



Store Location, Ambience and Security Decisions:

an Empirical Study of
Readymade Garment Retailers

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ABSTRACT

With the advent of organized retail and changing demographics of customers, a paradigm shift has taken place in readymade retailing. In order to ensure maximum customer access, great shopping experience, proper care of customers and assets of the store a retailer is now required to carefully decide about certain important aspects such as store location, ambience and security measures. The present study has been undertaken to determine the importance of the factors considered by readymade garment retailers for the selection of store location, ambience and security. A type-wise and size-wise comparative analysis of the retailers has also been made in this regard. The study found that 'transportation facility' is the most important factor influencing store location. Further, lighting, interior decoration, temperature and background music emerge as very important factors of store ambience. Regarding safety and security measures, study reveals that retailers very often have tie-ups with security agencies. The above results will prove very useful for retailers in developing marketing strategies.

Keywords: Store Location, Store Ambience, Safety and Security Measures



INTRODUCTION

Shopping in India has witnessed a revolution with the change in consumer buying behavior. Now a day, the consumers are more demanding. The emergence and the robust growth of organized retailing are among the major factors which have brought paradigm shift in the shopping pattern. Both the changing face of marketing and the changing demographics of the market have increased competition for the marketers in general and the retailers in particular. In this new marketing environment, some decisions of retailers have now gained more importance than that of the earlier period. The decisions which now require more expertise and in-depth understanding include store location, ambience and security concern. The above decisions aim at ensuring maximum customer access, great shopping experience, and trouble free care of customers, their belongings and store assets.

Store location is a long term strategic decision, irreversible in nature. It is a source of sustainable competitive advantage as land is a scarce resource which once occupied cannot be obtained by any other competitor. Location also influences the store ambience keeping in view the target customers and merchandise mix. Store ambience has become a major decision for retailers as the customers have become extremely demanding and want not merely to buy the goods but rather wish to make shopping a great experience by enjoying the ambience of the store. Customers even prefer to visit a store which is located farther than a store nearby if its ambience is providing them a better shopping experience. Thus, both location and ambience have become important decisions to be considered in relation to each other by a retailer. A retailer is always required to address the grim issue of store security. He is required to take every possible measure to avoid theft, shoplifting, damage to assets of store and belongings of the customers without causing inconvenience to them.

Organized retailers are adopting fast upcoming in lifestyle specialty retailing including readymade garments. The Exclusive Branded Outlets (EBOs) and Multi Branded Outlets (MBOs) are spending a lot of money on store building, ambience and security measures without having sufficient existing research studies to guide them. Thus, keeping in view the increasing importance of these major aspects in emerging organized retail business, the present study is devoted to explore the various factors considered by readymade garment retailers for choosing a retail store location and deciding its ambience. The study also attempts to find out the important safety and security measures adopted by these retailers.



REVIEW OF LITERATURE

In order to formulate research design an attempt has been made to get insights from existing studies on the subject under reference of this paper. The concerned studies are reviewed in this section.

Gupta (2008) examined the perception of retailers regarding the preferences of shoppers towards the different types of retail formats and also their response towards upcoming malls in metros and big cities. A questionnaire based survey of one hundred retailers revealed that important store indicators having effect on the buying decision of shoppers as perceived by the retailers are sales staff, merchandise quality and assortment, advertising and services. Further, significant difference was found in the level of importance in case of each of the indicators between multi-branded outlets and exclusive brand outlets of apparel. The mean value was found to be more in multi brand outlets than exclusive branded outlets in case of each of the indicators. Thus, retailers dealing in multi brand outlets were more concerned towards all the indicators than exclusive brand outlets. Study also brought out that window display was the most widely used method of visual merchandise presentation.

Kshatri (2008) made a survey of customers to understand and analyse their preferences for a particular type of store and intention for travelling a particular distance for selected category of products. The study found that the customers' intention to buy from a particular store/mall can be predicted through its proximity. The consumers make their final decision about any type of store after evaluating the attributes of store format and its proximity. The store attributes considered in the order of importance are variety, proximity, quality of service, low prices, brand name, promotional schemes and ambience. The study further found that proximity as a criterion is dependent on product categories.

Tamilarasan (2007) conducted a study on retail store service quality dimensions in select super markets of Chennai city. The study found that convenient location and ease of reaching the store were the most preferred attributes for the customers on the dimension of store location. The appearance of the physical facilities was the most important attribute on the dimension of tangibles. The study further revealed that convenient location and opening hours was the important attribute on the dimension of empathy. The study revealed that attributes under each quality dimension had to be improved by the stores to ensure customers' satisfaction.

