CHAPTER-II

REVIEW OF LITERATURE

“The purpose of every business is to create and keep a customer”

-Peter F. Drucker

In this chapter, an endeavour has been made to provide an overview of various aspects and issues related to this research work through the review of studies already carried out both at the national and international level in the garment sector in textile industry. The review of literature can lead to draw some significant conclusions and serve as a guide mark for this study. It also gives a fair chance to identify one gap that exists in the area of research. Some of the important studies have been reviewed under marketing in the following studies.

Stern (1962) made research in the field of impulse buying by initially citing impulse buying as ‘unplanned buying’. He identified four broad classifications for impulse buying; Pure, Reminder, Suggestion and Planned impulse buying.

Fashion leadership is one of the main ways new fashion is eventually accepted by the masses as fashion leaders lay the foundation for initiation and acceptance of the fashion. Fashion leadership can be broken down into two categories: fashion innovativeness and fashion opinion leadership. Fashion innovativeness has been defined as the likelihood to purchase a new fashion sooner than other consumers (Sproles, 1979) whereas fashion opinion leadership is defined as the “ability or tendency to convey information regarding a new fashion in a way that influences successive purchasers to accept or reject it (Workman & Johnson, 1993, p64).” Consumers with high levels of fashion innovativeness are among the first to wear a new fashion (Goldsmith & Stith, 1993; Goldsmith, Moore, & Beaudoin, 1999; Sproles, 1979) whereas consumers with high level of fashion opinion leadership are more apt to persuade the masses through communication usually during social groups or media/popular culture outlets where they can discuss why the fashion is acceptable (Sproles, 1979). Thus the two are mutually exclusive (Kang & Park-Poaps, 13 2010; Workman & Johnson, 1993). On the other hand a study the two, fashion innovativeness and fashion opinion leaders to be highly correlated with little difference between the two. For the purpose of this research, fashion leadership will consists of both fashion innovativeness and fashion opinion leadership.
Keeping both of these dimensions will allow one to see if one is more significant than the others in influencing intention to purchase from private sales sites.

Park et al(1986)\(^7\) put forward in Bhat’s article that the importance of establishing a brand image relevant to its market segment in which it is based, is significant so as to ascertain a strong brand position, help create a barrier to entry for potential competitors: thus raise the brands performance in the market.

Sandra M Frosythe (1991)\(^8\) in his research based paper on “Effect of Private, Designer and the National Brand Names on Shoppers’ Perception of Apparel Quality and d Price” examined the effect of product characteristics and brand name on shopper’s evaluations of apparel, quality and price and the effect on consumer decision-making style on evaluations. It is analysed that brand name influenced shoppers perception for price but not for quality. With the help of ANOVA Test Sandra reached to the conclusion that brand name (in the independent variable) did not affect the perception of garment quality (the dependent variable) at the 0.5 level. It is also analysed that consumers appears to rely primarily on intrinsic cues (actual garment characteristics) rather than brand name when evaluating the quality of apparel items.

Meenaghan (1995)\(^9\) noted that to build up a successful brand image, a well-rounded marketing plan will be required focusing on all areas of the marketing mix. It needs to focus on the organisation’s strengths in all areas and ensure that the good/service is positively differentiated from its closest rivals. Manchester United has established a range of global, commercial partnerships with certain blue chip firms such as Vodafone and Nike. Indeed this has helped put Manchester United on the global scene. Nike has launched their new Cool Motion double layer kit, promoted by many of the players such as Scholes and Ferdinand, wearing Nike Boots, which have helped connect the famous market leader with this Premier Football team. Further, legends such as Cantona have helped create this maverick image for Manchester United, but also having such a combination of powerful sponsors has brought the team a reputable image.

O P Sharma (1996)\(^10\) in his paper on Performance, Policy Issues and Prospects of India’s exports discusses Performance, Policy Issues and Prospects of India's Exports and opined that against the backdrop of India's export performance in the last five years. The major policy issues thrown up by it, this paper discusses export prospects in the Ninth Plan and sketches essential contours of a policy-frame.
Kincade, Doris H.; Woodard, Ginger A.; Park, Haesun (2002)\textsuperscript{11} in their article on “Buyer seller relationship for promotional support in the apparel sector” studied the promotional activities offered to apparel retailers by manufacturers. In his study they concluded the retailer’s perceptions of the offering frequency and the importance of the promotional support, and to investigate the relationship between offering frequency and perceptions of importance. It was offered that monetary support was regarded as the most important promotional support.

Jyoti Vastrad and Shivaleela Kyadi (2002)\textsuperscript{12} conducted a survey to know that how age and occupation of women influences her preference of fibre content for saree blouse. It was resulted that cotton was one of the most preferred fibre for routine wear while silk fibre was for occasional wear. Silk fibre was preferred by most of the women irrespective to their occupational status and age.

Sernghaus (2002)\textsuperscript{13}, in a study on Marketing of luxury brands stated that consumers buying are not related to his age, gender, marital status and residing area, but is related to income, education and occupation. He also stated that the external factors that highly influence his purchase are price, bandwagon effect and social group of an individual.

