

CHAPTER- 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Boutique means a shop selling and stocking latest fashion articles like shawls, women's clothes, fabric etc. these latest fashion articles are designed by a designer having skilled knowledge on textiles. fashion designer is a person who designed clothes and is the owner of the boutique. Marketing tries to promote the articles found in the boutique in a systematic way.

Boutique does not have long history in Nepal. Its history can be traced to one and half decade only. Nowadays there are many boutiques where people throng to buy and stitch clothes of their choice. It is a new type of business in sub-urban society. Most urban customers go to boutique for their purchase as it stocks up a variety of goods. So the market is concentrated to the fashion conscious group.

Tailors are familiar and have been stitching garments for a long period; however boutique is a modern version in which customer have a choice of fabric and style. Tailors usually stitch clothes of same design and pattern but boutique is concerned with colour combination, recent designs, fashion and the texture of the fabric. Various types of patterns of embroidery also form a part of boutique business. Boutiques don't survive on fashion shows and clothes pattern only. Good marketing and customer satisfaction are essential aspects for boutique to be well established in the market. The satisfaction of the customers with the product of the boutique must be maintained throughout the time so as to gain confidence and goodwill of the customers. These aspects are vitally important to expand the business in future. The process such as production, supply and availability can be improved as per the desire of the customers. Boutique located in Tharaha market is Pahiran, Jyoti.

"Marketing is a total system of business activities designed to plan, price, promote and distribute want satisfying products to target markets to achieve organizational objectives."(prof. WILLIAM J. STANTON, 1994, Fundamental of Marketing page 6)

"Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others." (Philip Kotler)

1.2 FOCUS OF THE STUDY

"Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others" (Philip Kotler, 1991, Marketing Management, page 8)

The main focus of this study tries to show how marketing helps in promotion of the boutique products. Formulating marketing strategy, observations regarding product design, product selection and promotional methods should be kept in main for successful and profitable marketing.

Participating in fashion shows boost the advertisement aspect. Audiences get Acquainted with the boutique hence they are eager to buy and place order for the clothes. Advertisement through television, magazines, films and verbal media; are the main media for promotion of boutique products. Discount and sales of dress play a major role. Peoples are attracted to the shop during reduction and discount sales period. Advertising attracts customers to the store. Without effective advertisement, customers aren't aware of the boutique and its products. Besides, another aspect is designer should always fulfill customer satisfaction. Boutique business should live up to the expectation of customers. The economic status of the boutique increases with the frequent purchase by the customer. Even in our country if the customers prefer good fitting clothes and designs they can just go to boutique and stitch them. People do not have to wait for importing it.

Every marketer should understand the customers' interest and need which influence the customers' behaviour. In the era of cut throat competition, successful marketing of the products demand a thorough understanding of customer's behavior. Good marketing helps the boutique to improve the image and profit. Fashion shows serve as good advertisements. Movies use designers, so people are aware of latest style and copy the dresses of the film stars. Another is magazine advertisement from which people copy the dress of their choice. So, advertisement has great impact on the customers. The boutique with good marketing system can export its product to international market. There are many boutiques, which take orders from custom-

ers of other countries, stitch the dress and export the finished garments. It is not conducted on mass production scale but exported in sizable quantity and quality of products. In international market, boutique products are gaining popularity and are definitely helping in economic condition of our country. The provision of website in Internet helps a great deal in international business.

A social definition shows the role the marketing plays in society. One marketer said that the role of marketing is to "deliver a higher standard of living." (Philip Kotler, 1999, Marketing Management, page 7) Boutique owner should always think that the competitor is ahead and should make marketing strategy and policy after studying the marketing strategy, policy and distribution channels of the competitors.

1.3 STATEMENT OF THE PROBLEM

Clothes exist in this world for a long time. In our society, we do have tailors to meet our clothing requirements from a long time. As our society is changing and is influenced by western culture. We are more opted to visit boutique, as it is a new emerging business.

There are lots of problems faced by boutique. First of all, there should be one organization where one can discuss their problem. One of the major problems seen in boutique is that they open and close frequently. Another one is there is not much profit as it should get. If there is some government support then there may be reduction on taxes of fabric which may help boutique owners. From this thesis it would help boutique business owners to know their problems and how to get rid of these problems. The following aspects will be discussed in this thesis. Although boutique practice is very common in urban areas it is still just introduction stage in sub-urban areas. There are a lot of problems faced by boutique. This is sub-urban area, So, being a sub-urban area is itself a problem of this area.

A lot of people of this area are not much aware about boutique like urban areas. So, this study will study the problem related to this field.

Customer devastation is also a major problem of this area. People usually buy Readymade garments which are much cheaper than boutique. Similarly probable customers of this area go to urban area's boutique. So this study will try to highlight

how this area's boutique are being capable to meet these aspects by providing quality products. People give preference to fashion, price and brand rather than quality. So, they scare to enter boutique by thinking they cannot afford it. So this study will attempt to show means and methods for boutiques and designers of this area to face this problem.

1.4 OBJECTIVES OF THE STUDY

Main objective of this study is to examine the purchasing behavior in buying and stitching clothes of the potential customers. This aims to develop general awareness of boutique products in the public. This study includes the following specific objectives.

1. To identify the brand loyalty of customers due to repeated purchases of the customer in the same boutique.
2. To observe the effectiveness of advertisement on the sales of boutique and make recommendation for the effective marketing of boutique products.
3. To identify the problems in the marketing of boutique products.

1.5 SIGNIFICANCE OF THE STUDY

"Marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need satisfying goods and services from producer to customer or client."(E. Jerome McCarthy)

It can be said that marketing is the managerial process by which products are matched with the market. With the help of marketing activities, a producer can distribute his product effectively and efficiently while the customers can get the want satisfying products at a reasonable price. In this way, both the producer and customer can maximize their profits. The marketing system embraces commercial and non commercial as well as pre purchase and post purchase activities, which are in any way related with the flow of goods from the producer to ultimate consumers. Marketing obviously includes such activities as the movement of goods, pricing, storing, advertising and so on.

Marketing is the most important aspect of the business and marketing research is the most important aspect of the marketing. The concept of marketing research is the gift of the modern concept of marketing i.e, consumer oriented approach. Nowadays a marketing manager is entrusted with the responsibility of decision-making in various fields connected with the

marketing of goods and services. He\She has to satisfy consumers' demand by supplying the right type of product, at right price, at right time, in right quantity and at the right place. These various decisions can be made either on the basis of whims, guesswork and intuition or through some scientific process based on facts and figures. The first alternative is not used in modern marketing. The concept of marketing research is based on the latter concept of marketing decision. It is used in the solution of marketing and distribution problems for the purpose of increasing sales, decreasing marketing and distribution costs and maximizing the profit. Kotler defines marketing research as a "systematic problem analysis model building and fact finding for the purpose of improved decision making and control in the marketing of goods and services." (Philip Kotler,1999, Marketing Management page 89)

It is evident from the above mentioned definition that marketing research is the collection, analysis and interpretation of data to help the marketing manager in making wise decisions in marketing field. It includes various subsidiary types of reseach such as markeanalysis, sales research, product research and sales promotion.

Marketing is the accelerator of economic growth. In developing countries marketing helps to boost up the economic growth. Though boutique products are still new type of business, these products are influencing people, they love to wear well fitted, smart looking fashionable dress. As people love to wear boutique-stitched dress, boutiques are doing profitable business. For urban areas boutique is familiar and well operated business but it is still relatively new for sub-urban areas. Although, in the first five years there has been a drastic change in the outlook and people are showing growing interest in boutiques and their products. In recent years, there has been a significant rise in the number of boutique organizations. So, it indicates that boutique business is definitely blooming and with the help of right marketing activities they would have higher profits and markets. It is for this reason that boutique business in the Thaiba market are running as a profitable business.

1.6 LIMITATIONS OF THE STUDY

The present study deals with outcomes of the results derived from the limited boutique shopes of Thaiba market. As this study confinds to these area, it concerns the problems\prospects of Thaiba area only. There were not many research and not many information were available on the subject. Some of the limitations are as follows;

1. The study confined to Thaiba Metropolitan sub-urban area only and may not represent the characteristic of customers of urban areas. It covers only a portion of market.
2. The presentation depends on data given by concerned boutique and customers. Research in this field has done rarely. So, the study is mainly based on Primary data provided by boutique and customers.
3. Still boutiques are thought to be a place of sophisticated purchase in sub-urban area, where customers hesitate to purchase, so the data given by customers may not reflect the actual practice.

1.7 Organization of the Study:

The dissertation has been divided into five chapters. The first chapter entitled “Introduction” deals with the subject matter of the historical background, meaning and some definitions of the marketing of boutique product . Similarly statement of problem, objective of the study, significance of the study, limitations of the study are also included in this first chapter The second chapter entitled “Review of Literature” concerns with the review of literature that are done from the various sources such as books, newspapers, websites etc..The third chapter entitled “Research Methodology” deals with research design, population and sampling, methods of data collection

The fourth chapter entitled “Data Presentation and Analysis” deals with data presentation and analysis of variables regarding the response of boutique proprietor and the customers and the major findings of the study. The fifth and the last chapter contains “Summary, Conclusion and Recommendation” deals to present the summary, conclusion and recommendation of the study. Lastly here is Bibliography

CHAPTER- 2

REVIEW OF LITERATURE

In this area, some research works have been conducted by few researchers regarding various aspects of boutique business. Several different views and opinions have been expressed by the different persons/researchers regarding boutique business and their activities, journals, thesis and other related important publications which has been published by various sectors. Now, in this chapter, what others have related is important to know as it provided guidelines and feedback to serve purpose of the study. So, the researcher has reviewed relevant literature relating to the field of this study.

Boutique production and marketing is a new phenomenon in sub-urban area even in the Nepalese market. So materials and literature regarding this boutique product is limited. Even then available literature has been consulted and reviewed for this research work. Many researchers have not been made in this field.

Production of boutique product is as follows:

A designer studio is a workroom where the creations of a designer are designed, created, manufactured and sold. It can include both the garments and the accessories. It can have many units or compartments as per the requirements of the designer and the availability of the space or area.