Weitz and Kaltcheva (2006) recognized the significant impact of store environment on consumer shopping behaviour. Retailers devote considerable resources to store design and merchandise presentation activities. They proposed that consumers' motivational orientation moderates the effect of the arousal produced by store environment on the pleasantness of the environment perceived by them. The study made use of 'subjective arousal' by manipulating three visual elements of shopping environments viz. complexity, colour warmth and colour saturation. Motivational orientation was divided into two parts- recreational motivational orientation and task-orientated motivational orientation. Through the

two experiments the study found that when consumers have recreational motivational orientation, high arousal has a positive effect on pleasantness, but when consumers have task-oriented motivational orientation, high arousal decreases pleasantness. For recreational oriented consumers, high arousal increases their intention to visit and make purchase in the store, but it has negative impact on shopping behaviour for task-oriented consumers. Lastly, pleasantness mediates the effect of arousal on shopping behaviour.

Kaur (2006) examined the best practices followed by various retailers in malls in particular to apparel. The objective of this study was to assess various attributes of the stores located in malls. The information was collected from one hundred retailers. The study found that shopping experience in the mall was based on key indicators such a product offering, physical characteristics of the store, store personnel, location, price charged, customer service and advertising by store.

Benito, et al., (2005) analysed the role of store format in retail competitive interaction. Authors specifically studied the relationship between store format location strategy and market response with the help of a model of spatial interaction which was empirically estimated in the context of food shopping. The model confirmed a greater spatial rivalry within store formats (intra-format) than between store formats (inter-format). The study found that two step hierarchy was involved in the process of retail store choice in which the consumer chooses first the type of retail store at which he will shop and then the specific store within that format. The spatial dimension is significant in the second level of decision making.

Grady, M.T. (2005) states that besides shoplifting and employee theft the retailers currently face a wide variety of security challenges from highly organized thieves and terrorists. The risk of natural disasters is also on the rise. Hence, the retailers need to prioritize such security issues and make use of fast-emerging technologies that enable the technological micromanagement of loss-prevention details without the constant need for human intervention. However, despite the use of advanced loss-prevention technologies, the success of security measures greatly depend on the quality of a retailer's loss-prevention staff.

Marianne, W. (2001) states that although most store security initiatives tend to concentrate on traditional strategies and high-tech systems, store design is equally important in this regard. Collaboration between store designers and loss-prevention staff is very essential as the same can help to minimize loss opportunities and accentuates customer service in the store. The author discusses the various ways in which security features can be built into store design.

Koelemeijer and Oppwal (1999) formulated and tested effects of consumption goal, retail assortment composition, and other distribution services on in-store purchase decision. Other distribution services include store ambience, accessibility of location, availability of information, and assurance of product delivery at the desired time and place. A choice experiment manipulated assortment composition, prices, store ambience, competing store features, and purchase goal. An application to florist stores found that in-

store purchase decisions are affected by the size and composition of the assortment, and by the presence of a competing store, but not by ambience. The study elaborates several possible explanations for not finding an ambience effect. The study is useful to retail managers as the models like this one can help to predict the effects of changes in retail mix elements on customers' purchase behaviour.

Cox et al. (1993) states that shoplifting is an extremely destructive behaviour that is particularly common among adolescents. The paper has developed and tested a structural model of the social influences on adolescent shoplifting. The results of the study found that adolescents' involvement in shoplifting is strongly influenced by their friends' shoplifting behaviour, their attachment to their parents, and their own beliefs regarding the morality of this behaviour. The paper discusses the approaches that can be followed by retailers to discourage youthful shoplifting.



OBJECTIVES OF THE STUDY

The present study has been undertaken with the following objectives:

- ♦ To determine the importance of the factors considered by readymade garment retailers for the selection of store location, ambience and security.
- ♦ To compare type wise (EBOs and MBOs) and size wise (small, medium and large) the various factors considered by readymade garment retailers for the selection of store location, ambience and security.



RESEARCH METHODOLOGY

In accordance with the above-mentioned objectives, the study attempts to test the following null hypotheses (H_0):

H_0 : There is no difference between EBO and MBO type retail outlets regarding the various factors concerning selection of store location, store ambience and security measures adopted.

H_0 : There is no difference among small, medium and large size retailers regarding the various factors considered while deciding the store location, store ambience and security measures.

