

**AHMEDNAGAR CLOTH RETAILERS: DEMOGRAPHIC PROFILE - A SCHEDULE SURVEY**

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**Abstract**

Indian customers may choose from a wide range of premium clothing labels, even for basic items. The industry in the nation with the quickest rate of growth is retail apparel. By 2025, the clothing and lifestyle product industry in India is projected to grow from its current estimated value of US\$ 85 billion to US\$ 160 billion. Retail and Hospitality, Real Estate Services, and Banking and Insurance, accounts for 15%, 10% and 14% of the GDDP of Ahmednagar district. The demographic profile of Ahmednagar fabric sellers is presented in this study report. This research reveals establishment of cloth retail stores, their product types and brands which they sale in market and what are the prospects of retails in Ahmednagar market. It studied the customer's type's visit the stores.

**Keywords:** Cloth Retailing, Establishment, Product Range, Walk by /Drive by Customers.

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**Introduction:**

Cloth means, fiber and textile material worn on the body, especially outerwear; garments and attire. It also known as clothes, apparel and attire. Retailing is the dynamic industry-constantly changing due to shift in the needs of the consumers and the growth of technology. Retailers generally can be classified by ownership, offered products, operating methods, service level, and location. Products are made to be consumed and to provide consumers with pleasure. The retailing related to clothing, textile, garments or apparel are variously called as cloth retailing, apparel retailing, garment industries, textile industries etc.

Ahmednagar is divided into two sectors: organised and unorganized. A closer examination of the Ahmednagar District's GDDP Distribution shows that the main sub-sectors in the services sector are Retail and Hospitality, Banking and Insurance, and Real Estate Services, which account for 15%, 14%, and 10% of the GDDP,

respectively. After independence, a strong and commercial foundation was laid for the city's cloth market. The efforts and physical exertion of the local cloth merchants are invaluable. After independence, there were few fancy cloth shops in the town. After 1992, the number of ready-made garments customers in the Ahmednagar city increased. Construction and registered production are the two main sub-sectors of the industrial market. As registered manufacturing contributes nearly twice as much to the district's economy as the construction sector.

**Collection of Data:** Secondary and Primary Data is used to analyse various aspects of the cloth retail stores of Ahmednagar.

**Research Instrument:** A 'Schedule' is used as a research instrument to collect the primary data.

**Tools for Data Analysis:** Descriptive Analysis has been carried out in this research in order to measure the size and shape of a sample data. Frequency table,

proportion percentage are used to analyse the data.

### Findings of the Study:

#### 1. CLASSIFICATION OF CLOTH RETAIL STORES ON THE BASIS OF NUMBER OF YEARS SINCE ESTABLISHMENT OF CLOTH RETAIL STORE:

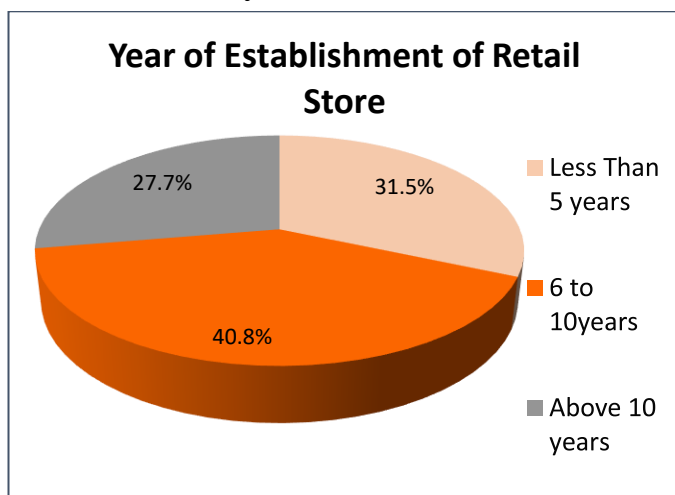
TABLE 1.

Classification of Cloth Retail Stores on the basis of number of years of Establishment:

Particulars	Frequency	Per cent
Less Than 5 years	74	31.5
6 to 10years	96	40.8
Above 10 years	65	27.7
Total	235	100.0

Chart 1.

Classification of Cloth Retail Stores on the basis of number of years of Establishment:



#### Interpretation:

- It is seen from the table that 27.7% the Cloth Retail Store are in existence since more than 10 years.
- It is observed that 31.5% the Cloth Retail Store are relatively younger (less than 5 years) compare to others.
- It is seen that 40.8% Cloth Retail Store are in existence since last 6 to 10years.

