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**Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India  
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.isrj.net**

**A ROLE OF RURAL OUT SHOPPERS IN ORGANIZED TEXTILE AND APPAREL RETAIL SHOW ROOMS IN URBAN AREAS.**

**V.P.Karthikeyan & M.Sekar**

Assistant Professor, School Of Commerce, RVS College of Arts & Science, Coimbatore.  
Assistant Professor in Commerce, CBM College, Coimbatore.

**Abstract:** Appearance is the most important factor in our daily life style. In current society a person appearance, dressing and clothing does matter a lot. Dressing sense is said to be the reflection of a person's personality as well as it reflects the occasion for which the individual person attends. Depending upon this people differ in tastes, cultures and behavioral of works. Basing on this concept of dressing sense and importance on clothing and occasional wears with reference to fashion there is a huge competition in market. Apparel being the second largest category in the Indian retail business is witnessing a transition towards organized retailing that means the business models are being affected by the way they do business. The retail sector in India is witnessing a huge revamping exercise as traditional markets make way for new formats like large organized multi-branded stores, discount store formats and specialty stores.

With increasing competition, retailers strive to ensure that their stores are appealing to their target markets. As retailers are finding it increasingly difficult to create a differential advantage on the basis of merchandise alone, the store itself plays an important role for market differentiation. Various empirical studies have identified seven factors that influences the buying behavior of apparel buyers' such as: recreational and shopping conscious, favorable attitude towards urban shopping environment, enjoy shopping, price conscious, comparison shopping/complainer, perfectionist, high quality conscious. Thus, the retailers marketing strategists has to concentrate on the seven factors so as to attract the migrant rural population or out shoppers.

**Keyword:** Out shopping, organized retailers, Cloth & Apparel Market, Growth of Rural Areas.

**INTRODUCTION OF CLOTHING**

Clothing is an important element in everyday human lives and its interaction with others. It can transmit a vast array of meanings such as identity, value, mood, and attitude. Today in this consumer-based society, clothing has become an indispensable part of us. Every day individuals spend some amount of time to decide about clothes they wear, and a lot of time goes in decision-making while selecting and purchasing clothes. Consequently, retailers today aim to differentiate themselves by outperforming their competitors and attract the customers both from the urban and rural areas.

Clothing refers to any covering for the human body that is worn. The wearing of clothing is exclusively a human characteristic and is a feature of nearly all human societies. The amount and type of clothing worn depends on functional considerations and social considerations. In some situations the minimum amount of clothing may be socially acceptable, while in others much more clothing is expected. Clothing can serve as protection from the elements. Clothes can also enhance safety during hazardous activities such as hiking and cooking, by providing a barrier between the skin and the environment. Further, clothes can provide a hygienic barrier, keeping toxins away from the body and limiting the transmission of germs.

**ROLE OF RETAIL BUSINESS IN INDIA AND GROWTH**

Retailing is the interface between the producer and the individual consumer buying for personal consumption. The retail industry in India is of late often being hailed as one of the sunrise sectors in the economy. Trade or retailing is the

single largest component of the services sector in terms of contribution to GDP. Its massive share of 14per cent is double the figure of the next largest broad economic activity in the sector.

The retail industry is divided into organized and unorganized sectors. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc. Unorganized retailing is by far the prevalent form of trade in India constituting 98per cent of total trade, while organized trade accounts only for the remaining 2per cent. Internationally India's retail sector ranks fifth, growth wise. It is one of the most attractive sectors for investment and in fact is one of the reasons for India to recover from recession so quickly. India has one of the largest numbers of retail outlets in the world. Each sector of the Indian economy is witnessing exponential growth with retail developments taking place not only in major cities and metros but even in other so called 'rural' areas.

Prospects in Indian Retail Sector" estimated that; in the second quarter of financial year 2009-10, income of the retail sector grew up by 7.2 per cent over the corresponding period of last year whereas according to last five years performance of the retail sector, the retail sector income would grow up by 22.7 per cent and 30.25 per cent in the third and fourth quarter of the financial year 2009-10. The Study

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noted that the share of retail trade in the country's gross domestic product (GDP) was between 8–10 per cent in 2007. With strides of development in the organized retail segment, its share has risen to 12 per cent presently. The overall size of Indian retail sector has been estimated to grow by USD 55 billion in 2010, at a compound annual growth rate (CAGR) of 5.5 per cent, to become USD 410 billion market by 2010. Also, organized retail, which currently accounts for nearly 5 per cent of the retail market, is pegged at around USD 9.23 billion and expected to grow at a CAGR of 2.3 per cent to touch USD 13 billion by 2010.