The present study has been done on menswear readymade garment retailers of Delhi and National Capital Region (NCR). Delhi and NCR is the hub of retail activity, where 527 percent increase in retail floor space has taken place since the year 2005. The study focuses on readymade garment retailing. Clothing and fashion accessory are the largest contributor to organized retail in India with 38.1 percent of market share valued at Rs. 29,800 crores. Further, the study is restricted to menswear readymade garment retailers, as this segment dominates the total readymade garment and accessories retail market with the contribution of 40.2 percent.

The study makes use of primary sources of data. The information required for analyzing the store location,

ambience and security practices of readymade garment retailers was not available in any existing source of secondary data. Therefore, a questionnaire was prepared for the purpose of collecting the required information from retailers. The questionnaire was designed using Likert Scale. All the five responses of the statements have been quantified with the numbers 5,4,3,2,1 where in 5 denotes strongly agree/very important, 4 agree/important, 3 neutral/ somewhat important, 2 disagree/ least important and 1 strongly disagree/not at all important. The questionnaire was finalized on the basis of feedback of pilot survey. Administrative manager or the store manager who takes strategic decisions such as setting objectives, deciding store location and layout, and security measures etc. were the respondents for this survey. Obviously they are not only decision makers but supervise and manage the day to day operations. The average age of the respondents is 35 years and majority of them were post graduates in management.

For the purpose of survey, two major retail formats i.e. Multi Branded Outlets (MBOs) and Exclusive Branded Outlets (EBOs) have been selected. The selection of retail stores has been made from Times Style Guide 2006, published by Times of India Group. The Guide has over 1500 stores of lifestyle, catering to prime markets of Delhi and National Capital Region (NCR). As organised retailing is evolving fast in India, retailers gain proper insight and maturity in management of various aspects of store with time. Further, retailers having sufficient volume of business happen to be more professional in managing the retail store. Hence, only those stores were short listed in the list that were in existence for at least last three years and had been located at two different places. From the list of stores, 240 stores fulfilled the criteria. A sample of 75 (40 EBOs and 35 MBOs) retail stores were finally selected by using stratified random sampling technique. Further, in order to capture size-wise variations in store management practices, a size-wise analysis of the retailers has also been made. For this analysis, the retailers were grouped into three categories viz. small, medium and large retailers. Table 1 shows classification of retailers on the basis of size.

Table 1: Classification of Retailers on the Basis of Size

Type of Retailer	Size of the Store	No. of Respondents
Small Retailers	Up to 2000 sq. feet	26
Medium Retailers	2001-10,000 sq. feet	24
Large Retailers	10,001 sq. feet and above	25

Data collected through questionnaire has been analyzed by applying various statistical techniques such as mean, standard deviation, t-test and analysis of variance (ANOVA).



RESULTS AND DISCUSSION

The results of the survey are presented in Tables 2 to 9. During formulation of retail strategy, location of a store is a key consideration. Store location provides distinctive advantage to a retailer over the

competitors. Location also influences the merchandise mix and the interior layout of the store.

Table 2: Factors Considered for Selection of Store Location in Case of EBOs & MBOs

Statements	EBO		MBO		Overall		t-value	p-value
	Mean	S.D.	Mean	S.D.	Mean	S.D.		
Relevant customer traffic	4.82	.384	4.94	.235	4.88	.327	1.52	.120
Transportation facility	4.87	.334	4.94	.235	4.90	.292	1.00	.32
Parking facility	4.82	.384	4.77	.598	4.80	.493	.467	.642
Similar stores in the area	4.82	.446	4.94	.235	4.88	.366	1.40	.166
Land price / Lease Rent	4.77	.422	4.65	.539	4.72	.480	1.06	.293
Adjoining stores	4.82	.384	4.65	.591	4.74	.495	1.47	.145
Infrastructure analysis	4.77	.422	4.88	.322	4.82	.381	1.26	.212

Table 2 reflects the importance of various factors considered for selection of location for a store by the retailer. At overall level, transportation facility (mean score= 4.90) is the most important factor influencing store location. It is followed by relevant customer traffic and similar stores in the area with same mean scores of 4.88, parking facility (mean score=4.80), adjoining stores (mean score=4.74) and land price /lease rent (mean score=4.72). The mean score of all these factors exhibit that for modern retailers all these factors related to selection of store location are very important.

In case of both, Exclusive Branded Outlets and Multi Branded Outlets, transportation facility has been found as the most important factor influencing selection of store location. Also for Multi Branded Outlets, relevant customer traffic and similar stores in the area have been found as equally important factors. In case of both Exclusive Branded Outlets (EBOs) and Multi Branded Outlets (MBOs) all the factors considered for store selection have been found very important.

