

**CONSUMER PREFERENCE TOWARDS WOMEN'S ETHNIC WEAR AT BIG BAZAAR,
MANDYA, KARNATAKA**

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Abstract:

Earlier days people were not more conscious about the Fashion ethnic product, they were not giving more importance to the good quality and design. But nowadays the perception of the people is complete difference compare to earlier days. Now a day the people taste and preference is changing according to the new trend which existing in the market."Ethnic wear is the part of Indian culture that truly followed by the people". The study also evaluates the scopes and challenges of ethnic wear. The study reveals that there is a significant demand for an ethnic department. It also reveals the ethnic department comes out with the promotion, discount strategies in order to meet the consumer expectation and analyzing the new trend towards ethnic wear. As the country is changing, women's are entering into the corporate world, working in all fields, their preferences are also changing. They prefer more improved ethnic clothes in their day to day life for more comfort, to match others, to look sophisticated, and also for their self-satisfaction, there exists a huge scope for the growth of women's ethnic clothing in Big-Bazaar store.

Keywords—Consumer purchase pattern; Ethnic wear; Fashion Big Bazar; Maha savings day; Mandya

INTRODUCTION

Retail is the process of selling goods or services to customers through multiple channels of distribution to earn the profit. Big Bazaar is an Indian retail store is founded in 2001, Big Bazaar is one of the oldest and largest hypermarket's chains of India, Housing about more than stores in over 120 cities and towns across the country also located in Mandya, opposite to Mandya Medical College, Bangalore-Mysore Highway. Ethnic wear covers all the Indian traditional category of clothing which is worn by Indian traditional women. And men as the sign of their culture ethnic wear is also known as traditional wear. It includes saree, salwar kameez, lehenga, kurta, festive kurthi for women's. Ethnic dress ranges from a single piece to a whole assembly of items that identify an individual with a specific ethnic group. An ethnic group refers to people who share a cultural heritage and historical tradition usually connected to a geographical location and a language background.

MAHA SAVINGS DAY

The Maha savings day was started from 11th to 15th of August 2018, the main objective of Maha savings day of converting the stocks into money. On the day of India celebrates its Independence Day; the Big Bazaar honoured the consumer by calling it the "Maha Savings Day". Shoppers at all Big Bazaar outlets across the country were spread across categories from electronics to utensils, from apparel to furniture, food and grocery. This event received tremendous response from the regular and entirely new set of shoppers

OBJECTIVES OF STUDY

- a. Understand the customer preference towards ethnic wear.
- b. Understand various marketing strategies during Maha savings day at FBB.
- c. Understand customer expectations and satisfaction towards FBB ethnic products.
- d. To know the buying behaviour of ethnic wear during Maha Savings Day

LITERATURE REVIEW

There is limited literature on the fashion retail industry and little emphasis is placed on the application of marketing strategy in fashion retailing. Marguerite Moore, Ann Fairhurst(2003) professed that fashion retailer should emphasize on cater service aligned to target customers expectation and to distinguish their outlet in terms of product offering, advertising, image and communicational action. According to omera khan (2003) handling risks in fashion retail could yield functional efficiency and ensures fashion retail firms to achieve a competitive edge. Andrew G Parsons (2011) suggested that interaction between sensory stimuli have a major impact on fashion shopper's perception of a store. The dual factors generate very dissimilar experiences for the customers with regards to presenting fashion online, the first area recognized product viewing enables the customer to customize to see and interact with the garment stimulating more serviceable effects, and the second portal, aesthetic fashion information is determined by the retailer

SCOPE OF THE STUDY

The present study is made to measure customer's purchase pattern and satisfaction towards Fashion Bazaar. It also aims the satisfaction level of the customer's. The study also provides suggestion to the department stores, which would help them to retain their market and customers as many new entrances are visiting the shop. Mandya is the city with all type of consumers like farming peoples, government employers, and private company employers. Fashion is the basic component of all the customers. This is the retail segment is expected to accurately reflect the performance of the organized Fashion bazaar.

METHODOLOGY

The methodology of this study is empirical in nature. A primary study was conducted at 'big bazar Mandya' and the required information is collected on personal interview method. A primary study was collected through personal interview and opinions of the employees and managers at "Big Bazaar "Mandya and the secondary source are the website and various journals published previously. Finally, the results are drawn based on the analysis and interpretation of the data collected. Based on the possible outcomes the results are drawn.

LIMITATIONS

The limitations of the study are:

- a) The study is conducted only on the Maha Savings Day and the interviewed only a few respondents of ethnic wear.
- b) The study is not focused on a large population.
- c) The study is purely qualitative in nature i.e., the views and opinions are related Mandya context only Maha savings day.
- d) The period of the study is limited it started from 11th August to 15th August 2018.