**Growth of Indian Clothing and Apparels Sector**

Apparel, is the second largest retail category in India. Retail boom in India continues to stimulate consumer demand for apparels and is estimated to grow at the rate of 12-15 per cent annually in terms of growth in rupee value. In fact, reflecting the huge opportunity in this segment, AT Kearney's 'Retail Apparel Index' ranks India as the third most attractive market for apparel retailers. According to the Confederation of Indian Industry–Ernst & Young Textiles and Apparel Report 2007, the Indian sourcing market is estimated to grow at an annual average rate of 12 per cent from an expected market size of US\$ 22 billion-25 billion in 2008 to US\$ 35 billion-37 billion by 2011. More international brands have started queuing up to source from India, through vendors or wholly-owned units. German kids wear brand Kanz, Ireland's biggest linen manufacturer Baird McNutt, and Finnish textile major Ahlstrom are buying into the India garment story. Consumer spending on apparel in India has grown over the last five years, touching the global benchmark of 5 per cent of the total income, according to Consultancy firm MC Kinsey. Growth in consumer spending has been sustained on the strength of macro-economic fundamentals. Economic recession has, however, indirectly helped India to retain some of its exports in the EU and US market. The latest import data from both the countries seem to substantiate the fact. In the wake of depression, US which was earlier sourcing from Mexico and Central and Latin America is moving to Asian countries particularly from China and also India and other countries. EU which was concentrating mainly from other EU countries has also taken the same strategy of moving towards Asian region.

**Rural Area:**

Rural areas or the country or countryside are areas that are not urbanized, though when large areas are described country towns and smaller cities will be included. They have a low population density, and typically much of the land is devoted to agriculture. The degree to which areas of wilderness are included in the term varies; very large wilderness areas. The peoples living in rural areas they are calling rural peoples and rural consumers.

**The following table will show population level in rural areas.**

2011 census	Total population	Rural population	Urban population
India	1,21,01,93,422	83,30,87,662	37,71,05,760
Tamil Nadu	7,21,38,958	3,71,89,229	3,49,49,729

From this we conclude that most of the population located in rural areas. In India 68.84% of peoples, in Tamil Nadu 51.55% of peoples are living in rural areas.

**Rural Marketing:**

Rural Marketing is defined as any marketing activity in which one dominant participant is from a rural area. This implies that rural marketing consists of marketing of inputs (products or services) to the rural as well as marketing of outputs from the rural markets to other geographical areas.

**Rural Consumer:**

A rural consumer is an end part of a business. Consumer satisfaction is a big challenge of apparel and clothing retailers because attitudes, behavior, taste, preference, needs and wants of consumers change day by day due to urbanization, changes in fashion, trends and migration etc. In this context, it is very essential to study in detail about the rural out shoppers buying behavior, influencing factors, perception and satisfaction.



**Out shopping:**

Shopping area preferences are reflected in the phenomenon known as out shopping. It occurs when consumers shop outside their local trade area. Out shopping enjoys a rich research tradition primarily due to the potential negative effects of loss of retail revenue from one area to another. In lieu of the detrimental effects of out shopping, retailers who want to attract out shoppers must understand these target audiences and adapt their operations to changing consumer shopping attitudes toward shopping. Consumer market for fashion apparel has become more diverse by designer brands, store brands, personalization, advertising, and ethnicity in the global marketplace. In order to attract the consumers and to beat their competitors, the various textile retailers both large scale and small scale retail outlets are introducing various marketing strategies to induce the consumers to buy their products.

**Factors Influencing Rural Consumers for Out shopping**

The following factors are highly influencing the behavior of the consumers at the time of shopping of clothes and apparel products

1. Shopping environment
2. Branding
3. Large collections
4. Leisure activities
5. Convenience
6. Credit facilities
7. Advertising
8. Location
9. Services after sale
10. Price

	<p>Indian Streams Research Journal <span style="float: right;">ISSN 2230-7850</span>  <span style="float: right;">Volume-3, Issue-6, July-2013</span></p> <p><b>Three Phases in Selection of Apparels</b>  The following three phases is the key tools of cloth decision making process</p> <ol style="list-style-type: none"> <li>1. Interest phase</li> <li>2. Trial phase</li> <li>3. Decision phase</li> </ol> <p><b>1. Interest phase-</b> It is influence by factors such as Colour, Styling, and Fabric.  <b>2. Trial phase -</b> It is influence by fit, styling and appearance  <b>3. Decision phase-</b> It is mostly influence by positive reasons like fit and Appearance, price, quality.</p> <p><b>Reasons for Success of Organized Urban Retail Show Rooms (Textile and Apparel products) in Rural Areas</b></p> <ol style="list-style-type: none"> <li>1. Branding-branding play the key role in fabric world, today's brands are more visible then those in the past. They are every where on the TV hoardings, posters and print media. A number of the people visit the show room with a brand in mind because the quality and comfort of that brand are suitable for them.</li> <li>2. Advertising-advertising is the key media for boom the textile market. Advertising has maximum impact in creating brand awareness. Advertising is the media to fill the gap between new products and rural areas.</li> <li>3. Fashion and innovative products-highly fashion involved consumer is also the heavy clothing fashion behavior.</li> <li>4. Status conscious –many of the peoples think shopping will express their status, education and culture. Out shopping purchases tend to be for higher visibility and specialty products.</li> <li>5. Migrate of the peoples from rural to urban areas, marriages, friends, relatives, surroundings will introduce new fashion and trends to the rural peoples.</li> <li>6. Economical factors are highly influencing the buying behavior like price, discount, and promotional activities, Price coupons, cash and trade discounts.</li> <li>7. The consumers are over all satisfied with the multi channels for information such as promotion, style, trends, and merchandise availability of apparel products.</li> </ol> <p><b>Reasons for Failure of Local Showrooms in Rural Areas:</b></p> <ol style="list-style-type: none"> <li>1. Most of the rural consumers are not satisfy with local showrooms because of poor environment, minimum collections, lack of new fashion arrivals etc.</li> <li>2. In India a sizeable number of persons migrate from rural to urban in search of job opportunities, work, education, marriage and personal reasons.</li> <li>3. Now days out shopping behavior becomes a status and prestigious concept so they are not ready to prefer local shopping.</li> </ol> <p><b>CONCLUSION:</b>  Advertisement and branding are the key factors in rural areas. Now a days Most of The rural consumers have a strong awareness regarding the fashion and fabric changes. The satisfaction level of rural consumers based on trust,</p> <p>response, discounts, quality and service. But still few of the rural consumers are more price-conscious, less product innovative and suspicious about mass advertising and non-brand conscious when compared with urban consumers. From this we conclude that majority of the rural consumers preferred organized retail cloth showrooms due to the reason of brand, collection, environment, availability and fashion oriented.</p> <p><b>REFERENCE:</b></p> <ol style="list-style-type: none"> <li>i. Population data-Census India.Gov.in</li> <li>ii.Rajagopal (2010), Consumer Culture and Purchase Intentions towards Fashion Apparel, Working Paper, MKT-01-2010, EGADE Business School, Monterrey Institute of Technology and Higher Education, Mexico</li> <li>iii. Stephen S. Batory (2007), Developing a retail strategy for an upscale target Audience: The influence of out shopping and store Image attributes on store visits, University of Scranton Anne Heineman Batory, Wilkes university</li> <li>iv. The textile apparel and clothing industry in India-ACE Global private limited, New Delhi, India</li> </ol> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 45%;">  <p><b>V.P.Karthikeyan</b>  Assistant Professor, School Of Commerce, RVS College of Arts &amp; Science, Coimbatore.</p> </div> <div style="width: 45%;">  <p><b>M.Sekar</b>  Assistant Professor in Commerce, CBM College, Coimbatore.</p> </div> </div>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);"> A ROLE OF RURAL OUT SHOPPERS IN ORGANIZED TEXTILE AND APPAREL RETAIL SHOW ROOMS IN URBAN AREAS.  V.P.Karthikeyan , M.Sekar </p>
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