In order to test null hypothesis (H_0) that there is no difference between EBO and MBO type retail outlets regarding the various factors considered for selection of store location t-test

has been applied. It aims to find the difference in mean score in case of each of the factors between EBOs and MBOs. The results of the test reveal that no significant difference has been found regarding any of the factors concerning selection of

store location between the EBOs or MBOs (p-value >0.50). Hence, the null hypothesis is accepted. Thus importance level of various factors of store location is same for both EBOs and MBOs.

The physical set up is an important decision in retail store management.

It involves paying attention to various ambience factors so that a customer gets a lasting impression of the store. Ambience management is critical for any form of retail business. It is important for a retailer to effectively plan and organize all aspects related to ambience as it entices customers to move around the store to purchase more merchandise / products than they might have originally planned.

In order to find out the extent of importance given to various ambience factors, retailers were asked to rate various ambience factors. Table 3 exhibits, at overall level lighting (mean score=4.93), interior decoration (mean score = 4.86), temperature (mean score=4.85), background music and mirrors on the walls with equal mean score of 4.70 are very important factors for a readymade garment retail store having very high mean scores. Further, adequacy of floor space (mean score= 4.44) is an important factor. Facilities viz. rest rooms (mean score= 3.42) and lifts (mean score = 2.60) are somewhat important factors. However, entertainment facility (mean score= 1.73) has turned out to be the least important ambience factor for retailers.

Table 3: Ambience Factors of EBOs and MBOs

Statements	EBO		MBO		Overall		t-value	p-value (2 tailed)
	Mean	S.D.	Mean	S.D.	Mean	S.D.		
Background Music	4.52	.678	4.91	.284	4.70	.564	3.15	.002
Lighting	4.90	.303	4.97	.169	4.93	.251	1.23	.221
Temperature	4.82	.446	4.88	.332	4.85	.392	0.666	.507
Interior Decoration	4.80	.464	4.94	.235	4.86	.379	1.64	.104
Adequacy of Floor Space	4.07	.828	4.85	.355	4.44	.757	5.18	.000
Lifts / Escalators	1.45	.875	3.91	1.54	2.60	1.73	8.64	.000
Restrooms/ Wash Rooms	2.27	1.28	4.47	.741	3.42	1.62	10.02	.000
Entertainment Facility	1.45	.503	2.05	1.57	1.73	1.16	2.31	.023
Mirrors on the Walls	4.52	.816	4.91	.284	4.70	.652	2.68	.009

For EBOs factors viz. lighting (mean score= 4.90), followed by temperature (mean score = 4.82), interior decoration (mean score = 4.80), background music (mean score=4.52) and mirrors on walls (mean score=4.52) have been found to be very important ambience factors. However, EBOs consider lifts/escalators (mean score=1.45) and entertainment facility (mean score = 1.45) as not at all important ambience factors.

MBOs not only concentrate on the factors viz. lighting (mean score=4.97), interior decoration (mean score=4.94), background music (mean score=4.91), mirrors on walls (mean score=4.91), temperature (mean score=4.88) and adequacy of floor space (mean score=4.85), but also consider rest rooms (mean score=4.47) and lifts/escalators (mean score=3.91) as important factors which is not the case with the EBOs. In case of entertainment facility provided by the store MBOs consider it least important (mean score= 2.05). Thus, neither EBOs (mean score= 1.45) nor MBOs (mean score= 2.05) give it importance.

In order to examine the validity of the hypothesis (H_0) that there is no difference in the importance given to various ambience factors between EBOs and MBOs, t-test has been applied. The results of the test reveal that significant differences in mean score exist for six ambience factors viz. background music, adequacy of floor space, lifts/escalators, rest rooms, entertainment facility and mirrors on the walls (p value <0.05). Thus, the null hypothesis has been rejected in case of these factors. In the case of above said six factors MBOs give them more importance than EBOs. However, no significant differences in mean score are found in case of three factors viz. lighting, temperature and interior decoration (p value >0.05). Hence, null hypothesis has been accepted in case of these three factors. This implies that the importance level of these three ambience factors is same for both EBOs and MBOs.

