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A STUDY ON RETAILERS PERCEPTIONS TOWARDS JOHN PLAYERS IN COIMBATORE DISTRICT

By

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Under the guidance of

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A PROJECT REPORT

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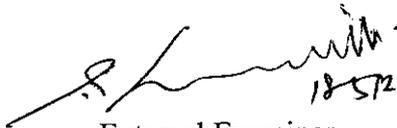BUSINESS SCHOOL

BONAFIDE CERTIFICATE

Certified that this project report titled **"A study on retailer's perceptions towards john players in Coimbatore district"** is the bonafide work of **Mr.S.Santhosh, 1020400048** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate. .

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SABAREY ENTERPRISE

CERTIFICATE

This is to certify that Mr. S.SANTHOSH, Roll No 10MBA48, a student of KCT Business School, Kumaraguru College of Technology, Coimbatore had undergone a Project entitled **"A STUDY ON RETAILER'S PERCEPTIONS TOWARDS JOHN PLAYERS IN COIMBATORE DISTRICT"** during the period of February 01, 2012 to May 10, 2012.

For SABAREY ENTERPRIES
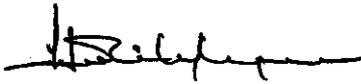
Authorized Signatory

DECLARATION

I affirm that the project work titled "A STUDY ON RETAILERS PERCEPTION TOWARDS JOHN PLAYERS IN COIMBATORE DISTRICT "being submitted in partial fulfillment for the award of Master of Business Administration is the original work carried out by me. It has not formed the part of any other project work submitted for award of any degree or diploma, either in this or any other university.

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I certify that the declaration made above by the candidate is true.

Dr. Mary Cherian

Professor

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I express my sincere gratitude to our beloved chairman **Arutchelvar Dr. N. Mahalingam and management** for the prime guiding spirit of Kumaraguru College of Technology.

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Executive Summary

The objective of the project was to know the perceptions for garments for that we have to understand the retailer needs, constraints, response and emotions so that they can contribute their time for becoming good relationship with dealer. The objective of this study was to analyze retailers satisfaction of garment field in Coimbatore with respect to the service, promotion, and financial back ground.

The market visits made us possible to measure the satisfaction of retailers. Questionnaire based on company format some attributes like monthly sales, experience in garments field, timely deliver, grievance handling, cash discount, dealer conferences, settlement of damage goods and satisfaction level

For this a questionnaire was prepared which gave a vague idea about the retailers who were really interested and wanted to know about various new opportunities in the real estate sector. Go through questionnaire in different retailers in the Coimbatore district. The study was undertaken for Coimbatore during three months. The researchers were given first 30 days for collection of data and scanning the data. The questionnaire contains various aspects like monthly sales, experience in garments field, and satisfaction level during their interaction etc.

The second part of the study that consists of 60 days contains scanning the questionnaire and analyzing questionnaire. Generated report for the study.

Prestige trade textiles such as Patola from Patan and Ahmadabad, coast were sought after by the Malaysian royalty and wealthy traders of the Philippines. Textiles have historically formed an important component of India's exports. Marco Polo's records show that Indian textiles used to be exported to China and South-East Asia. Textiles have also comprised a significant portion of the Portuguese trade with India. These included embroidered bedspreads, wall hangings and quits of embroidered wild silk on a cotton or jute ground.

The attractiveness of the fast dyed, multi-colored Indian prints on cotton (chintz) in Europe led to the formation of the London East India Company in 1600, followed by Dutch and French counterparts. By the late 1600s there was overwhelming demand for their governments to ban the import of these cottons from India. The legacy of the Indian textile industry stemmed from its wealth in natural resources silk, cotton and jute. The textile industry stemmed from its wealth in natural resources silk, cotton and jute, the technology used was superior and the skills of the weavers gave the finished product a most beautiful and ethnic look. The Indian textile industry with such a great pedigree could have gone only on way from here. But same did not happen.

"During the last five decades, the production of cotton in India increased from 30 lakh bales of 170 kgs each in 1950-51 to an estimated 213 lakh bales (170 kg each) in 2004-05. There has also been a rise in area under cultivation from 58.9 lakh hectares in 1950-51 to an estimated 89.7 lakh hectares in 2004-2004.

The last decade has seen a progressive relaxation of regulatory policies with a view to increase the efficiency and competitiveness of the industry. The textile policy of 1985 heralded a new beginning in the history of the Indian textile industry. It accepted that the crisis in the industry were neither cyclical nor temporary but were rooted in deeper structural weaknesses. It identified the main task of the textile industry as industry as increase in production of cloth of acceptable quality at reasonable prices to meet the clothing requirements of a growing population. It identified the main task of the textile industry as increase in production weaknesses.

It identified the main task of the textile industry as increase in production of cloth of acceptable quality at reasonable prices to meet the clothing requirements of a growing population. It was envisaged that this basic objectives would be met through cost efficiencies and a freer play of market forces rather than through controls and restrictions. Among other things, the Textile Policy of 1985 addressed the issues of raw material supply at reasonable and stable

prices, progressive reduction of duties on synthetic raw material, removal of entry and exit barriers along with emphasis on technology modernization and increasing the competitiveness of Indian textiles in the international market.

The 1985 Textile Policy illustrated the government's attempt to relax the regulatory burden on the composite mill sector by elimination of compartmentalization in the industry, lifting of restrictions on composite mill loom capacity expansion and equalization of taxation among composite mills, power loom and independent processing units.

The ushering in of reforms in the 1990s provided a further boost to the Indian textile industry. In line with the general policy of liberalization, several measures were undertaken to reduce controls and bring about greater transparency in the textile sector. The textile industry was de-licensed as per the Statement of Industrial Policy 1991 and the Textile Development and Regulation Order of 1992. Reforms on the fiscal and external fronts were also pursued with renewed zeal. Those measures liberated the Indian textile industries from the shackles of regulation that were in place up to the late 80s.These steps were only a beginning in ensuring that the different segments of the textile industry become competitive in the wake of liberalization.

1.2.1 Present Situation in Indian Textile Industry

Fashions have always influenced creation of demand in this industry, especially after the rise of retailers; control of the commodity chain. Given their closeness and greater understanding of the market than manufacturers, these traders sought to compete through market innovations like new designs and fashion marketing rather than through cost reductions by innovations in production techniques. Here again, there are differences across various segments. Women and children's ear is subject to more fashion based design changes as compared to men's wear.

Textiles and Clothing Industry, contributing 35% of India's total export earnings and one of its largest sectors in terms of output and employment generation, is aggressively modernizing and expanding its capacities. India's share of the $560-billion world textile and apparel market is likely to double and reach a target of $50 billion a year by 2010.

India's edge of its low cost & skilled labor, raw materials and excellent designing skills are offset by factors like intense competition from china, higher power generating cost, relative interest cost, structural anomalies and low productivity levels. India]s multiple resource based advantages in cotton, silk, wool and manmade fibers in addition to capacity based advantages in

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the textile spinning and weaving is counteracted by the deficiencies of erratic supply of power and water, inadequacies in road connectivity, port facilities and other export infrastructure added to highly fragmented supply chain beset with bottlenecks. Garments Industry in India, concentrated in the small-scale sector till few years back, is now having large-scale units such as Reliance, Arvind Mills, Raymond's, etc. the Industry is concentrated in a few clusters viz. Tiruppur, Delhi, Mumbai, Bangalore, Ludhiyana, etc. It has a unique advantage of being a vertically integrated one from Fiber to Garment. Easy availability of raw materials, natural or synthetic fibers, world-class facilities in producing synthetics filament yarn is the strengths. Indian Garment Industry has a significant presence in low value added items but is yet to make a mark in the high value added segments.

The industry is not fully automated and the products are of low quality. The industry being concentrated in the small-scale sector, they are not equipped to produce on a mass scale and meet the changing fashion trends the world over. The industry has to reduce the lead time required to bring its merchandise to the final consumer. Adopting latest techniques such as effective supply chain management, e-commerce, etc. and diversifying and expanding its product range to include high value added items can make it competitive.

The garment industry is increasingly being governed by ecological concerns. India's growing, sophisticated and increasingly fashion conscious middle class forms a base for huge domestic demand presenting an opportunity to the garment producers to tap this market.

However, there are many international brands that are waiting to have a share in the garment pie. The Indian units have to compete with these international brands on domestic turf. With the advent of Business Process Outsourcing, there is an outsourcing wave in the textiles and garment industry. The big retailers in the US and elsewhere are looking at ever possible opportunity to cut their costs and are out sourcing their activities to India. World's leading garment retailers such as Wal-Mart, JC Penny and Gap are sourcing their garment requirements from India.