First and foremost is the selection of place. The selection of place depends upon the various factors. A market survey should be conducted and should lay emphasis that the place is convenient to customers. These are as follows:

1. Designing
2. Designer's showroom
3. Fabric collection

- 1. Designing:** It is the place where major work is done. It is mastermind of boutique. Usually boutique workshop and designers' showroom should be separate. In boutique workshop the complete assignment from the designing, pattern cutting and production is done.

PROCESS TO BRING OUT FINISHED PRODUCT

Order - Cutting - Issuing - Stitching - Thread cutting - Final checking - Packing and Finished goods.

i. Order - Customers come to boutique and order a dress. They give body measurement and fabric or may select a fabric from the boutique. They may choose designs or follow the suggestion of designer.

ii. Cutting - The major activities at cutting stage are cutting of the fabric as per specification and then inspecting, assorting and arranging the cut fabric to facilitate the flow of stitching process. First of all, a pattern of the sample garment is cut on the paper, according to the measurement of the design. The fabric is laid on a long cutting table and pattern paper made is placed on the top of the fabric. Pattern and cutting may make directly on the cloth according to the customers' design and measurement. If embroidery is needed, it is given to the person who does embroidery work.

iii. Issuing - The fabric is packed and is sent to the issuing-cum-receiving section that dispatches it to the sewing room.

iv. Stitching - Each tailor is given cut pieces of cloth to stitch. The tailor specialize in kurtha salwar or pant or coat or skirt. So, work is entrusted according to their skill and capability. Payment of remuneration is either on piece wage system or on monthly basis. Tailors do stitching, interlocking and labeling of the boutique's name. If customer needs a trial then it is sent to boutique for trial. After the trial the dress is returned to stitching department.

v. Thread cutting - In boutique, button and thread cutting are done. All the extra thread that sticks out are trimmed to give the finished product a better look.

vi. Final checking - The product is checked to conform the quality and size. If a minor alteration is needed, it is done. Then it is pressed for ironing, so, it gives a good finished product.

vii. Packing of the finished goods - The ready labeled garments are folded and packed into plastic bags.

2. Designer's showroom: It is then dispatched to the boutique showroom, where payment bill is made according to calculation of overall cost, where customer collects it, after making necessary payment. In designers' showroom, there are mannequins or dummies on which the designers' creations can be displayed.

Designers get inspiration from objects and issues from daily life. They can create unique design and display it in their store. So, customers can choose designs.

3. Fabric collection: In one corner of the showroom various fabrics are kept. Availability of different fabrics help customers to choose from boutique so, they don't have to go to other shops. Boutiques can serve two purposes by stitching and selling fabric Marketing is that field of study which is closely associated with the production of want satisfying goods or services in the interest of both the producers and consumers or users.

According to Prof. E. Jerome McCarthy "Marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need satisfying goods and services from producer to customer or client.

"Marketing management is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives." (Philip Kotler, 1991, Marketing Management, page 11)

The major elements under the direction of the marketer are selection of target market, marketing objectives, marketing organization, marketing plan and control of the marketing plan.

a. The selection of a target market involves two decisions, size and characteristics. A marketer can choose a very large target market, called mass marketing, or a small piece of market, called market segmentation. In the latter instance, a marketing plan is tailored for a specific group of people: with mass marketing, a generalized marketing plan evolves.

b. Marketing objectives are more consumer orientated than those set by management. For example, marketers are extremely interested in the image consumers' hold of the company and specific products. Sales objectives reflect a concern for brand loyalty (repeat purchase behaviour), growth through new product introductions, and appeal to unsatisfied market

segments. Profit objectives are set in per unit or total profit terms. Last and most important, marketers seek to create a differential advantage the set of unique features in a company's marketing program that causes consumers to patronize the company and not its competitors. A differential advantage, new products or features, product quality, availability, service, low prices and other characteristics.

c. A marketing organization is the structural arrangement for directing marketing functions. The organization outlines authority, responsibility and tasks to be performed. Through the organization, functions are assigned and coordinated. A marketing organization may be functional, product orientated or market orientated.

d. The marketing plan, or mix, describes the specific combination of marketing elements used to achieve objectives and satisfy the target market. The plan consists of four major factors: products and services, distribution, promotion and price. The marketer must select the combination of factors that is best for the firm.

In the development of the marketing plan, four elements: product, place, promotion, and price must be consistent with the selected target market. Each should be coordinated with other as it is inseparable integration.

Another extremely important aspect of the planning by a marketer involves control, monitoring and reviewing overall and specific performance. Evaluation should be conducted at regular intervals. The external environment internal company data should be reviewed continuously. In-depth research and analysis of performance (marketing audits) should be completed at least twice or once each year. (Marketing, Evans and Berman, 1982, page 31, 34, 35, 36)

Product is an important element of the marketing mix. According to prof. Philip Kotler "A product is anything that can be offered to a market to satisfy a want or need." (Philip Kotler, 1991, Marketing Management, page 356)

According to Prof. William J. Stanton "A product is a set of tangible and intangible attributes including packaging, price, colour, quality and brand, plus the seller's service and reputation." (Prof. William J. Stanton, 1994, Fundamentals of Marketing page 421)

The product concept holds that consumers will favour those products that offer the most quality or performance. Managers in these product-orientated organizations focus their energy on

making good products and improving them over time. (Philip Kotler,1991, Marketing Management, page 14)

Product planning is systematic decision-making pertaining to all aspects of the development and management of products. A well structured product planning process enables a company to pinpoint potential opportunities, develop appropriate marketing programs, coordinate a mix of products, maintain successful products as long as possible, reappraise flatterring products and delete undesirable products.

A firm should define its products in three distinct ways: tangible, extended and generic. By combining all three definitions, the firm is able to identify consumer needs, competitive offerings and distinctive product attributes.

A tangible product is the basic physical entity, service or idea which has precise specifications and is offered under a given description or model number. An extended product includes not only the tangible elements of a product, service or idea, but also the accompanying clusters of image and service features. A generic product focuses on the benefits a buyer desires in the broadest view of a product. The generic definition focuses on what a product means to the customer, not the seller. (Evans and Berman, Marketing 1982, page 211 and 212)

All fashion moves in cycle. The term fashion cycle refers to the rise, wide popularity and the decline in acceptance of a style. The fashion cycle serves as an important guide in fashion merchandising. The fashion merchant uses the fashion cycle concept to introduce new fashion goods, to chart their rise and culmination and to recognizing their rise and culmination and to recognize their decline towards obsolescence.

According to Philip Kotler, there are three special categories of product life cycle that should be distinguished, those pertaining to styles, fashions and fads. A fashion is a quite popular or accepted style in a given field. For example, jeans and cotrize are a fashion in today's popular clothing. Fashions pass through four stages. In the distinctiveness stage or first stage, some customers take an interest in something new to set themselves apart from other customers. The products may be custom made or produced in small quantities by some manufacturer. In the emulation stage or second stage, other customers take an interest out of a desire to emulate the fashion leaders, and additional manufacturers begin to produce large quan-

tities of the product. In the mass-fashion stage or third stage, the fashion has become extremely popular, and manufacturers have geared up for mass production.

Finally, in the decline stage or last stage, consumers start moving toward other fashions that are beginning to catch their attention.

Thus fashion grows slowly, remain popular for a while, and decline slowly. The length of fashion cycle is hard to predict. Wasson believes that fashion come to end because they represent a purchase compromise, and consumers start looking for missing attributes. Reynolds suggests that the length of particular fashion cycle depend on the extent to which the fashion meets a genuine need, is consistent with other trends in the society, satisfies social norms and values, and does not meet technological limits as it develops. Robinsons, however, sees fashion as living out inexorable cycles regardless of economic, functional or technological changes in society. Sporoles has reviewed and compared several theories of fashion cycles.

A style is a basic and distinctive mode of human endeavor. For example, styles appear in homes as clothing and art. Once a style is invented, it can last for generations, going in and out of vogue. A style exhibits a cycle showing several periods of renewed interest. Fads are fashion that comes quickly into public eye is adopted with great zeal, peak early and decline very fast. Their acceptance is short, and they tend to attract only a limited following. Fads appeal to people who are searching for excitement or who want to distinguish themselves from others or have something to talk about to others. Fads do not survive because they do not normally satisfy a strong need or do not satisfy it well. It is difficult to predict whether something will be only a fad, or how long it will last- a few days, week or months. The amount of media attention, along with other factors, will influence the fad's duration.

Fashion as a business : Today fashion is a big business. Millions of people are employed in the fashion related activities. The fashion industries are those engaged in manufacturing the materials and finished products used in production apparel an accessories for men, women and children. In broader terms fashion business includes all industries and services connected with fashion design, manufacturing, distribution, retailing, advertisement, publishing and consulting or in short any business concerned with fashion goods and services.

Fashion marketing : Today, marketing has become a major influence in the fashion business. Most people think of marketing only as promotion and selling. However, there are only two aspects of marketing. The process of marketing includes diverse activities that identify consumer needs, develop need-based products, and distribute promote them effectively so that they sell easily. The aim of marketing is to know and understand the consumer so well that the product or services hits him and sells itself. The same marketing process when carried out for fashion related product or services is known as fashion marketing, i.e. marketing apparel and accessories to the ultimate consumer. (Lakhotia institute of arts and design, 1997, Suresh Ch Lakhotia page 78)

Review of previous Thesis/ Journal

This is not a first dissertation on boutiques and their prospects in Nepal. Even then a study on boutiques and their prospects in urban areas and brand loyalties have been undertaken and these pertain to boutique product also.

Pradhan (1987) in his study entitled “Marketing practices of Hetauda kapada udyog limited” has mainly focused to find out the marketing practices of Hetauda kapada udyog limited. The production and the sales of the clothes (kapada) has high market. The company lacks the marketing awareness.

Pant (1993) in the dissertation titled “The study of brand loyalty”. This study was mainly focused to find out whether or not brand loyalty exists in the Nepalese market. If customer think a brand is good in comparison with other available brands in terms of fulfillment of needs, wants and other prejudices, they develop a positive attitude towards a brand purchased it. If this action is repeated with a specific brand that is known as brand loyalty. To find out brand loyalty, frequently purchasing action of a same product class must be present. This brand loyalty is a great asset of a company. So understanding about brand loyalty is very important for the achievement of competitive strength. Nepalese consumer market is conscious about brand loyalty. It is found that the Nepalese consumers have high importance to brand in both the consumer durable goods and consumer non durable goods. The weighted mean of the various important points (that is, from one to five) given by different respondents is 3.85 in the consumer durable goods and 3.84 in the consumer non durable goods.