Table 4: Role of Ambience Factors in Case of EBOs and MBOs

Statements	EBO		MBO		Overall		t-value	p-value (2 tailed)
	Mean	S.D	Mean	S.D	Mean	S.D.		
Ambience distinguishes store from other stores in the market	4.45	0.503	4.57	0.50	4.50	.503	1.04	.300
Physical facilities attract new customers to the store	4.02	0.158	4.25	0.44	4.13	.342	3.10	.003
Customers feel more positive about the products	4.05	0.23	4.50	0.50	4.19	.458	4.74	.000
The likelihood of the Product sale to increase	4.05	0.422	4.22	0.23	4.14	.356	2.08	.041
Physical facilities at the store enhance customers' enjoyment while shopping	3.77	0.47	3.77	0.77	3.77	.627	.02	.981

Store ambience is of strategic importance for a retailer. Table 4 exhibits, the role of ambience factors for a retail store. At overall level, retailers strongly agree with the statement that ambience distinguishes a store from other stores in the market. The mean score has been worked out quite high i.e.

4.50 against this objective. Retailers also agree with the various statements viz. customers feel more positive about the products (mean score = 4.19), the likelihood of product sale to increase (mean score=4.14), physical facilities attract new customers to the store (mean score=4.13) and physical facilities enhance customers' enjoyment while shopping (mean score=3.77). This shows that the readymade retail stores consider the role of ambience valuable for their business.

Both EBOs (mean score=4.45) and MBOs (mean score=4.57) have shown high level of agreement with the statement that ambience distinguishes the store from other stores in the market. It implies that ambience is really a distinguishing factor and retailers too concentrate on it. MBOs also strongly agree with the statement that customers feel more positive about the products with (mean score = 4.50). This reflects the strategic importance of ambience for a readymade garment retailer. MBOs also agree with the statements viz. physical facilities attract new customers to the store (mean score=4.25), the likelihood of product sale to increase (mean score=4.22) and physical facilities enhance customers' enjoyment while shopping (mean score =3.77). The above statements imply that MBOs attract customers through physical facilities at the store in order to increase the sale of the products and make shopping an enjoyable experience for customers. On the other hand, the mean score of various statements reflects that EBOs agree with all the statements concerning role of ambience for a retail store.

Further, t-test has been conducted to test the hypothesis that there is no difference in the role of ambience factors between Exclusive Branded Outlets (EBOs) and Multi Branded Outlets (MBOs). The findings indicate that there is a significant difference between EBOs and MBOs mean score in the case of three statements viz. physical facilities attract new customers to the store, customers feel more positive about the products, and the likelihood of product sale to increase (p -value < 0.05). thus, the null hypothesis has been rejected in case of these three statements.

Higher value in case of MBOs than EBOs regarding each of the above said three statements reflect that ambience enables MBOs more than EBOs to increase the product sale, make customers feel more positive about the product and attract new customers. But t-value turns insignificant for the remaining two factors viz. physical facilities enhance customers' enjoyment while shopping and ambience distinguishes store from other stores in the market (p -value > 0.05). Thus, null hypothesis

accepted in case of these two statements. The EBOs and MBOs have expressed same level of agreement with these two statements concerning role of ambience factors for a retail store.

Table 5: Safety and Security Measures in EBOs and MBOs

Statements	EBO		MBO		Overall		t-value	p-value (2 tailed)
	Mean	S.D	Mean	S.D	Mean	S.D		
Use of specially designed tags	1.92	1.68	2.14	1.83	2.03	1.75	.54	.594
Electronic devices at entry and exit	1.30	.91	4.08	1.70	2.59	1.83	8.98	.000
Video Cameras	4.82	.384	4.65	.764	4.74	0.49	1.22	.225
Separate entry and exit for staff	1.27	.987	1.91	1.70	1.59	1.24	2.01	.04
Fire Alarms	4.70	1.06	4.65	1.13	4.65	1.09	.168	.867
Tieup with security agencies	4.75	.428	4.94	.235	4.80	.402	2.32	.02
First aid and emergency Numbers	3.30	1.26	3.34	1.30	3.32	1.28	.144	.886

Safety and security is another area of concern these days for retailers, which need lot of care and attention. The menace of shop lifting is a major problem for retailers. With the growing incidents of bomb blasts and terrorism, it has become imperative to take security measures at all the stores. In order to find out the extent of safety and security measures in retail stores, retailers were asked to rate the various variables through the survey. Table 5 presents the findings of the survey for safety and security measures adopted by the retail stores.

