

OPPORTUNITIES AND CHALLENGES OF MARKETING IN BOUTIQUE SHOPS

Dr. S. GANDHIMATHI, M.Com., M.Phil., B.Ed., Ph.D., P.G.D.C.A. Associate Professor, Department of Commerce, Dr. N.G.P Arts and Science College, Coimbatore-641 048.

J.T SUREKAA, Bachelor of Commerce, Dr. N. G. P. Arts and Science College, Coimbatore 641 048.

Abstract: Boutique is prominently being defined as a small, stylish shop that particularly provides unique clothing, accessories, and other items. It's just like a fancy and specialized store where one can easily find their favourite and customized pieces that one can't find it in larger retail stores and malls. Boutiques often provide a range of an organized selection of good-quality products, exploring a more personalized shopping experience. They deal with specific styles, trends, or customer preferences or taste to the customers. So, one who is looking for something special or want to stand out from the crowd with the superb fashion options, a boutique is the place to go! Marketing is the accelerator of economic growth. In developing countries, marketing helps to boost up the economic growth. Though boutique products are new types of business, these products are influencing people. Indian Garment Industry has been rapidly growing for last few years. Exports have been rising as there is an increase in the orders from global buyers. The overall demand of the readymade garments is going up due to the increase in number of the people who are very keen in their dressing habits. This research was confined to limited area and limited size of people; this study was conducted with a sample size of 50 respondents in Coimbatore city.

Keywords: Boutique, Coimbatore

INTRODUCTION

Boutique means a shop selling and stocking latest fashion articles like shawls, women's clothes, fabric, etc. These latest fashion articles are designed by a designer having skilled knowledge on textiles. Fashion designer is a person who designs clothes and is the owner of the boutique. Marketing tries to promote the articles found in the boutique in a systematic way. We know for sure now a day's people are very conscious about what they wear and how they appear. Boutique shops focuses on the establishment of women wear including the operations of apparel designing, manufacturing, selling and marketing. The focus is to provide customized wear, apparel and accessories. Indian Garment Industry has been rapidly growing for last few

years. Exports have been rising as there is an increase in the orders from global buyers. The overall demand of the readymade garments is going up due to the increase in number of the people who are very keen in their dressing habits. Youngsters are very much eager to follow the trends and fashions. With the change of trends, dress also has to change. Boutiques are successful because they're more than just stores.

They're style educators. Many consumers don't have the time or know-how to style themselves. The term is often associated with clothing or garments when used together with design. Boutiques are available in a variety of types, each dealing to different styles, preferences and tastes. Boutique overall ranges from bridal wear boutiques to online boutiques, these small shops or outlets options gives a great choice of clothing, accessories, and even more. The purpose of a boutique business is to provide customers with a unique and personalized shopping experience. Boutique owners typically have a deep knowledge of fashion and can help customers find the perfect outfit for any occasion. Boutique businesses also often offer a wider selection of clothing and accessories than larger chain stores. The clothing industry is changing rapidly, and today, your dressing sense reflects cultural aspects and status symbols. All of us have begun to emphasise clothing, and social media has been a great reason for the same.

STATEMENT OF THE PROBLEM

Good marketing and customer satisfaction are essential aspects for the boutique to be well established in the market. The satisfaction of the customers with the product of the boutique must be maintained throughout the time so as to gain confidence and goodwill of the customers. These aspects are vitally important to expand the business in future. There are lots of problems faced by boutique. First of all, there should be one organization where one can discuss their problem. One of the major problems seen in boutique is that they open and close frequently.

OBJECTIVES OF THE STUDY

- To know the socio – economic factors of the respondents.
- To measure the perception and their business challenges.
- To identify challenges and opportunities.
- To offer findings & suggestions.

RESEARCH METHODOLOGY

A research methodology involves specific techniques that are adopted in research process to collect, assemble and evaluate data. The following topics include in it: The primary data have been collected through a structured questionnaire. The questionnaire was filled by 50 respondents in Coimbatore city. The secondary data was collected from various sources like Articles, Journals, Wikipedia, Related Websites. The research will use simple percentage analysis to quantify issues, Chi-Square tests to identify significant factors, weighted average analysis to assess the importance of challenges, and ranking analysis to prioritize them for targeted solutions.

SCOPE OF THE STUDY

The main focus of this study tries to show how marketing in promotion of the boutique products. Promoting marketing strategy, observations product design, product selection and promotional methods should be kept in mind for the successful and profitable marketing. Advertisement through television, films and verbal media; are the main media for promotion of boutique products. Discounts and sales of dress play a major role. People are attracted to shop during reduction and discount sale period. Without effective advertisement, customers are not aware of the boutique and its products. Besides, another aspect is designer-should always fulfil customer satisfaction. Good marketing helps the-boutique to improve the image and profit.