WOMEN'S ETHNIC WEAR

Ethnic wear covers all the Indian traditional category of clothing which is worn by Indian traditional women and men as the sign of their culture ethnic wear is also known as traditional wear. It includes saree, salwar kameez, lehenga, kurta, festive kurthi for women's

Ethnic dress ranges from a single piece to a whole assembly of items that identify an individual with a specific ethnic group. An ethnic group refers to people who share a cultural heritage or historical tradition usually connected to a geographical location or a language background, ethnic wear most prefer to wear in celebrations, special occasion, festivals and it's a true Indian religious culture.

CONSUMER PROFILE

Consumer plays a very important role in Big Bazaar in preferred fashion products. The FBB targets all type of customers, specifically targets working women, college students' homemakers who are the primary decision-makers of fashion products. During the five days customers of women's starting age group from 20 to 55 they are the customers of women's wear, They especially customers of ethnic wear. The consumer walk-in, in FBB is very high during the offer periods because a Mandya customer always thinks that there are always any new offers before visiting FBB. Customers prefer to visit FBB due to the availability of the variety of products and also for purchasing rather than a visit, Consumers are satisfied with the offers from FBB Mandya and the quality of the products and satisfied by the service provided at FBB, So most of the customers would definitely visit FBB again.

PRODUCT PROFILE

Sizes are like S, M, L, XL, and XXL. Ethnic and fusion wears are Kurtas & Kurtis kurtas there are different types like fish cut, umbrella, sides open, boat neck, V neck etc. Tops and tunic, Palazzo & pants in this different type like bottom embroidery, printed tops, thread worktops, Leggings are stretchable long leggings, ankle length leggings, Salwars are made up with silk, semi silk, semi cotton cloths, Dupattas are madding with chiffons & cotton cloths, Skirts, shrugs. Western wears tops are in different types like cold shoulder, transparent, netted shoulder. Tunics, tees & shirts, dresses, denim & leggings, trousers & pants, skirts, shorts those products are madding with jeans, chiffons, and spandex. Sports & active wears, Sleepwear are Tees & tanks, Tights & track pants, Nightgowns, Sleep tees, Pajamas, shorts, Thermals made up with 80% cotton, stretchable, spandex.

PRICING STRATEGIES

The pricing strategy objective at FBB is to get “Maximum Market Share”. The various pricing strategy schemes include:

- a) Future pay means if the customer purchase above Rs.3000 worth them get Rs.1200 cash back monthly Rs. 100 cash up to 6 months & Rs.300 discounts on abroad tickets, remaining 300 for movie tickets
- b) In women’s western wears they provide offers like printed tops buy 3 at Rs.799 & it is nylon cloths. Printed t-shirts buy 3 at Rs. 799 & buy 1 at Rs. 299 this is the chiffons cloths. 50% & buy 1 get 1 offer on Plain t-shirts at399/-. 50% offer on jeans pants buy any at Rs.399 Only. 40% offer on thread worktops, half shoulder and front netted tops. 30% offer on nightwear clothes.
- c) In women’s ethnic wear 40% offers on kurtas and printed Patiala pants, 50% offer on a plain plaza, leggings buy 2 at Rs. 599 & buy 3 at Rs. 799, flat started from Rs 299 on a plaza.

PROMOTIONAL STRATEGY

- a) Advertising has played a crucial role in the building of the brand. FBB advertisements are seen in print media, TV, Radio (FM) and road-side-bill-boards. Which promotes the brand & creates awareness towards people?
- b) Announcement within the floor about the offers, products, future pay etc...
- c) Advertising tends to highlight savings possible and lowest prices-“Price Challenge Offer”
- d) Advertising through the wall & window display means shop displaying the cloths items for sale. Outside walkers can also see the products.
- e) Eye catching-Large, mostly full-page ads.
- f) Coupon Discount, more of the products at normal price, gift with purchase, competitions and prizes, money back offers and exchange offers on special occasions.
- g) SBI card (10% discount).
- h) The biggest idea behind all advertisement is to make people to bulk shopping.
- i) Leaflets are given to customers when they enter to store.
- j) Arranging the postures & flex boards within the floor it helps in creating awareness about the products to the customers.
- k) Promotions are made inside the FBB like 40% 50% offers, Buy one Get one type of promotions. Original prices are cut down & prices are shown.

OFFERS TOWARDS ETHNIC WEARS

Rs 1200 Cashback on E-gift card worth 3000Rs.

