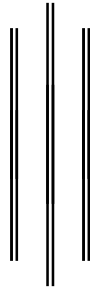


**FACTORS INFLUENCING STORE EXPERIENCE OF MEN'S
APPARELS IN KATHMANDU**



A THESIS



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SUBMITTED TO

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Tribhuvan University

**In partial fulfillment of the requirements for the degree of
Masters of Business Studies (MBS)
Putalisadak, Kathmandu**

March 2013

RECOMMENDATION

This is to certify that the thesis

Submitted by

Kabita Aryal

Entitled

**'FACTORS INFLUENCING STORE EXPERIENCE OF MEN'S APPARELS
IN KATHMANDU'**

Has been prepared as in the form as per the fulfillment of the partial requirements for the Master's Degree in Business Studies of the Faculty of Management. This thesis is forwarded for examination.

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And found that the thesis to be the original work of the student and written according to prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for Masters Degree in Business Studies.

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Chairperson, Research Committee:.....

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DECLARATION

I hereby, declare that the work reported in this thesis entitled "Factor Influencing Store Experience of Man's Apparels In Kathmandu" submitted to the Research Department of Shankar Dev Campus, Putalisadak, Faculty of Management, Tribhuvan University is my original done in the form of partial fulfillment of the requirements for the Masters of Business Studies(MBS), under the supervision of Mr. N. K. Pradhan (Lecture) and Mr. Prakash Shing Pradhan, Associate Professor of Shankar Dev Campus, Tribhuvan University.

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Executive Summary

The apparels markets all over the world have been very dynamic in nature and Nepalese apparels market is no exception to that. In Nepal also, the apparel market has been growing substantially each year. The market which was in the past mostly focused on female apparels and female customers has been now placing attention on male apparels and male customers as well.

Various factors can be attributed to this change in perception of the target consumers towards men's apparels. Factors such as changes in lifestyle orientations, changes in financial status, changes in occupational requirements etc have made Nepalese men concerned about their personality. In this context, apparel being one of the foremost part of a person's personality, has found new areas to grow in the Nepalese market especially the urban markets in cities like Kathmandu, Pokhara, Biratnagar etc. As a result of this, we can see that various local apparel brands like Gent's Park, Springwood etc and comparatively wider assortments of international brands such as Suvari, Monte Carlo, Arrow, Peter England, Indian Terrain, John Players etc are catering to the clothing needs of the diverse Nepalese male consumers.

This particular research is based on the men's apparels market in Kathmandu and as such the results and findings of this research are representative of the responses of consumers of Kathmandu only. However, inferences can be made from this research so as to study men's apparels market in other cities of Nepal.

The research has come up with many findings. Regarding the male consumers' spending on apparels, the respondents of this research were found to be spending in the range of Rs. 1000 – Rs. 5000 monthly on their apparels. Similarly, majority of the respondents of this research are found to be visiting malls/ stores for purchasing apparels once in a month. Since the research aims to study factors affecting store experience of men's apparels, the research has focused on some major elements of store experience namely

location, layout, staff of the stores, variety of merchandise, ambience etc. Regarding these various factors influencing store experience, the research shows that factors such as location, ambience, product assortments (wide variety of merchandise, fully stocked stores etc) and staff of a store (helpful and knowledgeable staff, well maintained and neat staff etc) are highly emphasized by consumers and they think that these factors play a crucial role in determining store experience.

At present there are plentiful stores/malls in Kathmandu and the research has shown that, among the various malls/ stores in Kathmandu, majority of the respondents frequently visit Bhatbhateni Supermarket (BBSM). On the contrary, majority of the respondents of this particular research have never visited Sherpa Mall.

One of the major findings of this research is that, out of the total 120 respondents surveyed in this research, majority of the respondents have said that they have frequently not purchased apparels from a mall/ store solely on the basis of the store experience and no other influence.

The research also attempted to find out any improvements that consumers would like to see in the apparels stores/ malls. In this case, the research has found that consumers are seeking significant improvements in terms of factors such as easy accessibility, proper and better parking facilities, adequate physical facilities such as rest rooms, escalators, lifts, trial rooms etc.

The hypothesis testing of the research has shown that there is significant relationship between layout of the store and store experience. Similarly, there is a significant relationship between ambience of the store and store experience. In the same way, there is a significant relationship between product assortments/ variety and store experience. The hypothesis testing has also pointed out significant relationship between staff of the store and store experience. From the hypothesis testing of the research, it is also known that there is a significant relationship between layout of the store and store experience.

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