

WORK STATUS EFFECT ON VISITORS PRIORITIES FOR ORGANIZED APPAREL STORES

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ABSTRACT

Apparel industry is one of the important sectors in manipulating the country's economy, revenue, trade and Work status generation. The industry has short life cycle, volatile and unpredictable demand, and tremendous product variety with long and inflexible supply process. This study examined the visitors' priorities and the gender effect for organized apparel stores. Five factors of visitor's priorities were extracted by factor analysis and 62.5 % of Total Variances explained by extracted 5 factors. These five factors were Peripheral Value Priorities, Pre Purchasing Priorities, Service Priorities, Aesthetics and Retention Priorities, Additional Value Priorities. A two-way multivariate analysis of variance (MANOVA) was conducted to test the hypotheses formulated for the study. Multivariate effect for Work status as an independent factor and Interaction effect of Store and Work status were found to be Insignificant. The study outlines the consumers' preferential difference and provide an opportunity to organized apparel stores to formulate strategies for consumer retention and attraction.

Keywords: Work Status, Apparel Stores, Visitors Priorities, Multivariate Analysis

INTRODUCTION

Apparel industry is one of the important sectors in manipulating the country's economy, revenue, and trade and Work status generation. The industry has short life cycle, volatile and unpredictable demand, and tremendous product variety with long and inflexible supply process.

Indian apparel industry is in the global radar, attracting the attention of other international countries. Industry owners positively hope that in years to come the industry will grow and provide Work status to more number of people.

Though India is slow in joining the Organized Retail Revolution that transformed the economies in the other Asian Countries, organized retailing is spreading and making its presence felt in different parts of the country. With the entry of very large corporate houses like Reliance Fresh, Vishal, AV Birla group, Bharati Walmart joint venture, Big Bazar, Spencer, Food Mart are also in large scale expansions across the country. The spread of the organized retail is expected to reach the small populations towns of 1 lac to 5 lacs.

LITERATURE REVIEW

In fact "consumer behavior is one area in which the differences in behavior between men and women, and often the hierarchical implications of those differences, are evident" (Costa 1994 p.2).

Experiential retailing makes connections with consumers who visit stores to interact, not merely to buy merchandise (Kim et al., 2007). This strategy applies a holistic approach to consumption that (1) uses emotional, as well as rational, triggers to stimulate buying; (2) focuses on what customers want out of the retail experience; and (3) strives to engage customers with more than raw product. The shopping experience and related lifestyle of the consumer become salient in differentiating one retail bundle from another. Involvement also is a significant predictor of overall shopping centre satisfaction (Josiam et al., 2005). Thus, shopping involvement is tied to retail patronage.

Topics include the competitive environment for brick-and-mortar retailers, experiential retailing, consumer value, apparel involvement (Heitmeyer and Kind, 2004; Levy and Weitz, 2004) and retail patronage (East et al., 2005).

Consumers share common shopping motivations across gender and age categories. Shopping destinations choice is based upon good merchandise quality, reasonable prices, a variety of product assortments, product quality and shopping environment (Sullivan and Savitt, 1997; Klein, 1998; Heitmeyer and Kind, 2004). In fact, 86% of men and 87% of women consider reasonable prices important when deciding where to shop (Klein, 1998). Consumers desire a low-pressure environment and respectful treatment.

Shopping for functional reasons that are task oriented and rational is satisfied by utilitarian value. Perception of utilitarian shopping value is dependent upon satisfying the particular consumption need that triggers the shopping trip (Babin et al., 1994).

Utilitarian motivations considered in selecting stores include location, merchandise assortment, price, advertising/sales promotion, store personnel and services. Utilitarian value also may be obtained without a transaction. Simply collecting pertinent information regarding a product can appease the utilitarian

consumer. Thus, utilitarian value helps explain why consumers need ‘an errand’ or ‘work’ or goals (Babin et al., 1994, p. 646).

In comparison with utilitarian value, hedonic shopping dimensions are more personal or emotional. Consumers have experiential shopping motivations, resulting from hedonic or recreational desires (Dawson et al., 1990). Hedonic shopping motives reflect the quality of the shopping experience rather than gathering information or purchasing products (Muhammad and Ng, 2002).

