

A STUDY ON REASONS FOR DEFICIT WOMEN MERCHANDISER IN TIRUPPUR TEXTILE INDUSTRY

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Abstract: Apparel and clothes merchandising refers to the buying and selling of clothes at any phase of the manufacturing and retailing process. Merchandisers must have completed a degree program that equipped them with business skills, and they also need a keen eye for fashion that will appeal to customers. In the garment industry, a women merchandiser is the person who integrates the assessment of raw material, fabric production and formal apparel production.

The present study is conducted in Tiruppur garment industry for women Merchandiser to balance the life and analyze the Deficit factor to assess the preference of women merchandiser. This study helps to know the factors which influencing the Problem faced by the women merchandiser. This study helps to the deficit of women merchandiser Tiruppur textile industry. From this study the researcher had gained lot of practical knowledge about the women merchandiser implementation in garment industry by using the tools like Percentage Analysis, Weighted Average and Chi-Square to identify the problems and the suggestions was given to improve the Women Merchandiser in Tiruppur city.

Key Words: Merchandiser, Deficit, Women, Garment, Industry.

INTRODUCTION:

Garment merchandisers analyze the demographic shifts, fashion trends and changes in competition according to the season prevailing. Depending upon the size of the order the garment merchandisers' co-ordinate the sources of production, raw material, yarn, fabric, fabric conditions and quality control methods.



Fig-1 work nature of garment merchandisers

In Garment industries the Women merchandiser is the person who integrates the assessment of raw material, fabric production and formal apparel production. The Women Merchandiser face the continuous change of fashion and its trends, necessitated garment merchandisers in the level playing field.

OBJECTIVES OF THE STUDY:

- ▶ To Analyze the concept of women merchandiser in Tiruppur Garment industry.
- ▶ To Asses the reason for Diminishing Women Merchandiser in Garment industry

- ▶ To Identify the factors to be concentrated by the Women Merchandiser in Tirupur Garment industry.
- ▶ To offer the suitable suggestions to improve the Profession of Women Merchandiser in Tirupur city.

STATEMENT OF THE PROBLEM:

The Women Merchandisers manage today's complex and rapidly changing fashion market place to update themselves with subtle changes in their target market and are acutely sensitive to the marketing environment. The efficiency and solid apparel experience indulge in high analytical thinking and expressive creativity. In these circumstances, the researcher tries to probe solutions to achieve ample orders for the Women Merchandisers in Tirupur Garment industries. The problem faced by Women Merchandiser in the Garment industry are taken by the Researcher and analyzing the factor of diminishing women Merchandiser in Tirupur city.

SCOPE OF THE STUDY:

The huge export orders of Tirupur are achieved only through the ability and efficiency of garment merchandisers. But when it is spelt out in the market, the entire credit is taken over by the garment exporters. Without the sincere efforts of women merchandisers and co-operation of labour, the dream of exports will never materialize in Tirupur. But the women merchandiser is not preferred. This research will identify the best potentialities of women merchandiser in promoting garment exports and sourcing of orders for the next season.

LIMITATIONS OF THE STUDY:

The researcher had the following limitations while conducting the study.

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

REVIEW OF LITERATURE:

Dinesh Hinduja ¹ He explained that the points out that the merchandiser is the communication link with the buyer and an exporter; merchandiser is the internal buyer for their factories for all purposes and contents. How well an enquiry or order is executed depends largely on how efficiently the merchandiser has worked within the system. As far as their factories go, specific areas of operation include skill and speedy handling of enquiries of samples; costing packages or enquiries received for which knowledge of fabric and accessories and their price quota costs and CM's (cut and make) of garment is a must; prompt follow-up for quality and for meeting buyer's deadlines and follow up for shipping details.

Saritha Hedge ² with her limited experience defines a merchandiser as a follow-up person who also has the ability to take decisions based on whatever information he has from various quarters to achieve the objective of supplying the product to the satisfaction of the buyer and the situation demands the knowledge of costing, designing, procurement and market. Each area of operations is as important as the other and something that may not seem important today if not followed or handled correctly could balloon into an issue tomorrow. A merchandiser also needs to adapt to different ways of working as customer needs are changing regularly and a good merchandiser must adapt to these changes.

Sonya ³ she explained about the opinion that a merchandiser is one who performs and delivers quality more faster on the salary scales when compared to the others who are not very aggressive. Although the social status has improved over the years, according to her, it depends on individuals, and how aggressively they want to take their job responsibility by stretching themselves.