#### 2. CLASSIFICATION OF CLOTH RETAIL STORES ON THE BASIS OF PRODUCT RANGE OF RETAIL STORE

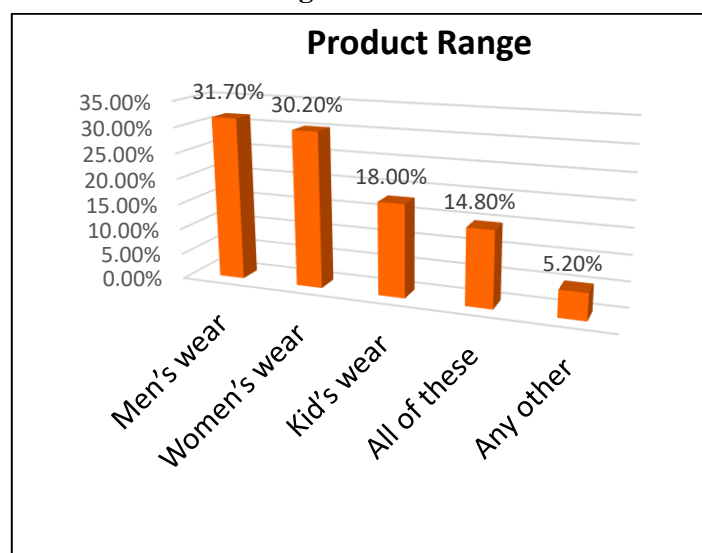
TABLE 2.

Product Range of Retail Stores

Product Range	Frequency	Per cent	Rank
Men's wear	109	31.7%	1
Women's wear	104	30.2%	2
Kid's wear	62	18.0%	3
All of these	51	14.8%	4
Any other	18	5.2%	5
Total	344	100.0%	-

Chart 2

Product Range of Retail Stores:



#### Interpretation:

- It is seen from the table that 31.7% 'Men's Wear' is the most preferred (Rank1) Product range in Ahmednagar Cloth Retail Business.
- It is also seen from the table that 30.2% 'Women Wear' is the second most preferred Product range (Rank 2) by the Cloth Retailers in Ahmednagar.



- ‘Kid’s Wear’ Product Range ranks 3 according to 18% of the Cloth retailers in Ahmednagar.
- ‘All of these’ is another Product Range ranks 4th according to 14.8% Cloth Retailers.
- ‘Any other’ Product Range ranks 5th by the Cloth Retailers in Ahmednagar said by 5.2% Cloth Retailers; it includes curtains, bed sheets, towels, cloth etc.

### 3. CLASSIFICATION OF CLOTH RETAIL STORES ON THE BASIS OF TYPES OF CUSTOMERS COME TO RETAIL STORE

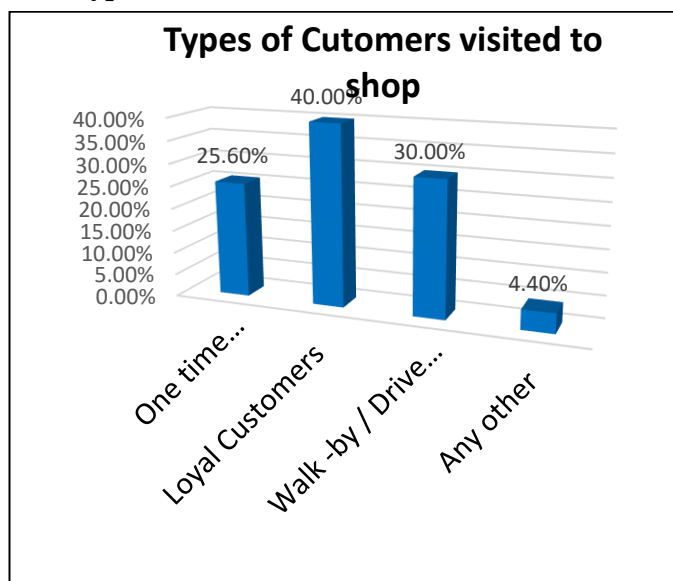
TABLE 3

Types of Customers come to Retail Store

Customer are	Frequency	Percent	Rank
One time Customers	139	25.6%	3
Loyal Customers	217	40.0%	1
Walk -by / Drive by Customers	163	30.0%	2
Any other	24	4.4%	4
Total	543	100.0%	-

Chart 4.

Types of Customers come to Retail Store:



#### Interpretation:

- It is seen from the table that 40 % ‘Loyal Customers’ are the most (Rank1) visited customers of Cloth Retail shops in Ahmednagar.
- It is also seen from the table that 30 % ‘Walk-by/Drive by Customers’ are the second most visited (Rank 2) customers of Cloth Retail shops in Ahmednagar.
- ‘One Time Customers’ are ranks 3 visited customers according to 25.6% of the cloth retail stores in Ahmednagar.
- ‘Any other’ type of visited customers are ranks 4th according to 4.4% cloth retailers; it includes style oriented, seasonal customers etc.

#### Conclusion of the Study:

Ahmednagar cloth retailing dominates the retail sector in Ahmednagar city market with 1001 registered cloth retail stores. Cloth retail market of Ahmednagar had many cloth retail stores which has established in last decade and having promising future as there are many stores established in recent years. Ahmednagar cloth retail stores mostly deal in multiple types and brands of products. Cloth retail market has highest percentage of multiple types of products retailers but Men and women’s cloth retailers are also having notable presence in the market. Loyal customers visit dominates Ahmednagar cloth retail market. There are very less percentage of any other type of visited customers in cloth retail market of Ahmednagar.

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