In each of the products selected for this study at least 65% consumers have knowledge of almost all alternative brands available in the market. Thus, brand awareness of Nepalese consumers is found to be high.

Adhikari (1993) in this study titled "An examination of the role of purchase pals in consumer buying decision for sari and suit" in 1992. This is a journal of the Nepalese management review. The basic objective of this study was to identify the role of purchase pals in consumer decision making for sari and suit. A well structured questionnaire was prepared and primary data were collected from 90 buyers and 40 purchase pals. Besides, 6 sari and suit shops were also observed. The role of purchase pals is quite important in the choice of store, bargaining, purchase talk, final choice and reduction of post purchase dissonance as to price. He concluded that 83.33% of buyers used purchase pals, which was found from analysis and interpretation of data. Their role in choice of style and colour is found comparatively less important. Major consumers are influenced by friends in buying sari and suit.. Choice of stores, bargaining and purchase is also vastly influenced upto 83.33%.

Tuladhar (2003) in this study titled "problems and prospects with special reference in boutique business". This study was conducted and mainly focused to find the problems and prospects of urban areas of Nepalese market. Fashion designing and boutique products have become almost a common thing, at least in the urban areas.

People are more conscious about their look, so spending money in boutique is not a big issue. People are satisfied with the products and services of boutiques. This is the main reason for the bright future of boutiques. New generation youngsters are influenced by boutique, so, they opted for career in this as it is one of the emerging business. In the society everyone is influenced by fashion, and this has given promotion to new business known as fashion designing. Even though fashion design is a huge market globally but it has a long road ahead in Nepal.

Although it has many problems boutique business is a quite profitable business and most of the boutique owners think future of the boutique is quite good. It is found that finance, market condition and marketing of boutique products to be good, while pricing and government support is not adequate.

Silwal (2010) in this study titled "marketing of boutique products in Lalitpur", 2010 This study was conducted and mainly focused to find the problems and prospects of urban areas of Nepalese market, specially of Patan areas. Fashion designing and boutique products have become almost a common thing, at least in the urban areas People are more conscious about their look, so spending money in boutique is not a big issue. People are satisfied with the products and services of boutiques. This is the main reason for the bright future of boutiques. New generation youngsters are influenced by boutique, so, they opted for career in this as it is one of the emerging business. In the society everyone is influenced by fashion, and this has given promotion to new business known as fashion designing. Even though fashion design is a huge market globally but it has a long road ahead in Nepal. Although it has many problems, boutique business is a quite profitable business and most of the boutique owners think future of the boutique is quite good. It is found that finance, market condition and marketing of boutique products to be good, while pricing and government support is not adequate.

“PROGRESS IN BOUTIQUE BUSINESS”

During emergency period every industry is deteriorating and is on verge of collapse but boutique industry is gaining its popularity among local people. Well tailored clothes reflect personality of an individual person. So people prefer to wear boutique products instead of readymade clothes.

Few years ago here was not any boutique in this area. Most of the boutiques located around the developed urban areas like Patan, Jawalakhel, Newroad, Bagbazar, Putalisadak. But today its area has been spreading. many boutiques are established in the sub-urban areas like Thakaha, Harisiddhi, Chapaga and they are also doing quite a good business.

Film actor and actress prefer to wear designer's clothes both in real and reel life. Film producers usually employ fashion designers who create uniqueness in the apparel. As a dress designer Tarunika Mahota of Tarunika's creation says, "not only film producers but actor and actress also come there for their personal interest like parties, functions. Readymade dresses are common but boutique dresses are unique and of better fit. So, people prefer to buy from boutique." She has designed dress for more than two dozen movies.

Actress like Rekha Thapa, Binita Baral, Richa Ghimire etc prefer dress made from boutique because it builds one's personality with smart appearance due to better fit. They prefer boutique

que products in personal life as they give unique design. Besides they are of the opinion that after attaining stardom it is not good to wear common clothes.

Model, Designer Miss Pallavi Shah says, “People are influenced by Bollywood/kollywood movies and serials, music videos. So they like to dress with designs which they have seen. Couples of years’ back, Hindi movie “Rangeela” was released and people were so influenced by the dress worn by actress Urmila Matondkar that youngsters used to wear dress like hers.”

Even kollywood film director Narayan Puri says, “Dress bought from local market are not up to the taste of the actors and actresses and are usually ill fitted. So, boutique is the best option as it is tailored according to the body measurement and the choice of actors and actress. They become happy and my work is done easily.” Main factor in the apparel is the unique design.

When people get the preference of one’s choice of dress with good-fit, then, they usually go to boutique. So, that’s why boutique designer and the product of boutique are gaining popularity in the market.

CHAPTER- 3

RESEARCH METHODOLOGY

Research methodology is the main body of the study; it is the way to solve about research problem systematically. Therefore, research methodology is the research method on techniques to use through the entire study. In other words, research methodology is the process of arriving at the solution of problem through planned and systematic dealing with collection, analysis and interpretation of the fact and figures.

3.1 Research Design

Research design adopted for the is descriptive based on survey study. This study mainly aims to find out the problems and prospects with special reference to Thaiba market. Therefore, the survey research design is adopted for the study. The data and information collected from the survey of the customer are rearranged, tabulated, analyzed and interpreted according to the need of the study for attaining the stated objectives.

3.2 Nature and Sources of Data, Secondary

The data used in this study are mainly primary in nature. In supplement to the primary data, secondary data sources have also been used. The primary data required for the study are collected from the customers of boutique from the Thaiba market. Similarly for secondary data various newspaper, and thesis are utilized.

3.3 Population and Sampling

The population of the study includes all the people of Thaiba market who use the product of boutique. It is almost impossible to include the whole population in this study. Therefore, out of this population, only 120 samples are taken for this study and the respondents are taken from the Thaiba market, sub-urban area. Respondents have been selected through the judgmental (i.e non random) sampling. The logic behind using judgmental sampling in this study is that the sample is very small in comparison to the population. The judgmental sampling is based on age, gender, various buying habit of customers and the services of boutique proprietors.

3.4 Method of Data Collection

This study is conducted on the basis of the information collected from questionnaire. The structured questionnaires are designed to collect the primary data from the respondents. Personal interview is conducted with the respondents with the help of the questionnaire. In the process of collecting information, 120 questionnaires were distributed to the target respondents of 2 boutique shops (Pahiran Boutique, Jyoti Boutique) out of which, 100 questionnaires have been collected.

3.5 Data Analysis

The obtained data are presented in various tables, diagrams and charts with supporting interpretations. Data are tabulated according to the nature of data. Chi-square test of independence is used to test the hypothesis. Percentage analysis method is also used. SPSS software program is implemented for processing of collected data.

CHAPTER-4
DATA PRESENTATION AND ANALYSIS

This chapter deals the presentation of data collection and its analysis with focus on the related components has been made..The data collected from the two questionnaires have been analyzed by using percentage analysis and significance test i.e. χ^2 to evaluate the concern variable in this chapter. It has been divided into 2 parts i.e. part I analyze the variables regarding the 1st questionnaire and part II analyzes the variables regarding the 2nd questionnaire The major findings from the analysis are made following the presentation.

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4.1 . Analysis of Variable regarding response of Boutique Customer

This part is concerned with the variables relating to the response of boutique customers. The age is between 15 to 35 years and 100 respondents were of female sex. Based on the response given by the boutique customers, the following aspects can be presented and analyzed.

1. Fulfilling the dress requirement

Table 1
Fulfilling the dress requirement

Dress requirement	No.	%
Using boutique services	65	65%
Stitching done by tailors	20	20%
Readymade dress purchase	15	15%
Total	100	100%

Source: Field survey 2012

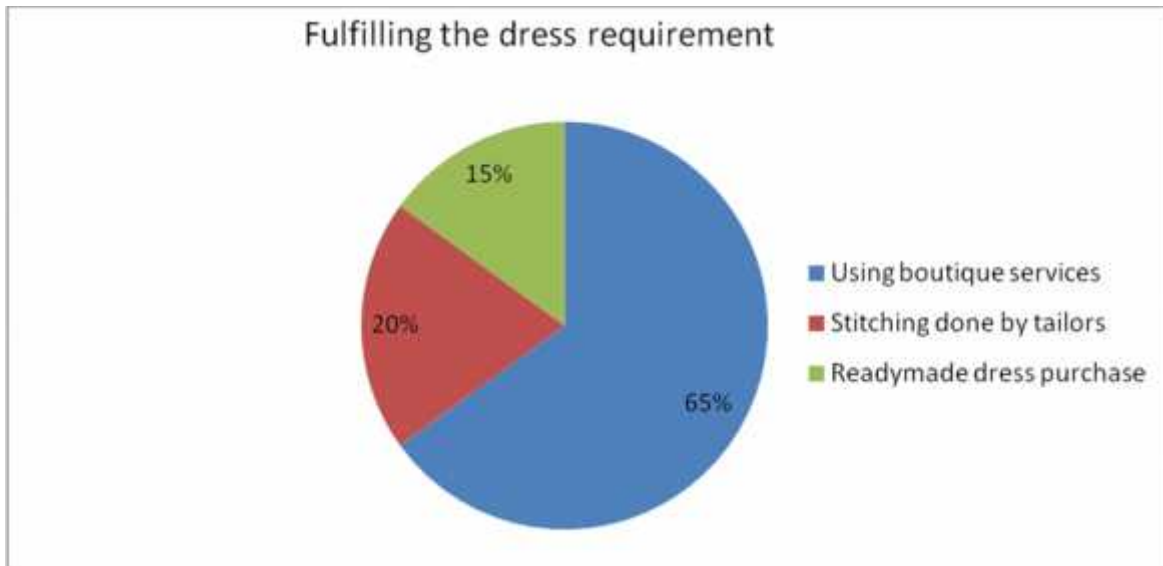


Figure -1

Analysis: From Table 1, the study reflects that most of the customers use boutique services which is 65%. 20% fulfilled dress requirement by stitching done by tailors while 15% preferred readymade dresses. Above analysis shows that most of the customers use boutique service.