LITREATURE REVIEW

Pype, Mertens, Helewaut, & Krystallidou (2018) Small business owners, who contribute may encounter a complex system and could find alternative ways to lessen the problems and return to normalcy. Success in the face of complex systems may entail adaptation, which invariably involves collaborative partnerships within the firm, rather than individuals acting in isolation

Turpin (2017) The basic concept of autopoiesis is that systems self-produce to interact with other components in a system. Businesses often operate in a repetitive cycle, to produce products or services for consumers. The strategic organizational management approach of breaking tasks into smaller tasks appears logical as complex systems are often problematic to comprehend, anticipate, and simulate.

Ziwei Liu, Ping Luo, Shi Qiu, Xiaogang Wang, Xiaoou Tang (2016) Recent advances in boutique clothes recognition have been driven by the construction of clothes datasets. Existing datasets are limited in the number of annotations and are difficult to cope with the various challenges in real-world applications. In this work, we introduce Deep Fashion, a large-scale clothes dataset with comprehensive annotations.

Poh K. Tee, Behrooz Gharleghi, Benjamin Chan, Behrang Samadi & Abbas A. Balahma (2015) Purchase intention is the feeling of people that makes them to purchase the product or service more and more. It's because of the product that they thought is can bring satisfaction to them and makes them buy more and more. Also, it's not all customers have this feeling before having experience in that situation. And also, some of customer has a different feeling of the product and service that the company offers. Paper says about Purchase Intention of International Branded Clothes Fashion among Youngers.

Chetterjee. K.N, etal, (2012), fashion product life cycles are getting shorter than consumers demand, variation in the styles and silhouette of the garments.

LIMITATIONS OF THE STUDY

The data is collected based on the questionnaire; thus, the result may vary according to the respondents. The study was conducted only for the short period The study is based on the respondent's opinion, so there might be chances for ignoring the opinion of some of the good and reliable respondents outside the preview of this research. The sample size was limited to 50 respondents.

DATA ANALYSIS AND INTERPRETATION

TABLE - 1 NUMBER OF EMPLOYEES

S.NO	NO OF EMPLOYEES	FREQUENCY	PERCENTAGE %
1	1-3	17	34
2	3-5	25	50
3	Above 5	8	16
	TOTAL	50	100

The above table 1 shows that, out of 50 respondents taken for the study, 50 % of the respondents have 3-5 employees, 34% of the respondents have 1-3 employees, 16% of the respondents have employees above 5.

TABLE - 2 NUMBER OF YEARS

S.NO	NO OF YEARS	FREQUENCY	PERCENTAGE %
1	Less than 1 year	11	22
2	1-3 years	21	42
3	3-5 years	15	30
4	More than 5 years	3	6
	TOTAL	50	100

The above table 2 shows that, out of 50 respondents taken for the study, 42 % of the respondents are working for 1-3 years, 30 % of the respondents are working for 3-5 years, 22 % of the respondents are working for less than 1 year, 6 % of the respondent are working for more than 5 years.

TABLE – 3 MARKETING STRATEGIES

S.NO	MARKETING STRATEGIES	FREQUENCY	PERCENTAGE %
1	Advertising	13	26
2	Seasonal discount and promotion	20	40
3	Timely deliver	17	34
	TOTAL	50	100

The above table 3 shows that, out of 50 respondents taken for the study, 40 % of the respondents uses seasonal discount and promotion strategy, 34 % of the respondents uses timely deliver strategy, 26 % of the respondents uses advertising strategy.

TABLE – 4 PERCENTAGE OF SALES FROM REPEATED CUSTOMER

S.NO	PERCENTAGE OF SALES FROM REPEATED CUSTOMER	FREQUENCY	PERCENTAGE %
1	Less than 20%	11	22
2	20% to 50%	24	48
3	50% to 70%	15	30
4	Above 70%	0	0
	TOTAL	50	100

The above table 4.1.4 shows that, out of 50 respondents taken for the study, 48 % of the respondents get 20 % to 50 % of sales, 30 % of the respondents get 50 % to 70 % of sales, 48 % of the respondents get 20% to 50 % of sales.

TABLE – 5 RANK FOR THE PROBLEMS

CATERGORY	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Rent and overhead cost	14 70	22 88	12 36	1 2	1 1	50 197	I
Finding qualified staff	8 40	29 116	10 30	2 4	1 5	50 195	II
Attracting and retaining the customer	13 65	19 76	17 51	1 2	— —	50 194	III
Limited marketing budget	10 50	23 92	16 48	1 2	— —	50 192	IV

Managing inventory	6 30	30 120	12 36	2 4	— —	50 190	V
Credit sales	10 50	20 80	18 54	2 4	— —	50 188	VI

From the above table, it is found that rent and overhead cost (rank I) is the problem of boutique shop by the respondents and credit sales (rank VI) is the least problem of boutique shop.