1.3 ORGANIZATIONAL PROFILE

ITC is one of India's foremost private sector companies with a market capitalization of over US $ 33 billion and a turnover of US $ 7 billion. ITC is rated among the World's Best Big Companies, Asia's 'Fab 50' and the World's Most Reputable Companies by Forbes magazine,

among India's Most Respected Companies by Business World and among India's Most Valuable Companies by Business Today. ITC ranks among India's `10 Most Valuable (Company) Brands', in a study conducted by Brand Finance and published by the Economic Times. ITC also ranks among Asia's 50 best performing companies compiled by Business Week.

ITC has a diversified presence in Cigarettes, Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business, Packaged Foods & Confectionery, Information Technology, Branded Apparel, Personal Care, Stationery, Safety Matches and other FMCG products. While ITC is an outstanding market leader in its traditional businesses of Cigarettes, Hotels, Paperboards, Packaging and Agri-Exports, it is rapidly gaining market share even in its nascent businesses of Packaged Foods & Confectionery, Branded Apparel, Personal Care and Stationery.

As one of India's most valuable and respected corporations, ITC is widely perceived to be dedicatedly nation-oriented. Chairman Y C Deveshwar calls this source of inspiration "a commitment beyond the market". In his own words: "ITC believes that its aspiration to create enduring value for the nation provides the motive force to sustain growing shareholder value. ITC practices this philosophy by not only driving each of its businesses towards international competitiveness but by also consciously contributing to enhancing the competitiveness of the larger value chain of which it is a part."

ITC's diversified status originates from its corporate strategy aimed at creating multiple drivers of growth anchored on its time-tested core competencies: unmatched distribution reach, superior brand-building capabilities, effective supply chain management and acknowledged service skills in hoteliering. Over time, the strategic forays into new businesses are expected to garner a significant share of these emerging high-growth markets in India.

ITC's Agri-Business is one of India's largest exporters of agricultural products. ITC is one of the country's biggest foreign exchange earners (US $ 3.2 billion in the last decade). The Company's 'e-Choupal' initiative is enabling Indian agriculture significantly enhance its competitiveness by empowering Indian farmers through the power of the Internet. This transformational strategy, which has already become the subject matter of a case study at

Harvard Business School, is expected to progressively create for ITC a huge rural distribution infrastructure, significantly enhancing the Company's marketing reach.

ITC's wholly owned Information Technology subsidiary, ITC InfoTech India Ltd, provides IT services and solutions to leading global customers. ITC InfoTech has carved a niche for itself by addressing customer challenges through innovative IT solutions.

ITC's production facilities and hotels have won numerous national and international awards for quality, productivity, safety and environment management systems. ITC was the first company in India to voluntarily seek a corporate governance rating.

ITC employs over 26,000 people at more than 60 locations across India. The Company continuously endeavors to enhance its wealth generating capabilities in a globalizing environment to consistently reward more than 4, 21,000 shareholders, fulfill the aspirations of its stakeholders and meet societal expectations. This over-arching vision of the company is expressively captured in its corporate positioning statement: "Enduring Value. For the Nation. For the Shareholder."

1.3.1 HISTORY:

ITC was incorporated on August 24, 1910 under the name Imperial Tobacco Company of India Limited. As the Company's ownership progressively Indianised, the name of the Company was changed from Imperial Tobacco Company of India Limited to India Tobacco Company Limited in 1970 and then to I.T.C. Limited in 1974. In recognition of the Company's multi-business portfolio encompassing a wide range of businesses - Cigarettes & Tobacco, Hotels, Information Technology, Packaging, Paperboards & Specialty Papers, Agri-business, Foods, Lifestyle Retailing, Education & Stationery and Personal Care - the full stops in the Company's name were removed effective September 18, 2001. The Company now stands rechristened 'ITC Limited'.

The Company's beginnings were humble. A leased office on Radha Bazaar Lane, Kolkata, was the centre of the Company's existence. The Company celebrated its 16th birthday on August 24, 1926, by purchasing the plot of land situated at 37, Chowringhee, Kolkata, for the

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sum of Rs 310,000. This decision of the Company was historic in more ways than one. It was to mark the beginning of a long and eventful journey into India's future. The Company's headquarter building, 'Virginia House', which came up on that plot of land two years later, would go on to become one of Kolkata's most venerated landmarks.

Though the first six decades of the Company's existence were primarily devoted to the growth and consolidation of the Cigarettes and Leaf Tobacco businesses, the Seventies witnessed the beginnings of a corporate transformation that would usher in momentous changes in the life of the Company.

ITC's Packaging & Printing Business was set up in 1925 as a strategic backward integration for ITC's Cigarettes business. It is today India's most sophisticated packaging house.

In 1975 the Company launched its Hotels business with the acquisition of a hotel in Chennai which was rechristened 'ITC-Welcome group Hotel Chola'. The objective of ITC's entry into the hotels business was rooted in the concept of creating value for the nation. ITC chose the hotels business for its potential to earn high levels of foreign exchange, create tourism infrastructure and generate large scale direct and indirect employment. Since then ITC's Hotels business has grown to occupy a position of leadership, with over 100 owned and managed properties spread across India.

In 1979, ITC entered the Paper boards business by promoting ITC Bhadrachalam Paperboards Limited, which today has become the market leader in India. Bhadrachalam Paperboards amalgamated with the Company effective March 13, 2002 and became a Division of the Company, Bhadrachalam Paperboards Division. In November 2002, this division merged with the Company's Tribeni Tissues Division to form the Paperboards & Specialty Papers Division. ITC's paperboards' technology, productivity, quality and manufacturing processes are comparable to the best in the world. It has also made an immense contribution to the development of Sarapaka, an economically backward area in the state of Andhra Pradesh. It is directly involved in education, environmental protection and community development. In 2004, ITC acquired the paperboard manufacturing facility of BILT Industrial Packaging Co. Ltd

(BIPCO), near Coimbatore, Tamil Nadu. The Kovai Unit allows ITC to improve customer service with reduced lead time and a wider product range.

In 1985, ITC set up Surya Tobacco Co. in Nepal as an Indo-Nepal and British joint venture. Since inception, its shares have been held by ITC, British American Tobacco and various independent shareholders in Nepal. In August 2002, Surya Tobacco became a subsidiary of ITC Limited and its name was changed to Surya Nepal Private Limited (Surya Nepal).

In 1990, ITC acquired Tribeni Tissues Limited, a Specialty paper manufacturing company and a major supplier of tissue paper to the cigarette industry. The merged entity was named the Tribeni Tissues Division (TTD). To harness strategic and operational synergies, TTD was merged with the Bhadrachalam Paperboards Division to form the Paperboards & Specialty Papers Division in November 2002.

Also in 1990, leveraging its agri-sourcing competency, ITC set up the Agri Business Division for export of agri-commodities. The Division is today one of India's largest exporters. ITC's unique and now widely acknowledged e-Choupal initiative began in 2000 with soya farmers in Madhya Pradesh. Now it extends to 10 states covering over 4 million farmers. ITC's first rural mall, christened 'Choupal Saagar' was inaugurated in August 2004 at Sehore. On the rural retail front, 24 'Choupal Saagars' are now operational in the 3 states of Madhya Pradesh, Maharashtra and Uttar Pradesh.

In 2000, ITC forayed into the Greeting, Gifting and Stationery products business with the launch of Expressions range of greeting cards. A line of premium range of notebooks under brand "Paperkraft" was launched in 2002. To augment its offering and to reach a wider studen population, the popular range of notebooks was launched under brand "Classmate" i 2003. "Classmate" over the years has grown to become India's largest notebook brand and h also increased its portfolio to occupy a greater share of the school bag. Years 2007- 2009 saw launch of Children Books, Slam Books, Geometry Boxes, Pens and Pencils un the "Classmate" brand. In 2008, ITC repositioned the business as the Education and Station Products Business and launched India's first environment friendly premium business paper u the "Paperkraft" Brand. "Paperkraft" offers a diverse portfolio in the premium exec

stationery and office consumables segment. Paperkraft entered new categories in the office consumable segment with the launch of Text liners, Permanent Ink Markers and White Board Markers in 2009.

ITC also entered the Lifestyle Retailing business with the Wills Sport range of international quality relaxed wear for men and women in 2000. The Wills Lifestyle chain of exclusive stores later expanded its range to include Wills Classic formal wear (2002) and Wills Club life evening wear (2003). ITC also initiated a foray into the popular segment with its men's wear brand, John Players, in 2002. In 2006, Wills Lifestyle became title partner of the country's most premier fashion event - Wills Lifestyle India Fashion Week - that has gained recognition from buyers and retailers as the single largest B-2-B platform for the Fashion Design industry. To mark the occasion, ITC launched a special 'Celebration Series', taking the event forward to consumers.