2. Preference of dress

Table 2
Preference of dress

Preference of dress	No.	%
Boutique products	80	80%
Readymade goods	4	4%
Tailors	16	16%
Total	100	100%

Source: Field survey 2012

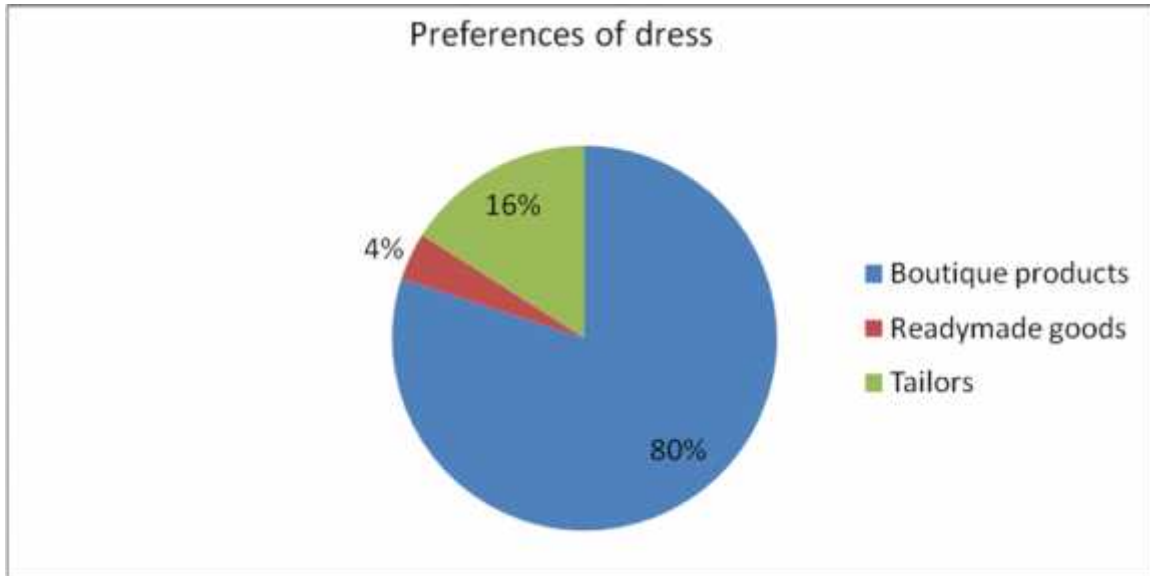


Figure-2

Analysis: According to Table 2, 80% of the customers prefer boutique products. 4% of the respondents prefer readymade goods, while 16% prefer tailors.

3. Recommendation of boutique to customers.

Table 3

Recommendation of boutique to customers.

Recommendation	No.	%
Advertisement	5	5%
Family	2	2%
Friend	93	93%
Others	0	0
Total	100	100%

Source: Field survey 2012

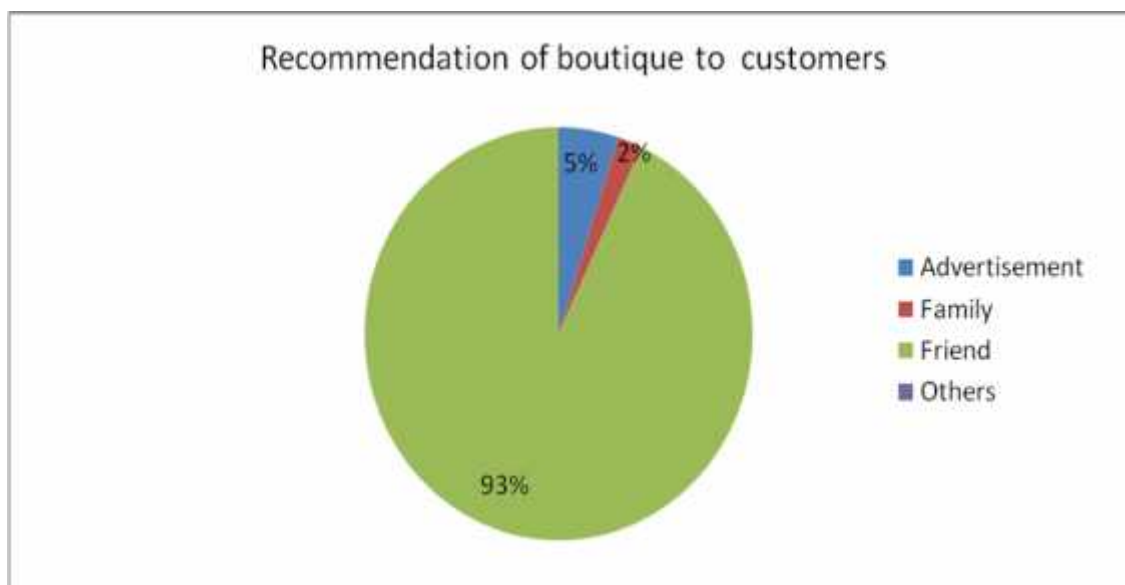


Figure-3

Analysis: Table. 3 reveals the responses of boutique customers. 5% of the customers influenced by advertisement and 2% are recommended by family. whereas 93% are recommended by friends. Similarly, none of the respondents are influenced by others.

4. Duration of visit to the boutique

Table 4

Duration of Visit to the Boutique

Duration	No.	%
5 years	10	10%
2 years	25	25%
1 year	65	65%
Total	100	100%

Source: Field survey 2012

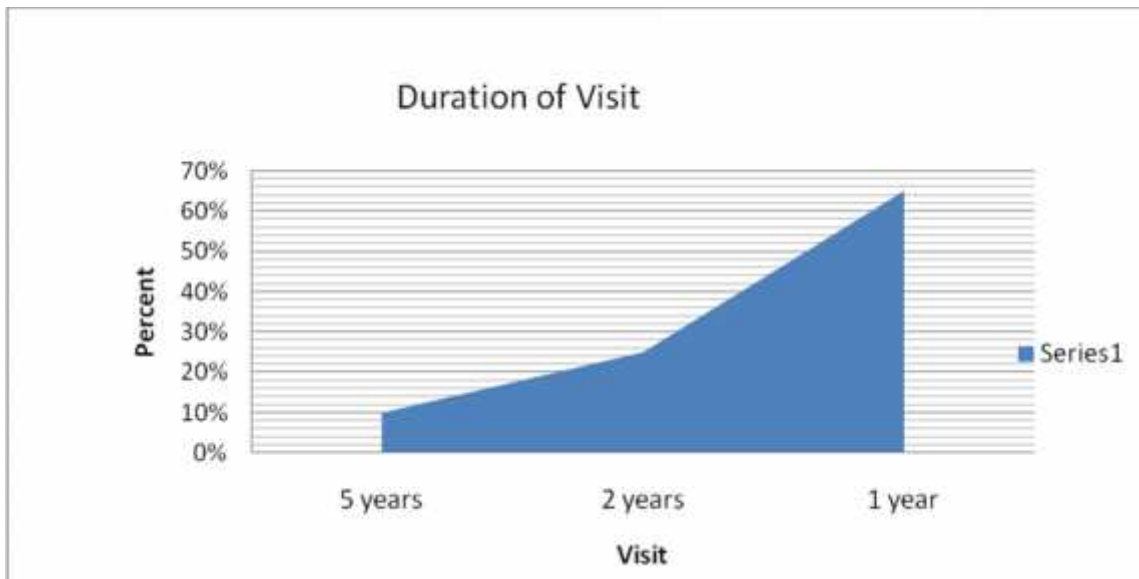


Figure-4

Analysis: According to area chart, 65% have been visiting from one year and 25% from two years. 10% has been visiting from three years. This analysis indicates that a visit to boutique has been still a new trend.

5. Purchase of boutique products

Table 5

Purchase of boutique products

Purchase	No.	%
Monthly	3	3%
Quarterly	18	18%
Half-yearly	50	50%
Yearly	25	25%
2-yearly	4	4%
Total	100	100%

Source: Field survey 2012

H0: purchasing of boutique product is independent to the frequency of time.

H1: purchasing of boutique product is dependent to the frequency of time.

	O	E=O/n	(O-E)	(O-E)/E
Monthly	3	100/5=20	-17	14.45
Quarterly	18	100/5=20	-2	0.2
Half-Yearly	50	100/5=20	30	45
Yearly	25	100/5=20	-5	1.25
2-Yearly	4	100/5=20	16	12.8
				73.7

Test statistic,

$$E = O/n = 100/5 = 20$$

$$: X = (O-E)/E = 73.7$$

where, O = observed frequency

E = expected frequency

Degree of freedom = $n-1$, $5-1=4$

Level of significance, $\alpha=5\%$

Critical value: The tabulated value of X at 5% level of significance for 4 d.f is 9.49. Decision:

Since the calculated value of X is greater than the tabulated value i.e.

calculated value > tabulated value of X, the null hypothesis Ho is rejected.

Therefore, we conclude that purchase of boutique products is dependent to the frequency of time.

6. Response on satisfaction with boutique products

Table 6
Satisfaction with boutique products

Response	No.	%
Yes	90	90%
No	10	10%
Total	100	100%

Source: Field survey 2012

Analysis: Table 6 reveals that the 90% of the respondents were satisfied with boutique products, while 10% were not satisfied.

If yes: Reason for satisfaction

Table 7
Reason for satisfaction

Reasons	No.	%
Latest design	55	55%
Good fitting	45	45%
Quality fabrics	5	5%
Price factor	0	0
Total	100	100%

Source: Field survey 2012

Analysis: According to Table 7, 55% of the customers are satisfied by the Latest design, while the 45% are lured by good fitting of the clothes. Quality fabrics Satisfy 5% and none of the respondents are satisfied by price factor.

7. Convenience of location of boutique

Table 8
Convenience of location of boutique

Convenient location	No.	%
Yes	80	80%
No	20	20%
Total	100	100%

Source: Field survey 2012

Analysis: From the table 8 the study reflects that 80% of the customers found the location convenient, while 20% did not find the location convenient.