600Rs cash back directly in your Future pay big bazaar Wallet

200Rs cash back directly in your PayTm Wallet

100Rs cash back on your movie Ticket booking

300Rs cash back on your Flight Ticket booking

Rs 1600 cash Back on E-Gift Card worth Rs 5000

600Rs cash back directly in your Future pay big bazaar Wallet

150Rs cash back directly in your PayTm Wallet

350Rs cash back on your movie Ticket booking

500Rs cash back on your Flight Ticket booking

Rs 2600 cash Back on E-Gift Card worth Rs10000

600Rs cash back directly in your Future pay Big bazaar Wallet

300Rs cash back directly in your PayTm Wallet

400Rs cash back on your movie Ticket booking

1300Rs cash back on your flight ticket booking

Rs 4600 cash Back on E-Gift Card worth Rs10000

600Rs cash back directly in your Future pay Big bazaar Wallet

600Rs cash back directly in your PayTm Wallet

800Rs cash back on your movie Ticket booking

2600Rs cash back on your Flight Ticket booking

MAJOR CHALLENGES

The major challenge is more variety in sizes and colour of the products needs to be included in store with sufficient stock. In Saturday and Sunday and during weekdays, Wednesday bazaar more consumers are visiting the shop, Big Bazaar needs more employees to attend the customers and to meet the customized needs in Maha savings day also. Employees have to stay at the office during night hours in all five days sales, Reaching the target fixed by Big Bazaar is differ in all five days, during the weekend and holidays easily achieve the target and during working days partially succeed to reach the defined target from FBB.

BRAND IMAGE:-

Brands create impressions on consumer minds and the Brand image is developed more time through advertising campaigns with consistent themes and is authenticated through the consumer's direct experience. Especially FBB created their own brand DJ&C for women's. Shyla, Shrishti, Disney brands are women's wear. Knight Wood, spunk, buffalo brands are men's wear. There are no other companies brands in FBB Different companies have a different strategy and different strength and choose to compete in different ways. In FBB a production system must have a customized design that reflects the priorities and trades off inherent in the firm's own competitive situation and strategies. They always gave more importance to their own brands and gave more preference to quality products.

WOMEN'S ETHNIC BRANDS:

Shyla they manufactured only women's night wears. Like cotton nightgown, short nightgown, printed nightgown, printed shorts, printed pyjamas, cotton capris etc...

Shrishti they manufacture ethnic wears like boat neck kurtas, printed kurtas, double layered kurtas, black casual kurtas, rust printed kurtas, palazzo, leggings ankle and full length, and printed leggings etc...

SERVICES OFFERED IN FBB

Fashion Big Bazaar (FBB) provides a wide range of services to its customers in order to make the customer comfortable throughout their shopping and to gain their satisfaction towards the shop and it also mainly focuses on customer service.

- FBB Offer a service like Trolleys, Feeding rooms, lifts, Baskets, Bags, to carry the products which feel comfortable to the customer
- FBB also provide chairs facility for old age peoples & also provide wheelchair facilities for handicapped peoples
- FBB offers its customers a wide range of products like western wear, ethnic wear, formals etc...
- Major services provide by them are a one-stop shop as one could get a whole range of items under one shop at the most reasonable price
- FBB provides a Customer Help Desk at the entrance of the department, where the customer can get all necessary information about any new schemes or offer to go on
- Customer desk help has a complaint or suggestion box in which customer can write their suggestion and complaint regarding service and product, etc.
- FBB provides a toll-free number for customer care and email-id through which customer can give their complaints and suggestion. A complaint of any customer can be solved within 24 hrs. Otherwise, it goes to the zonal office.
- FBB also an Exchange Counter where if a customer is dissatisfied or wants to exchange the product he/she has purchased for any reason the customers can exchange

RECOMMENDATIONS

- Fashion ethnic bazaar should keep offers in regular intervals so that there should not be long term gap, an offer is the most influencing factor which influences customer purchase decision.
- Fashion ethnic bazaar should start emphasizing more on internet shopping along with formal shopping because a large population of the country likes to shop online in order to save time.
- Fashion ethnic bazaar must provide latest and attractive products to customers at a single place so that customer attracts on that factor and to shop more. And mainly they should provide different sizes for the same particular product.

CONCLUSION

The study stating that the consumers are working women, housewives and college students are the major consumers for the ethnic wear products and services during the Maha Savings day in Mandya. Big Bazaar adopting the effective product and pricing strategies to promote with various offers and discounts to meet the consumers' expectations during the special occasion and few consumers are expecting more colour and variants with changing needs and wants. Many consumers are satisfied with offers available in the shops and need good offers in future days. The purchase of products from consumers varies from window shopping to high volume purchase during this season. With redefined discounts and offers the sales will gradually increase.

Effective strategies grab the attention of consumer in the big bazaar, and also more focus on rural areas, the strategy which they adopt on these days was meet the big bazaar target and improve further to analyze the market and adopt the effective strategies.

FUTURE SCOPE OF THE STUDY: -

This study is conducted only on the ethnic wear of big bazaar with few numbers of customers' respondent. In future, the studies focus on big bazaar different departments like food bazaar, grocery, staples, and merchandise department and emphasize a number of customer's respondent. The customers are limited to Mandya only. It also concentrates the study on a large number of customers to get a proper result.

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