Trocchia & Janda (2002)\textsuperscript{14} investigated an initial stage of the model proposed in this research dissertation, namely the relationship between impulse buying and non-consumption. The extent to which consumers experiencing post impulse purchase non-consumption dissonance respond to a store’s action may reveal further insights for marketers, hence, is the focus of this research.

Ernest J North, Retha B de Vos and T Kotze (2003)\textsuperscript{15} in their research based article on “The importance of apparel product attributes for female buyers” concluded that trends in the apparel industry are changing very quickly and it is not very easy for the marketers to judge the acceptability of these trends accurately. So in order to develop the understanding of females buying behavior and the factors which she values in the decision making of apparel purchase is very important. It is concluded that style is the most influential factor of buying decision followed by price on the second important attribute. However a strong relationship was also discovered between Age and style and age as well as brand of the apparel.
Knox & Walker\textsuperscript{16} in their study found the existence of weak but significant relationship between the involvement and brand loyalty in grocery markets. In an another study by Moschis, Curasi and Bellenger in year 2003 detailed that older people are price conscious, they enjoy interactions and prefer to shop in a store where they can receive special assistance services.

Kwan C.Y., Yeung K.W., Au K.F. (2004)\textsuperscript{17} in their article on “Decision-Making Behavior towards Casual Wear Buying: A Study of Young Consumers in Mainland” offers relationship between consumers’ decision making and clothing choice criteria towards casual wear. The Consumer Style Inventory (CSI), developed by Sporles and Kendall (1986) for examining different consumer decision making style, was adapted in this study. Recreational and hedonistic consciousness, perfectionism consciousness, confused by over choice, habitual and brand loyalty, price and value consciousness and brand and fashion consciousness are the six decision making styles of the customer while making decision of buying. Out of the six variables Recreational and hedonistic consciousness, perfectionism consciousness, confused by over choice, habitual and brand loyalty and price and value consciousness were confirmed whereas brand and fashion consciousness remained unconfirmed. It is also observed that product and self-image related criteria, Style and quality related criteria, and price criteria had a positive or negative relation with consumer decision making styles.

Parker, Hermans & Schaefer, (2004)\textsuperscript{18} stated that while buying clothes customer gives preference to comfort and trendiness they also do not mind if their friends or celebrities have the same clothes. He also focused on the fact that female gender has a great fascination for stylish clothes.

Rajdeep Kaur and Satnam Dhillon (2004)\textsuperscript{19} conducted a study regarding the preference of girls towards trousers as there wearing in both the seasons. They concluded that cotton and plain fabrics never goes out of fashion. In their article they rated blue colour as very popular in summers and black is the favorite colour in winters.

Fox et al (2004)\textsuperscript{20} presents an empirical study of household shopping and packaged goods spending across retail formats — grocery stores, mass merchandisers, and drug stores. They assess competition between formats and explore how retailers’ assortment, pricing, and promotional policies, as well as household demographics, affect shopping behavior. Consumer expenditures respond more to varying levels of assortment
(in particular at grocery stores) and promotion than price. Also households that shop more at mass merchandisers also shop more in all other formats, suggesting that visits to mass merchandisers do not substitute for trips to the grocery store.

Nordås (2004)\textsuperscript{21} concluded that the outcome of the phasing out of quotas would depend much more on prevailing tariff rates and preference margins of countries receiving such preferences than had been captured by conventional estimates. Further, she showed that the phasing out of quotas benefited China and India, enabling them to dominate world trade in T&C. Countries that are close to their major markets are likely to be less affected by competition from China and India. Both countries will gain market shares in the European Union, the United States and Canada to a significant extent, but the expected surge in market shares may be less than anticipated, as proximity to major markets assumes increasing economic significance while tariffs are increasingly restraining trade due to the fact that products cross borders several times.

Miranda, Konya and Havrila (2005)\textsuperscript{22} concluded that overall satisfaction with a store does not significantly influence customer’s loyalty to that store. And shopper’s intention to remain loyal to their “primary stores” was in fact influenced by several other reasons. Such as frequently-buyer reward schemes, travel distance, preference for an in-store delicatessen, size of the average grocery bill, story signage and the level of sales assistance.

Richard, N. (2005)\textsuperscript{23} According to Richard since 1960, the garments production sector has moved to the countries where labor is cheaper and abundant. As a result, developed countries restricted and limited their garments imports to protect their domestic industries. Such restrictions started in 1961 and were revised in 1976 to become the Multi-Fiber Agreement (MFA), by which developed countries restrict textiles and garments imports in terms of volume. The quotas had been negotiated each year on a country to country basis, assigning the quantities of specified items which could be exported from a developing country to a developed country. The quota allocations could be changed and revised with bilateral negotiations between countries in conjunction to trade policies and promotions.

