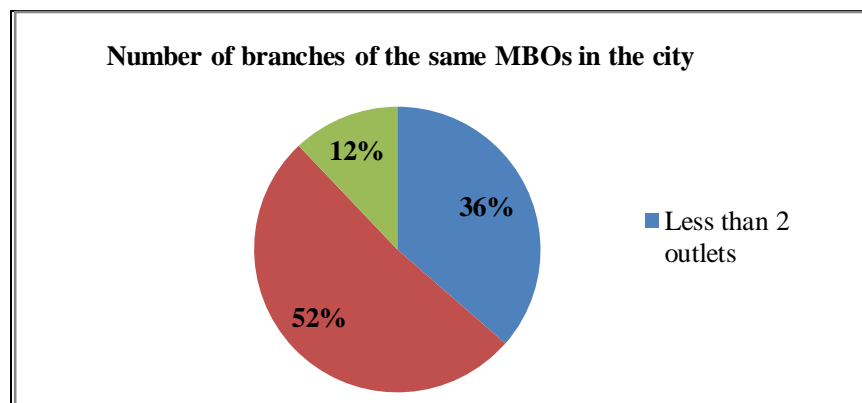


Figure 4: Number of branches of the same MBOs in the city

It reveals that 52% of the respondents know 2 to 5 branches of the same MBO in the city. 36% of the respondents know less than 2 branches of the same MBO in the city. So, it declares that majority of the people knew 2 to 5 branches of a same MBO in the city as part of their knowledge regarding Multi-Brand Outlets.

6. Findings

1. Majority of the people know only 5 to 11 Multi-Brand Outlets in the city for making their purchases.
2. Majority of the people have exposure towards Multi-Brand Outlets from more than 5 years to fulfill their shopping needs.
3. Majority of the people have selected an MBO which has another branch within the city.
4. Majority of the people knew 2 to 5 branches of a same MBO in the city as part of their knowledge regarding Multi-Brand Outlets.

7. Suggestions

1. The number of MBOs known by the respondents is less than compared to other Metros and trendy Tier I cities. So, it is a tedious job for the Multi-Brand Retailers to create an exposure about the upcoming trend of retail stores in India.
2. Though the majority of the people are exposed to Multi-Brand Outlets from more than 5 years but the knowledge about number of MBOs existing in the city is not up to the level. This may be because they might be exposed to new style of stores in the city. The customers are not able to distinguish between an MBO and an ordinary clothing store. So, again a tough work for the Multi-Brand Retailers to make the people understand about the differences between an ordinary garment store and a Multi-Brand Store.
3. Majority of the people have selected an MBO which has another branch within the city because of ease and convenience of the shoppers that they can shop at the same store but at different locations but especially at the stores which operate nearby their residence.
4. Though majority of the people know 2 to 5 branches of a same MBO in the city but the other numbers also could not left unaddressed. They also should be addressed in such a way that should be equipped with the information like either the opening of a new branch or operations of existing branches at different location in the city.

8. Conclusion

The retail industry is one of the booming industries in India. The clothing industry is the next biggest industry after the food industry. The clothing industry is flourishing across the country. The clothing is sold at many retail destinations such as Multi-Brand Outlets, Hypermarkets, Departmental stores, Garment shops, etc. The clothes are being sold by many Multi-Brand Retailers in Coimbatore city, India. The customers know about the MBOs to an extent from 5 to 11 MBOs in the Coimbatore city. To make the people understand better about the Multi-Brand Outlets, the Multi-Brand Retailers could take efforts to inform the people about this new style of retail stores through open advertisements in the newspapers, magazines, short message service, e-mail, social media, etc.

9. References

1. A T Kearney's, 2009, Eighth annual Global Retail Development Index (GRDI).
2. Ainslie, A.P.E. Rossi (1998), "Similarities in choice behavior across product categories", *Marketing Science*. 17(2), pp. 91-106.
3. Chintagunta, P. K. (1993), "Investigating purchase incidence, brand choice and purchase quantity decisions of households", *Marketing Science*, 12(2) pp. 184-208.
4. Manchanda, P, A. Ansari, S. Gupta (1999), "The shopping basket: A model of multi-category purchase incidence decisions", *Marketing Science*, 18(2), pp95-114.
1. 5. Nitin Mehta (2007), "Investigating Consumers' Purchase Incidence and Brand Choice Decisions across Multiple Product Categories: A Theoretical and Empirical Analysis", *Marketing Science*, Vol. 26, No. 2, March-April, pp. 196-217.
5. Vijay Mahajan (1988), "Assessing Market Penetration Opportunities and Saturation Potential for Multi-Store, Multi-market Retailers", *Journal of Retailing*, Vol. 64 (3), pp.315-317.