

# CONSTRAINTS AND CHALLENGES – A STUDY OF MERCHANDISERS IN GARMENT INDUSTRIES

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## ABSTRACT:

In India the Tirupur District plays a competitive advantage towards the creation of textiles in the garment sector. The role of Merchandiser acts as the important factor in Garment industries. Merchandisers are the person who integrates the assessment of raw material fabric production and formal apparel production. Merchandising is a process or function for what to buy and how to buy for sale. Merchandising is part of marketing process where 4 P's are required to complete the process of marketing such as Product, Price, Place/distribution and Promotion

The present study is conducted in tirupur garment industries about the constraints and challenges of the merchandisers in the tirupur city. This study helps to know the factors which influencing the problems faced by the merchandisers in the tirupur city. From this critical analysis the researcher had gained a lot of practical knowledge about the merchandiser's challenging work in the garment industry by using the tools like Percentage Analysis and chi – square to interpret the results and the suggestions was given to the merchandisers to motivate in their career of the garment industries.

**KEY WORDS:** Merchandisers, constraints, Garments, Challenging, Industries.

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## INTRODUCTION:

The merchandisers in Garment industries observe the sample given by the buyer and execute the work in the organisations such as depending upon the size of the order the garment merchandisers co-ordination the sources of production, raw material, yarn fabric, fabric conditions and quality methods. The Professional qualities of a Merchandiser are Should have computer skill, Good communication skills written and verbal, Good knowledge in mathematics, Always be Courageous and Active, Knowledge of different fabrics, Knowledge on Garment production, Knowledge on washing, Knowledge on banking, commercial, shipping, Need to have at least a related training, Other important qualities are – able to take high mental pressure, and must take responsibility for task undertaken. In garment industries the merchandiser is the person who integrates the assessment of raw material, fabric production and formal apparel production. The merchandisers face the continuous change of fashion and its trends necessitated garment merchandisers in the level playing field.

## Merchandising and interdepartmental relations:

In the Garment industries the merchandiser plays major role in order execution. They need to interact with the whole organization. The major departments in factory with whom merchants work closely is depict the below diagram.

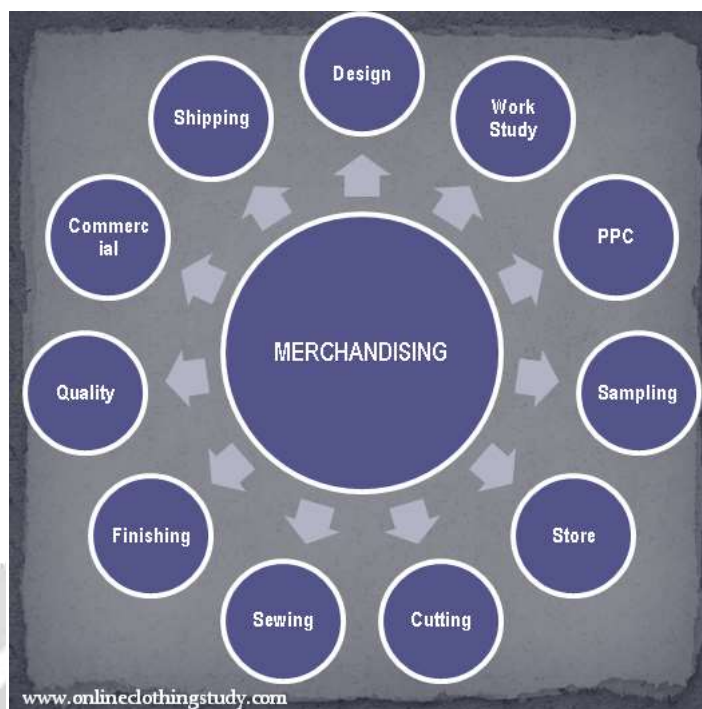


Fig-1

#### REVIEW OF LITERATURE:

- Bezawada et al (2009), in their study of the impact of display management strategies on demand, propounded that aisle and display placements have noteworthy effects on cross category sales as compared to those influenced by marketing mix variables.
- Ailawadi et al. (2009) sensibly organize this body of research into producers' promotion decisions, as it relates to retailers, and their promotion, the manufacturer primarily is concerned in using promotions to enhance the performance of its brands, whereas the retailer is more interested in boosting their own sales
- Dave and Sondhi (2007), in the article on retail digital signage argued that in-store advertising using digital signage can increase sales by targeting the emotions of customers. Point of purchase advertising also improves sales by displaying brands and providing details to the targeted customers at the time when they are in the mood for shopping, therefore improving the rate of desire purchasing in a retail outlet
- Ailawadi et al (2007), found that above 50 percent of improved sales in a retail store during a promotion are due to brand switching within the store.
- Kerfoot et al (2003), an efficient product placement strategy can maximize selling opportunities by creating a need, thus converting a browser into a buyer.

#### OBJECTIVES OF THE STUDY:

- 1) To study about the socio-economic conditions of merchandisers in Tirupur city.
- 2) To identify the challenges faced by merchandisers in the Garment industries.
- 3) To analyse the concept of problems faced by merchandisers in Tirupur Garment industries.
- 4) To portray the expectations of merchandisers in the Tirupur city.
- 5) To offer suitable suggestions for the merchandisers to improve their career.

#### STATEMENT OF THE STUDY:

The merchandisers are facing complex problems and rapidly changing fashion market place to update themselves with subtle changes in their target market and are actually sensitive to the marketing environment. The efficiency of the merchandisers plays an important role and solid apparel experience including the high analytical thinking and expressive creativity is important in Tirupur city. In these Environment, the researcher tries to find solutions the problems faced by the merchandisers in tirupur garment industries.