Lenny, T. M. (2005)\textsuperscript{24} According to Mr. Lenny on January 1st 2005, the MFA, which had limited the textile and garment trade for almost 30 years, ended. Consequently, trade experts predicted that China and India would control about 80% of
the global textile market in the post quota era. The strong growth of Chinese and Indian exports has impacted the pattern of world textiles and garments trade. A recent study by McKinsey Quarterly suggested that low-cost Chinese manufacturing and Indian services have significantly influenced the prices of traded goods. Thus, Asian countries that have been major exporters of garments (e.g., Hong Kong, South Korea, Taiwan, and Macao) during the past two decades would no longer be a source of comparative advantages in textile and garments production. Instead, they became a source of management innovation by providing production services to the foreign buyers and contracting productions in low wage countries.

Joyce Antar and Donya Gholamifar (2006) in their thesis on “CRM in Fashion Companies for Men’s wear” introduced a new definition for a customer – supplier relationship in Fashion companies for men’s wear, namely semi-intimate relationships. The authors further concluded that to maintain semi-intimate relationship interactions with customer, customer focused culture, trust, commitment and loyalty, employee and customer satisfaction is necessary. Further the authors quoted that the sale force plays a vital role in building these semi-intimate relationships.

James Lawler and Anthony Joseph (2006) in their research based article on “A Study of Apparel Dress Model Technology on The Web” critically examine the design factors that contribute to discernable differential in the experience of goal-focused shoppers on dress model web sites. In case of apparel industry, accessibility and convenience, availability of information, lack of sociality, media richness, and product selection are the factors that affect the web site dress model.

Rajdeep Kaur and Satnam Dhillon (2006) in their study on Embellished trousers-Preference of Youngsters highlighted that most of the respondents preferred to have work on their trousers. Majority preferred embroidery followed by painting and antique work. More than half of the respondents preferred to have trimmings or decorative materials on their trousers. Amongst them fringes were the first choice used as trimmings for formal while string for informal ones.

Park, Kim & Forney (2006) explored causal relationship among fashion involvement, positive emotion, and hedonic consumption tendency in the context of fashion shopping. The study aimed at understanding fashion-oriented impulse buying through a self-administered questionnaire. This study was conducted amongst 217 college students.
Findings revealed that positive emotions had positive effects on consumer’s fashion oriented impulse buying behavior with fashion involvement having the greatest effect. Hedonic consumption that is purchase for pleasure; determines fashion oriented impulse buying. The study revealed that store design, product display, package design focusing on entertainment, interest and excitement is as important as getting the right mix of merchandise and pricing.

Karpova, Hodges and Tullar (2007) examines post socialist consumer experience in the context of clothing consumption practices when consumers shop, acquire and wear clothing and other fashion related products. Consumer behavior on post socialist period in Russia was understood through a primary data study. Interviews were conducted with 4 male and 13 female students. Consumer behaviors vary distinctly in the post socialist market where qualities, brand name, country of origin, retail channel are critical for buying decisions. Appearance and clothing play a special role in emerging Russia as they communicate new identities. Findings reveal that there is opportunity for domestic and foreign apparel businesses to cater to the middle class retail market. Customers perceive two ends one with very expensive, high quality, stylish apparel and on the other end the inexpensive low quality apparel. Currently most of the fashion apparel manufacturers and retailers target to younger consumers.

M. K. Panthaki (2007) this article is penned by Shri M.K. Panthaki. He gives an overview of Garment Industry in India. Shri Panthaki observes that "The garment industry is gearing itself up for the next five years. By 2010/11, the industry has a vision to scale up exports to $. 23 billion with a corresponding increase introduction to meet the demands of the domestic market". "This would mean virtually a four-fold increase in production and heavy investment in additional manufacturing capacity as well as human resources. Direct labour is expected to increase from the current 36.5 lacs to 121.9 lacs by 2010/11, if this vision is fulfilled”. Finally he concludes by saying that "Taking into account the demand push on the economy and the prospects of a resurgent rural economy, the industry does not wish to be caught napping”.

Sunil Nair (2007) According to this report foreign investment and collaboration in India’s textile and apparel industry has increased significantly in recent years. The increase is attributable partly to the restriction of foreign direct investment (FDI) and partly to the fact that domestic demand for textiles and apparel in India is large and
buoyant. It also stems from recognition that the sector has strong export potential. While FDI in the textile and apparel sector has been modest in past years, there is now evidence of a major acceleration. Indeed, FDI inflows in this sector have roughly doubled every year since 2003—from Rs838 mn in 2003 to Rs 1785 mn in 2004 and Rs 3,462 mn (US$79 mn) in 2005. Foreign companies have been motivated to enter into collaborations with Indian firms by the increasing gains that can be made by producing brands in India and selling them into the Indian market. Indian companies have been motivated by the scope for gaining technical and marketing expertise from foreign partners.

The T&C sector is a major source of export earnings, government revenue and employment for most Asian countries. The elimination of T&C quotas due to the ATC expiry of the ATC has had a significant impact on the countries within the region. Due to their excessive reliance on the quota system and lack of preparedness to face a fully competitive trading environment in the post-quota period, some Asian countries have either experienced a significant loss or are in the process of losing their shares in the markets of developed countries (Adhikari, 2007). The post-quota phase has brought about some interesting trends in the movements of textiles and clothing products. The position of the European Union as the most favoured destination of T&C exports has been established, leaving the United States a long way behind.

