



A STUDY OF PROBLEMS FACED BY CLOTH RETAILERS IN AHMEDNAGAR

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ABSTRACT:

Indian retail one of the fastest rising markets in the world due to economic growth. India's clothing and textiles sector is one of the oldest industries of the country and dates back several centuries. Till this day, the textiles sector is one of the largest contributors to India's exports. Retailing is the dynamic industry-continually changing due to shift in the requirements of the consumers and the growth of technology. Retail companies and formats that were unknown three decades ago are now main forces in the economy.

Clothing stores can be found in abundance in Indian cities and towns, especially in shopping malls and markets. Cloth Retail formats and companies that were unknown three decades ago are now major forces in the economy. Therefore, the challenges for retail manager the world over are increasing -they must take decision raging from setting the new technological changes to setting up information technological changes to get positive impact in their business in this competitive world. This study highlights the impact of information technology on clothe retail stores in Ahmednagar city.

KEY WORDS: Retailing, Cloth retailer, Intense Competition, Organized Retailing, Lack of Market Knowledge.

INTRODUCTION:

The retailing related to clothing, textile, garments or apparel are variously called as cloth retailing, apparel retailing, garment industries, textile industries etc. These terms connote different meanings to different writers, institutions and agencies. In fact the terms cloth retailing, apparel retailing, garment industries, textile industries

have been used interchangeably. Further, in the context of modern technological advances and diversification in the field of retail-related activities these concepts have undergone changes.

The cloth retail sector in Ahmednagar is divided into two sectors: organised and unorganized. The integrated industry comprises hypermarkets, supermarkets, departmental stores; malls and other privately run shopping chains. The unorganized comprises primarily the family owned and run small grocery stores, retail stores, cloth market, vegetable markets, and hawkers. Consumers favor the unorganized market, which controls retail trading.

COLLECTION OF DATA:

A mixture of primary & secondary data is used in this research.

RESEARCH INSTRUMENT:

A 'Schedule' is used as a research instrument to collect the primary data.

TOOLS FOR DATA ANALYSIS:

Descriptive Analysis has been carried out in this research in order to measure the size and shape of a sample data. Frequency table, proportion percentage are used to analyse the data.

FINDINGS OF THE STUDY:

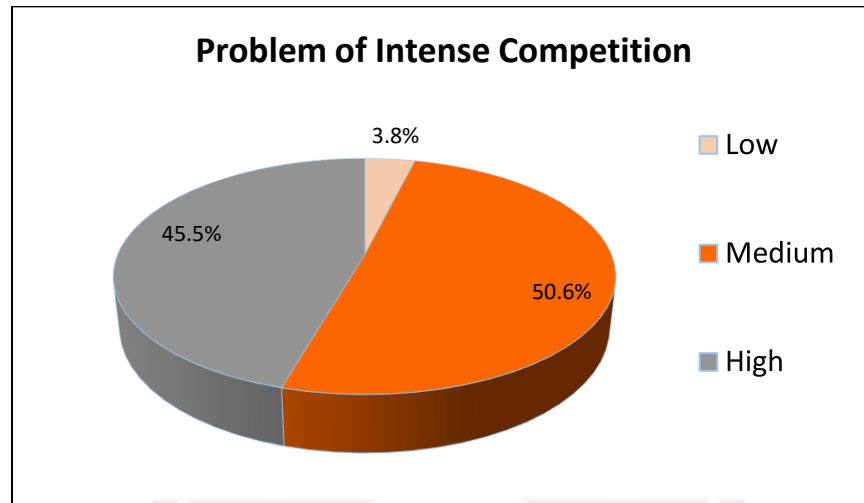
- **PROBLEM OF INTENSE COMPETITION FACED BY CLOTH RETAILERS**

TABLE: Problem of Intense Competition Faced by Cloth Retailers

Intense Competition	Frequency	Percent
Low	9	3.8
Medium	119	50.6
High	107	45.5
Total	235	100.0

Interpretation:

It is observed that 45.5 % of Cloth retailers are of the opinion that 'Intense Competition' is a problem of 'High Intensity', 51.6 % are of the opinion that 'Intense Competition' is a problem of 'Medium Intensity' and only 3.8 % of are of the opinion that 'Intense Competition' is a problem of 'Low Intensity' in their cloth retail store.

CHART: Problem of Intense Competition Faced by Cloth Retailers

- PROBLEM OF LACK OF MARKETING KNOWLEDGE FACED BY CLOTH RETAILERS**

TABLE: Problem of Lack of Marketing Knowledge Faced by Cloth Retailers

Lack of Marketing Knowledge	Frequency	Per cent
Low	115	48.9
Medium	116	49.4
High	4	1.7
Total	235	100.0

Interpretation:

48.9 %, 49.4 % and 1.7 % cloth retailers are of the opinion that Lack of Market Knowledge is a problem of Low intensity, Medium Intensity and High Intensity in their store respectively. This shows that 'Lack of Market Knowledge' is a problem of Low- Medium Intensity faced by Cloth retail stores in Ahmednagar.

