

Research Paper :

Retailing and wholesaling practices of woollen products

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ABSTRACT

Present study was conducted in "Lal Imli Woollen Mill" of Kanpur city (U.P.). Maximum sale of woollen products was found for "lohi" in retailing (46.88%) and wholesaling (37.5%) shops. Minimum (12.5%) purchase of blazers and blankets were found in selected retailing and wholesaling shops. The highest score of 2.89 was found for the rental work space and minimum score (1.00) was identified for transportation and cost of raw material. Cost of raw material score 1.00 followed by the transportation and electricity score 0.75 each identified from retailers for cost calculation of the products. The highest score 2.93 was found for "the high marketing cost" as a constraint and the lowest mean score (1.00) was found for the "delay in sale services" due to workers during purchasing of woollen products in retailing and the wholesaling respondents showed the highest score 2.75 for the poor quality products and the lowest score 1.00 was found for unavailability of the transport, competition in market and higher taxes during marketing of woollen products

Key words : Marketing, Woollen products.

Marketing is the entire process of satisfying the needs of consumers. It includes the discovery of consumer needs, production of goods and services according to the specifications of these needs, physical distribution of these goods and services and after sale-services.

Marketing includes a series of activities involved in moving the goods from the point of production to the point of consumption. It includes all the activities involved in the creation of time, place, possession and utility (Acharya and Agrawal, 1994).

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating offering and exchanging products of value with other (Kotler, 2001 and 2002).

METHODOLOGY

The interview is probably most oldest and most often used device for obtaining information. It is a meeting in which the interviewer puts questions to the interview and record his responses. The meeting is always face to face where both the parties communicate with each other not only through words but also through gesture, mannerisms, facial expressions etc (Tripathi, 1997).

In this study the data were collected from the wholesaling and retailing shops. Sample of 32 retailing and 8 wholesaling respondents were selected for the present study through multistage purposive sampling procedure. Statistical analysis of the data was employed through frequency, percentage, score and rank.

FINDINGS AND DISCUSSION

Maximum sale of woollen products was found for "lohi" in retailing (46.88%) and wholesaling (37.5%) shops. Shawls were sold from wholesaling shops (25%) and from retailing shop (18.75%). Minimum (12.5%) purchase of blazers and blankets were found in selected retailing and wholesaling shops (Table 1).

Table 1 : Percentage distribution of woollen products according to sale

Sr. No.	Woollen products	Retailing n = 32	Wholesaling n = 8
1.	Suit length	-	-
2.	Blankets	12.50	12.50
3.	Shawl	18.75	25.00
4.	Blazers	12.50	12.50
5.	Lohi	46.88	37.50
6.	Shirt materials	-	-
7.	Trouser materials	9.37	12.50

Various parameter of cost calculation were considered by wholesaling and retailing respondents while cost calculation. The highest score of 2.89 was found for the rental work space and minimum score (1.00) was identified for transportations and cost of raw material. Highest score 2.75 from wholesaling respondents was found for marketing expenditure and there was score 2.62 for maintenance. Cost of raw material score 1.00 followed by the transportation and electricity score 0.75 each (Table 2).

Table 2 : Cost calculation of the woollen products

Sr. No.	Parameters	Retailing (n = 32)					Wholesaling (n = 8)					
		Always	Sometimes	Never	Score	Rank	Always	Sometimes	Never	Score	Rank	
1.	Cost of raw material	-	-	100	1.00	V				100	1.00	III
2.	Rental work space	90.62	9.38		2.89	I	62.5	37.5	-	2.62	II	
3.	Marketing expenditure	62.5	21.88	15.62	2.45	III	75.00	25.00	-	2.75	I	
4.	Transportation	-	-	100	1.00	V	100	-	-	0.75	IV	
5.	Maintenance	46.8	43.75	9.38	2.36	IV	62.5	9.38	-	2.62	II	
6.	Electricity	84.38	15.62	-	2.84	II	100	-	-	0.75	IV	

Table 3 : Constraints faced during marketing of woollen products

Sr. No.	Parameters	Retailing (n = 32)					Wholesaling (n = 8)				
		Always	Sometimes	Never	Mean	Rank	Always	Sometimes	Never	Mean	Rank
1.	Delay in sales services due to workers	-	-	100	1.0	III	62.5	37.5	-	2.62	II
2.	High transport charges	78.13	15.62	6.25	2.71	V	25.00	12.5	25.00	2.00	IV
3.	Unavailability of the transport	-	-	100	1.00	VII	-	-	100	1.00	IV
4.	High marketing cost	93.75	6.25	-	2.93	I	62.5	37.5	-	2.62	II
5.	Price fluctuation	87.5	12.5	-	2.87	III	7.5	25.00	25.00	2.13	V
6.	Competition in the market	84.37	9.38	6.25	2.78	IV	-	-	100	1.00	VI
7.	Higher taxes	78.12	12.5	9.38	2.68	VI	-	-	100	1.00	VI
8.	Changes in Govt. policies and norms	90.62	9.38		2.90	II	12.5	25.0	25.0	2.45	III
9.	Poor quality products			100	1.00	VII	75.00	25.0	-	2.75	I

It is clear from Table 3 that the highest score of 2.93 was found for “the high marketing cost” as a constraint and the lowest mean score (1.00) was found for the “delay in sale services” due to workers during purchasing of woollen products in retailing. The constraints from wholesaling respondents showed the highest score 2.75 for the poor quality products and the lowest score 1.00 was found for unavailability of the transport, competition in the market and higher taxes during marketing of woollen products.

Conclusion :

Lal Imli Woollen Mill is one of the leading industry famous in India and abroad. There are several “Functional Department” with working infrastructure. The sale of woollen products is one of the major constraints in all the existing retail and wholesale shops of Kanpur city.

The “Lal Imli” woollen products are not finding more profit because of competition and availability of variety of branded/non branded woollen products in the market.

So there is a need to open more retailing wholesaling outlets of Lal Imli woollen products in Kanpur Nagar / Dehat or other states of India and also to produce

fashionable variety products as per demand of the consumers.

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