Consumers receive multiple benefits from completion of consumption experiences, which stimulate their thoughts and senses and provide cognitive and sensory benefits (Kim, 2001).

Hedonic consumers, like utilitarian consumers, also may experience hedonic value or benefits through vicarious consumption, without the purchase of any goods or services (Babin et al., 1994).

Bargain prices may evoke emotional response in a consumer who perceives a difference between the selling price and the consumer’s internal reference price. The response may be an increase in the consumer’s sensory involvement and excitement. While cognitive factors account for store selection and most planned purchases, the retail environment and emotional states also contribute to purchase behaviour (Sherman et al., 1997). Hedonic benefits desired by consumers are linked with the uniqueness of the shopping in-store experience (Carpenter et al., 2005). The literature suggests both utilitarian and hedonic motivations influence purchase behaviour and shopping motivations.

Baker (1998) posits that the store environment offers a rich set of informational cues that consumers use to make inferences about products and service. Store ambience should be impressive it should include all the elements like tidiness, proper lightening , adequate temperature, scent , volume and quality of music.

Several studies have empirically supported the notion that store environment cues lead to consumer inferences and expectations about a store’s merchandise, service, prices and shopping experience costs (such as waiting time), which in turn influence store patronage intentions (Baker, Parasuraman, Grewal and Voss 2000; Baker, Grewal and Parasuraman 1994; Chebat, Chebat- Gelinas, and Filiatrault 1993; Grewal and Baker 1994; Mazursky and Jacoby 1986).

Service Quality is the key driver for any store consumers obtain different kinds of ‘value’ from the store service (Cronin and Taylor,1992; Mittal, Ross and Baldasare, 1998). service quality considered as an antecedent to satisfaction with store (Taylor and Baker, 1994). Quality of merchandise as determinant of shopping mall patronage has been supported in at least two studies (Severin et al., 2001; Adkins LeHew et al., 2002). Service and sales people have been found to have a positively significant impact on shopping mall patronage in at least two studies (Severin et al., 2001; Bearden, 1977). However the present study is intended to explore the work status Effect on Visitors Priorities for Organized Apparel Stores

OBJECTIVE OF THE STUDY

- a) To Study the Visitors Priorities for Organized Apparel Stores.
- b) To Study the Work status Effect on Visitors Priorities for Organized Apparel Stores
- c) To know the interaction effect of Work status and store on Visitors Priorities for Organized Apparel Stores.

HYPOTHESIS

Following hypothesis were formulated for the study

- H1 Work status wise there is significant difference in visitors priorities for organized apparel stores
- H2 Store wise there is significant difference in visitors priorities.
- H3 Work status and store wise there is significant difference in visitors priorities.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study was exploratory in nature and was carried out to identify effect of two factors namely Gender of visitors and Apparel market stores on visitors priorities. Convenient random sampling method was used for primary data collection from 261 respondents. Visitors of Vishal Mega Mart, Pakiza and Big Bazar were included as sampling unit for the study.

DATA COLLECTION

Primary data collected for the study through self structured questionnaire comprising of Thirty six items. These items were included to measure the preferences of consumers towards Apparel stores. Respondents were asked to indicate their degree of agreement or disagreement on five point Likert scale, ranging from Strongly agree (5) to Strongly disagree (1). Reliability of the scale tested and Cronbach Alpha value was found 0.73.

RESULTS AND DISCUSSIONS

2x3 Between subject factorial design used for multivariate analysis of variance. Gender and Apparel stores were considered as two factors; Gender was assigned two levels: Male, Female and Stores were - Store 1 (Vishal Megamart), Store 2(Pakiza) and Store3 (Big Bazar) respectively. Effects of these two factors on extracted Five Components were studied for identifying significant differences in visitors priorities.

KMO and Bartlett's value exhibited in Table 1 Shows that factor analysis can be performed without violation of its assumptions.