8. Response on facilities provided by boutique of Thaiba market

Table 9

Facilities provided by boutique of Thaiba market

Response	Staff behavior	Delivery on Time	Alteration of dress
Yes	90	65	60
No	10	35	40
Total	100	100	100

Source: Field survey 2012

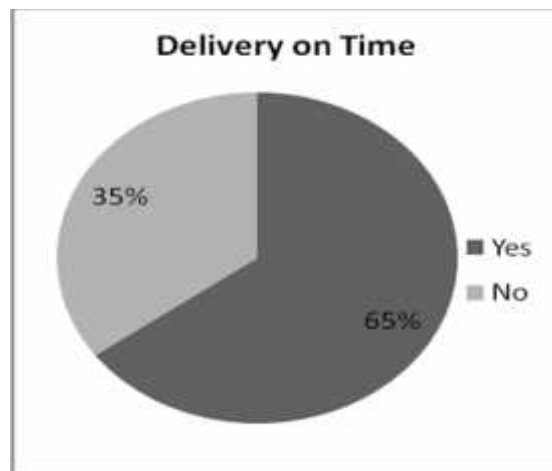


Figure5

Figure 6

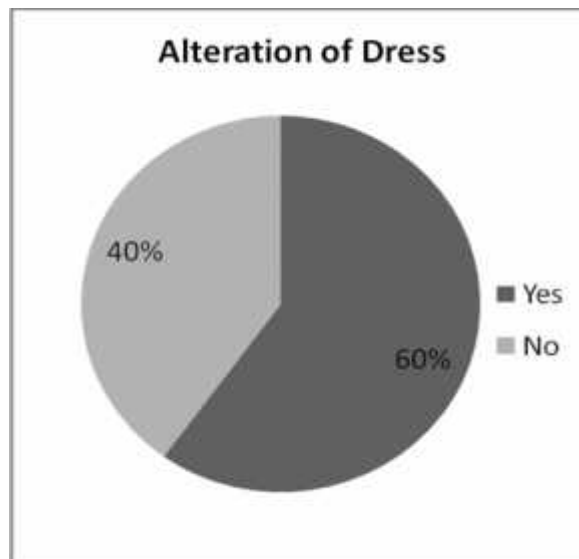


Figure 7

Analysis: Table 9 revealed the responses of the boutique customers based on the facilities provided by the boutiques of Thaiba market. The questionnaire has been grouped into three categories, namely staff behavior, delivery on time and alteration of dress. 90% liked the staff

behavior while 10% did not liked. 65% of the customers were satisfied with delivery on time while 35% were not satisfied. 60% of the customers were satisfied with the alteration of the dress while 40% were not satisfied.

9. Response on pricing of boutique product

Table 10
Pricing of boutique product

Pricing of product	No.	%
Low	0	0%
Reasonable	43	43%
High	42	42%
Unaffordable	15	15%
Total	100	100%

Source: Field survey 2012



Figure 8

Analysis: According to Table 10, 43% of the respondents felt that the price of the boutique products are reasonable while 42% said that the price is high but somewhat they can buy. 15% said that the price is too high that's mean they can't afford.

10. Problems and Prospects in boutique products

Table 11

Problems and Prospects in boutique products

	Market Condition	Finance	Marketing	Pricing	Government Support
Good	75	75	70	43	0
Bad	20	25	26	42	30
Deteriorating	5	0	4	15	70
Total	100	100	100	100	100

Source: Field survey 2012

Analysis: According to the Table 11, it can be seen that 75% of the respondents felt market condition of the boutique products to be good while rest 20% felt bad and 5% felt deteriorating about it. 75% of the respondents felt that the financial condition of such products is good compared to 25% who felt bad and none of them felt deteriorating. 70% of the respondents felt marketing condition of this product is good compared to rest of 26% and 4% respondents who felt bad and deteriorating respectively. 43% of the respondents felt that pricing of boutique products are good while 42% felt bad and 15% felt deteriorating. Likewise, 30% of the respondents felt that the government support on this field is bad and 70% felt deteriorating. None of the respondents felt that the government support on this field is good.

11. Rating of the development of the boutiques

Table 12

Rating of the development of the boutiques

Rating	No.	%
Improving	85	85%
Same	15	15%
Deteriorating	0	0
Total	100	100%

Source: Field survey 2012

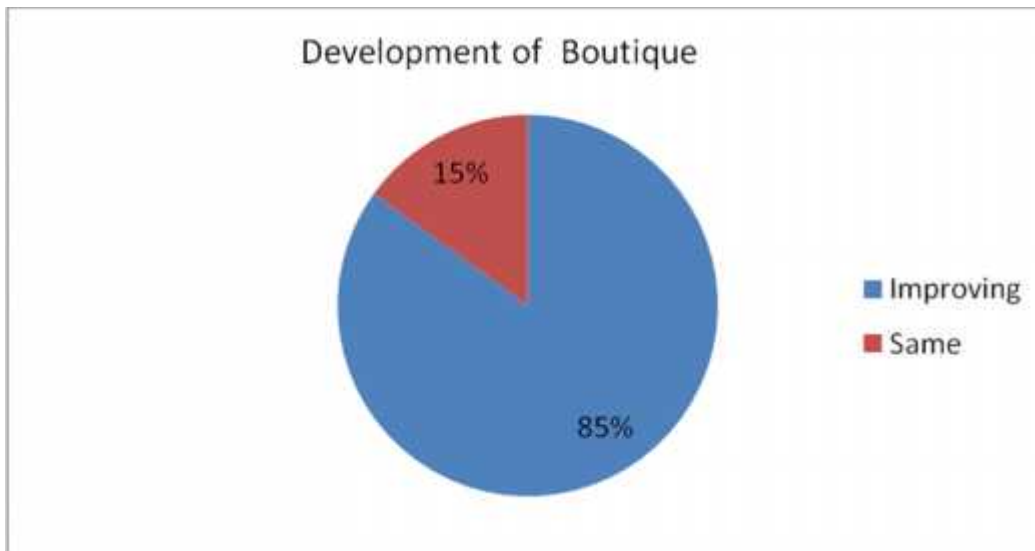


Figure-9

Analysis: According to Table 12, the development of the boutique have been rated as improving, same and deteriorating. 85% rated as improved while 15% rated same as before. None of the respondents found it deteriorating.

12. Suggestion of additional services

Table 13

Suggestion of additional services

Suggestion	No.	%
Credit facilities	4	4%
Home delivery	10	10%
Cash discount	86	86%
Others	0	0
Total	100	100%

Source: Field survey 2012

Analysis: According to Table 13, suggestion of additional services is as follows. 4% preferred credit facility while 10% preferred home delivery. 86% liked cash discount and none preferred other facility.

4.2 Analysis of Variables for Boutique proprietor

This part is concerned with the variables regarding the boutique proprietor. The age of proprietors were between 22 to 30 years of which both of them were females. Based on the responses given by the boutique owners, the following aspects can be presented and analyzed as follows.

1. Commencement of the boutique

Table 14
Commencement of the boutique

Commencement of the boutique	Responses	Percentage
4 years	1	50%
1 year	1	50%
Total	2	100%

Source: Field survey 2012

Percentage analysis

1. 4 years = $\frac{1}{2} * 100 = 50\%$
2. 1 years = $\frac{1}{2} * 100 = 50\%$

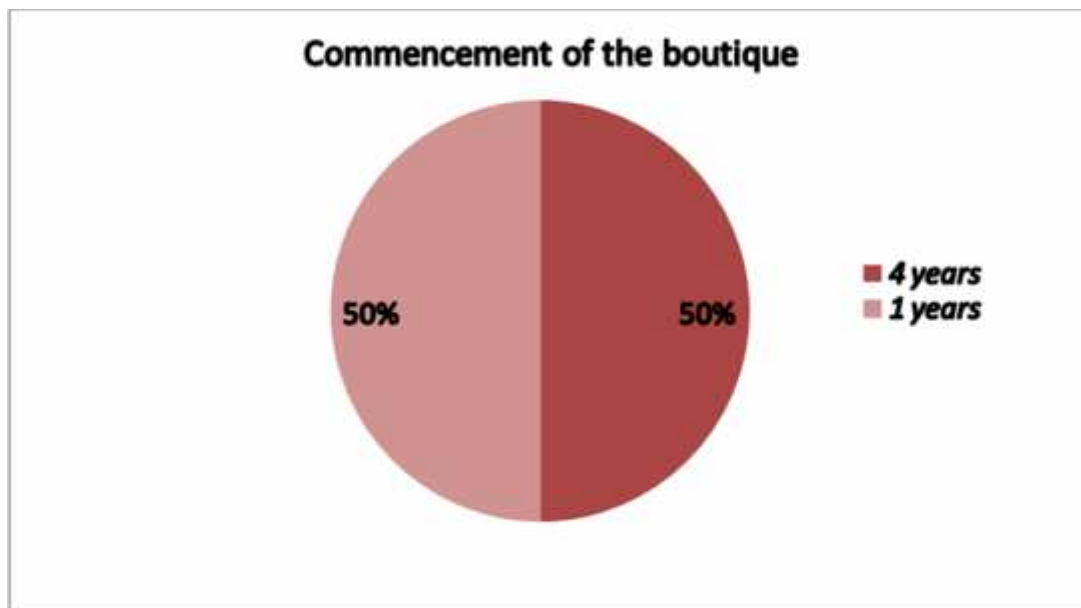


Figure – 10

Analysis: According to Table 14, 50% of boutique proprietor has opened 4 years back and another 50% has opened 1 year back in this area .So, from this analysis it can be found that it is quite a new type of business for this area.

2. Profitability of boutique business

Table 15
Profitability of boutique business

Response	No.	%
high profit	1	50%
Average profit	1	50%
Loss	0	0%
Total	2	100%

Source: Field survey 2012

Analysis: According to table 15, 50% felt there is high profit in boutique business than other business while another 50% felt there is average profit. This shows that this a quite profitable business.

3. Main customers of the boutique

Table 16
Main customers

Main customers of the boutique	No.	%
Female	2	100%
Male	0	0%
Total	2	100%

Source: Field survey 2012

Analysis: From the Table 16, customers have been divided into male and female Above study reveals that 100% were female customers compared to male customers.