In 2000, ITC spun off its information technology business into a wholly owned subsidiary, ITC Infotech India Limited, to more aggressively pursue emerging opportunities in this area. Today ITC Infotech is one of India's fastest growing global IT and IT-enabled services companies and has established itself as a key player in offshore outsourcing, providing outsourced IT solutions and services to leading global customers across key focus verticals - Manufacturing, BFSI (Banking, Financial Services & Insurance), CPG&R (Consumer Packaged Goods & Retail), THT (Travel, Hospitality and Transportation) and Media & Entertainment.

ITC's foray into the Foods business is an outstanding example of successfully blending multiple internal competencies to create a new driver of business growth. It began in August 2001 with the introduction of 'Kitchens of India' ready-to-eat Indian gourmet dishes. In 2002, ITC entered the confectionery and staples segments with the launch of the brands mint-o and Candy man confectionery and Aashirvaadatta (wheat flour). 2003 witnessed the introduction of Sun feast as the Company entered the biscuits segment. ITC's entered the fast growing branded snacks category with Bingo! in 2007. In eight years, the Foods business has grown to a significant size with over 200 differentiated products under six distinctive brands, with an enviable distribution reach, a rapidly growing market share and a solid market standing.

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In 2002, ITC's philosophy of contributing to enhancing the competitiveness of the entire value chain found yet another expression in the Safety Matches initiative. ITC now markets popular safety matches brands like iKno, Mangaldeep, Aim, Aim Mega and Aim Metro.

ITC's foray into the marketing of Agarbattis (incense sticks) in 2003 marked the manifestation of its partnership with the cottage sector. ITC's popular agarbattis brands include Spriha and Mangaldeep across a range of fragrances like Rose, Jasmine, Bouquet, Sandalwood, Madhur, Sambrani and Nagchampa.

ITC introduced Essenza Di Wills, an exclusive range of fine fragrances and bath & body care products for men and women in July 2005. Inizio, the signature range under Essenza Di Wills provides a comprehensive grooming regimen with distinct lines for men (Inizio Homme) and women (Inizio Femme). Continuing with its tradition of bringing world class products to Indian consumers the Company launched 'Fiama Di Wills', a premium range of Shampoos, Shower Gels and Soaps in September, October and December 2007 respectively. The Company also launched the 'Superia' range of Soaps and Shampoos in the mass-market segment at select markets in October 2007 and Vivel De Wills & Vivelrange of soaps in February and Vivel range of shampoos in June 2008.

ITC is a board-managed professional company, committed to creating enduring value for the shareholder and for the nation. It has a rich organizational culture rooted in its core values of respect for people and belief in empowerment. Its philosophy of all-round value creation is backed by strong corporate governance policies and systems.

1.3.2 ITC's corporate strategies:

- Create multiple drivers of growth by developing a portfolio of world class businesses that best matches organizational capability with opportunities in domestic and export markets.

- Continue to focus on the chosen portfolio of FMCG, Hotels, Paper, Paperboards & Packaging, Agri Business and Information Technology.

- Benchmark the health of each business comprehensively across the criteria of Market Standing, Profitability and Internal Vitality.

- Ensure that each of its businesses is world class and internationally competitive.

- Enhance the competitive power of the portfolio through synergies derived by blending the diverse skills and capabilities residing in ITC are various businesses.

- Create distributed leadership within the organisation by nurturing talented and focused top management teams for each of the businesses.

- Continuously strengthen and refine Corporate Governance processes and systems to catalyze the entrepreneurial energies of management by striking the golden balance between executive freedom and the need for effective control and accountability.

1.4 STATEMENT OF THE PROBLEM

The study is done to know about the retailer satisfaction in retailing John Players shirts in Coimbatore district.

1.5 OBJECTIVE OF THE STUDY

Primary objective

To study the retailers perception towards the John Players in Coimbatore.

Secondary objective

- To find the satisfaction level of the retailers towards John Players.
- To make a comparative study competitors of John Players.

1.6 SCOPE OF THE STUDY

- The research is not confined to a specified brand, so it will help to find market position for all the prevailing brands.

- It helps to find out the needs and wants of the retailer through dealer.

- Research deals with the retailer's perspective in depth knowledge of the market with respect to dealer.

1.7 CHAPTER SCHEME

This project is divided into 5 chapters.

Chapter 1 deals with background of the study, industry profile, company profile, objective of the study, scope of the study.

Chapter 2 deals with review of literature.

Chapter 3 covers all research methodology of the study.

Chapter 4 covers data analysis & interpretation through representation of various tables and graphs.

Chapter 5 deals with result, discussion and recommendation provided for the study.

CHAPTER -2

Review of Literature

2.1 A retailer's perception of product brand equity.

Introduction

In the literature on product branding, significant attention has been paid to brand equity in the consumer context, but relatively little attention has been paid to the application of the concept of brand equity to the business-to-business context. Even less research has been conducted on the role of brand equity in the retailing context. Retailers are assumed to be irrelevant to the source of brand value for manufacturers, with the result that manufacturers do not target retailers to help them build strong brands. Therefore, there is potential for some channel conflict to occur between manufacturers and retailers. On the one hand, retailers may tend to focus on building their own, private brands to differentiate themselves from other retail competitors and to increase their power in relation to manufacturer brands. On the other hand, retailers also need to create a good image in the consumer marketplace by selling famous, manufacturer-branded products. In other words, retailers often have to sell famous brands even if they would prefer to sell other brands, or their own. Manufacturers therefore tend to focus on building strong brand associations in consumers' minds, in order to control retailers' power. There is an argument that traditional ways of thinking about brands, i.e. only from the consumer perspective, has produced 'both an incomplete analysis of branding from an academic perspective and incomplete management of the brand from a company perspective. The relationship between manufacturers and retailers should be viewed as a partnership instead of competition for consumer loyalty. Powerful consumer brands not only provide value to manufacturers and consumers, but they also offer many obvious benefits to retailers.

These benefits include an established consumer demand; favourable consumer attitudes towards the branded product found in their store; a commitment from manufacturers to promote their products; and the credibility and image of the brand itself as an enhancement of the retailer's own credibility and image. Brand equity, therefore, needs to be investigated from the retailers' perspective, in order to provide a more complete understanding of the role of branding in marketing strategies. This research attempts to bridge this gap by exploring the customer-based brand equity concept from the retailers' perspective. It aims to explore how consumer-

based brand equity theory translates to the retailer context, incorporating the key constructs of brand association, brand trust, brand loyalty, manufacturer support and the performance of the brand. The study was conducted in the context of the Vietnamese independent retail grocery sector. This context was chosen on the basis that there has been limited research conducted on branding in the Vietnamese context and due to the prominence of the independent grocery sector in the retail industry of Viet Nam. A survey questionnaire was developed based on the review of the relevant branding and retail literature and was administered to a sample of 400 independent grocery retailers in Ho Chi Minh City. This sample was drawn from a commercial mailing list of independent retailers. Selected retailers were contacted by phone and invited to participate in the research by completing the questionnaire during a face-to-face interview at their premises.

They were asked to respond to the survey in relation to a major brand of soft drink sold within their product range. The soft drink product category was selected for this study due to it being one of the most common types of products sold by the independent retail sector in Viet Nam, which would ensure that all participants could easily share their opinions of the value of brands. Following a pilot study testing the survey instrument, the main data collection phase resulted in 355 completed and useable surveys being available for analysis. Structural equation modeling was used to explore the relationships between the branding constructs of interest. The findings show that the theoretical model has fit with the data. Nine out of twelve hypotheses are supported to answers four research question. The finding indicates that brand equity plays an important role in the retailing context, and it is comprised of three dimensions - brand association, brand trust and brand loyalty. Brand association is reflected in the positive image of a brand in the retailer's perception, related to their needs and wants. This leads to a positive feeling towards that brand, which is the trust a retailer holds in a manufacturer's brand. As the result of a strong brand, retailers commit to a long-term business relationship with the Brand's manufacturer. Two of these three dimensions of retailer-based brand equity, (brand association and brand loyalty) are positively and significantly related to the brand's performance at the retail outlet. Manufacturer support, including advertising, sales promotion and trade promotions has been confirmed by this study to be an antecedent of retailer-based brand equity. Moreover, this study indicated that there is a difference between the retailer-based brand equity models for local brands compared to international brands, in that brand association is the most important factor in

retailer-based brand equity in the international brands model while brand loyalty is the most important factor in the local brands model.