Five factors of visitor's priorities were extracted by factor analysis. Cut off point for factor loading was 0.3 and 67.5 % of Total Variances explained by extracted 5 factors. These five factors were Peripheral Value Priorities, Pre Purchasing Priorities, Service Priorities, Aesthetics and Retention Priorities, Additional Value Priorities.

A two-way Multivariate analysis of variance (MANOVA) was conducted to test the hypotheses formulated for the study. As exhibited in Table 5 the MANOVA revealed a significant multivariate effect for Apparel stores, [Wilks' lambda = .562, F value = 5.14 and is significant at 5% level of significance ($p < .05$)] Hence Hypothesis H2 accepted. However, multivariate effect for Work status as an independent factor and Interaction effect of Store and work status were found to be Insignificant, (see Table 5). So, Hypotheses H1 and H3 were rejected and the null hypotheses for the first and third hypotheses were accepted.

Table 6 shows univariate analyses of variance (ANOVA) for visitor's priorities. The ANOVA tests revealed Store wise significant effect on the Additional Value Priorities, F value = 4.268, $p < .05$ (observed value was .017). The previous studies also pointed out Service Quality was the key driver for any store consumers who obtained different kinds of 'value' from the store service (Cronin and Taylor, 1992; Mittal, Ross and Baldasare, 1998). So our study also conformed with these previous studies i.e. Vishal Mega Mart, Pakiza and Big Bazar had their unique additional value offering.

Store wise significant effect on the Pre Purchasing Priorities, F value = 9.042, $p < .05$ (observed value was .0001) revealed by the study. Babin et al.,(1994) also considered pre purchase priorities like utilitarian motivations considered in selecting stores included location, merchandise assortment, price, advertising/sales promotion, store personnel and services. Simply collecting pertinent information regarding a product can appease the utilitarian consumer. In our study we also found that the visitors at stores vary significantly in their pre purchasing priorities.

Store wise significant effect on the Aesthetics and Retention Priorities, F value = 6.904, $p < .05$ (observed value was .002) was also revealed by the study.

It was also found in the study that there was significant effect of work status on Additional Value Priorities, F value = .550, $p < .05$ (observed value was .021) and for Service priorities F value = 4.493, $p < .05$ (observed value was .037)

It was also observed that interaction of work status and store was found to be significant for Peripheral Value Priorities of visitors F value = 3.546, $p < .05$ (observed value was .033).

CONCLUSION

The Visitors Priorities for Organized Apparel Stores were affected by work status for Additional Values and services offered in Indore city of M.P. the difference between working and non working visitors priorities may have been affected by their choices with inherent limitations like sufficient fund in pocket and look out for basic vs value added offerings. However emerged dimensions outlined the considerable difference of priorities for visitors amongst the stores studied.

It is vividly clear that in days to come if Indore city of M.P. gets more Organized Apparel Stores then visitors choice might get affected because of alternatives availability. Since each Organized Apparel Store under study was found carrying unique appealing features therefore the stores owner / manager need to formulate and execute strategies in which they ensure that noticeable difference promoted for their apparel stores

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APPENDICES

Table 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.551
Bartlett's Test of Sphericity	Approx. Chi-Square	1019.000
	df	630
	Sig.	.000

Table 2: Work status wise Mean and Standard Deviation for Extracted Factors

EMPLOYME	STORE		Additional Value Priorities	Peripheral Value Priorities	Pre Purchasing Priorities	Service Priorities	Aesthetics and Retention Priorities
WORKING	VISHAL	Mean	2.9368	3.0226	3.0175	2.4539	2.7171
		Std. Deviation	.4946	.4768	.4406	.5307	.5695
	PAKIZA	Mean	2.8000	3.0989	2.6026	2.5865	3.0769
		Std. Deviation	.5888	.5785	.5294	.3832	.5853
	BIG BAZAR	Mean	3.3412	3.5294	3.3431	2.9044	2.9338
		Std. Deviation	.5280	.8387	.7033	.4991	.5948
NONWORKING	VISHAL	Mean	3.3333	3.6786	3.4028	2.8021	2.5625
		Std. Deviation	.5805	.5384	.8210	.5316	.5728
	PAKIZA	Mean	3.1333	3.1333	2.7333	2.9000	3.2667
		Std. Deviation	.3976	.4435	.3873	.4412	.4504
	BIG BAZAR	Mean	3.3636	3.3247	3.1970	2.9205	2.9318
		Std. Deviation	.1963	.8184	.5569	.5132	.4271