4. Regular customers of the boutique

Table 17

Regular customers

Regular customers	%
Local people	90%
Foreigners	10%
Total	100%

Source: Field survey 2012

Analysis: According to the Table 17, 90% were local people who were regular customers of the boutique whereas only 10% were foreigners who come there seldomly. So, this study reveals that boutique proprietor mostly depend on local people.

5. Repetition of customers

Table 18

Repetition of customers

Repetition of customers	%
Yes	80%
No.	20%
Total	100%

Source: Field survey 2012

Analysis: 80% customers came repeatedly to boutique and 20% did not come, which means that most of the customers prefer the service of the boutique and brand loyal.

6. Convenient of this area (Thaiba)

Table 19
Convenient of this area

Convenient of Thaiba area	No.	%
Yes	1	50%
No	1	50%
Total	2	100%

Source: Field survey 2012

Analysis: According to Table 19, 50% boutique proprietor found that this area is convenient for her business and another 50% found inconvenient.

7. Frequency of visit

Table 20
Frequency of visit

Frequency	%
Once a fortnight	0
Once a month	40%
Once a three months	60%
Total	100%

Source: Field survey 2012

Analysis: From the Table 20, the study reveals that 40% and 60% of the customers normally visit the boutique once a month and once a three months respectively. While none of them visit once a fortnight.

8. Age group of customers

Table 21
Age group of customers

Age	%
15 to 25	40%
25 to 40	60%
Above 40	0
Total	100%

Source: Field survey 2012

Analysis: From the Table 21, the study reveals that the responses of the boutique proprietor based on their customers' age. The questionnaire has grouped the customers into three groups. So, based on the responses of the respondents, customers between the age of 15 to 25, 40% of the customers fall in this category. Similarly, customers in the age group of 25 to 40 are the frequent visitors to the boutiques. Customers of this age group comprise the maximum customers who visit the boutiques. 60% of the customers fall in this group. From the table it can be deducted that customers above 40 years of age are not really interested in boutiques and they do not visit the shop.

9. Response of average spending on boutique products by customer annually

Table 22
spending on boutique products by customer annually

Response	%
Below Rs. 5,000	60%
Rs. 5,000 to Rs. 10,000	30%
Above 10,000	10%
Total	100%

Source: Field survey 2012

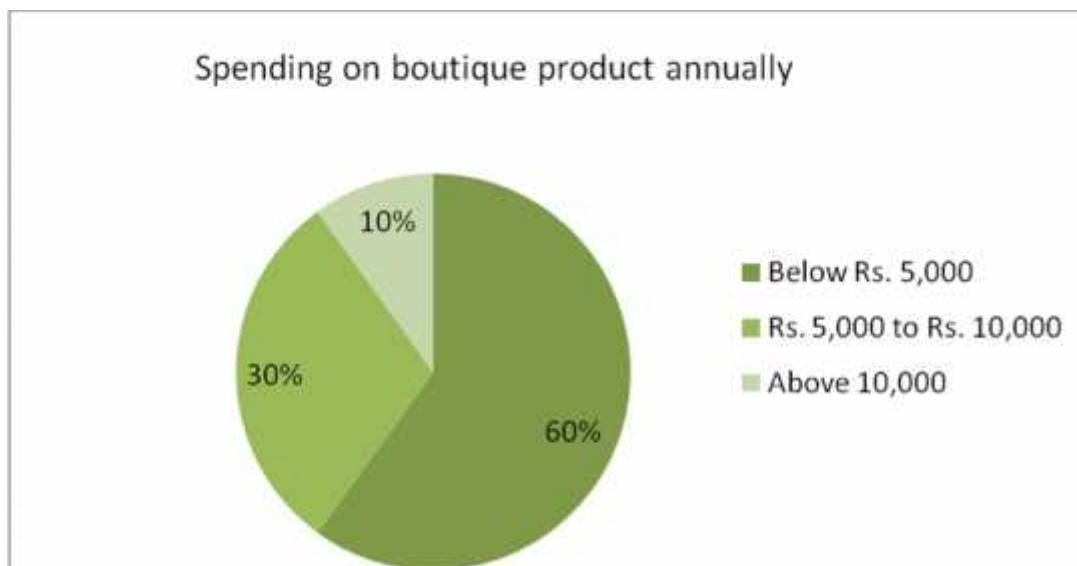


Figure-11

Analysis: According to Table 22, spending on boutique product annually by

customers is as follows. 60% of boutique customers spend below Rs.5,000 whereas 30% spend between Rs. 5,000 to Rs. 10,000. Similarly 10% spend above Rs. 10,000. So, spending annually on boutique products is average.

10. Influenced media of advertisement

Table 23
Influenced media

Media	%
Television	20%
Newspaper	0
Verbal (friends, colleagues)	60%
Magazine	10%
Others	10%
Total	100%

Source: Field survey 2012

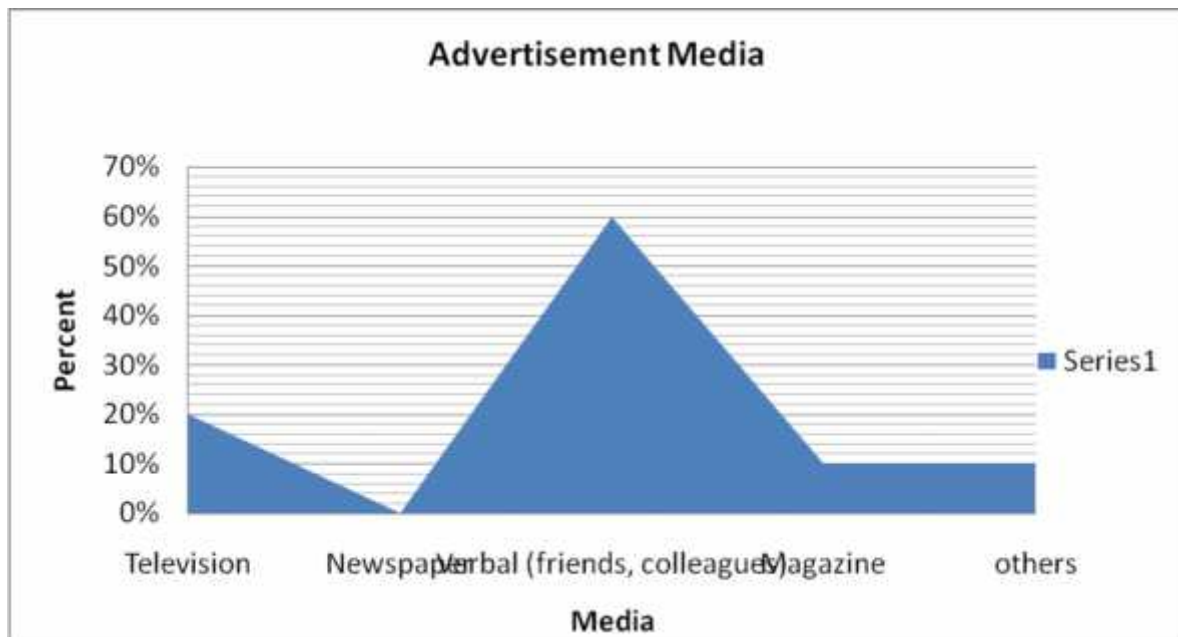


Figure-12

Analysis: According to Area chart various advertisement media have been influenced to their customers. When customers come to see advertisement media they are fashionated with it. 20% influenced by T V whereas 60%, 10% and 10% influenced by verbal (friends, colleagues) and magazine and others respectively. None is in-

fluenced by newspaper. So, among all of the advertisement media verbal media is strongly preferred.

11. Preference of promotional media for marketing of boutique products

Table 24
promotional media for marketing

Promotional media	%
Fashion shows	0
Seasonal sales	40%
Gift schemes	0
Discounts	60%
Others	0
Total	100%

Source: Field survey 2012

Analysis: According to Table 24, preference of promotional media for marketing of boutique products are as follows. 40% preferred seasonal sales whereas 60% preferred discounts on boutique products, while none of the preferred gift schemes, fashion shows and others. That's why this study shows none of them have lunched advanced promotional media of marketing of their products.

12. Accessibility of computerized marketing system (Practice of e-marketing)

Table 25
computerized marketing system

Response	Website(e-marketing)	%
Yes	0	0
No	2	100%
Total	2	100%

Source: Field survey 2012

Analysis: According to the Table 25, neither the respondents have website nor they practice e-marketing system.

13. Planning advertisement budget

Table 26

Planning advertisement budget

Advertisement budget	No.	%
Percentage on sale	1	50%
Lump sum	1	50%
Others	0	0%
Total	2	100%

Source: Field survey 2012

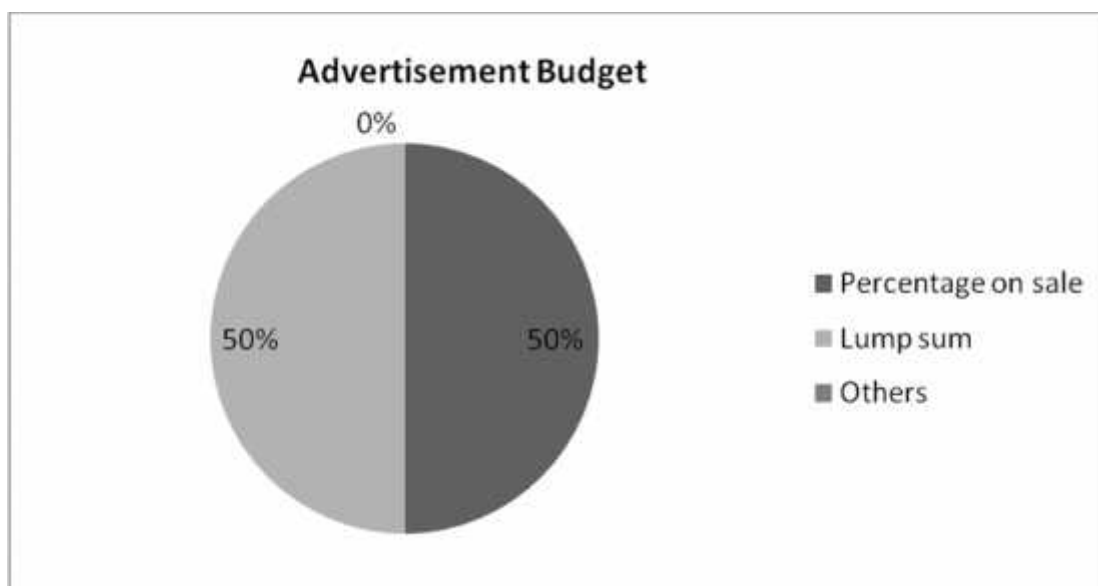


Figure-13

Analysis: According to Table 26, planning advertisement budget is allocated through various mediums. The response from respondent revealed that 50% is from percentage on sales while another 50% from lump sum.