Provide valuable equity for manufacturers as they do for consumers, allowing manufacturers to gain substantial competitive advantage. In addition, this research stream has shown that even though consumer branding theories cannot be directly applied to the context of business-to-business customers, they can be the foundation and act as a reference point to develop business-to-business branding theories. For example, Weidman adapts brand association and customer retention to develop a theory of brand equity in organizing brand management in the energy sector. Riel, Mortanges and Streuken used the consumer-based brand equity model to develop a brand equity model in the industrial context.

Retailers or resellers are recognized as one type of business-to-business customer; however, their buying behaviors have some special characteristics compared to other types of organizational customers. For example, retailers usually buy different brands in the same product category simultaneously; however, this habit does not always occur in other business-to-business markets. The traditional retailer buying models show that retailer decisions are often made by an individual person, while organizational buying behaviors are usually based on the group decision made by the buying centre. Moreover, brands have often been assumed to be irrelevant to retailers. In other words, manufacturers do not usually target retailers to build strong brands. Therefore, branding theory needs to be specifically investigated in the context of retailers or resellers.

CONCLUSION

This study has confirmed that consumer-based brand equity from the consumer perspective can be applied to the retailer context. Retailer-based brand equity is defined as the effect of brand knowledge on the retailer's response to marketing activities of the firm and proposed as a multidimensional construct consisting of three components (brand association, brand trust and brand loyalty), in which brand association has been found to be the most effective marketing focus for building a positive brand image with retailers. This positive image is consequently imprinted on the retailer's trust in the brand, leading to the development of loyalty to that particular brand. Two of these three dimensions of retailer-based brand equity,

(brand association and brand loyalty) are positively and significantly related to the brand's performance at the retail outlet. Manufacturer support, including advertising, sales promotion and trade promotions has been confirmed by this study to be an antecedent of retailer-based brand equity. Moreover, this study indicated that there is a difference between the retailer-based brand equity models for local brands compared to international brands, in that brand association is the most important factor in retailer-based brand equity in the international brands model while brand loyalty is the most important factor in the local brands model. This study has also confirmed the important role of brand equity from the retailer perspective and draws implications for the ways in which manufacturer brand managers can build strong brands.

Quan Ha Minh Tran, Cross university (2006) theses, 1-219.

2.2 A retailer's perception of competition.

Introduction

The increase and expansion of out-of-town shopping centers is often criticized for out-competing retail business within city centers. City retailers' own perceptions of competition within and between retail districts are here analyzed via choice experiments in the city of Gävle, Sweden .Choice experiments allow qualitative data to be transformed into quantitative data that can then be analyzed using statistical techniques. The results indicate that city retailers in general perceived a competitive threat within rather than between retail districts. Thus, city retailers do not seem to share policymakers' concerns that out-of-town shopping centers out-compete retail business within city centers. This implies that city retailers either are naive, or that policy makers tend to overestimate the competitive threat, from out-of-town shopping centers.

Retailers have one thing in common; they are all exposed to competition. In recent years a significant international trend is the increase in number and expansion of shopping centers outside city centers. To a large extent, these out-of-town shopping centers are populated by large-scale national as well as international retail companies offering a wide assortment of goods. They are often criticized for undermining the retailers in the city centre. Out-of-town shopping centers are therefore often met with ambivalence since their market penetration might lead to a

decrease in revenues for city retailers, which eventually force them to exit the market. Policymakers in a number of countries have therefore changed the retailing planning regulations, making it much harder building out-of-town shopping centers. However, re-regulating the market might also means that the benefits of having out-of-town shopping centers are substantially reduced. Swedish regulations changed in the end of 1980s to allow more out-of town shopping centers. The subsequent development of many new centers led to a debate, among policymakers and city retailers, as to whether there were negative consequences for the latter. An official government investigation also suggested that the Swedish Planning- and Building Act should be revised in order to make establishments of new out-of-town shopping centers more difficult.

The purpose of this paper is to study city retailer's perceptions of competitive threats in Gävle, Sweden, using Choice Experiments. More specifically, the competitive threat from:

(i)   A new store in the city centre

(ii) Ten new stores at out-of-town centers

(iii) Investments in the "experience dimension" at out-of-town centre

(iv) A new store at either city centre or out-of-town centre, were analyzed.

Choice Experiments allow qualitative data (e.g., city retailers' perceptions of competitive threats) to be transformed into quantitative data that could be analyzed using statistical methods. To my knowledge, this is the first study to apply Choice Experiments to measure retail owners' and managers' perceptions of competitive threats. The next section presents previous studies covering effects of out-of-town shopping centers. Thereafter is method and study design presented. The choice scenarios, i.e., the dependent variables, are then presented followed by empirical method, independent variables (including descriptive statistics) and results. A final section summarizes and draws conclusions.

City retailers' perceptions of competitive threats both within and between shopping districts were recorded via Choice Experiment. This method allows qualitative data to be transformed into quantitative data that can then be analyzed using statistical techniques. Choice experiments have not been used previously to measure perceptions of competitive threats. Contrary to what might have been expected, retailers seemed to perceive competitive threats more *within* rather than between shopping districts. Somewhat surprisingly, most city retailers' did not perceive a competitive threat from investments in the "experience dimension" (food-

court or child care facilities) at out-of-town shopping centers. Many also did not seem to perceive expansion of out-of-town shopping centers as competitive threats. This might indicate that previous studies have overemphasized the importance of investments in the experience dimension to gain competitive advantage, or that city retailers do not recognize the competitive threat from investments in the experience dimension.

A new entry of a similar store was also clearly perceived as a greater threat when it occurred within the retailers' shopping district, implying that prior research and policymakers may have overemphasized the competitive threat from out-of-town shopping centers. As expected, distance from the retailer seemed influence perceptions of competitive threats within the same shopping district. However, distance of the retailer from the city centre also seemed to influence their perceptions of competitive threats between shopping districts. For example, activities arranged around the city square to attract customers from out-of-town shopping centers might be perceived as a competitive threat by more peripherally located city retailers, since it might also attract customers away from them.

An interesting question is whether the retailers' stated perceptions of competitive threats are correct. Has competition from out-of-town shopping centers, including from their investments in the "experience dimension" been overestimated in the literature? Or, do retailers naively not realize the actual competitive threats? Future research in this area should therefore try to discriminate between the experiences of the store owners to analyze if this matters how they perceive competitive threats from out-of-town shopping centers.

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CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Research methodology is considered as the nerve of the project. Without a proper well-organized research plan, it is impossible to complete the project and reach to any conclusion. The project was based on the survey plan. The main objective of survey was to collect appropriate data, which work as a base for drawing conclusion and getting result. Therefore, research methodology is the way to systematically solve their search problem. Research methodology not only talks of the methods but also logic behind the methods used in the context of a research study and it explains why a particular method has been used in the preference of the other methods.

3.2 TYPE OF STUDY

The type of research adopted for study is descriptive in nature. Descriptive study was undertaken as the research was interested to know about the characteristic of cliental group of real estate services.

A descriptive study may be necessary in cases when a researcher is interested in knowing the proportion of people in a given population who have in particular manner, making projections of a certain thing, or determining the association between two or more variables. The objective of such study is to answer the "who, what, when, where and how" of the subject under investigation. There is a general feeling that descriptive studies are factual and very simple. This is not necessarily true.

Descriptive study can be complex, demanding a high degree of scientific skill on part of the researcher. Descriptive studies are well structured. An exploratory study needs to be flexible in its approach, but a descriptive study in contrast tends to be rigid and its approach cannot be changed every now and then. It is therefore necessary, the researcher give sufficient thought to framing research.

3.3 DATA AND SOURCES OF DATA

The primary data was collected as feedback from retailers. The source of the data was collected from the retailers in Coimbatore district. The collected data were analyzed and the information is presented in the form of tables and exhibits.

3.4 TIME PERIOD COVERED

This study is carried out from Sabarey Enterprises, Coimbatore and the study period was FEB-MAY 2012 was nearly three months.

3.5 POPULATION & SAMPLE SIZE

The samples taken for this study was 89, in that 7 questionnaire had insufficient data, so total sample size is 82.

3.6 SAMPLING TECHNIQUE

Sampling technique – Area random sampling

The area sampling design constitutes geographical cluster, when the research pertains to an identifiable geographical area such as country, city block etc. Area sampling is a form of cluster sampling within an area.