At overall level, retailers very often have tie-ups with security agencies (mean score=4.80). Further, retailers also very often make use of video cameras (mean score=4.74) and fire alarms (mean score=4.65). Retailers sometimes use first aid and emergency numbers (mean score = 3.32) and electronic devices at entry and exit (mean score=2.59). But retailers rarely use specially designed tags (mean score=2.03) and separate entry and exit for staff (mean score = 1.59).

Both EBOs (mean score=4.75) and MBOs (mean score=4.94) very often have tie-up with security agencies. Further, in case of EBOs, video cameras (mean score =4.82) and fire alarms (mean score=4.70) have been very often used. However, MBOs too very often adopt the practice of using video cameras and fire alarms with equal mean score of 4.65. This is followed by electronic devices at entry and exit with mean score of 4.08, which is in contrast to practice adopted by EBOs (mean score=1.30). Further, in depth analysis reveals that most MBOs like V-Mart, Chunmun, Ebony, and Ritu Wears etc. use electronic devices at entry and exit. Like EBOs (mean score=3.30) MBOs (mean score=3.34) too sometimes make use of first aid and emergency numbers.

Both EBOs (mean score=1.92) and MBOs (mean score = 2.14) rarely use specially designed tags. A detailed analysis brought

out that only a few big MBOs like Shoppers Stop, Pantaloon, Ritu Wears and Westside use specially designed tags. MBOs (mean score=1.91) rarely follow the practice of separate entry and exit for staff but EBOs (mean score=1.27) have not adopted this practice yet.

T-test has been applied to examine the null hypothesis that there is no difference in the usage of various safety and security measures between EBOs and MBOs. The results of t-test represent that difference in mean score is significant for three variables viz. electronic devices at entry and exit, separate entry and exit for staff and tie up with security agencies (p-value < 0.05). Thus, the null hypothesis has been rejected in case of these three safety measures. It implies that the extent of usage of these three safety measures is more in case of MBOs than EBOs. However, t-value turns insignificant in case of remaining four variables (p-value > 0.05). Thus, null hypothesis is accepted in case of remaining for variables. It

indicates that both EBOs and MBOs are making use of each of the remaining four safety and security measures to the same extent.

Table 6: Size-wise Mean and ANOVA for Selection of Store Location

Factors	Small Retailers	Medium Retailers	Large Retailers	F-value	P-value
Relevant Customer Traffic	4.88	4.83	4.92	.427	.654
Transportation Facility	4.92	4.88	4.92	.203	.817
Parking Facility	4.81	4.92	4.68	1.43	.246
Similar Store in the Area	4.92	4.79	4.92	1.03	.363
Land Price/Lease Rent	4.77	4.79	4.60	1.19	.311
Adjoining Stores	4.88	4.83	4.52	4.35	.017
Infrastructure Analysis	4.77	4.88	4.84	.497	.611

Note: All the figures, except F-values and p-values are mean values

Location of the store occupies an important place in defining the marketing strategy for a readymade garment retailer. Table 6 exhibits inter-size comparison of the importance of various factors considered for the selection of store location. From the mean values depicted in the table, it becomes clear that the factors viz. relevant customer traffic, transportation facility, parking facility, similar stores in the area, land price and infrastructure analysis have turned very important for deciding the location of the store irrespective of the size of the store. In order to examine the validity of the null hypothesis (H_0) that there is no significant difference among small,

medium and large size retailers regarding the various factors considered while deciding the store location, ANOVA test has been conducted. The results of the test reveal that no significant differences have been found in the mean scores of all these factors among the retailers of different sizes as F-values are found insignificant ($p\text{-value} > 0.05$). Hence, null hypothesis has been accepted in case of these six factors. Whether a retailer is big or small, considers all the above factors while deciding its strategy for selection of location of the store. Null hypothesis is rejected in case of only one factor i.e. adjoining stores. Its F-value (4.35) is significant at 5 percent level, with df being 2/72. On this factor, the highest mean score is accorded by the small retailers (4.88), followed by the medium retailers (4.83) and the lowest mean score (4.52) is obtained in the case of large retailers. It is obvious from the findings that the smaller the retailer, the higher is the importance given to adjoining stores while selecting store location.

