

A Study on Impact of Marketing Mix Elements on Consumers' Retail Format Choice decisions in Jeans wear Retailing

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Abstract: *Purpose: To understand the impact of marketing mix elements on consumers' retail format choice decisions in shopping for jeans. This study explored the hardly ever researched area in Indian jeans wear retail context across various retail formats.*

DESIGN / METHODOLOGY / APPROACH: *The data was collected by simple random sampling technique using random mall intercept method from 505 customers through structured questionnaire in Hyderabad, Andhra Pradesh. An empirical model was designed to test the predictors of marketing mix elements across various retail formats. The data was analyzed through descriptive and inferential statistics.*

FINDINGS–*The findings of this study revealed that:*

Departmental & Specialty Stores (DS &SS): Flexible shopping hours, Quality, Store brand availability, high value for money, Membership & Seasonal discounts have more influence on customers' shopping for jeans at (DS & SS).

Shopping malls & Hypermarkets (SM & HM): One-stop Convenience, Location & good parking facilities, Variety, Color & Style of jeans affect customers' shopping patterns at (SM & HM)

RESEARCH IMPLICATIONS: *Information from this study helps retailers, marketers and companies in understanding customer paradigm shifts in shopping patterns. The study aids them in responding to ever changing needs of customers through creating flexibility and upgrading shopping patterns and marketing mix elements, thereby increasing the overall marketing efficiency.*

LIMITATIONS: *The study is restricted to twin cities of Hyderabad; however it is proper to conduct such studies geographical segment-wise to be more accurate, secondly retailers' perceptions were completely ignored and thirdly unorganized retail was not taken in this context.*

ORIGINALITY / VALUE–*The studies on Jeans wear retail across various retail organized retail formats in Indian context are quite a few and hence add more value in understanding customer's buying behavior and retail format choice decisions.*

Keywords: *Departmental Stores, Specialty Stores, Shopping Malls, Hypermarket, Jeans wear Retail, Marketing Mix elements, Retail format choice.*