3.7 STATISTICAL TOOLS USED

The collected data were analyzed with reference to each of the specific objectives of the study and the following statistical tools were used in the study.

- Simple Percentage Analysis

- Weighted Score

- Cross tabulation

Test

- **Percentage analysis**

It is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data.

- **Weighted Score**

The **weighted mean** is similar to an arithmetic mean (the most common type of average), where instead of each of the data points contributing equally to the final average, some data points contribute more than others. The notion of weighted mean plays a role in descriptive statistics and also occurs in a more general form in several other areas of mathematics.

- **Chi –square test**

A chi-square test, also referred to as chi-squared test or χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough.

3.8 LIMITATIONS OF THE STUDY

The process of collection of data was a real challenge as it has taken more time for the retailers to respond. Further, there was reluctance on the part of the retailers to provide data. However, adequate care has been exercised to collect the unbiased data. The study was conducted only with reference to Coimbatore city, hence the perception, attitude and satisfaction of retailers belonging to other cities may vary and the results cannot be generalized to all other cities.

CHAPTER -4

DATA ANALYSIS AND INTERPRETATION

Table 4.1: Experience of the retailers in textile industry (N=82).

This table shows percentage analysis for experience of the retailers in textile industry.

Experience	No. of Retailers	Percent
< 2years	4	4.9
2-5 years	20	24.4
6-10 years	30	36.6
11-15 years	11	13.4
>15 years	17	20.7
Total	**82**	**100.00**

Source: Primary data

Interpretation:

It is observed from the above table that 36.6% of retailers are having experience of 6-10 years, 24.4% of them are having experience of 2-5 years, 20.7% of them are having experience of more than 15 years, 13.4% of them are having experience of 11-15 years and 4.9% of them are having experience of less than 2 years.

Inference:

It is concluded that majority 36.6% of retailers are having experience of 6-10 years.

Chart 4.1: Experience of the retailers in textile industry. (N=82).

This chart shows percentage analysis for experience of the retailers in textile industry.
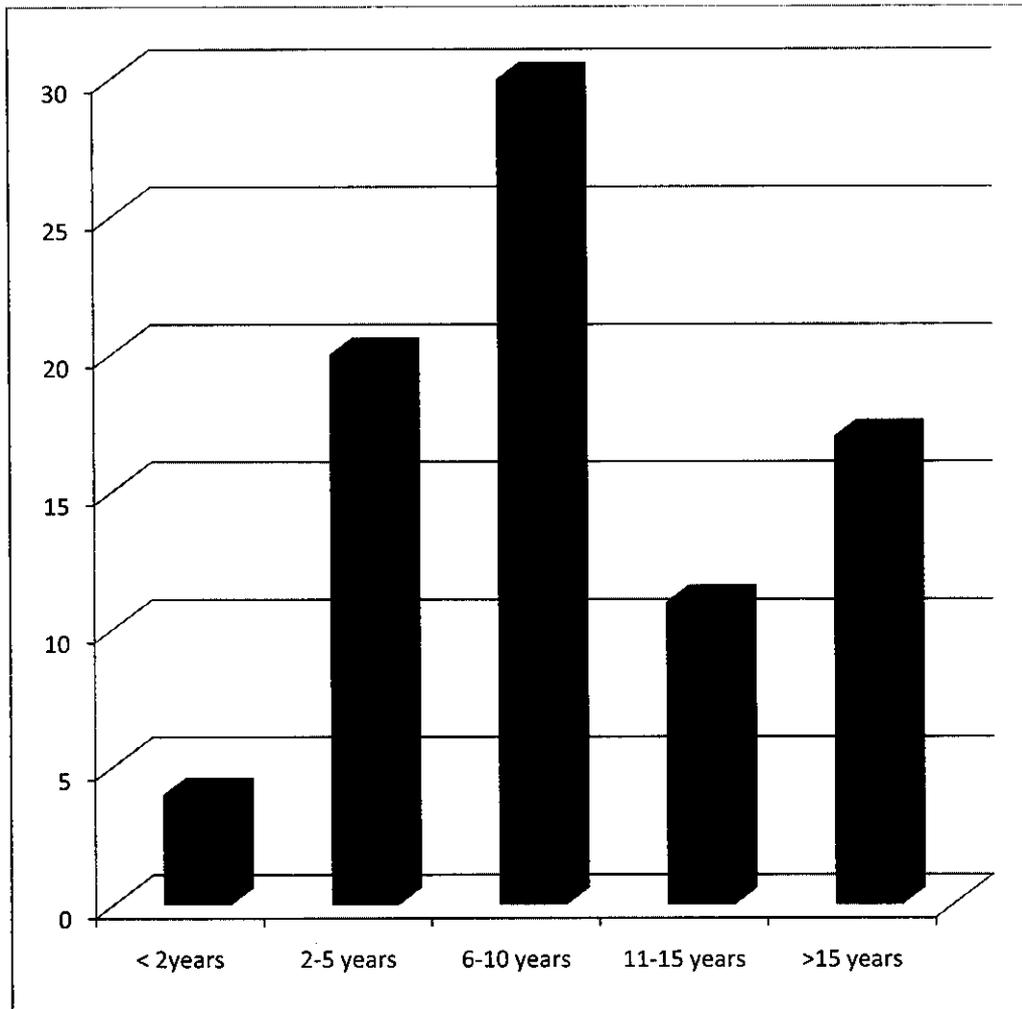
Source: Primary data

Table 4.2: Monthly Sales of the retailers (N=82).

This table shows percentage analysis for Monthly Sales of the retailers.

Monthly Sales	No. of Retailers	Percent
Rs.25,000- Rs.50,0000	22	26.8
Rs.50,001-Rs.1,00,000	31	37.8
Rs.1,00,001-Rs.3,00,000	22	26.8
Rs.3,00,001-Rs.5,00,000	5	6.1
Above Rs.5,00,001	2	2.4
Total	**82**	**100.00**

Source: Primary data

Interpretation:

It is observed from the above table that 37.8% of retailers are having monthly sales Rs.50,001-Rs.1,00,000, 26.8% of them are having monthly sales Rs.25,000 -Rs.50,000, 26.8% of them are having monthly sales Rs.1,00,001-Rs.3,00,000, 6.1% of them are having monthly sales Rs.3,00,001- Rs.5,00,000, and 2.4% of them are having Above Rs.5,00,001monthly sales.

Inference:

It is concluded that majority 37.8% of retailers are having monthly sales Rs.50,001-Rs.1,00,000.

Table 4.3: Nature of sales (N=82).

This table shows percentage analysis nature of sales.

Nature of sales	No. of Retailers	Percent
Wholesale	6	7.3
Retail	62	75.6
Both	14	17.1
Total	**82**	**100.00**

Source: Primary data

Interpretation:

It is clear from the above table that 75.6% of the retailers are doing retail business, 17.1% of the retailers them are doing both retail and whole sale business, and7.3% of the retailers are doing wholesale business.

Inference

It is concluded that majority 75.6% of the retailers are doing retail business.

Chart 4.3: Nature of sales (N=82).

This table shows percentage analysis nature of sales.
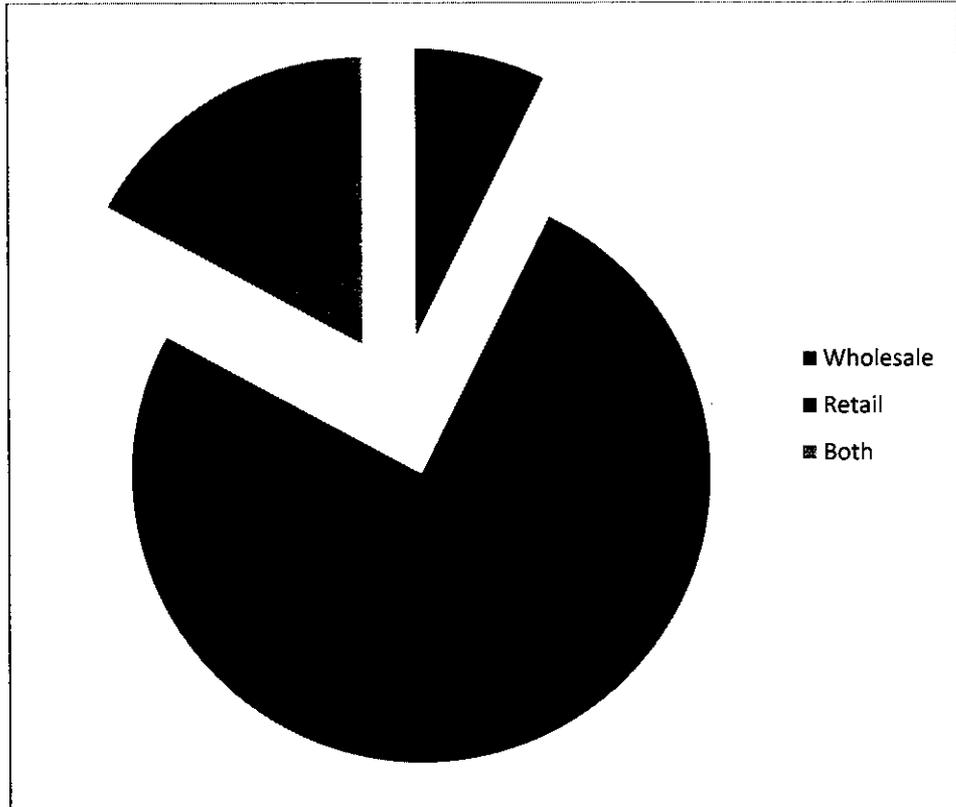
Source: Primary data