Deloitte’s recent report, “The 2008 Global powers of retailing” it is observed that top 50 fastest growing retailers administer increased sales of an average of 28.7% over the time period of 2001-2006 which is, thrice more than top 250 retailers. This has been possible just by focusing on delivering of higher value of customer needs and by optimizing channel interactions. In the current situation possibility of mass marketing has lost its effectiveness because of tighter privacy laws. So in order to deliver a meaningful value proposition retailers should focus on demographic dichotomies (age, ethnicity, and income) as the demographic dichotomies will increase over the next decade.

Prof. N. V. H. Krishnan and S. Prasanna Venkatesh (2008) in their article cited that apparel led multi-national brands to explore and invest in the Indian market.

Jagannathan (2008) this industry profile helps to gain an insight into the evolution of the industry and competitive dynamics prevalent in the market. It discusses
the significant developments in the industry and analyzes the key trends and issues. The profile provides inputs in strategic business planning of industry professionals and this profile is of immense help to management consultants, analysts, market research organizations and corporate advisors.

Narayanan, G. Badri (2008)\textsuperscript{36} in this paper there has been examined the impact of phasing out of MFA quotas on Indian garment exports as an example of competitive labour intensive sector in an emerging market economy that has been recently facing removal of export restraints. Three different methodologies have been employed using a monthly data from 1992:11 to 2003:9: Perron’s (1989) methodology of testing for unit roots in the presence of trend break, split-sample test of trend-break hypothesis and intervention analysis. The major conclusion is that the WTO’s decision to phase out the MFA quotas has had a positive impact on the Indian Garment Exports. Perron’s trend break hypothesis does support this as a cause for change in intercept, while the split-sample analysis shows that there has been a structural transformation in terms of introduction of trend-stationary in place of difference-stationary. Intervention analysis shows that this effect has been positive, significant and long-lasting. This analysis implies that Indian apparel sector may benefit from the phasing out of MFA quotas.

The Indian textiles and apparel industry has taken a significant share of world trade. During 1980s, the industry showed a significant growth. Exports recorded at a compound growth rate of 22% annually and it was as high as 32% during the period of 1985-86 to 1989-90. India’s garments exports have also shown a steady increase during 1990s and 2000s, especially to the US. India exports about US$ 14 billion of garments products, and experts predicted that this figure would reach over US$ 50 billion by 2010, which is about four times the current figure. From 1990 to 2003, the average growth rate of Indian textile and apparel production was 5%. Furthermore, this figure has been predicted to be as high as 15% after 2005.

Harpreet Singh and Narinder Kaur (2008)\textsuperscript{37} in their study stated that retailing is one of the building blocks of Indian economy. In post liberalization, Indian retail markets have undergone an immense transformation and its main factor is attitudinal shift of the Indian consumer in terms of “Choice Preference”, “Value for money” and the emergence of organized retail formats. While organized retail in India is only two percent of the
total US$ 215 billion retail industry, it is expected to grow 25 percent annually, driven by changing lifestyles, strong income growth, and favorable demographic patterns.

CRISIL Ltd. In “Readymade Garments Annual Review, 2008” estimated the overall (domestic and exports) readymade garments to reach Rs 2,428 billion by 2012 from Rs 1,335 billion in 2007 – a CAGR of 12.7 percent. The coverage of readymade garments includes men’s apparel like shirts and trousers amongst others, and women’s apparels like salwar suits, churidars amongst others, and kid’s apparel. CRISIL Research Cutting Edge, in their regular coverage on Readymade Garment Industry mentioned that Domestic apparel market is expected to grow 9.7% CAGR from 2010 -2015. In this report Mr. Sidhar C, Head CRISIL research says that domestic apparel market can be classified into rural and urban segments. He said that 70% of the total population resides in rural areas thus contributing 55% to the Total Readymade Garment Industry. On the other hand, though the urban population, its contribution to the readymade garments sales slightly to increase over the next 5 years. The report concludes that by 2015, the domestic apparel market is expected to reach Rs 1,905 billion, translating into a 9.7 percent CAGR.

Data Monitor (2009) Apparel is the fastest growing segment in the organized retail sector with highest number of domestic and foreign brands in the market and increasing consumer willingness to pay for brand and quality.

Khosla (2009) this paper analyses existing literature on women’s employment in the ready-made garments industry in Bangladesh using a social exclusion framework. It finds that the impact of the industry on women’s exclusion is mixed. Women have greater economic independence, respect, social standing and “voice” than before. However, harassment and exploitation persists. Given the important changes that this industry is helping to bring into women’s lives, stakeholders should focus attention on making the industry a more humane and sustainable option for women.

Briana M. Martinez(2009) explored the impacts of shopping characteristics and perceived website quality on purchase intention from a private sales site. Data were collected from 164 female respondents who are members of at least one private sale website. Fashion leadership (two dimensions) bargain shopping, impulse buying, and hedonic motivations were the five shopping characteristics chosen, and it was found that impulse buying and bargain shopping were significant predictors of purchase intention.
Of the three dimensions of website quality found, ease of use was the only dimension of website quality to be a significant predictor of purchase intention. Furthermore, the relationships between shopping characteristics, perceived website quality, and purchase intention were tested and partially supported.