Ashok Kunna ⁴ He observed that the points out the effective co-ordination between merchandiser and quality control for timely deliveries. The merchandising department has three basic areas namely "sourcing" and "development sampling" and

“production”. To discharge these duties efficiently, the merchandiser needs to inculcate certain skills in sourcing, develop an eye for new concepts, for product developments and create producers for timely deliveries.

Colombe Nicholes ⁵ He identified that he observes that in the past, merchandising was very removed from dealing with buyer and merchandise managers in stress. Today, sales and merchandising review with store executives merchandise opportunities that can be added to store assortments. The report highlighted that Merchandising balances the styles in the line and is responsible for getting quick costs.

RESEARCH METHODOLOGY:

The primary methods of data collection that is questionnaire technique was used to collect the data required. The number of Respondents include both male and female. Convenience sampling method has been adopted under the non probability sampling technique and about 100 samples have been collected for the study.

RESEARCH DESIGN: A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

DESCRIPTIVE RESEARCH: Descriptive research is designed to describe something, such as demographical characteristics of merchandiser in Tirupur textile industry. It deals with determining frequency with which something occurs or how two variables vary together. This study is also guided by an initial hypothesis.

SAMPLING SIZE: The study was conducted towards merchandiser. The size of the population is 100 and the survey was conducted in Tirupur city.

SAMPLING METHOD: Convenience sampling was adopted in the research work under non-probability sample method.

PRIMARY DATA & SECONDARY DATA: To achieve the objective of the study, the primary data have been collected through questionnaire. This questionnaire aims to gather information related to women merchandiser view and observations (satisfaction). The secondary data means already available data. (Books, library)

STATISTICAL TOOLS USED:

a. PERCENTAGE ANALYSIS: The percentage procedure provides statistics and graphical displays that are useful for describing many types of variables. The percentage procedure is a good place to start looking at your data.

$$\text{Percentage analysis} = \frac{\text{No of respondents}}{\text{Total no of respondents}} * 100$$

b. WEIGHTED AVERAGE ANALYSIS: The weighted average method, where the importance of the items varies, it is essential to allocate weights to the items. Thus weight age is a number standing for the relative importance of the items.

Weighted average can be defined as an average of component items.

$$\text{Weighted average} = \frac{\sum wx}{\sum x} * 100$$

c. CHI- SQUARE ANALYSIS:

Chi – Square is a non parametric test of statistical significance for bivariate tabular analysis. Non parametric test, like chi – square, is a rough estimate of confidence. Chi – Square is used most frequently to test statistical significance of results reported in bivariate tables is integral to interpreting the results of chi – square test. This was used to find out the significance of relation between the factors that are compared. The quality χ^2 describes the magnitude of discrepancy between theory and observation and we are in a position to know whether a given discrepancy between theory and observation may be attributed

to chance or whether it results from inadequacy of the theory to fit observed facts. If χ^2 is zero it means observed and expected frequencies coincide completely.

$$\chi^2 = \sum (O-E)^2/E$$

Degrees of freedom = (row-1) (column-1)

Where O = Observed frequency

E = Expected frequency

The calculated value of χ^2 is compared with the table value, of χ^2 for given degrees of freedom at a certain specific level of significance (generally 5% level)

If calculated value is greater than the table value the difference is considered to be significant and null hypothesis is rejected.

If calculated value is less than the table value the difference is not considered as significant and null hypothesis is accepted.

DATA ANALYSIS AND INTERPRETATION:

1. PERCENTAGE ANALYSIS:

S.NO	VARIABLES	CLASSES	PERCENTAGE
1	GENDER	MALE	70
		FEMALE	30
2	AGE	BELOW 25	25
		25-35	30
		35-45	20
		ABOVE 45	25
3	EDUCATIONAL LEVEL	UG	40
		PG	20
		OTHERS	35
4	EXPERIENCE	BELOW 5 YEARS	50
		5-10 YEARS	25
		10-15 YEARS	25
		ABOVE 15 YEARS	25
5	LANGUAGES KNOWN	ENGLISH	45
		HINDI	0
		ENGLISH AND HINDI	50
		OTHERS	5

INTERPRETATION:

The above table shows that majority 70 percent of the respondents are male. 30 per cent of the respondents are age group from 25 to 35 years, 40 per cent of the respondents are under graduate. 50 per cent of the respondents have experience below 5 years and 50 percent of the respondent know both English and Hindi.