Table 4.4: Timely Delivery (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
	1	20	31	24	6	
Peter England	1.2%	24.4%	37.8%	29.3%	7.3%	260
	2	16	35	25	4	
John Players	2.4%	19.5%	42.7%	30.5%	4.9%	259
	4	16	29	27	6	
Pan America	4.9%	19.5%	35.4%	32.9%	7.3%	261
	3	14	34	23	8	
Pepe Jeans	3.7%	17.1%	41.5%	28.0%	9.8%	265

INFERENCE

When Timely delivery is considered Pepe Jeans is mostly preferred by the Retailer, followed by John Players and Pan America.

Table 4.5: Grievances handling (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
Peter England	5	12	27	32	6	268
	6.1%	14.6%	32.9%	39.0%	7.3%	
John Players	3	12	25	29	13	283
	3.7%	14.6%	30.5%	35.4%	15.9%	
Pan America	3	15	41	17	6	254
	3.7%	18.3%	50.0%	20.7%	7.3%	
Pepe Jeans	3	20	34	22	3	248
	3.7%	24.4%	41.5%	26.8%	3.7%	

INFERENCE

When grievance handling is considered John Players are mostly preferred by the Retailer, followed by Peter England and Pan America.

Table 4.6: Buyback (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
Peter England	1	9	43	27	2	
	1.2%	11.0%	52.4%	32.9%	2.4%	266
John Players	2	13	30	31	6	
	2.4%	15.8%	36.6%	37.8%	7.3%	272
Pan America	2	9	36	33	2	
	2.4%	11.0%	43.9%	40.2%	2.4%	270
Pepe Jeans	4	9	34	31	4	
	4.9%	11.0%	41.5%	37.8%	4.9%	268

INFERENCE

When buy back is considered John Players are mostly preferred by the Retailer, followed by Pan America and Pepe Jeans.

Table 4.7: Cash discount (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
Peter England	8	13	28	26	7	257
	9.8%	15.9%	34.1%	31.7%	8.5%	
John Players	3	8	34	29	8	277
	3.7%	9.8%	41.5%	35.4%	9.8%	
Pan America	2	20	29	22	9	262
	2.4%	24.4%	35.4%	26.8%	11.0%	
Pepe Jeans	5	18	35	20	4	246
	6.1%	22.0%	42.7%	24.4%	4.9%	

INFERENCE

When cash discount is considered John Players are mostly preferred by the Retailer, followed by Pan America and Peter England.

Table 4.8: Quantity Discount (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
Peter England	5	12	30	24	11	270
	6.1%	14.6%	36.6%	29.3%	13.4%	
John Players	5	18	35	20	4	246
	6.1%	22.0%	42.7%	24.4%	4.9%	
Pan America	5	17	29	21	10	260
	6.1%	20.7%	35.4%	25.6%	12.2%	
Pepe Jeans	5	16	34	23	8	271
	6.1%	19.5%	41.5%	28.0%	9.8%	

INFERENCE

When Quality Discount is considered Pepe Jeans is mostly preferred by the Retailer, followed by Pan America and Pepe Jeans.

Table 4.9: Dealer Conferences (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
Peter England	3	24	32	22	1	240
	3.7%	29.3%	39.0%	26.8%	1.2%	
John Players	4	8	32	30	8	276
	4.9%	9.8%	39.0%	36.6%	9.8%	
Pan America	2	27	29	21	3	242
	4.9%	19.5%	35.4%	32.9%	3.7%	
Pepe Jeans	3	8	36	26	9	276
	3.7%	9.8%	43.9%	31.7%	11.0%	

INFERENCE

When Dealer Conferences is considered John Players is mostly preferred by the Retailer, followed by Pepe Jeans and Pan America.

Table 4.10: Credit Policy (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
Peter England	5	23	26	23	5	241
	6.1%	28.0%	31.7%	28.0%	6.1%	
John Players	1	16	27	30	8	274
	1.2%	19.5%	32.9%	36.6%	9.8%	
Pan America	2	22	27	28	3	254
	2.4%	26.8%	32.9%	34.1%	3.7%	
Pepe Jeans	3	31	13	33	2	246
	3.7%	37.8%	15.9%	40.2%	2.4%	

INFERENCE

When Credit policy is considered John Players is mostly preferred by the Retailer, followed by Pan America and Pepe Jeans.

Table 4.11: Profit Margin (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
Peter England	2	22	27	28	3	254
	2.4%	26.8%	32.9%	34.1%	3.7%	
John Players	4	16	29	27	6	261
	4.9%	19.5%	35.4%	32.9%	7.3%	
Pan America	3	12	30	31	6	271
	3.7%	14.6%	36.6%	37.8%	7.3%	
Pepe Jeans	3	8	36	26	9	276
	3.7%	9.8%	43.9%	31.7%	11.0%	

INFERENCE

When Profit margin is considered Pepe Jeans is mostly preferred by the Retailer, followed by Pan America and John Players.

Table 4.12: Statement of Account (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
	5	20	26	25	6	
Peter England	6.1%	24.4%	31.7%	30.5%	7.3%	253
	3	12	30	31	6	
John Players	3.7%	14.6%	36.6%	37.8%	7.3%	271
	4	9	34	31	4	
Pan America	4.9%	11.0%	41.5%	37.8%	4.9%	268
	3	12	30	31	6	
Pepe Jeans	3.7%	14.6%	36.6%	37.8%	7.3%	271

INFERENCE

When Statement of account is considered John Players is mostly preferred by the Retailer, followed by Pepe Jeans and Pan America.

Table 4.13: Settlement of damage goods (N=82).

This table shows percentage analysis for Service attribute of the retailers.

.Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
Peter England	4	16	29	27	6	261
	4.9%	19.5%	35.4%	32.9%	7.3%	
John Players	4	9	34	31	4	268
	4.9%	11.0%	41.5%	37.8%	4.9%	
Pan America	5	20	26	25	6	253
	6.1%	24.4%	31.7%	30.5%	7.3%	
Pepe Jeans	2	22	27	28	3	254
	2.4%	26.8%	32.9%	34.1%	3.7%	

INFERENCE

When Settlement of damage goods is considered John Players is mostly preferred by the Retailer, followed by Peter England and Pepe Jeans.

Table 4.14: Company response towards the complaints (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
	4	9	34	31	4	
Peter England	4.9%	11.0%	41.5%	37.8%	4.9%	268
	3	12	30	31	6	
John Players	3.7%	14.6%	36.6%	37.8%	7.3%	271
	4	9	34	31	4	
Pan America	4.9%	11.0%	41.5%	37.8%	4.9%	268
	4	16	29	27	6	
Pepe Jeans	4.9%	19.5%	35.4%	32.9%	7.3%	255

INFERENCE

When Company response towards complaints is considered John Players is mostly preferred by the Retailer, followed by Pan America and Peter England.

Table 4.15: Price Stability (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
Peter England	4	9	34	31	4	268
	4.9%	11.0%	41.5%	37.8%	4.9%	
John Players	2	22	27	28	3	254
	2.4%	26.8%	32.9%	34.1%	3.7%	
Pan America	14	27	25	12	4	211
	17.1%	32.9%	30.5%	14.6%	4.9%	
Pepe Jeans	2	22	27	28	3	254
	2.4%	26.8%	32.9%	34.1%	3.7%	

INFERENCE

When Price Stability is considered Peter England is mostly preferred by the Retailer, followed by Pepe Jeans and John Players.

Table 4.16: Building Brand Awareness (N=82).

This table shows percentage analysis for Service attribute of the retailers.