Table 7: Size-wise Mean and ANOVA for Ambience Factors of Retail Stores

Factors	Small Retailers	Medium Retailers	Large Retailers	F – value	P – value
Background Music	4.54	4.71	4.88	2.42	.096
Lighting	4.88	4.96	4.96	.744	.479
Temperature	4.81	4.92	4.84	.496	.611
Interior	4.73	4.96	4.92	2.73	.072
Adequacy of floor space	3.92	4.58	4.84	13.27	.000
Lifts / Escalators	1.38	1.83	2.60	76.80	.000
Restrooms/ wash rooms	2.04	3.20	3.37	42.17	.000
Entertainment facility	1.50	1.29	2.40	7.42	.001
Mirrors on the walls	4.46	4.79	4.88	3.08	.052

Note: All the figures, except F-values and p-values are mean values

Ambience of the store is not merely a matter of aesthetics, rather it reflects the image of the store in the minds of the customers too. A glance through table 7 reflects that various factors viz. lighting, temperature, interiors, background music and mirrors on the walls are considered very important by readymade garment retailers. In order to find out that there is no significant difference among the mean scores related to ambience factors across retailers of the three sizes viz. small, medium, and large, ANOVA test has been applied. The results of the test reveal that the F-value is found insignificant regarding each of these factors ($p\text{-value} > 0.05$). Hence, null hypothesis has been accepted in case of these five factors. It implies that there is no significant difference in the mean scores of small, medium and large retailers regarding these factors. Thus, irrespective of the size, all the retailers consider these five factors equally important.

In the factor adequacy of floor space, the highest mean score is accorded by large retailers (4.84), followed by medium retailers (4.58). The lowest mean score is accorded by small retailers (3.92). The F-value (13.27) of this factor is significant ($p\text{-value} < 0.05$). Hence, null hypothesis has been rejected. The above mean values reflect that the bigger the retailer, the higher is the importance assigned to adequacy of floor space.

Further, the highest mean score for lifts/escalators is obtained in case of large retailers (2.60), followed by medium retailers (1.83). The lowest mean score is accorded by small retailers (1.38). In this case the F-value is found to be 76.80, which is significant ($p\text{-value} < 0.05$). Hence, null hypothesis has been rejected. The findings show that lifts and escalators are comparatively more important as well as feasible for large retailers having stores with multiple floors. Small retailers can neither afford nor require lifts/escalators in their stores.

In case of rest rooms and washrooms, the highest mean score is accorded by large retailers (3.37), followed by medium retailers (3.20). The lowest mean value is obtained in case of small retailers (2.04). The F-value for this factor is 42.17, which is significant ($p\text{-value} < 0.05$). Hence, null hypothesis has been rejected. This implies that large retailers accord a higher importance to restrooms and washrooms in comparison to medium and small retailers.

There is significant difference found in the mean score among three size-wise categories of retailers regarding entertainment facility. The F-value for this factor is 7.42, which is significant ($p\text{-value} < 0.05$). Hence, null hypothesis has been rejected. The table shows that the highest mean value is accorded by large retailers (2.40), followed by small retailers (1.50). The lowest mean value is found in case of medium retailers (1.29). The results indicate that small and medium retailers consider entertainment facility significantly less important than the large retailers. Thus, the analysis brings out that the larger the retailer, the higher is the importance assigned to factors viz. adequacy of floor space, lifts/escalators and rest rooms/washrooms.

Table 8: Size-wise Mean and ANOVA for Role of Ambience Factors in Retail Stores

Statements	Small Retailers	Medium Retailers	Large Retailers	F – value	P – value
Physical facilities at the store enhances customers enjoyment while shopping.	3.77	3.63	3.92	1.37	.261
Ambience distinguishes store from other stores in the market.	4.38	4.63	4.52	1.45	.240
Physical facilities attract new Customers to the store.	4.03	4.04	4.32	6.39	.003
Customers feel more positive about the products.	4.54	4.29	4.04	9.21	.000
The likelihood of the Product sales increases.	4.23	4.17	4.04	1.93	.152

Note: All the figures, except F-values and p-values are mean values

Table 8 shows the role of ambience factors in the retail stores. In order to examine the validity of the null hypothesis (H_0) that there is no significant difference among small, medium and large size retailers regarding the role of ambience factors, ANOVA test has been conducted. On the statement that physical facilities attract new customers to the store, highest mean value is accorded by large retailers (4.32), followed by medium (4.04) and small retailers (4.03) respectively. The ANOVA results reveal that the F-value (6.39) of this statement is significant (p -value < 0.05). Hence, null hypothesis has been rejected. Thus, the larger the retailer, the higher is the role of physical facilities in attracting customers to the store.

Customers feel more positive about the products due to good ambience is another factor, in case of which F-value (9.21) is found significant (p -value < 0.05). Hence, null hypothesis has been rejected in this case also. Thus, the mean value varies significantly across retailers of three size categories. The highest mean score is accorded by small retailers (4.54), followed by medium retailers (4.29) and large retailers (4.04). The mean values reflect that the smaller the retailer, the more is the influence of ambience in creating positive feeling about the products.