14. Annual advertisement expenses

Table 27

Annual advertisement expenses

Advertisement expenses	No.	%
Below Rs. 5,000	1	50%
Rs. 5,000 to Rs. 10,000	1	50%
Above Rs. 10,000	0	0%
Total	2	100%

Source: Field survey 2012

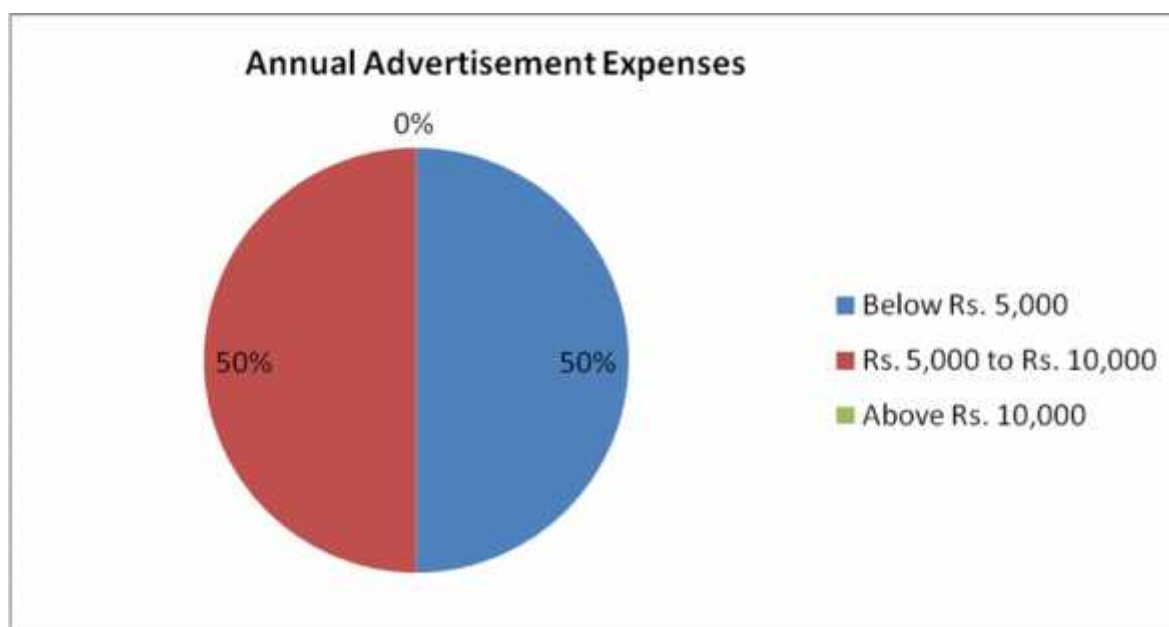


Figure-14

Analysis: According to the Table 27, 50% indicated below Rs. 5,000 for annual advertisement expenses. While another 50% allocated between Rs. 5,000 to Rs. 10,000. None of them expensed above Rs. 10,000 for annual advertisement expenses.

15. Profit in annual income

Table 28.a

Response on Profit in annual income

Response	No.	%
Yes	2	100%
No	0	0%
Total	2	100%

Source: Field survey 2012

Analysis: According to the Table 28.a, 100% respondents said that there is profit in boutique business. So according to this study this business has been becoming quite profitable business in this area.

Table 28.b

Profit	No.	%
Below Rs.3,00,000	1	50%
Rs. 3,00,000	1	50%
Above Rs. 3,00,000	0	0%
Total	2	100%

Source: Field survey 2012

Analysis: Respondents who had profit were again given to indicate here profit percentage. 50% of boutique proprietor had below Rs. 3,00,000 profit, while another 50% had Rs. 3,00,000 and none of them had above Rs. 3,00,000.

16. Future of boutique business

Table 29

Future of boutique business

Future of boutique business	NO.	%
Good	1	50%
Average	1	50%
Fair	0	0%
Gloomy	0	0%
Total	2	100%

Source: Field survey 2012

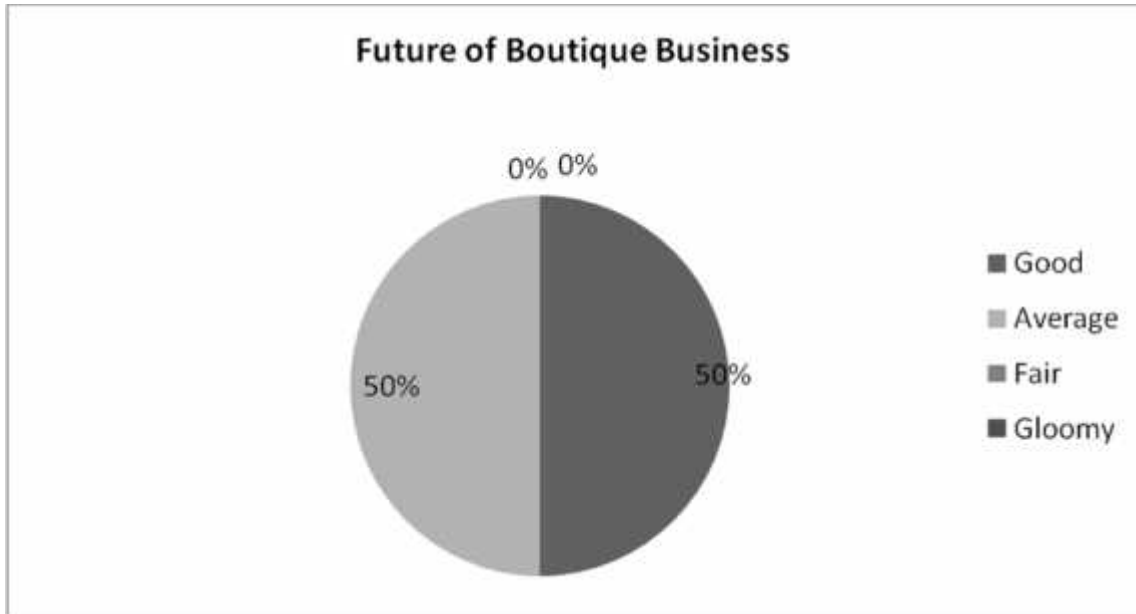


Figure .15

Analysis: Table 29 revealed the responses of the boutique proprietor based on their future on boutique business. The questionnaire has grouped the category into four stages. 50% felt there is good market for boutique business while another 50% felt there is average market. None of the respondents felt the market is fair and gloomy .

17. Problems and prospects in boutique products

Table 30

Problems and prospects in boutique products

	Finance	Market Condition	Marketing	Pricing	Government Support
Good	2	1	1	2	
Bad		1	1	0	1
Deteriorating	0	0	0	0	1
Total	2	2	2	2	2

Source: Field survey 2012

Analysis: According to Table 30, problems and prospects of the boutiques are as follows. It can be seen that 100% of the respondents felt financial condition of boutique product to be good while, none felt bad deteriorating. 50% of the respondents felt that the market condition of such products is good compared to another 50% who felt it to be bad and none felt deteriorating. 50% of the respondents

felt that the marketing of the boutique product is good and another 50% felt bad and none felt deteriorating. 100% of the respondent felt pricing of the boutique product is good while none felt bad or deteriorating. 50% of the respondent felt government support is bad, while another 50% felt deteriorating whereas none of the respondent felt good.

18. Response to increase in number of tailors

Table 31.a
Increase in the number of tailors

Response	No.	%
Yes	2	100%
No	0	0%
Total	2	100%

Source: Field survey 2012

If yes

Table 31.b

Number of tailors	No.	%
less than 4	1	50%
4 to 8	1	50%
More than 8	0	0
Total	2	100%

Source: Field survey 2012

Analysis: According to Table 31.a, 100% of the respondents increased the number of tailors. who increased the number of tailors were again given to indicate the number. The increased number of tailor was between 4 to 8 by 50% and another 50% increased less than 4.

CHAPTER-5

SUMMARY, CONCLUSION, FINDINGS AND RECOMMENDATION

5.1 SUMMARY

Boutique production and marketing is a new phenomenon still in sub-urban areas of Nepalese market. In this current situation boutique has been becoming common and well known for urban areas but in this area it is still in crawling stage. It is gradually spreading its wings in this areas by fashionating the globalization and being a quite profitable business. In comparison of urban areas like Patan, Thamel, Bagabazar....this area , which was not much fashion conscious about 6/7 years ago. But nowadays people of this area are gradually shifting to fashion conscious life and changing their get up with boutique product.

As there are limited boutiques in this area (Thaiba) , still today to which we can count in our finger people prefer to go there for stitching of dress. Many choices and designs are available for customers. People are more conscious about their look. So, spending money in boutique is not really a big issue. Although there are many problems people are satisfied with the products and services of boutiques. It's the main reason for the bright future of boutiques.

The main objective of the study is brand loyalty of customers, to identify problems and prospects , effectiveness of advertisement and to make effective marketing of boutique products. Scientific method of research is used for the study having two well structured questionnaires. One is designed to conduct for the boutique customers and another is for the boutique proprietor. For boutique customers 100 questionnaires were distributed and collected and 2 questionnaires for boutique proprietors.

To draw the outcome of research study, various questions as opinion responses, attitude and comments of the customers like preference of dress, recommendation to customers, rating of development etc were collected. Similarly, questions like advertisement media, frequency of customers visit to boutique, income etc were collected from 2 proprietors.

The data and information by means of the questionnaires were presented, interpreted and analyzed so as to attain the stated objectives of the study.