Sehgal, Dr. H. K., April (2009) Dr. H. K. Sehgal Elaborates that after months of gloom and hope against hope, some silver lining did appear on the horizon of Indian apparel export trade at long last with the January 2009 figures offering some ray of hope after recession. Garments exports grew by 5 per cent in January 2009 over the same month in the year 2008. When compared on a month-to-month basis, the increase was of the order of 11 per cent at $972 as compared to $871 million in December, 2008, as per the information available from National Centre for Trade Information. It was because of the fact that apparel exporters have all along been seriously complaining of Indian apparel being priced out of international market because of lack of support from the Government. In addition, Indian garment exporters also focused on markets other than the US and the EU the traditional export destinations. They made a concerted bid to aggressively market their products in West Asia, Africa and Australia where the Tsunami of recession had not impacted their economies as seriously as the US and the EU. The results were encouraging and did contribute to northward movement of Indian garment exports.

Goldar (2010) this paper identifies that post-1991 pro-market reforms in India are expected to reduce price-cost margins in industries, lower inter-firm productivity dispersion, increase export intensity of firms, and cause changes in the size structure and industrial composition. But, barring the increase in export intensity, the other effects have not occurred or occurred only marginally, despite the reforms induced increases in import competition and possibly some intensification of competition among domestic firms as well. The industrial growth rate has not accelerated in the post-reform period compared to the 1980s. This seems less attributable to stalled reforms, than to infrastructure bottlenecks and demand deficiency.

Joshi et al (2010) the findings of this paper were that Indian garment industry has achieved a moderate average TFP growth rate of 1.7 per cent per annum during the study period. The small-scale firms are found to be more productive than the medium- and large-scale firms. The decomposition of TFP growth into technical efficiency change
(catch-up effect) and technological change (frontier shift) reveals that the productivity growth is contributed largely by technical efficiency change rather than by technological change.

Khare et al. (2010)\textsuperscript{45} the paper makes an attempt to identify the driving factors for adopting technology for making supply chains competitive. It explores the adoption of Information Technology (IT) in Indian clothing retail supply chains, the information accessibility prevalent in the Indian supply chains. Primary research was conducted on the various ready-made clothing/garment retailers and the IT use levels were identified in the supply chain. The current business dynamics have led to the adoption of technology for various business strategies. The inter-play of factors like globalisation, technology, outsourcing, supplier collaborations and customer relationships are fuelling the drive towards efficiencies.

Iftikhar et al. (2011)\textsuperscript{46} study explores the significance of social class and its relation with consumers buying behavior. Whether this phenomenon is real or a myth, it is checked by review of literature, which supports that social classes have an impact on consumers buying behavior and it is a reality not myth. Relationship between status, education, occupation and income is examined which in turn cause an effect on social class and depict consumers buying behavior. Based on previous research studies it reveals that social classes are real and consumer’s buying behaviors differ according to their position in the society. On the basis of classes people have different buying preferences. Further discussion is made on managerial implications and future research in this area.

Saini (2011)\textsuperscript{47} this paper examine the implications of non-tariff measures (NTMs) on firms' international business operations through a survey of India's textiles and clothing exporting firms. The main objectives were to identify and assess the impact of NTMs, and analyze the cost incurred in complying with them. The results reveal that the EU and USA-based buyers are more restrictive with significantly higher NTM incidences. The technical barriers, product and production process standards, and conformity assessment requirement for technical barriers are the widely used NTM categories. The compliance expenditure may vary according to firm size, and an inverse relation is revealed by this study. The larger and smaller firms demonstrate important differences in compliance due to their varying resource endowments. Further, the
regression results suggest that the US and EU markets and firms’ product profile/type are an important determinant of compliance cost.

Chaudhary(2011)\textsuperscript{48} the paper focuses on the changes in the Textiles exports of different countries after the MFA (Multi Fiber Agreement). Special focus is on the Indian Textiles Industry and its position in the world in terms of textiles and clothing exports. The paper explores the changes in the exports and profits of the Indian textiles exporters. Further it investigates the role of FDI in the industry and what Indian Government is doing for the promotion of the industry. It was presented that India has emerged as a major sourcing destination for new buyers. As a measure of growing interest in the Indian textile and clothing sector a number of buyers have opened their sourcing/ liaison office in India.

Lata et al (2011)\textsuperscript{49} The study was conducted in Hisar city of Haryana state and its surrounding villages to find out the preferences of rural mothers while selecting garments for the pre-adolescent boys and girls. For that purpose, eight retail stores offering kids wear were visited. It was found that fifteen types of dresses were available for both the sexes. The preferences for garments were taken from 100 rural women. \textit{Salwar-suit} and \textit{pyjami-suit} were found to be the most preferred dresses for girls by rural mothers while for boys’ \textit{pantshirt} and \textit{kurta-pyjama} were most preferred.

