Product Varieties: An Analysis of Impact on Boutique Business in Bangladesh

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Abstract
As Boutique houses are one of the modern businesses in Bangladesh and also Entrepreneurs are emphasizing on the product varieties for their business, my present study represents the actual scenario of product varieties for boutique shop and its business based on the survey conducted on different Bangladeshi boutique shops and their customers. In this study, it is also included the statistical analysis, discussion from required data which are collected from different interviews of boutique shops personnel and owner, taken by a team as well as from the collected information by physical visit to the different types of boutique shops.

Keywords: Boutique shops, Product varieties, Clothing products

1. Introduction
Boutique business of Bangladesh is the fastest growing sector of the country. Starting in late seventies, this business is grown tremendously. Now there are a lots of boutique shops available in our country which fulfilling the local demand of clothing vastly by their wide range of product varieties. As well as product variety is one of the tools used to attract, retain and satisfy customer. This paper tries to understand the impact of product variety on boutique business in Bangladesh.

Related research shows that, Product variety pass on to the number of different products (SKU) integrated in one product line (Dixit and Stiglitz 1977). Product variety decisions have both operations and marketing implications (Null Lifang Wu, 2007). Product variety tries to meet the demand and requirements of the customers. But it does not guarantee revenue. Cost for providing product variety and management is high (Kevin Lancaster, 1990). It can be an important factor in generating customer satisfaction. But it does not guarantee profitability in long run in fact can worsen the competitiveness (Ramdas and Sawhney 2001).

In current years, swiftly embryonic technologies, brutal competition and demanding customers have contributed to a continuous increase of product variety in almost all product categories (Ho and Tang 1998). Product variety that matches customer demand let firms charge higher selling price and/or increase sales volume. Increasing product variety has somewhat positive impact over the product line's revenue. However, the exact effect is usually difficult to state, especially when customer demand is stochastic and difficult to understand (Null Lifang Wu, 2007). The findings reveal that it is not just tangible things that can affect a shopper's experience, but store traits such as smell, lighting and presence of owner-manager can also influence a consumer's experience (Daniel Wade Clarke, Patsy Perry, Hayley Denson-2012). Researchers in these fields argue that higher product variety creates considerable challenges for manufacturing operations. With an increasingly complex product mix comes an additional part, less accurate demand forecasts, greater inventory and material handling, additional setups, more complex scheduling and task assignment, greater chance of quality problems, and increased supervisory necessities. As a result, greater resources must be committed to handle the increasing number of transactions and manufacturing contingencies and ensure the smooth operation of the plant. Although greater product variety is extensively believed to be associated with higher manufacturing expenditures, empirical studies show mixed results. Research using the Profit Impact of Marketing Strategies (PIMS) data base found that significant market share benefits accrued from broader product lines, but observed no relationship between self-reported production costs and product variety (Kekre and Srivasan, 1990). However, the Fabric Worth Boutique is faced with the problem of addressing the factors that influence business atmosphere in Shanghai. This includes the legal, cultural, and geographic factors that will influence operational activities for the company (Abrahamson, and Janet, 2007).

Earlier researcher conducted their work on customer satisfaction, business environment, marketing strategies, and problems etc. regarding product varieties. In this paper firstly, the product varieties of boutique shops in Bangladesh is shown as well as here is given an analysis and discussion from which
it will be straightforward to understand that product variety of boutique shops is a key factor for this business expansion.

2. Objectives
There are tremendous research work has done regarding product varieties. They have described about customer relation with product varieties, product varieties decisions making factors, relation between product varieties and profit, relation between customer demand and product line, customer experience with product varieties, marketing strategies regarding product varieties. All these research are business or marketing arena oriented. Though my research work is also of that arena but the main objectives are-

i) To show the exact scenario of boutique business of Bangladesh.
ii) To show the product varieties of boutique shop in Bangladesh.
iii) To analyze the impact of product varieties on the boutique business.

By concentrating this issue if there are some research done on customer satisfaction, service, demand, quality of boutiques including barriers of the sector in Bangladesh then his sector can be more enlighten in future.

3. An Overview of Boutique Shop in Bangladesh
Boutique houses are one of the fastest growing sectors in Bangladesh. Though this business is started from the late seventies but it is becoming very popular in Bangladesh just after 1990’s because of product designs which are created by emphasizing on the fashions and styles that are unique to Bangladeshi culture and tradition. By the means of fusing the modern and Bangladeshi tradition in an apt manner, Boutique houses have presented to its consumers, trends in design that has instantaneously been able to capture the consumers’ interest. Consequently its fame is extending in a rapid but steady manner. Their product designs highlight the varied sorts and qualities of expertise and patterns that have descended from the miscellaneous fashions and styles of every age bracket. Bangladeshi boutique shop also contribute vital role in fashion with its great product varieties.

4. Methodology
This study is prepared by collecting primary data from different boutique shops by listing the product range, price, product categories, customer types, quality parameter, composition of products etc. As well as a survey conducted is on 60 different boutique shops in different places of Bangladesh customer of the boutique shops and interview with the key personnel like Owners, GM, Senior Managers, Managers, Executives, Sales personnel, Entrepreneurs etc. for secondary data. Lastly a discussion session is carried out with them to find out their marketing and sourcing strategy, customer’s attitude, women contribution, problems, threats, challenges etc.

5. Data Analysis of Products of Boutique Shops
The statistical analysis of products of boutique shops is given below-

Graph-5.1: Boutique shops (%) in availability of products categories.

<table>
<thead>
<tr>
<th>Product categories</th>
<th>Boutique shops (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only male clothing</td>
<td>10%</td>
</tr>
<tr>
<td>Only female clothing</td>
<td>40%</td>
</tr>
<tr>
<td>Only kids clothing</td>
<td>20%</td>
</tr>
<tr>
<td>Female oriented including kids</td>
<td>30%</td>
</tr>
<tr>
<td>Both but female oriented including other products</td>
<td>5%</td>
</tr>
<tr>
<td>Clothing including kids</td>
<td>10%</td>
</tr>
<tr>
<td>Home textiles</td>
<td>0%</td>
</tr>
<tr>
<td>Both including kids</td>
<td>0%</td>
</tr>
</tbody>
</table>
Different types of products are available in the boutique shops of Bangladesh. Survey (Graph-5.1) regarding this shows that there is only 30% boutique shops where only male clothing available, female clothing available in 54% boutique shops. Besides these male and female both but female oriented is of 40% and including kids 30%. Other products are also available in minor format.

Among various types of clothing products some boutique shops are popular for their other product line. Again some are selling other products besides the clothing items. Survey shows (Graph-5.2) that jewellery and antiques-60%, handicrafts-20% have the larger share in this region. Besides ceramics, toys, bags, sandal, shoes are also noted.

Again if we analyze the product categories in boutique shop based on their products percentages available then we get from Graph-5.3 in boutique shop of Bangladesh female wear-70% and male wear are of 15% while kids wear are 10%.
There are various varieties of clothing products available in Bangladeshi boutique shops. In the analysis of clothing products (%) availability in boutique shops we get from Graph-5.4, through the year traditional clothing products are of 40%, western share 20%. Besides occasional and seasonal products are of 10% respectively. As well as nightwear and seasonal products are of 5% respectively. Noted that given data is for a particular period. In Bangladesh depending on the occasion especially like Eid, Poihela Baishakh boutique shops are decorated their full volume with the occasional products.

In the analysis of selling products in boutique shops we see from Graph-5.5, boutique shops of Bangladesh sell ladies wear mostly of 55%. Comparatively they sell gents wear 15%, jewellery and antiques 15%, Kids wear 15%. There are other products like leather items, toys, home textiles etc. which are sold in minor quantity.

6. Discussion on Products of Boutique Shops
There are lots of products available in the boutique shop of Bangladesh though it is varied on the basis of country and origin. In different country of the world by name of boutique shops they are selling different varieties of products. In our country, boutique shops sell clothing mostly for the female customers. Besides this there are other clothing products including for male, kids available in the boutique shops of Bangladesh but most of them are female oriented.
Among the clothing items available in the boutique shops of Bangladesh most of the products are traditional and occasional including the large volume of western wear. Western culture is knocking at the door. A huge numbers of female customers are interested to wear western wear. For them boutique shops are seen to decorate them with a major volume of western clothing products. Except clothing products most of the boutique shops in our country sell jewellery and antique products including handicrafts mostly. Besides these there are a considerable volume of ceramics, toys, soil made products sold in the boutique shops of Bangladesh. Less but has some considerable volume of herbal products sold in the boutique shops of Bangladesh.

7. Conclusion

Though in Bangladesh maximum boutique shops offer higher price for their available products and they target as their customer of higher class people, so then product varieties in the boutique shops is a dominant factor for this business to attract customer. Depending on this factor just after late nineties to present, entrepreneurs of boutique in Bangladesh have concentrated to increase product varieties for the expansion of their business. As well as boutique shops are contributing a larger share of local clothing demand of Bangladesh and it has bright prospects to enter into the world market in future. But there are some barriers which are occupying this sector. If the barriers are removed and development steps are taken regarding products, quality, customer service, marketing then it could be a promising sector for the solution of our huge unemployment.

8. References

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