5.2 CONCLUSION

In fact fashion runs in a cycle and people of this area are gradually influencing by style, comfort and new trends of society. For this study various respondents from different field were taken to know the different aspects of people. The following conclusions are deduced from the opinion survey of 100 individual customers and 10 boutique owners from this study.

1. This shows that today's boutique business of sub-urban areas is in the same stage as the stage of 10 years back of urban areas. As people are fast embracing modern culture inclination of the customers to buy boutique products is increasing gradually. Everybody prefers to look best and wants to be a stylist which reflects their personality. That's why this trend has given growth to boutique products which has been supporting to thrive it as a profitable business even in this area.
2. Customers are influenced by friends and latest designs to which they see on TV, and also in urban areas' styles.
3. This area's customers are also attentive to advertisement. So, they are inclined to buy the products recommended by friends, which is also considered to be a strong means of advertisement.
4. This study shows that the brand loyalty has existed. Most of the customers are brand loyal.
5. Marketing aspect is still average here. Usually boutique owners have good relationship with customers. They give good response to customers.
6. Although boutique owners' relationship to customers is good they are not much aware about marketing. Good marketing uplifts the profit of boutique products. Boutique of this area is still away from the main road of fashion shows which usually occurs in urban areas as a very common activity.
7. Government does not show any interest towards boutique products, so this is also hampering boutique products. Similarly, finance, pricing and market condition depend upon the economic condition of the country like other businesses.

8. Discount is given if customers stitch in bulk quantity.
9. Surviving all the problems, for this area boutique products are still newly emerging as a good business by following the current trend of fashion world which has widely and heartily accepted by urban areas. People are fast embracing these boutique products, which definitely is a boon for business growth.

5.3 MAJOR FINDINGS

The following major findings have been deduced from the data presentation and analysis made from previous chapter. First part of analysis deals with responses of boutique customers

1. Although boutique product is expensive majority of boutique customers prefer boutique service to fulfill their dress requirement.
2. Usually respondents visit boutique on recommendation of friends while few percent visit on recommendation of family and advertisement.
3. Most of the customers had been visiting boutique for one year and purchase of usually half-yearly.
4. Most of the customers are satisfied with products of boutique. Basically the reason of their satisfaction are good fitting, latest design and quality fabrics.
5. Most of them found this area to be a convenient place and few felt inconvenient. The fabric which is available is liked by many customers.
6. Respondents are found to be satisfied with the facilities given by boutique as staff behaviour, delivery on time, alteration of dress.
7. Boutique customers found finance, market condition and marketing of boutique products to be good while pricing and government support is not adequate.
8. As additional services most of the customers suggest to cash discount and others are home delivery and credit facilities.

Second part of analysis deals with response of boutique proprietors. These are some of the major findings.

1. Five years before, none of the boutique had been opened in this cosmopolitan area, but during on year time lots of new boutique has opened and profit is also on average.
2. Regular customers are usually come from local area and neighboring villages like Jharuwashi Damaitar. Among the customers large percentage is female. Similarly most of the boutique proprietors found this area to be averagely convenient and most of the customers came repeatedly to boutique.
3. Most of the customers usually visit is 3 months with age groups of 15 to 40 And their annual average expenditure is 5,000.
4. Boutique proprietors usually prefer and also depend to verbal media. The market of this area is not as big as urban areas like Patan, Indrachhok. So they have some fear to spend a lot in advertisement. Similarly professional fashion shows have not been common here. Although this area is still beyond the dream world of fashion it has been bounded towards its destination. Therefore, for promotional media discounts and seasonal sales come in front.
5. Most of the respondents took promotional measures once a year. Boutique advertisement budget is dependent on percentage of annual sales and it is usually around Rs.5,000. There is average profit in annual income and most of them think future of boutique business is quite good.
7. There is various problems and prospects in boutique business. Market condition, finance and pricing is good while government support is almost all absent here. Similarly marketing is also not good.
8. This study shows that there is increase in few numbers of tailors.

5.3 RECOMMENDATION

The following recommendations are made on the basis of the findings of this study.

1. This is not much developed area. So, major problem of this area is lack of awareness among people regarding boutique products. In urban areas there are a lot of such kind of business but in this area still a very few boutiques are opened and obviously they have no unity yet to discuss and solve the problems regarding this business. So, the main recommendation is making a platform where they can search and discuss about their problem and prepared to tackle themselves against their challenges and obstacles. Similarly to know the customers' test and their own weakness they should have to research in the respective fields .
2. Major recommendation is there should be more fashion shows like urban areas where such kind of shows are very common. From which they can get great chance to show their talent and publicize their products among the customers. with the help of fashion shows this business can come into highlight and dragged the concentration and interest of the probable customers. They also have to increase their capability of advertisement through TV channels, newspaper etc.
3. Marketing is one of the most important aspects of the business. So, to meet the urban area's marketing level this area should make a lot of attempt. They have to bring effective marketing thoughts and lunch them to drew consumers attention. That's mean more advertisement is from which probable customers will know what is happening in the market.
4. One of a strong recommendation is there should be adequate stocks of new different varieties of fabrics which would be convenient for customers to choose dress as their wish while they come in visit.

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ANNEX 1: QUESTIONNAIRE FOR BOUTIQUE CUSTOMER

I am a student of MBS doing a research work on "Marketing of boutique products - problems and prospects (with special reference to sub-urban area, Thaiba)". Please fill the following questionnaire. The information provided by you will be kept confidential and will be used for the research purpose only. (Personal information is optional)

Name - Age -

Address - Sex -

Education - Date -

(1) How do you fulfill your dress requirements?

- (i) Using boutique services
- (ii) Readymade dress purchase
- (iii) Stitching done by tailors

(2) Which one of the above do you prefer?

- (i) boutiques products (ii) Readymade goods (iii) Tailors

(3) Who recommended this boutique to you?

- (i) friend (ii) Family (iii) Advertisement (iv) Others

(4) How long have you been visiting the boutique?

- (i) 5 years (ii) 2 years (iii) 1 year

(5) How frequently do you purchase boutique products?

- (i) Monthly (ii) Quarterly (iii) Half-yearly (iv) Yearly (v) 2-yearly

(6) In which areas boutique do you like to go?

- (i) This area (ii) Out of this area (Urban)

(7) Are you satisfied with boutique products of this area?

- (i) Yes (ii) No

(8) If yes, what are the reasons for satisfaction?

- (i) Good fitting (ii) Latest design (iii) Quality fabrics
- (iv) Price factor

(9) Is the location of boutique convenient for you?

- (i) Yes (ii) No

(10) Are you satisfied with the facilities provided by boutiques of this area?

- (i) Staffs behavior Yes No
- (ii) Delivery on time Yes No
- (iii) Alternation of dress Yes No

(11) Is availability of fabrics convenient for you?

- (i) Yes (ii) No

(12) What do you feel about the problem and prospects in boutique products?

(i) Finance: Good Bad Deteriorating

(ii) Market condition: Good Bad Deteriorating

(iii) Marketing: Good Bad Deteriorating

(iv) Pricing: Good Bad Deteriorating

(v) Government support: Good Bad Deteriorating

(13) How will you rate the development of the boutique you are visiting?

- (i) Improving (ii) Same (iii) Deteriorating

(14) Will you suggest any additional services given below?

- (i) Cast discount (ii) Credit facility (iii) Home delivery (iv) Others

Thank you very much for your cooperation.

ANNEX 2: QUESTIONNAIRE FOR BOUTIQUE PROPRIETOR

I am a student of MBS doing a research work on "Marketing of boutique products - problems and prospects (with special reference to sub-urban area, Thaiba)". Please fill the following questionnaire. The information provided by you will be kept confidential and will be used for the research purpose only. (Personal information is optional)

Name - Age -

Address - Sex -

Education - Date -

(1) When did you start the business?

(i) 8 years (ii) 4 years (iii) 1 year (iv) if any other

(2) Do you feel the boutique is more profitable than other business?

(i) high profit (ii) average profit (iii) loss

(3) Who are the main customers of the business?

(i) male (ii) Female

(4) What is the percentage of regular customers of your boutique, mention the percentage?

(i) local (ii) foreigners

(5) What is the repetition % of the customers?

(i) 50% (ii) 100% (iii) any other

(6) In comparison of urban areas' boutique, is this area convenient to your business?

(i) Yes (ii) No

(7) Write the % of customers who visit frequently?

(i) Once a fortnight (ii) Once a month (iii) Once a 3 months

(8) What is the % of age group of customers who visit your boutique?

(i) 15 to 25 (ii) 25 to 40 (iii) Above 40

(9) What is the % of the customers who spend annually on the boutique products?

(i) Below Rs.5,000 (ii) Rs.5,000 to Rs.10,000

(iii) Above Rs.10,000

(10) What do you think which advertisement media influence the customers mostly? mention the %.

(i) TV

- (ii) Newspaper
- (iii) Verbal (friends, colleagues)
- (iv) Magazine
- (v) Others

(11) From the below list which promotional media do u prefer for marketing of your boutique product?

- (i) Fashion shows (ii) Seasonal sales (iii) Gift schemes
- (iv) Discounts (v) Clearance sales (vi) Others

(12) Are you involved in the practice of e-marketing ?

- (i) Yes (ii) No

(13) How do you plan (base) for your advertisement budget?

- (i) Percentage sale (ii) Lump sum (iii) Others

(14) What are your approx. annual advertisement expenses?

- (i) Below 5,000 (ii) 5,000 to 10,000 (iii) Above 10,000

(15) What is your response about annual income (profit) according to your investment?

- (i) Yes (ii) No

If yes, please indicate your profit range

- (i) Below 3,00,000 (ii) 3,00,000 (iii) Above 3,00,000

(16) What is the future of boutique business in the Thaiba market?

- (i) Good (ii) Average (iii) Fair (iv) Gloomy

(17) What do you think about problems and prospects of boutique products?

marketing	finance	marketing	pricing	govt.
condition		condition		suport

- (i) Good
- (ii) poor
- (iii) deterioration

(18) Have you increased the number of tailors after establishing your boutique?

- (i) Yes (ii) No

If yes, how many tailors to you have?

- (i) Less than 4 (ii) 4 to 8 (iii) more than 8