

Chapter 6

Recommendations and Future Scope

6.1 RECOMMENDATIONS

The current study has clearly proven the significant relationship between demographic variables and the female psychographic purchase pattern for women apparels and accessories in malls in Delhi-NCR. Also, it has given consumer profiles reflecting their psychographic traits along with demographic profiling. Thus, there exist implications for the marketers and researchers of consumer behaviour or gender marketing studies. The marketers are recommended to give due importance to the demographic and psychographic bases of segmentation to find the most lucrative segments for product positioning. Also, the environment being dynamic and competitive, marketers need to keep a track of the changes in these profiles with the changes in the macro environmental factors. Female apparel and accessories industry is a fashion based industry these days; therefore, it's constantly changing. So, it is suggested to the marketer to have a proactive approach and integrate the changes in fashion in the product offerings at the earliest.

The segments which turn out to be more profitable according to this study are clusters – III in each category; Conspicuous buyers (self- evaluation), Mature enthusiasts (family), Affluent shoppers (shopping pattern), Fashion enthusiasts (clothing shopping) and Mainstream buyers (accessories shopping). These segments belong to females who are middle aged (30-40 years), married/ settled with good level of education (post-graduates) and earning well (above Rs 40000 per month). Therefore, the marketer should wisely target this/ these segments. They can adopt the strategy of being innovative and highly updated with respect to providing fashionable women apparels and accessories. In terms of apparels, element of comfort and style are quite relevant for this segment. Therefore, the apparel manufacturers are recommended to hire good industry designers to tap the customer expectations and deliver the same. These segments are quite brand conscious, therefore, marketers are recommended to spend appropriately in generating and maintaining a good brand image. This can even be done through hosting some independent fashion shows or beauty pageants. This can also be done in collaboration with some other female products' brands. This may help the apparels and accessories brands to reach out to the users of other female products too. Infact, females as discussed in previous chapter are emotionally involved

while shopping, especially, for the products which enhance their self-esteem that includes women apparels and accessories. Therefore, getting the brand endorsed by the celebrities from Bollywood or any sports personality can actually be a good influencer.

Also, importance of sales management can't be denied in this sector as it is based on direct sales (organized retail). Thus, salespersons in these stores should be motivated to use innovative methods to provide and enhance customer satisfaction. Visual merchandising should not be undermined. This concept should rather be fully utilized as it makes a significant impact on the shopper and sales staff should ensure keeping the right merchandise at the right places in the store or at display.

A very important initiative to be taken for these customers is Customer Relationship Management (CRM). It was seen that female customers often buy under the influence of their family members. Thus, an initiative of offering associate loyalty cards can be introduced.

Infact, luxury brands can work in tandem with local relationship experts in order to customize products according to local values, attitudes and lifestyles. For example, Hermes, a top international brand for handbags and women accessories had customized sarees to be sold in India (Tulshyan, R., 2011).

6.2 LIMITATIONS OF THE STUDY

Inspite of having various contributions in the area of consumer research or study, the current research has also got some limitations which are mentioned below:

- In order to maintain a focused approach, the study has excluded the role of store attributes in affecting the female purchase behavior.
- Due to limited time and resources, limited number of malls based on certain criteria were chosen for the current study.
- Under the Accessories category as product, only handbags and fashion jewellery were chosen as they were the most common, popular and widely used products by the females.

- Their market potential was a major criterion for choosing them along with their relative usage factor with the apparels. Thus, other accessories remain excluded.
- The respondents' data may be influenced by the personal bias of the respondents.

6.3 FUTURE SCOPE

The current study has provided useful inputs in finding relationship between demographic factors and the purchase pattern of female customers for apparels and accessories shopping at the malls in Delhi-NCR. Also, it has generated various customer profiles through segmentation using cluster analysis and established its link with demographic factors as advocated by VALS study. But, at the same time, there have been some limitations of the research study which leaves the researchers with the scope to further explore.

Firstly, a study of the total urban consumers may generate more or different customer profiles other than the ones produced by the current research. Therefore, there is a scope of conducting a census study over the sample study conducted. Also, for this study, few selective malls were used in the sampling frame. This study can be made more extensive by taking into consideration all the malls spread up in Delhi-NCR. Or, researchers can add the element of geographical base of segmentation too and then, combine the results for different geographies in and around the state into a single study. This study has been able to examine the female consumers' lifestyles within a certain framework of product groups. There is a scope to conduct additional studies taking into consideration specific product brands or the different product options.

There further lies a scope for generating female profiles through market segmentation nationally or cross-culturally or for all the metropolitans in the country or at interstate level (to identify the differences and similarities in the buying behaviour) for the consumer behaviour researchers in order to provide more inputs in this area of research. Further studies examining the life-styles of different demographic, socio-economic and cultural groups, as well as studies of a comparative nature may shed additional light on this under researched area of inquiry.