The F-value for each of the remaining three factors mentioned in the table is found insignificant (p -value > 0.05). Hence, null hypothesis has been accepted in case of each of these factors. Thus, each of these three factors plays an equally important role in case of retailers of three size categories.

Table 9: Size-wise Mean and ANOVA for Safety and Security Measures in Retail Stores

Variables	Small Retailers Retailers	Medium Retailers	Large Retailers	F-value	P-value
Use of specially designed tags	1.96	1.50	2.60	2.55	.08
Electronic devices at entry and exit	1.27	2.33	4.52	45.29	.000
Video Cameras	4.65	4.88	4.72	1.30	.277
Separate entry and exit for staff	1.23	1.25	2.48	6.75	.002
Fire alarms	4.69	4.33	4.92	1.81	.170
Tie up with security agencies	4.73	4.75	4.92	1.71	.188
First aid and emergency numbers	3.61	2.75	3.56	3.80	.027

Note: All the figures, except F-values and p-values are mean values

Table 9 exhibits the inter-size comparison of extent of usage of various safety and security measures adopted by retailers. In order to examine the validity of the null hypothesis (H_0) that there is no significant difference among small, medium and large size retailers regarding the use of various safety and security measures, ANOVA test has been applied. It is observed from the mean values given in the table that an electronic device at entry and exit is a security measure that is very often adopted by large retailers (4.52). In contrast to this, small retailers (1.27) do not adopt this security measure at all.

However, medium retailers (2.33) rarely use this safety and security measure. The f-value (45.29) is found significant (p -value < 0.05). Hence, null hypothesis has been rejected in this case. Thus, the larger the retailer the more is the usage of safety and security measure in the form of electronic devices at entry and exit.

Similarly, large retailers (2.48) sometimes use separate entry and exit for staff. However, medium retailers (1.25) and small retailers (1.23) don't follow separate entry and exit for staff. The F-value for separate entry and exit for staff is 6.75, which is found significant (p -value < 0.05). Hence, null hypothesis has been rejected. Thus, the larger the retailer, the higher is the usage of separate entry and exit for staff.

Further, for the variable first aid and emergency numbers, the highest mean score is accorded by small retailers (3.61), followed by large retailers (3.56). The lowest mean score is accorded by medium retailers (2.75). The statement has F-value 3.80 which is found significant (p -value < 0.05). Hence, null hypothesis has been rejected in this case. This implies that small and large retailers often use first aid facility and emergency numbers, while medium retailers sometimes use the same.

No significant difference has been found in the mean score of each of the remaining safety and security measures viz. use of specially designed tags, video cameras, fire alarms and tie ups with security agencies among the retailers of different sizes as f-value turn insignificant.



CONCLUSION

The present study has analysed the various factors considered by readymade garment retailers while taking store location, ambience and safety decisions. On the basis of type-wise and size-wise analysis of retailers, 'transportation facility' has been found as the most important factor influencing store location in case of both, exclusive

branded outlets and multi branded outlets. Small as well as large retailers consider it as the most important factor. Thus, the new entrants in the readymade garments retail business must take into consideration availability of transportation facility while selecting location for setting up a store. The readymade garment retailers should also analyze the complementary or competitive nature of stores in the adjoining area to understand the extent of synergy they can create or the level of competition they may face from adjoining stores.

MBOs give more importance than EBOs to various aspects of

ambience viz. background music, adequacy of floor space, lifts/escalators, restrooms/washrooms, entertainment facility and the mirrors on the wall. Likewise the EBOs should also lay more emphasis on these aspects.

The large retailers assign more importance than the small and medium retailers in so far as the adequacy of floor space, restrooms/washrooms and entertainment facility are concerned. Hence, the small and the medium retailers also need to give more importance to these factors especially because ambience makes customers feel more positive about their products and the likelihood of product sales increases. Regarding safety and security measures the survey brought

out that the retail stores have very often tie-ups with security agencies and use fire alarms and video cameras.

In nutshell, transportation facility and nature of adjoining stores are the critical success factors in store location decision of readymade garment retailers. Further, as ambience plays a distinctive role in case of readymade garment retailers, regardless of size and type, they should continuously bring innovative changes in the store ambience related components in order to get a competitive edge over other retailers. Moreover, retailers should also use electronic devices at entry and exit in order to improve the store safety and security.

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