Gupta (2011)\textsuperscript{50} this paper explores the parameters which is responsible for the decrease and increase of export and import of textile and decrease in market share. The paper suggested textile sector is having consistently high export performance but quite less import intensity. Due to its inherent potential of creating millions of jobs (the highly labour intensive industry) and earning foreign exchange through increased exports, Government is pursuing ‘garment led growth’ strategy which would also boost the prospect of upstream segment of the industry like spinning, weaving and processing. Further, elimination of global textile quotas under the Multi-Fibre Arrangement. With suppliers free to export as much product as they can to any destination, the Indian Apparel Export Industry will have the opportunity to increase the rate of growth of exports (and thereby the global market share) provided Indian Apparel Industry is able to perform better than the apparel industry of other competing countries.

Manveer K Mann (2011) in their thesis on “Assessment of Five Competing Forces of The Indian Apparel Industry: Entry and Expansion strategies for Foreign Retailers” concluded that the Indian apparel retail sector pose a relatively low level of threats of entry with a fast industry growth rate and growing income and demand for western brands. The author also suggests that the foreign retailers may penetrate in the younger urban consumer who is ready to buy and are aware of western brands. Foreign retailer must bring in the unique combination of western style with ethnic inspirations. Foreign retailers should also bypass disadvantages from the incumbent players by partnering with domestic retailers who have secured prime locations.

Dr. Shahid Alam (2011) in his thesis on “Marketing Strategies of Readymade Garments Industry of India” stated that the success and failure of any business depends upon the effectiveness of Strategic Planning. It is therefore suggested that a review of controllable factors within the atmosphere of uncontrollable ones. He also suggested that a low cost product could be used to attract consumers, once relationship with consumer is established the organization can sell additional, higher – marginal products and services that enhance the consumer’s interaction with low cost product or service. He also stated that measurable marketing strategies should be adopted by the firm to reach marketing objectives.

In a report by GENESYS “Industry Strategic Guide” on “Customer Service Strategies for Retail Industry” it is considered that the changing demographics and Channel Preference Present New Challenges keeping costs down are difficult. So, market and consumer needs to be tackled more smartly. The report discusses the strategic role of contact in the retail. The paper introduces ten essential strategies one can use to realize this potential by improving the customer experience, leveraging cross-sell and up-sell opportunities, and promoting agent productivity and satisfaction. These strategies include
facilitate integrated and consistent cross-channel interactions, offering an intelligent customer front door, developing an initiative proactive contact with customer, making more effective use of customer data and segmentation, leveraging demographic profiling to establish customer intimacy, offering live agent assistance on websites, handling costs more intelligently, training temporary agents with scripting or E-learning, pursing open IP migration and boosting agent through Interaction blending.

Hui-Chu Chen and Robert D Green (2011) in their article on “Brand equity, marketing strategy, and consumer income: A hypermarket study” examined the relationship of consumer demographics, hoping behavior, and the marketing activities that can influence customer-based brand equity. For their research paper they selected a sample of 435 hypermarket shoppers are classified into three income segments of high, middle and low. With the help of statistical tools like ANOVA and Multiple regressions the authors reached to the conclusion that low income group customers are more prone to the advertising as compared to people with high income groups. It is also observed that high income shoppers consider higher store image perception as compared to other two segments.

In a report by National Skill Development Corporation “Human Resource and skill requirements in the organized retail Sector-2011” mentions that Apparel and industry retailing is the largest segment of Organised retailing in India. It is further mentioned that both the basis of segmentation i.e. consumer characteristic personal and consumer product response holds a strong weight age. It is mentioned that major segments are based on Gender, age, Use and occasion (Formal, Casual, Bridal, Sportswear, Uniform, etc.) Marginal reduction is observed in Private Final Consumption Expenditure during the year FY 2008 (4% to 3.8%). The fastest growth is experienced in premium range across apparel segments both in volume and value. Brands like Big, Bazaar and Vishal Mega Mart contributed to the largest proportion of these total sales. Global players like Guess, Gas, Levi’s, Benetton, Gucci, Marks & Spencer also find apparel segment as the most lucrative segment in terms of growth. The Major Indian players like Arvind Brands, ITC, Koutons and Raymond holds maximum share of sales in this segment.

Nagasimha Balakrishna Kanagal, Chandan Kumar Behera and Satprem (2011) in their article on Branded Apparel Penetration beyond Metros mentioned about the
“look good – feel good” concept amongst today’s youth. They analysed potential and suitable target segment should be kept in mind while framing the marketing strategies so that scope of branded apparels beyond metros could be explored. They further revealed that this will enable leading players to make huge profits with reduction in cost of labour, influence youth and gain foothold in this markets.

Ashis Mishra (2011)\(^{58}\) in “Measuring Retail Productivity in Indian Context” mentioned that apparel and lifestyle stores with different sizes and in the same area are potentially different in their productivity. He also developed a model that can enable individual stores to increase their sales. He determined various output factors that influence the retail productivity. These output factors are a.) The Products/items/merchandise available for selling in retail store, b.) The service components associated with the merchandise in the retail store.

Lejniece (2011)\(^{59}\) in her study determine the factors which affect the behavior and decision making of consumers when assuming credit liabilities. The questionnaire was used to reveal the motivation of consumers’ behavior regarding credit liabilities. The data obtained during the research process about the parameters of this phenomenon characterize the each part of the unit analyzed. Consumer behavior and decision making process is affected both by internal and external factors. The group of internal factors comprises psychological and personal factors of consumer behavior. The group of external factors affecting consumer behavior comprises social factors, which influence the decision of the consumer to assume credit liabilities.

Satya S(2011)\(^{60}\), in an article on In-Store Promotions and Its Effect on Apparel Purchase touted that Indian retail sector is poised for growth and in-store is going to be the place where customers will take decision to spend or not to spend their money. As for apparel purchase, multiple factors influence the final decision on buying. Through this study, an attempt is made to find out the effect of in-store promotions and its influence on purchase of apparel by customers. Hence, the objectives of the study are set: to find out the customer’s purchase intentions and actual purchase in the context of apparel buying; to find out the most effective in-store promotions that induces purchase of apparel. The study was conducted in two Reliance Trend outlets in Bangalore City, India. 750 customers were intercepted after their shopping with questionnaires. Analyses of data reveal that in-store promotions results in 87 percent of unplanned purchase in
apparel buying. 80 per cent of the customers seek to visit the “Best buy” section within the store and in-store display of large photographs induce trials of the same design to the tune of 72 per cent. When translated to money terms a customer spends Rs 400 to Rs 1200 on apparel, which was not in the planned list prepared before visiting the store. Hence, in-store promotions are effective means to induce on the spot buying decisions amongst customers especially in apparel purchase.

Mann et al (2012)\textsuperscript{61} this paper attempts to find out not only the youths inclination towards MBO (Multi brand outlets) rather to figure out how Urban and Rural Youth responds to these MBO spread across India. The purpose was since, India happens to have an organized garment and apparel sector comprising of garment manufacturers, exporters, suppliers, stockists and wholesalers, over the years this sector has been instrumental on earning foreign exchange for India. The paper identifies that more and more quality fabrics from India is making waves across the fashion world, wider acceptability is because of the fact that they have a traditional touch, durability, quality and beauty. However with the advent of fashion conscious culture, and the entry of the global brands in India, the youth is getting more attracted towards such fashionable labels.

Mezzadri A. (2012)\textsuperscript{62} the paper focus was on the experience of two important garment producing areas in India, Delhi and Bangalore, shows that labour codes have limited impact on improving working standards. This is due to a sharp mismatch between codes of conduct and the effective ‘codes of practice’ imposed by firms to deploy labour and organise the labour process. Firstly, codes are mainly elaborated as factory-based regulations, and are inapplicable to non-factory realms of production. In Delhi, armies of urban and rural home workers are employed in highly complex production networks. Secondly, even in the factory-based realm of production, codes are only designed to target a workforce enjoying permanent status. However, in the Indian garment sector, the very meaning of ‘permanent work’ is currently being challenged by exporters in new innovative ways. In Bangalore, exporters engage in different processes of feminisation and re-feminisation of the factory workforce in order to minimise their responsibility towards labour. The analysis shows how local architectures of production crucially mediate the impact of given formal regulatory measures. Moreover, it also highlights how the firm can effectively be used as a fundamental prism through which to study labour and labour standards.
Anuj et al (2012)\textsuperscript{63} this case study was based on export marketing strategy with special focus on developing strong buyer (customer) relationships and the associated challenges of a trading company, The Handicrafts and Handlooms Exports Corporation of India Ltd (HHEC). The corporation primarily engages in export of handlooms and handicraft products from India. Since 2005-06 the corporation has been incurring losses and it was only in 2010-11 that the corporation has registered a positive net profit. The purpose of the study was to understand the appropriate strategies for buyer retention; to understand appropriate promotion strategies of non-essential items like handicraft, handloom and carpets; and to help students in making decisions for export marketing like understanding product characteristic, development of samples, procurement of products, vendor management, and pricing decisions.

Shah (2012)\textsuperscript{64} this paper studies the evolution of FDI from being a small component of total industrial investment in India to becoming a major economy booster. It observes the changes in its composition, factors that attract it and effects of its fluctuating behavior on the Indian exports. Regression analysis is the primary statistical tool employed to determine growth rates and relations between economic variables.

Abebe et al (2012)\textsuperscript{65} in the discussion paper examines what types of entrepreneurs participated in a managerial training program held in Ethiopia, who benefited more from the program, and who had better management knowledge before the program. They find that highly educated entrepreneurs were more willing to learn about management, more knowledgeable about management, and gaining more from the training program, but that such simple relationships are missing among entrepreneurs operating larger enterprises.

Rana et al (2012)\textsuperscript{66} the impulsive buying occurs when an individual makes an unintended, unreflective, and immediate purchase. The objective of present study was to investigate the effect of Education, Income and Gender on the impulsive buying tendency among Indian consumers. A total of 450 shoppers at a selected authorized retail outlets and shopping mall in Patiala served as the sample. Descriptive data analysis was done to compute frequencies for each of the variables under study. ANOVA test at 5\% level of significance was used in the study which shows that Education and Income of the consumers were more likely to influence impulsive buying than the Gender of the
customers. Retailers may use the findings of the study to improve their merchandise assortment and improve the shopping environment.