- **PROBLEM OF ORGANIZED RETAILING (MALLS, BIG BAZAAR etc.) FACED BY CLOTH RETAILERS**

TABLE: Problem of Organized Retailing (Malls, Big Bazaar etc.) Faced by Cloth Retailers

Organized Retailing (Malls, Big Bazaar etc.)	Frequency	Per cent
Low	63	26.8
Medium	64	27.2
High	108	46.0
Total	235	100.0

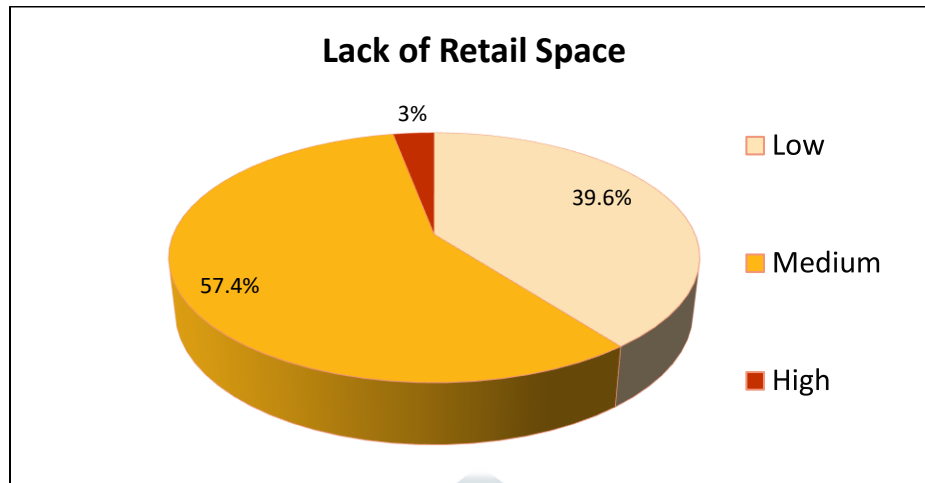
Interpretation:

It is found that 46% Cloth Retailers Stores in Ahmednagar are facing problem of Organised Retailing of High Intensity and 27.2 % Cloth Retailers Stores faces problem of Organised Retailing of Medium Intensity. Which shows consumers preferences are changing towards organised retailing in Ahmednagar Cloth Market.

- **PROBLEM OF LACK OF RETAIL SPACE (SIZE OF THE STORE) FACED BY CLOTH RETAILERS**

TABLE: Problem of Lack of Retail Space (size of the store) Faced by Cloth Retailers

Lack of Retail Space (size of the store)	Frequency	Per cent
Low	93	39.6
Medium	135	57.4
High	7	3.0
Total	235	100.0

CHART: Problem of Lack of Retail Space Faced by Cloth Retailers**Interpretation:**

It is seen that 57.4 % Cloth Retailers Stores facing problem of Lack of Retail Space of Medium Intensity. 39.6 % are facing problem at Low Intensity and 3 % of are faced problem of Lack of Retail Space at High Intensity.

- PROBLEM OF INTRODUCTION OF GST FACED BY CLOTH RETAILERS**

TABLE: Problem of Introduction of GST Faced by Cloth Retailers

Introduction of GST	Frequency	Per cent
Low	74	31.5
Medium	94	40.0
High	67	28.5
Total	235	100.0

Interpretation:

- It is observed that 31.5 Cloth Retailers Stores in Ahmednagar is of the opinion that they are facing problem of 'Introduction of GST' at Low Intensity and 40% Cloth Retailers are facing problem at Medium Intensity.. Though it is many times said GST introduction is problem but as per response it seen that the problem is not of High Intensity.

CONCLUSION OF THE STUDY:

Ahmednagar is one of India's oldest cities, with a storied history, a forward-thinking current, and a bright future. Ahmednagar Cloth Retailing dominates the retail sector in Ahmednagar city market with 1001 registered cloth retailers; dominated by multiple brand products.

The cloth retailing in Ahmednagar is currently suffering from marketing and other problems. The study reveals that majority of the Cloth Retailers in Ahmednagar has problem of Intense Competition for their business. It also shows the cloth retailers in Ahmednagar face a problem of lack of marketing knowledge at medium intensity level. Organised retailing like supermarkets and shopping malls have a negative effect on cloth retailers in Ahmednagar. The cloth retail enterprises in the Ahmednagar face infrastructural problems especially related to land, power and parking.

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