

A Study on the Factors Effecting Store Format Selection between SBO and MBOs for Sportswear and Sports Accessories in the Fashion Capital of India- Shillong, Tier III Indian City

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Abstract : Tier 3 cities of India is home to one of the fastest growing socio-economic powers in the world and hence is the focus of a lot of business activity as it is almost a blue ocean giving the first mover a huge strategic advantage. Among the various sectors, the retailing is perhaps one of the most promising sectors. The study carries out 129 successfully structured mall-intercept interviews in the town of Shillong, Meghalaya in an attempt to understand the SBO and MBO shoppers. Demographic variables itself does not show any store format preference although discounts do attract the lower income group more while clear difference is observed among genders when it comes to importance of ambience, and it is more pronounced for SBO patrons. SBO patrons are more focused while MBO patrons are more into leisure shopping. Price is the most important predictor of satisfaction especially for MBO shoppers. The market shows three basic segments i.e experiential, relationship and value shoppers.

Keywords : demographic variables, degree of importance, degree of satisfaction, SBO and MBO

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