**SCOPE OF THE STUDY:**

This study is carried out only in Tirupur city by analysing the ability and efficiency of Merchandisers in the exports of garment industries. This research will identify the best Challenges of merchandiser in promoting garment exports and sourcing of orders for next season and risk taken by merchandisers. In the future this type of studies can be carry out in different sectors and various industries.

**LIMITATIONS OF THE STUDY:**

The research had the following limitations while conducting the study

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- 1) This study was carried out only among the exporters in Tirupur.
  - 2) The sample size was restricted to 100 due to time constraints.
  - 3) The sample was taken on the basis of convenience and therefore the shortcomings of the convenience sample may also be present in this study.
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**RESEARCH METHODOLOGY**

In this Article , the methodology of research is organised by collecting all the details regarding the research design, data collection instrument, sampling procedure, source of the data and statistical tool are also given.

**RESEARCH DESIGN**

Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research for gathering information.

**TOOLS FOR DATA COLLECTION**

A well structured questionnaire was designed to collect qualitative and quantitative data. The questions related to the objective of the study from a major portion of the questionnaire. It mainly consist of multiple choice questions, ranking , so that the respondent can answer easily by just putting a mark on any of choice of answer furnished. The questions are arranged in an orderly way so as to provide a logical progression.

**Sampling technique**

In this study, The Researcher used convenient sampling. In convenient sampling, a sample is obtained by selecting convenient population elements from the entire population

**SOURCE OF DATA - PRIMARY DATA**

The primary data are those, which are collected afresh and for the first time, and thus happen to be original in character. There are several methods of collecting primary data, particularly in survey and descriptive research. Some important ones are observation method, interview method, through questionnaire, through schedules etc. The data were collected through structured questionnaire.

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**STATISTICAL TOOLS:****PERCENTAGE ANALYSIS:**

The Percentage analysis is an effective tool to study the attributes of the respondents. Each response by the respondent to a particular statement is plotted into frequency table and quantified. The entire response to the statement is considered as 100 percent and each of the choice within the statement is measured as what percentage does it holds to the total response to that particular statement.

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$$\text{Percentage of respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$


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**CHI-SQUARE ANALYSIS**

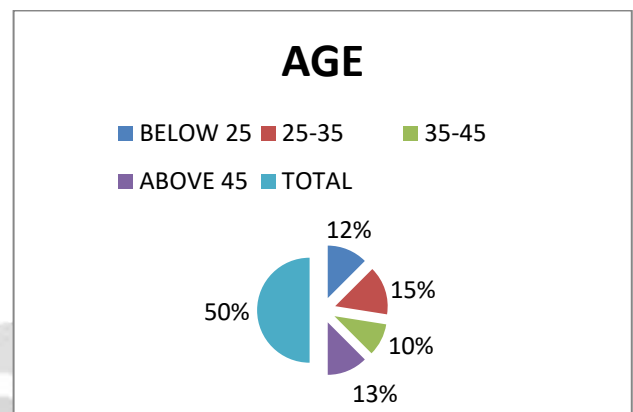
Chi-Square is a non- parametric test. This was used to find out the significance of relation between the factors that are compared.

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**PERCENTAGE ANALYSIS**

**AGE OF THE RESPONDENTS**

S.N O	AGE GROUP	TOTAL	PERCENTAGE
1.	BELOW 25	25	25
2.	25-35	30	30
3.	35-50	20	20
4.	50 AND ABOVE	25	25
	<b>TOTAL</b>	<b>100</b>	<b>100</b>



GENDER	STRONGLY AGREE	AGREE	NETURAL	DISAGREE	STRONGLY DISAGREE	TOTAL
MALE	35	35	0	0	0	70
FEMALE	25	5	0	0	0	30
TOTAL	55	45	0	0	0	100

**INTERPERTATION:**

The above table shows that 25 percent are below 25, 30 percent are from 25 to 35, 20 percent are from 35 to 50 and 25 percent are 50 and above

**CHI-SQUARE**

**Gender and Time factor Cross tabulation**

**H0 - There is no significant Association between gender and Time factor**

**H1 - There is a significant Association between gender and Time factor**

STATISTICAL TEST	CALCULATED VALUE	DEGREES OF FREEDOM	TABLE VALUE	HYPOTHESIS
Pearson Chi-Square	9.72*	1	0.004	Rejected

**Level of Significance 5%\*****INFERENCE:**

It is inferred from the above that the calculated value of chi square is greater than the table value. Hence the null hypothesis is rejected so there is a significant association between gender and Time factor.

**SUGGESTIONS**

In order to rectify the problems faced by the Merchandiser in Garment industries the Following suggestions was formulated by the researcher to the Garment industries.

- The Merchandiser should have the Field Knowledge effectively for forecasting in Garment industries.
- The merchandiser should get regular feedback from the buyer and it should be communicated to the employees in the organisation.
- The Communication Skill plays vital role for the Merchandiser to create effective rapport in the garment industries.
- Proper scheduling and documentation in the organisation should be maintained by the Merchandisers.

**CONCLUSION:**

In Tirupur the role of Merchandiser is very important to maintain the efficiency and coordinate all the activities of the supply chain in the production unit of the Garment sector. The garment merchandiser has to concentrate on both domestic and export markets offer enormous potential growth in coming years. As a garment exporting country India has the potential to achieve remarkable growth in the coming years. In this Analysis the Researcher analyze the challenges and constraints faced by merchandisers and the suggestions given to improve the role and retrieve the Deficiency factor of merchandiser in the garment industry.

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