Table 3: Apparel Stores Visitors Profile

		%
Work status	WORKING	56.3
	NON WORKING	43.7
Store	VISHAL	35.6
	PAKIZA	32.2
	BIG BAZAR	32.2

Table 4 : Box's Test of Equality of Covariance Matrices

Box's M	127.369
F	1.362
df1	75
df2	4668
Sig.	.057

(Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups. a Design: Intercept+GENDER+STORE+GENDER * STORE)

Table 5 :

Multivariate Tests^c

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.988	1238.388 ^a	5.000	77.000	.000
	Wilks' Lambda	.012	1238.388 ^a	5.000	77.000	.000
	Hotelling's Trace	80.415	1238.388 ^a	5.000	77.000	.000
	Roy's Largest Root	80.415	1238.388 ^a	5.000	77.000	.000
EMPLOYMENT	Pillai's Trace	.105	1.802 ^a	5.000	77.000	.122
	Wilks' Lambda	.895	1.802 ^a	5.000	77.000	.122
	Hotelling's Trace	.117	1.802 ^a	5.000	77.000	.122
	Roy's Largest Root	.117	1.802 ^a	5.000	77.000	.122
STORE	Pillai's Trace	.470	4.788	10.000	156.000	.000
	Wilks' Lambda	.562	5.147 ^a	10.000	154.000	.000
	Hotelling's Trace	.724	5.504	10.000	152.000	.000
	Roy's Largest Root	.636	9.925 ^b	5.000	78.000	.000
EMPLOYMENT * STORE	Pillai's Trace	.161	1.364	10.000	156.000	.202
	Wilks' Lambda	.842	1.384 ^a	10.000	154.000	.193
	Hotelling's Trace	.185	1.402	10.000	152.000	.184
	Roy's Largest Root	.165	2.573 ^b	5.000	78.000	.033

a. Exact statistic

b. The statistic is an upper bound on F that yields a lower bound on the significance level.

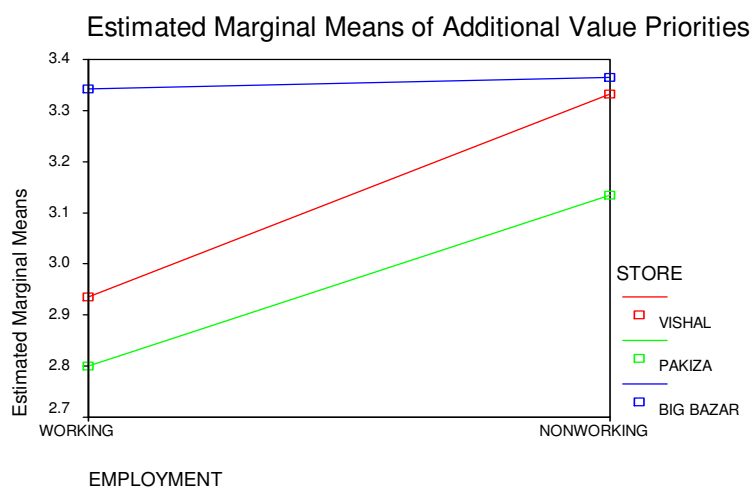
c. Design: Intercept+EMPLOYME+STORE+EMPLOYME * STORE

Note- Employment means Work status in above table.