Company/Rank	Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Weighted Score
Peter England	3	8	36	26	9	276
	3.7%	9.8%	43.9%	31.7%	11.0%	
John Players	2	14	26	29	11	279
	2.4%	17.1%	31.7%	35.4%	13.4%	
Pan America	14	27	25	12	4	211
	17.1%	32.9%	30.5%	14.6%	4.9%	
Pepe Jeans	10	16	21	29	6	251
	12.2%	19.5%	25.6%	35.4%	7.3%	

INFERENCE

When Brand Awareness is considered John Players is mostly preferred by the Retailer, followed by Peter England and Pepe Jeans.

Table 4.17: Offers Provided By John Players (N=82).

This table shows percentage analysis for offers provided by John Players.

ADVERTISEMENT	No. of Retailers	Percent
Unit discount	15	19.5
Price discount	27	32.9
Loyalty discount	12	14.6
Free gifts	28	33.6
Total	**82**	**100.00**

Source: Primary data

Interpretation:

It is clear from the above table that 33.6% of the retailers prefer for free gifts, 32.9% of the retailers prefer for price discount, 19.5% of the retailers prefer for unit discount, 14.6% of the retailers prefer for loyalty discount.

Inference

It is concluded that majority 33.6% of the retailers prefer for free gifts.

Table 4.18: Advertisement (N=82).

This table shows percentage analysis for effects of advertisement compare to competitors.

ADVERTISEMENT	No. of Retailers	Percent
Tele media	16	19.5
Newsprint	27	32.9
Wall paintings	27	32.9
Broadcasting	12	14.6
Total	**82**	**100.00**

Source: Primary data

Interpretation:

It is clear from the above table that 32.9% of the retailers prefer for Wall painting, 32.9% of the retailers prefer for Newsprint, 19.5% of the retailers prefer for telemedia, 14.6% of the retailers prefer for broadcasting.

Inference

It is concluded that majority 32.9% of the retailers prefer for Wall painting and newsprint.

Chart 4.4: Advertisement (N=82).

This chart shows percentage analysis for effects of advertisement compare to competitors.

No. of Respondents

- Tele media
- Newsprint
- Wall paintings
- Broadcasting
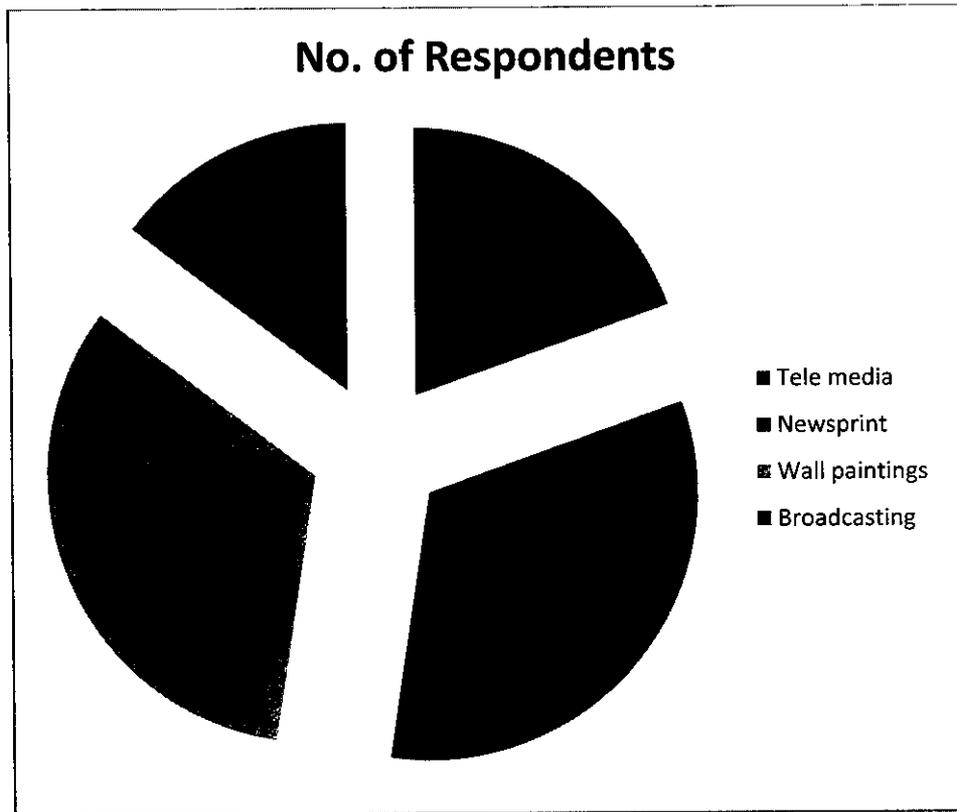
Source: Primary data

Table 4.19 Cross tabulation between grievance handling and experience of the retailers.

This table shows the cross tabulation between grievance handling and experience of the respondents.

		Grievance Handlings John Players						
		Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total	Weight score
Experience	< 2 years	0	0	1	2	1	4	16
	2-5 years	0	1	6	7	6	20	78
	6-10 years	0	4	11	13	2	30	103
	11-15 years	0	2	4	2	3	11	39
	>15 years	3	5	3	5	1	17	44
	Total	3	12	25	29	13	82	

Inference

From the above table it is understood that, grievance handling is important and most of the respondents are experience is 6-10 years.

Table 4.20 Chi square test between grievance handling and experience of the retailers.

This table shows the chi square test between grievance handling and experience of the respondents.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.625^a	16	.060
Likelihood Ratio	24.385	16	.081
Linear-by-Linear Association	10.470	1	.001
N of Valid Cases	82		

H0: There is no significant association between grievance handling and experience of the respondents.

H1: There is significant association between grievance handling and experience of the respondents.

Interpretation

As the significant values is greater than 0.05, so the null hypothesis is rejected.

i.e., There is significant association between grievance handling and experience of the respondents.

Table 4.21 Cross tabulation between buy back and experience of the retailers.

This table shows the cross tabulation between buy back and experience of the respondents.

		Buyback John Players						Weighted score
		Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total	
Experience	< 2 years	0	0	3	1	0	4	13
	2-5 years	1	4	6	8	1	20	63
	6-10 years	1	4	12	10	3	30	100
	11-15 years	1	0	4	5	1	11	38
	>15 years	0	4	5	7	1	17	56
	Total	3	12	30	31	6	82	

Inference

From the above table it is understood that, buy back of a transaction is important and most of the respondent are experience are 6-10 years.

Table 4.22 Chi square test between buy back and experience of the retailers.

This table shows the chi square test between the buy back and experience of the respondents.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.899[a]	16	.918
Likelihood Ratio	11.356	16	.787
Linear-by-Linear Association	.148	1	.700
N of Valid Cases	82		

H0: There is no significant association between buy back and experience of the respondents.

H1: There is significant association between buy back and experience of the respondents.

Interpretation

The tabulated value is 28.457 whereas the calculated value is 8.899.The calculated value is lesser than the tabulated value and therefore the null hypothesis is rejected.

i.e., There is significant association between buy back and experience of the respondents.

Table 4.23 Cross tabulation between cash discount and monthly sales of the retailers.

This table shows the cross tabulation between cash discount and monthly sales of the respondents.

		Cash Discount John Players						Weighted score
		Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total	
Monthly sales in John Players	25000-50000	0	5	10	5	2	22	70
	50001-100000	2	3	11	14	1	31	102
	100001-300000	1	0	11	7	3	22	77
	300001-500000	0	0	2	2	1	5	19
	above 500000	0	0	0	1	1	2	9
	Total	3	8	34	29	8	82	

Inference

From the above table it is understood that, cash discount of a transaction is important and most of the respondents are monthly sales are 50,001 to 100,000.

Table 4.24 Chi square test between cash discount and monthly sales of the retailers.

This table shows the chi square test between cash discount and monthly sales of the respondents.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.590ª	16	.348
Likelihood Ratio	19.844	16	.227
Linear-by-Linear Association	4.776	1	.029
N of Valid Cases	82		

H0: There is no significant association between cash discount and monthly sales of the respondents.

H1: There is significant association between cash discount and monthly sales of the respondents.

Interpretation

As the significant values is greater than 0.05, so the null hypothesis is rejected.

i.e., There is significant association between cash discount and monthly sales of the respondents.

Table 4.26 Chi square test between dealer conference and monthly sales of the retailers.

This table shows the chi square the dealer conference and monthly sales of the respondents.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.347[a]	16	.998
Likelihood Ratio	5.436	16	.993
Linear-by-Linear Association	.363	1	.547
N of Valid Cases	82		

H0: There is no significant association between dealer conference and monthly sales of the respondents.

H1: There is significant association between dealer conference and monthly sales of the respondents.

Interpretation

As the significant values is greater than 0.05, so the null hypothesis is rejected.

i.e., There is significant association between dealer conference and monthly sales of the respondents.

Table 4.27   Cross tabulation between credit policy and monthly sales of the retailers.

This table shows the cross tabulation between credit policy and monthly sales of the respondents.

		Credit Policy John Players					Total	Weighted score
		Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied		
Monthly sales in John Players	25000-50000	0	4	7	9	2	22	75
	50001-100000	0	6	14	11	0	31	98
	100001-300000	1	4	3	9	5	22	79
	300001-500000	0	1	3	0	1	5	16
	above 500000	0	1	0	1	0	2	6
	Total	1	16	27	30	8	82	

Inference

From the above table it is understood that, credit policy of a transaction is important and most of the respondents are monthly sales are 50,001 to 100,000.

Table 4.28 Chi square test between credit policy and monthly sales of the retailers.

This table shows the chi square between credit policy and monthly sales of the respondents.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.120[a]	16	.262
Likelihood Ratio	23.597	16	.099
Linear-by-Linear Association	.004	1	.949
N of Valid Cases	82		

H0: There is no significant association between credit policy and monthly sales of the respondents.

H1: There is significant association between credit policy and monthly sales of the respondents.

Interpretation

As the significant values is greater than 0.05, so the null hypothesis is rejected.

i.e., There is significant association between credit policy and monthly sales of the respondents.

Table 4.29 Cross tabulation between profit margin and monthly sales of the retailers.

This table shows the cross tabulation between profit margin and monthly sales of the respondents.

		Profit Margin John Players						Weighted score
		Highly Dissatisfied	Dissatisfied	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total	
Monthly sales in John Players	25000-50000	1	3	7	7	4	22	76
	50001-100000	1	6	8	15	1	31	102
	100001-300000	1	5	12	3	1	22	64
	300001-500000	0	1	2	2	0	5	16
	above 500000	1	1	0	0	0	2	3
	Total	4	16	29	27	6	82	

Inference

From the above table it is understood that, profit margin of a transaction is important and most of the respondent are monthly sales is 50,001 to 100,000.

Table 4.30 Chi square test between profit margin and monthly sales of the retailers.

This table shows the chi square the profit margin and monthly sales of the respondents.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.621[a]	16	.077
Likelihood Ratio	20.374	16	.204
Linear-by-Linear Association	6.152	1	.013
N of Valid Cases	82		

H0: There is no significant association between profit margin and monthly sales of the respondents.

H1: There is significant association between profit margin and monthly sales of the respondents.

Interpretation

As the significant values is greater than 0.05, so the null hypothesis is rejected.

i.e., There is significant association between profit margin and monthly sales of the respondents.

Table 4.31 Cross tabulation between statement of account and experience of the retailers.

This table shows the cross tabulation between statement of account and experience of the respondents.

		Statements Of Account John Players						
		Highly Dissatisfied	Dissatisfie d	Neither Satisfied nor Dissatisfied	Satisfied	Highly Satisfied	Total	Weighted Score
Experience	< 2 years	0	0	3	1	0	4	13
	2-5 years	1	4	6	8	1	20	64
	6-10 years	1	4	12	10	3	30	100
	11-15 years	1	0	4	5	1	11	38
	>15 years	0	4	5	7	1	17	56
Total		3	12	30	31	6	82	

Inference

From the above table it is understood that, statement of account of a transaction is important and most of the respondent are experience is 6-10 years.

Table 4.32 Chi square test between statement of account and experience of the retailers.

This table shows the chi square between statement of account and experience of the respondents.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.899[a]	16	.918
N of Valid Cases	82		

H0: There is no significant association between statement of account and experience of the respondents.

H1: There is significant association between statement of account and experience of the respondents.

Interpretation

As the significant values is greater than 0.05, so the null hypothesis is rejected.

i.e., There is significant association between statement of account and experience of the respondents.

CONCLUSION

5.1 Findings

> Most of the retailers are having experience of 6-10 years.

> Most of the retailers are having monthly sales Rs.50, 001-Rs.1,00,000.

> Most of the retailers are preferred advertisement by newsprint.

> When Timely delivery is considered Pepe Jeans is mostly preferred by the Retailer.

> When grievance handling is considered John Players are mostly preferred by the Retailer.

> When buy back is considered John Players are mostly preferred by the Retailer.

> When cash discount is considered John Players are mostly preferred by the Retailer.

> When Quantity Discount is considered Pepe Jeans is mostly preferred by the Retailer.

> When Dealer Conferences is considered John Players is mostly preferred by the Retailer.

> When Credit policy is considered John Players is mostly preferred by the Retailer.

> When Profit margin is considered Pepe Jeans is mostly preferred by the Retailer.

> When Price Stability is considered Peter England is mostly preferred by the Retailer.

5.2 RECOMMENDATIONS

➢ John Players are providing better service compared to other companies.

➢ The company may increase the credit span given to the retailers.

➢ The Discount offered especially quantity Discount can be improved.

➢ Retailers prefer to have incentives proportionate to sales.

➢ Company may conduct regular retailer meeting.

5.3 CONCLUSION

The study revealed the retailers perception of garment industry in the Coimbatore districts. The company could follow the suggestions as mentioned for improvement from its present position. The study does not carry any personal opinion of the researcher and the findings are totally based upon the primary data collected from the retailers.

Data collection was a wonderful experience for the researcher meeting different personalities of persons. Hence the researcher had taken all the possible efforts to present the project report in the best possible manner to satisfy the requirements of the Company as well as the Academic seek.

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A Questionnaire on Retailers perception towards John Players in Coimbatore district.

1. Retailer's Name: ……………………………..

2. Store Name: …………………………………

3. Area: …………………………………………

4. Experience:

    a) < 2 years   ☐

    b) 2-5 years   ☐

    c) 6-10 years   ☐

    d) 11-15 years   ☐

    e) >15 years   ☐

5. Mention the total monthly sales in John players

    a) 25000-50000   ☐

    b) 50001-100000   ☐

    c) 100001-300000   ☐

    d) 300001-500000   ☐

    e) Above 500000   ☐

6. Nature of sales

    a) Whole sale   ☐

    b) Retail   ☐

    c) Both   ☐

7. Rank the individual turn over on each brand (1 to 4)

	Rank
Peter England	
John Players	
Pan America	
Pepe Jeans	

8. Given below are the prominent attributes that measures the service, financial and promotional techniques. Kindly rate the following according to the scale given below.

5-highly satisfied, 4-satisfied, 3 -neither satisfied nor dissatisfied, 2-disatisfied, 1-highly dissatisfied.

Attributes	Peter England	John Players	Pan America	Pepe Jeans
SERVICE				
a) Timely delivery				
b) Grievance handlings				
c) Buyback				
PROMOTION				
a) Cash discounts				
b) Quantity discounts				
c) Dealer conferences				
FINANCIAL				
a) Credit policy				
b) Percentage of profit margin				
c) Clarity in statements of Accounts				

9. Other salient features affecting the retailer's perception. Kindly rank according to 5-highly satisfied, 4-satisfied, 3 -neither satisfied nor dissatisfied, 2-dissatisfied, 1-highly dissatisfied.

Attributes	Peter England	John players	Pan America	Pepe Jeans
a) Settlement of damaged goods				
b) Company response towards the complaints				
c) Price stability				
d) Building brand awareness				

10. How frequent is the sales of John Players occurs (compared to its competitors)
   a) Very high ☐
   b) High ☐
   c) Same as competitors ☐
   d) Low ☐
   e) Negligible ☐

11. Kindly rate the profit margin provided by John Players (compared to its competitors)
   a) Very high ☐
   b) High ☐
   c) Same as competitors ☐
   d) Low ☐
   e) Negligible ☐

12. Please mention the credit policy adopted by John Players

   a) Highly favourable   ☐

   b) Favourable   ☐

   c) Same as competitor   ☐

   d) Un favourable   ☐

   e) Highly un favourable   ☐

13. Rank the offers you mostly receive from John Players (rank them 1mostly-4rarely)

   a) Unit discount   ☐

   b) Price discount   ☐

   c) Loyalty discount   ☐

   d) Free gifts.   ☐

14. Rank the advertisement means according to your preference

   a) Tele media   ☐

   b) Newsprint   ☐

   c) Wall paintings   ☐

   d) Broadcasting   ☐

15. Please make any other suggestion regarding the products and service that you considered to be vital.

_____

_____

THANK YOU