2. DEFICIT FACTORS – WEIGHTED AVERAGE

S.NO	PARTICULARS	TOTAL SCORE	INFERENCE
1	TIME FACTOR	4.6	SATISFIED
2	LEAVE FACTOR	4.65	SATISFIED
3	FAMILY ISSUES	2.15	DIS-SATISFIED
4	GENDER BASED DISCRIMINATION	1.6	DIS-SATISFIED
5	LOWER PAY SCALE	3.85	SATISFIED
6	HARASSMENT AT WORK PLACE	1.55	DIS-SATISFIED
7	WORK LIFE BALANCE	3.05	DIS-SATISFIED
8	HEALTH ISSUES	2.05	DIS-SATISFIED
9	WORK NATURE	2.7	DIS-SATISFIED
10	TRAVELING PROBLEMS	4.65	SATISFIED
	TOTAL	30.85	

MEAN SCORE=3.085

INTERPRETATION: The above table shows that the Weighted average mean score is 3.085. The factors such as Time factor, leave factor ,lower pay scale, travelling problems are score above 3.085 respectively. Hence the respondents found these attributes to be highly satisfactory .The factors such as family issues, gender based discrimination, harassment at work life, work life balance, health issues, work nature are below 3.085 therefore the factors are dissatisfied by respondent.

3. AREAS FOR WOMEN MERCHANDISER TO BE CONCENTRATED – WEIGHTED AVERAGE

S.NO	PARTICULARS	TOTAL SCORE	INFERENCE
1	TIME MANAGEMENT	4	SATISFIED
2	REDUCTION OF ABSENTEEISM	3.4	SATISFIED
3	SOURCING & TRACKING	3.8	SATISFIED
4	BOLD COMMUNICATION SKILL	3.6	SATISFIED
5	PLANNING & PROGRAMMING	3.7	SATISFIED
6	COMPUTER SKILL & TECHNOLOGY UPDATION.	1.9	DIS-SATISFIED
7	GOAL ORIENTED	1.75	DIS-SATISFIED
	TOTAL	22.15	

MEAN SCORE= 3.16

INTERPRETATION: The above table shows that the Weighted average mean score is 3.16 factors such as a time management, reduction of absenteeism, sourcing& tracking, bold communication, planning & programming are score above 3.16 respectively. Hence the respondents found these attributes to be highly satisfactory. The factors such as computer skill & technology updation ,and goal oriented are below 3.16 therefore the factors are dissatisfied by respondent.

3. Gender and Time factor Cross tabulation – CHI-SQUARE

GENDER	STRONGLY AGREE	AGREE	NETURAL	DISAGREE	STRONGLY DISAGREE	TOTAL
MALE	11	10	11	13	14	59
FEMALE	5	5	10	8	13	41
TOTAL	16	15	21	21	27	100

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	LEVEL OF SIGNIFICANCE	HYPOTHESIS
Pearson Chi-Square	10.87	4	9.49	5%	Rejected

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.

FINDINGS:

In demographic profile it shows that majority 70 percent of the respondents are male.30 per cent of the respondents are age group from 25 to 35 years,40 per cent of the respondents are under graduate.50 per cent of the respondents have experience below 5 years and 50 percent of the respondent know both English and hindi.

In weighted average result clearly infer that the factors are satisfied and not satisfied by the factors which know the factors where women merchandiser should concentrate , the result clearly infer that the factors are satisfied and not satisfied by the respondents for the deficit factor.

In chi-square test is inferred from the above that the calculated value of chi square is lesser than the table value. Hence the null hypothesis is a rejected so there is a significant relationship between gender and time factor. In chi square test 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 no significant relationship between gender and time factor.

SUGGESTIONS:

In order to avoid the lagging of Women Merchandiser in Garment industries the Following suggestions was highlighted by the researcher.

- The Women Merchandiser should have the Field Knowledge effectively forecast business trends and activities.
- The Communication Skill plays vital role to communication skills to develop an effective rapport with the exporters and parties concerned.
- Computer Knowledge of business activity in women merchandiser has become a necessity to aid decision making to combat market competition.
- Education is a compulsion in every field of business activity for women Merchandiser enhancing the academic qualification in the forthcoming years has become essential.
- The Technical Knowledge for the merchandiser is gained after long experience, enabling him to handle technical snags and ensure effective management traits.
- The merchandiser should be creative and devise measures which are innovative to tackle complex business problems to ensure that a strong relationship is cemented between customers and employees simultaneously.

CONCLUSION:

In a Competitive world of the garment industries the role of Women Merchandiser is poised to emerge as one of the largest clothing producers in terms of number of units produced in the world if both domestic and export sectors are taken into

consideration. The garment women 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. Moreover, with the up-to-date knowledge of cotton and synthetic fibers, hundreds of professionals will dedicate their service and business achievement to the growth of garment and fashion industry in India. However, the Women merchandiser has to balance the work and family life.

In this study the Researcher analyze the study and the suggestions given to improve the role and retrieve the Deficit factor of women merchandiser in the garment industry.

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