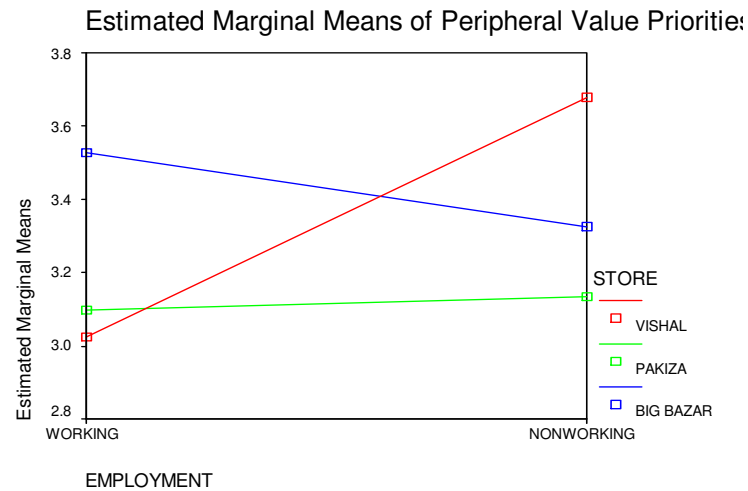
Table 6 : Test Between Subject Effect

Subject	Visitors Priorities	F value	Sig.
WORK STATUS	Additional Value Priorities	.550	.021
	Peripheral Value Priorities	1.391	.242
	Pre Purchasing Priorities	.942	.335
	Service Priorities	4.493	.037
	Aesthetics and Retention Priorities	.009	.926
STORE	Additional Value Priorities	4.268	.017
	Peripheral Value Priorities	1.832	.167
	Pre Purchasing Priorities	9.042	.000
	Service Priorities	2.395	.098
	Aesthetics and Retention Priorities	6.904	.002
WORK STATUS * STORE	Additional Value Priorities	1.155	.320
	Peripheral Value Priorities	3.546	.033
	Pre Purchasing Priorities	1.462	.238
	Service Priorities	.960	.387
	Aesthetics and Retention Priorities	.721	.489

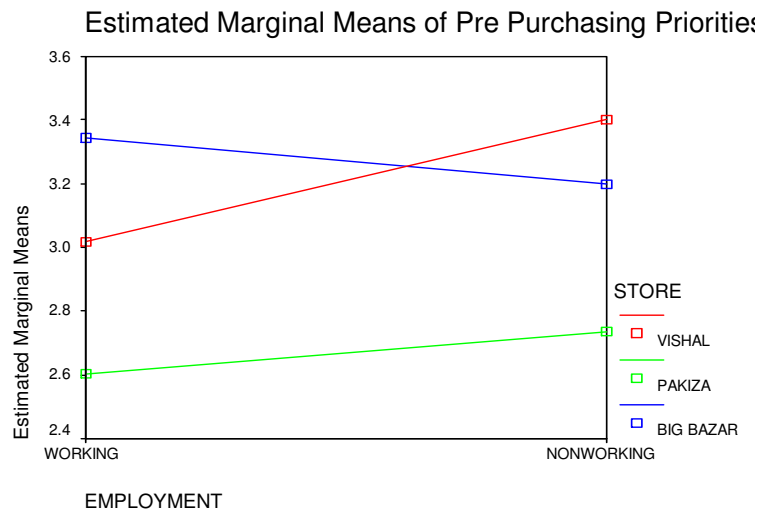
Graph 1 :



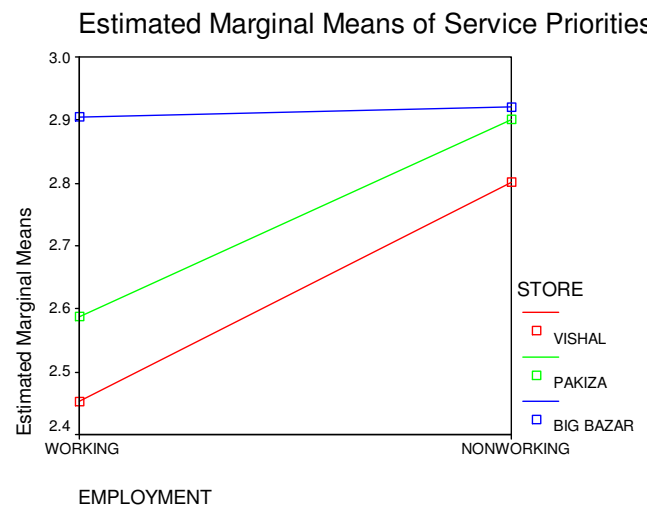
Graph 2 :



Graph 3 :



Graph 4:



Graph 5:

