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A Study on role of merchandiser on achieving supply chain efficiency in Tirupur apparel Units

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Abstract

Supply chain management is not just a process for reducing costs and achieving greater operational efficiencies within an organization. Although these are important considerations, modern supply chain management involves the strategic alignment of end-to-end business processes to achieve market and economic value, as well as competitive advantage. Today the garments industry plays a significant role in the economy. It is one of the largest and the most important sector of Indian economy in terms of output, foreign exchange earnings and employment.

Keywords: Apparel, Merchandiser, Supply Chain Management

1. Introduction

Apparel is an ideal industry for examining the dynamics of buyer-driven value chains. The relative ease of setting up clothing companies, coupled with the prevalence of developed-country protectionism in this sector, has led to an unparalleled diversity of garment exporters in the third world. Furthermore, the backward and forward linkages are extensive, and help to account for the large number of jobs associated with the industry. The apparel value chain is organized around five main parts: raw material supply, including: natural and synthetic fibres, provision of components, such as the yarns and fabrics manufactured by textile companies; production networks made up of garment factories, including their domestic and overseas subcontractors; export channels established by trade intermediaries; and marketing networks at the retail level.

2. Objectives of the Study

- ✓ To analyses the roles of merchandisers on achieving supply chain efficiency in Tirupur apparel export units.
- ✓ To identify a factors to assessing merchandisers performance in the organization.
- ✓ To provide valuable suggestions for the apparel exporters to achieving supply chain efficiency

3. Methodology of the study

3.1 Area of Study

The research study was conducted in Tirupur City.

3.2 Period of Study

The research was conducted during December 2014 to April 2015.

3.3 Method of Data Collection

The data has been used which is collected through questionnaire and reports and internet. The researcher has used both primary as well as secondary data. The research was conducted only in Tirupur.

3.4 Sample Size

Sample size is the number of items to be selected from the universe to constitute a sample. The sample size is 100 in numbers.

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3.5 Statistical Tools used for the Study

The following statistical tools have been used to analyze the primary data. Simple percentage analysis, Chi-Square Analysis, Ranking, Weighted Average, Factor Analysis

4. Review of Literature

Role of Merchandising in Managing the supply Chain (Applied Textile Management– Industrial Engineering):

Study reveals that a role of a textile merchandiser in managing the supply chain of the Home textiles in the Buying or retailing, in the mills and with the Agents. The project also highlights the comparative analysis of the practices followed by merchandisers in the retailer side, mills and those in the Agents, on the basis of the functions which supports the supply chain. In the discussion, we have highlighted importance of the Role played by an Agent and by the merchandisers of Buyer and supplier in different situations. By our research work we find out the challenges face by merchandisers and then we come up with some suggestions. This research project has been developed by contacting and visiting Hemtex, Brink Textiles, by interviewing the merchandisers working in the industries like Al-Abid Silk mills. By analyzing the information and the data through the visits and the interviews, this research project has been combined to give in-depth knowledge about the activities which merchandisers perform in a mill and in a buying house.

Merchandiser’s Performance and Supply Chain Competitiveness in Apparel Export Units:

Study reveals that the purpose of this research is to explore the various attributes of merchandiser’s performance at organization level and parameter of supply chain competitiveness that affect the apparel industry. Training of merchandisers in the areas which affect supply chain competitiveness of apparel export unit is of key importance. A global supply network comprises of diverse entities including retailers, designers, and merchandisers, fabric producers, garment manufacturing plants, as well as distribution, logistics and warehousing companies. Merchandisers play a pivotal role in ensuring right product reaches the consumer at the right price, quality and time.

5. Data Analysis and Interpretation

5.1 Simple Percentage

Table 1: The Merchandisers Performance

Particulars	No. of. Respondents
Strongly Disagree	4
Disagree	6
Neutral	26
Agree	38
Strongly Agree	26
Total	100

Source: Primary data

Inference: The above table shows that 38 respondents said agree to give regular feedback in merchandisers performance, 26 respondents feel neutral and strongly agree give regular feedback in merchandisers performance, 6 respondents said disagree to give regular feedback in merchandisers performance, 4 respondents said strongly disagree to give regular feedback in merchandisers

performance. Majority of respondents (38) are agreeing to give regular feedback in merchandiser’s performance.

Table 2: The Supply Chain Competitiveness

Particulars	No. of. Respondents
Cost	21
Logistics	9
Flexible supply chain	15
Quality	12
Delivery	17
Product availability	4
Innovative product	2
Value added product	10
Customer supplier relationship	10
Total	100

Source: Primary data

Inference: From the above table it is insisted the 21 respondents are cost, 17 respondents are delivery, 15 respondents are flexible supply chain, 12 respondents are quality, 10 respondents are value added product and customer supplier relationship, 9 respondents are logistics, 4 respondents are product availability, 2 respondents are innovative product were the elements of supply chain competitiveness. Majority of respondents (21) are cost were the elements of supply chain competitiveness.

5.2 Ranking Analysis

Table 3: The soft-skill that is required in a Merchandiser

Factor	4	3	2	1	Total	Mean	Rank
Communication	42	30	19	9	100	3.05	1
	168	90	38	9	305		
Negotiation	17	19	42	22	100	2.31	3
	68	57	84	22	231		
Problem Solving	15	26	22	37	100	2.19	4
	60	78	44	37	219		
Team player	26	25	17	32	100	2.45	2
	104	75	34	32	245		

Inference: From the above table it is inferred that by using weighted average mean it finds that the soft skill that are required in a merchandiser. Rank I stated as communication, Rank II team player in a soft skill required by merchandiser.

5.3 Chi-Square Analysis

Table 4: Shows that Level of Education and Merchandiser Performance

Education/ Business Result	S.DA	DA	Neutral	Agree	S.A	Total
10+2	1	3	2	2	1	9
Graduates	12	10	7	8	5	42
PG	3	8	5	4	3	23
Degree	5	6	10	4	1	26
Total	21	27	26	18	10	100

Null Hypothesis (H₀): “There is no significant relationship between the level of education and merchandiser performance affect the business result of the organization.

Alternate hypothesis (H₁): “There is significant relationship between the level of education and merchandiser performance affect the business result of the organization.

Test Statistics:

$$\chi^2 = (O_i - E_i) / E_i$$

O_i = Observed Frequency

O	E _i	O _i - E _i	(O _i - E _i) ²	(O _i - E _i) ² /E _i
1	1.89	-0.89	0.79	0.42
3	2.43	0.57	0.32	0.13
2	2.16	-0.16	0.03	0.01
2	1.62	0.38	0.14	0.09
1	0.9	0.1	0.01	0.01
12	8.82	3.18	10.11	1.15
10	11.34	-1.34	1.8	0.16
7	10.08	-3.08	9.49	0.94
8	7.56	0.44	0.19	0.03
5	4.2	0.8	0.64	0.15
3	4.83	-1.83	3.35	0.7
8	6.21	1.79	3.2	0.52
5	5.52	-0.52	0.27	0.05
4	4.14	-0.14	0.02	4.83
3	2.3	0.7	0.49	0.21
5	5.46	-0.46	0.21	0.04
6	7.02	-1.02	1.04	0.15
10	6.24	3.76	14.14	2.27
4	4.68	-0.68	0.46	0.1
1	2.6	-1.6	2.56	0.98
Total = Σ(O-E) ² /E = 12.94				

E_i = Expected Frequency

Table value: The table value of X² at 5% level for 12 degree of freedom = 21.06

Inference: If the calculated value of x² is less than tabulated value. The Null Hypothesis is accepted at 5% level. Hence, there is no significance relationship between level of education and merchandiser performance affect the business result of the organization.

5.4 Weighted Average Ranking

Table 5: The Planning and Organizing capabilities-Merchandisers in your Organization

Performance	S.DA	DA	N	A	SA	Total	Mean
Factor	1	2	3	4	5		
Daily Activity	6	6	30	40	18	100	3.58
	6	12	90	160	90	358	
Delivery	4	16	24	35	21	100	3.53
	4	32	72	140	105	353	
Maintain	3	7	34	32	24	100	3.67
	3	14	102	128	120	367	
T&A Calendar	4	8	10	25	53	100	4.15
	4	16	30	100	265	415	

Inference: The table exhibits the weighted average mean scores. The table highlights weighted score, which help to decide the most important factor, which gives the planning and organizing capabilities - merchandisers of the organization. The highest score 4.15 is T&A calendar and lowest score 3.58 is daily activity in merchandisers capabilities.

6. Findings

- Majority of 27 respondents disagree the statement of merchandisers performance affects the business result of the organization.

- Among 38 respondents are agreeing to give regular feedback in merchandisers performance.
- There are 21 respondents are cost were the elements o supply chain competitiveness.
- Around 23 respondents are having closer relationship benefits from effective supply chain management.
- 38 respondents are using communication factor influence the supply chain efficiency in apparel export units.

7. Suggestions

- To offer many number of merchandisers training programs for apparel export units it improve merchandiser's performance.
- Every year merchandiser assessment is needed for to analyse the performance of merchandiser.
- The exporters and merchandiser to make use of the available information and infrastructure for the success of supply chain management systems.
- The exporters to maintain a smooth and cordial relationship with the merchandiser and also with government departments.

8. Conclusion

The role of merchandiser in apparel industry has been vital for sustainable supply chain efficiency since the beginning of the trade, the only thing that has changed is the shape of the supply chain in modern world which is clearly in a process of shifting from supply chain concept to value chain, or in other words, from brand oriented to customer oriented. The merchandiser at the buying house act as a channel between the retailers and the suppliers, without this channel according to the study it's extremely difficult to meet the demands posed by the retailer and it is mainly because of the lack of coordination which is perceivable as buying houses have good relations and contacts with the suppliers which is key to good coordination's and which is a tricky thing for all retailers.

9. Reference

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