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## OPPORTUNITIES IN INFRASTRUCTURE DEVELOPMENT OF APPAREL RETAILERS IN THANE DISTRICT

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### ABSTRACT

*The objective of this paper is to study the opportunities of infrastructure development in case of apparel retailers of different categories of apparel products i.e. Men, Women and Kids apparels. This paper is limited to study of infrastructure development opportunities in apparel retailer outlets. This study is geographically limited to Thane District of Maharashtra State.*

*The hypothesis of the study is that – There is no significant difference in the opinion of apparel retailers in Thane district that the apparel retailing has several opportunities in infrastructure development.*

*This study is a field survey based upon primary data. The researcher has adopted the method of Random Sampling by Convenience. With the help of a questionnaire enquiries were made.*

*It is concluded that, the respondents in the various categories of apparel retailers have expressed different opinions about the opportunities in infrastructure development in apparel retailing in Thane district.*



**KEYWORDS:** opportunities of infrastructure development , hypothesis , geographically.

### INTRODUCTION

Thane is one of the densely populated district in the vicinity of Mumbai. Majority of the population of Thane district lives in urban areas. Apparel market in Thane district is spread over 7 talukas and various retail segments such as men's apparels, women's apparels and Kids apparels. The retail outlets are either exclusively meant for these groups or even one outlet has various sections meant for these groups. These outlets further are either retailing branded apparels or non-brand apparels. The market is further distributed over organized and unorganized sectors.

The retail apparel market has various aspects of study. The problems of physical movement of apparel and retail management have serious and damaging effect on the service that needs to be provided and the selling costs, that needs to be kept under control. The existing apparel retail market consists of primary area sales outlet, which are of seasonal nature also. This involves stock depots in cities to provide supply to retail outlets in the various locations. But it is difficult maintaining the required supply level in the delivery of the product at retail level. One of alternative ways could be of using direct company delivery vans which can serve two purposes; it can take the products to the customers of various segment of market and it will also enable the producers to establish direct contact

with consumers and help in retailing strategy. However, only the large producers can adopt this method. The producers with relatively small resources cannot go in for direct distribution in competitive markets. As a practice apparel marketing involves more intensive personal selling efforts compared to marketing of other products. Companies need to understand the mindsets of the rural consumers and act accordingly. This can be done by utilizing the various rural folk media to reach them in their own language and in large numbers so that the brand can be associated with the religious and social functions and other activities where the people come together.

### OBJECTIVE OF THE PAPER

The objective of this paper is to study the opportunities of infrastructure development in case of apparel retailers of different categories of apparel products i.e. Men, Women and Kids apparels.

### LIMITATION OF THE PAPER

This paper is limited to study of infrastructure development opportunities in apparel retailer outlets. This study is geographically limited to Thane District of Maharashtra State.

### HYPOTHESIS OF THE PAPER

H<sub>0</sub> - There is no significant difference in the opinion of apparel retailers in Thane district that the apparel retailing has several opportunities in infrastructure development.

H<sub>1</sub> - There is a significant difference in the opinion of apparel retailers in Thane district that the apparel retailing has several opportunities in infrastructure development.

### METHODOLOGY AND SAMPLE OF STUDY

This study is a field survey based upon primary data. The researcher has adopted the method of Random Sampling by Convenience. With the help of a questionnaire enquiries were made.

The researcher has selected a random sample of 1332 apparel customers from 7 Talukas of Thane district. There are 6656 apparel retailers in Thane district dealing in Men, Women and Kids Apparels. Out of which out of which 666 apparel retail outlets were selected. Further a sample of 2 respondents from each retailer has been selected. Thus the total sample comes to 1332 apparel retailers.

### OPPORTUNITIES IN INFRASTRUCTURE DEVELOPMENT

There are ample opportunities in the area of infrastructure development in case of apparel retailers in Thane district. The various areas in which these opportunities exists are as follows –

1. Parking Facilities
2. Interiors
3. Air Conditioning
4. Security System
5. Storage Space

The researcher has conducted a primary survey on these opportunities by means of questionnaire and the results are summarized in the following table.

**Table No. 1 : Opportunities in Infrastructure Development**

Sr. No.	Responses	Men	%	Women	%	Kids	%	Total
1	Very High	84	17.80	112	23.05	91	24.33	287
2	High	174	36.86	168	34.57	106	28.34	448
3	Medium	132	27.97	132	27.16	128	34.22	392
4	Moderate	63	13.35	58	11.93	31	8.29	152
5	Average	19	4.03	16	3.29	18	4.81	53
	Total	472	100.00	486	100.00	374	100.00	1332

*Source: Primary Data.*

It can be observed from the above table that,

Out of the total 1332 apparel retailers respondents from Thane district 472 are related with Men's Apparel Outlets, 486 are related with Women's Apparel Outlets and 374 are related with Kid's Apparel Outlets.

Out of the 472 Men's Apparel Retailers respondents 84 (17.80%) have opined that, the opportunities in infrastructure development are 'Very High', 174 (36.86%) have opined that, the opportunities in infrastructure development are 'High' whereas, 132 (27.97%) have responded that, the opportunities in infrastructure development are 'Medium', whereas 63 (13.35%) have opined that, the opportunities in infrastructure development are 'Moderate' and 19 (4.03%) have opined that, the opportunities in infrastructure development are 'Average'.

Out of the 486 Women's Apparel Retailers respondents 112 (23.05%) have opined that, the opportunities in infrastructure development are 'Very High', 168 (34.57%) have opined that, the opportunities in infrastructure development are 'High' whereas, 132 (27.16%) have responded that, the opportunities in infrastructure development are 'Medium', whereas 58 (11.93%) have opined that, the opportunities in infrastructure development are 'Moderate' and 16 (3.29%) have opined that, the opportunities in infrastructure development are 'Average'.

Out of the 374 Kid's Apparel Retailers respondents 91 (24.33%) have opined that, the opportunities in infrastructure development are 'Very High', 106 (28.34%) have opined that, the opportunities in infrastructure development are 'High' whereas, 128 (34.22%) have responded that, the opportunities in infrastructure development are 'Medium', whereas 31 (8.29%) have opined that, the opportunities in infrastructure development are 'Moderate' and 18 (4.81%) have opined that, the opportunities in infrastructure development are 'Average'.

#### **APPLICATION OF CHI-SQUARE TEST**

The researcher has applied the Chi-Square Test to check where there is any significant difference in the opinions of the Men, Women and Kids apparel retailers regarding opportunities in infrastructure development. The calculations are shown in the following table.

**Table No. 2 : Calculation of Chi-Square Test**

Sr.No.	O	E	O - E	(O - E) <sup>2</sup>	$\chi^2$ Value
1	84	101.70	-17.70	313.28	3.08
2	174	158.75	15.25	232.54	1.46
3	132	138.91	-6.91	47.71	0.34
4	63	53.86	9.14	83.51	1.55
5	19	18.78	0.22	0.05	0.00
6	112	104.72	7.28	53.05	0.51
7	168	163.46	4.54	20.62	0.13
8	132	143.03	-11.03	121.60	0.85
9	58	55.46	2.54	6.45	0.12
10	16	19.34	-3.34	11.14	0.58
6	91	80.58	10.42	108.49	1.35
7	106	125.79	-19.79	391.64	3.11
8	128	110.07	17.93	321.63	2.92
9	31	42.68	-11.68	136.39	3.20
10	18	14.88	3.12	9.73	0.65
					<b>9.96</b>

Table Value : **9.96**, Degree of Freedom – 8, Level of Significance 0.05%

Critical Value – **15.507**

On the basis of above calculation of Chi-Square value the hypothesis are stated as follows –

#### **Null Hypothesis ( $H_0$ ) :**

There is no significant difference in the opinion of apparel retailers in Thane district that the apparel retailing has several opportunities in infrastructure development.

#### **Alternative Hypothesis ( $H_1$ ) :**

There is a significant difference in the opinion of apparel retailers in Thane district that the apparel retailing has several opportunities in infrastructure development.

As it is observed from the Chi-Square calculation that the calculated value of Chi-square at **0.05%** level of significance and **8** degree of freedom is **9.96** and the Table Value is **15.507**.

As the calculated value of Chi-square is less than the table value (**9.96 < 15.507**). Therefore the Null hypothesis is accepted and alternative hypothesis is rejected.

#### **CONCLUSIONS:**

The conclusions of the paper are as follows –

1. It is concluded that, Out of the 472 Men's Apparel Retailers respondents in Thane district the higher i.e. 36.86% have opined that, the opportunities in infrastructure development are 'High'.
2. It is concluded that, Out of the 486 Women's Apparel Retailers respondents in Thane district the higher i.e. 34.57% have opined that, the opportunities in infrastructure development are 'High'.
3. It is concluded that, Out of the 374 Kid's Apparel Retailers respondents in Thane district the higher i.e. 34.22% have opined that, the opportunities in infrastructure development are 'Medium'.
4. It is concluded that, there is no significant difference in the opinion of apparel retailers in Thane district that the apparel retailing has several opportunities in infrastructure development.

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