SUMMARY OF FINDINGS:

Majority 50% of the respondents have 3-5 employees. Majority 42 % of the respondents are working for 1-3 years. Majority 40 % of the respondents uses seasonal discount and promotion strategy. Majority 48 % of the respondents get 20% to 50 % of sales. It is found that rent and overhead cost (rank I) is the problem of boutique shop by the respondents and credit sales (rank VI) is the least problem of boutique shop.

SUGGESTIONS

- Major problems are lack of awareness among people regarding boutique products. There is only a single association about boutiques where one can discuss the problems and which is not enough. The main recommendation is research by which when new boutiques are opened, they would know the challenges and prepare to tackle the obstacles. Existing boutiques can also have researched on so, they can fulfil the customers taste and know what is lacking in their business.
- One of the major recommendations is there should be more fashion shows so; boutique proprietor can get to show their talent and publicize their products. Boutiques are brought into limelight through fashion shows, which helps in dragging concentration and interest of the customers towards boutique. Other aspects are through advertisement, fashion shows, TV channels, newspapers etc.

- Many improvements in the field of marketing are necessary, like publishing new products in newspaper which is catchy and draw the attention of the customers. For this more advertisement is recommended, then only public will know what is happening in the market.

CONCLUSION

- People are generally influenced by style, comfort and new trends of society. Numerous articles from newspapers were collected so one can know the different aspects of people. The following conclusions are deduced from the opinion survey of 50 boutique owners from this study.
- As people are fast embracing modern culture inclination of the customers to buy boutique products are increasing gradually. Everybody prefers to look best so this trend has given growth to boutique products, which is fast emerging as a profitable business. Marketing aspects is average. Usually, boutique owners have good relationship with customers. If customers didn't come frequently then some boutique owner's call and make an inquiry. So, this gives importance to customers. Discount is given if customers stitch in bulk quantity. Regular customers usually prefer same boutique.
- Customers are influenced by friends and of latest designs. Living style of people, it changing so boutique products are gaining popularity. Boutique owners are not much aware about marketing. Good marketing uplifts the profit of boutique products. Government does not show any interest toward: boutique products, so this is also hampering boutique products. Finance, pricing and market condition changes according to economic condition of the country.

REFERENCE

1. Ziwei Liu, Ping Luo, Shi Qiu, Xiaogang Wang, Xiaoou Tang; Proceedings of the IEEE Conference on Computer Vision and Boutique Fashion Recognition (CVPR), 2016, pp. 1096- 1104.
2. Mahesh Shaw (2016), Mohammad Abdul Jalil, Joykrishna Saha, Md. Moznu Mia & Md. Mizanur Rahman, Impact Of Various Yarn Of Different Fiber Composition On The Dimensional Properties Of Different Structure Of Weft Knitted Fabric,

International Journal of Textile and Fashion Technology (IJTFT), February-March 2012, pp. 34-44

3. Kavithagupta “accelerating growth in fashion apparel”.
4. Garg, Ritu, (December 2016). To study the modifications and new prospects in Kathiawar stitches. Asian Journal of Home Science, volume 11, issue 2, 415 – 424.
5. Mishra, Rashmi and Pant Suman, (June 2015). Preference of consumers for Kashmiri shawls, Asian Journal of Home Science, volume 10, issue 1, 203-207.
6. <https://www.scribd.com/document/340087200/Project-Report-on-Boutique-Shop>
7. <https://projectreportbank.com/boutique-shop-project-report/>
8. https://r.search.yahoo.com/_ylt=AwrKB9W34AJmVwQAn2W7HAX.;_ylu=Y29sbwNzZzMEcG9zAzEEdnRpZAMEc2VjA3Ny/RV=2/RE=1712674232/RO=10/RU=https%3a%2f%2fwww.linkedin.com%2fpulse%2fnavigating-market-challenges-strategies-boutique-alex-de-vincentiis-i3xkc/RK=2/RS=.QgmmXGLB9LtTS7MMCRcjJFpMSU-
9. <https://dfupublications.com/news/apparel/bangladeshi-rmg-industry-reports-strong-performance-in-fy2023-24-july-february>
10. <https://www.newfoundr.com/marketing-ideas/clothing-boutique-store>
11. <https://dojobusiness.com/blogs/news/clothing-store-swot>
12. https://textilelearner.net/what-is-fashion-boutique-types-purposes-and-advantages/#google_vignette
13. <https://www.sterlingvdr.com/blog/the-benefits-of-being-boutique>
14. <https://www.colmershill.com/uncategorized/fashion-boutiques-advantages/>