Nasir et al (2012)\(^6\) studied that there is a boom in textile industry of Pakistan. Apparels produced in Pakistan are becoming popular amongst local women. Added to this trend is the growth of usage of Social networking sites amongst the women of Pakistan alongside social interaction in person. This research also focuses on the buying behavior of women in Pakistan. A study has been carried out on 200 female respondents from the city of Lahore in Pakistan. The results indicate that women of Pakistan consider traditional word of mouth to be more authentic than social media for making purchase decisions related to their apparels.

Shetty et al (2013)\(^6\) the paper studies the perceptions of exporters in Bangalore towards the opportunities and threats in the post-MFA global textile and clothing trade. The data for the study is collected from a sample of one hundred export-oriented textile and clothing units based in Bangalore through a structured questionnaire. The results showed textile and clothing industry in Bangalore, which houses some of the largest Indian export houses. The abolition of the quota regime under the WTO in 2005 has opened up the global textiles and clothing arena for exporters in Karnataka, with its adequate raw material base complemented with state-of-the-art infrastructure facilities and skilled manpower supply.

Rassolpur et al (2013)\(^6\) this empirical paper attempts to study the leverage decisions of Textile & readymade garments industry of the Indian corporate sector. The study is limited to top 19 firms from Textile & readymade garments out of top 500 manufacturing firms selected on the basis of the turnover for the year 2004-2005 which covers the time span of eleven years commencing from 1995-96 to 2005-06. The study reveals that around half of the companies (47.29 percent) in this industry are in 0-100 percent capital structure range which means that these companies are using lesser amount of debt capital as compared to their own capital in their capital structure which is below the well-established standard range of 2:1 during the study period. It is found that one-third companies (33.50 percent) in this industry are in 100-200 percent capital structure range which means that these companies are using more amount of debt in their capital structure than their own capital but less than the well-established standard range of 200 percent (2:1) during the study period. Number of companies in this range is considerably
It has been observed that around one-fifth companies (19.21 percent) in this industry are lying in more than 200 percent capital structure ranges during the study period. Such companies are using debt beyond the well-established standard range of 200 percent (2:1) during the study period. Number of companies in this range is considerably more. It is also observed that 5.42 percent companies in this industry are in 190 to 210 percent (1.90:1 to 2.10:1) capital structure ranges which are nearing to the well-established standard range of 200 percent (2:1) during the period under study. Thus, the study reveals that in this industry, around half of the companies are following low degree leverage, one-third of the companies are following moderate degree leverage and rest of the companies are following high degree leverage in their capital structure during the study period. Overall, Textile & readymade garments industry is following moderate approach of leverage in their capital structure during the study period.

Bhat et al (2013) in the present study an attempt has been made to study various characteristics of Sunday market in the summer capital of Jammu And Kashmir State. The main aim was to study the quality and price structure of products sold in the market. Also special emphasis has been given to examine the job satisfaction of vendors and reasons for joining the Sunday market. With the help of interview schedules information has collected from 200 respondents. Our probe revealed that both second hand and good quality products were sold in the Sunday market at cheaper prices than normal prices. Also we found both sellers and buyers were satisfied in the market.

Saha (2013) in the paper presents that to establish a productive strategy trade deficit should have to be minimized or in other words, balance of trade as well as balance of payment should be directed into a positive manner in the context of economic development of a country like Bangladesh. It identifies the Government export policy, the export costs have become higher which somehow results the trade deficit. To minimize the export costs as well as to reduce the trade deficit, some suggestions have been outlined.

Kamal et al (2013) investigate the social and environment-related governance disclosure practices of a sample of textile and garment companies operating within Bangladesh. Using content analysis findings showed that the disclosure of governance information lags behind general corporate social responsibility disclosures, and the textile and garment companies of Bangladesh disclose information about their
governance practices in order to secure/maintain legitimacy and/or to meet community expectations. However, the governance disclosures still fall short of what would appear to be expected by the international community, and despite ongoing international concerns about workplace conditions and associated safety, the results suggest limited accountability and transparency in relation to social and environment-related governance practices within a developing country context.

Hoque (2013)\textsuperscript{73} study was based on the idea that how consumers perceive the quality of Bangladeshi-made clothing apparel in general and their attitude towards Bangladeshi-made versus imported apparel from major importing countries namely India, China, and Thailand. Both qualitative and quantitative measures have taken to analyze the data. Qualitative data was collected by semi-structure interview method and for this judgmental sampling was applied. On the other hand, quantitative data was collected through questionnaire and as a technique stratified random sampling was applied. Data was then analyzed using paired t test. Results indicate that country of origin effects is not as strong as it is expected and fairly vary with age and education status of consumers. The apparel from Bangladesh are perceived to be expensive than that of India, China, and Thailand. The results revealed that if Bangladesh continues imposing more VAT on fabrics import and restrict fabric sales inside the country by garment factories, the direct and more challenging competition will come from India, in comparison to China and Thailand.
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