

Research Article

A Study Using Garrett Ranking Approach in The City of Kolkata on The Ranking of Select Fashion and Lifestyle Retail Outlets & Factors Shaping Customer Perception Pertaining to The Effectiveness of Fashion & Lifestyle Retail Outlets.

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Abstract: The lifestyle and fashion retail market in India is expanding rapidly, driven by reasons such as increased disposable incomes, urbanization, and a trend toward branded retail. In addition, several global enterprises are entering the market, and new technologies have been embraced to improve the shopping experience. The Indian lifestyle and fashion retail sector is extremely competitive, with renowned local brands and an expanding presence of foreign retailers. This rivalry is spurred by causes such as the expanding e-commerce industry, shifting consumer preferences, and continued infrastructure and logistics development. While increased rivalry poses issues for certain firms, it also provides opportunity for innovation and expansion throughout the sector. The fashion and retail business in Kolkata has risen significantly as a result of the establishment of fashion and retail outlet stores such as Pantaloons, Reliance Trends, Shoppers Stop, Westside, Max and Zudio. This survey aims to determine which fashion and retail outlets are most popular with Kolkata customers. Furthermore, this study seeks to identify the elements that impact Kolkata customers' perceptions regarding the efficacy of fashion and lifestyle retail establishments.

Keywords: Lifestyle & retail market, retail outlets, Garrett Ranking.

INTRODUCTION

The fashion and lifestyle retail industry in India is one of the most speedily expanding businesses, with rapid fashion leading the way. Flexible supply chains for ultra-value brands, as well as brand loyalty for premium goods, are key growth drivers. As Indian marketers aim to make an item or brand appealing to consumers by stressing its better quality and uniqueness, the market is projected to see a significant infusion of both global and Indian fashion & lifestyle retail names. The growth of multichannel commerce, which combines online and physical experiences, is also altering the business, with 60-65% of Indian customers selecting integrated shopping experiences.

A "fashion & lifestyle retail outlet" is a business that offers a variety of apparel, accessories, and occasionally home goods and other things, all under one brand or with a specific lifestyle concept in mind. It seeks to communicate a sense of ambitious living by linking the product with a specific lifestyle.

Kolkata is currently the seventh most populated city of India with a population of 14,035,959 in 2011 census having average literacy rate of 86.31%. It is also the 14th city in India in terms of Local Purchasing Power Index with Local Purchasing Power Index of 67.1 as per Numbeo. The fashion and retail business in Kolkata has greatly increased as a consequence of the creation of fashion and retail outlet

stores such as Pantaloons, Reliance Trends, Shoppers Stop, Westside, Max, and Zudio. The principal reasons behind the growth of retail & fashion outlets in India can be attributed to factors like Fashion and Apparel Dominance, Increased Consumer Spending, Rise of Online Shopping, Investment in Textile Parks, Growth in Kids' Garment Manufacturing, Growth in Retail Leasing, Direct Selling Opportunities etc

Objectives of the study:

This study is taken up with a view to accomplish the following objectives:

1. To find out how the customers rank the six large scale fashion & lifestyle retail outlets in Kolkata
2. To find out the perception of the respondents regarding the factors affecting the effectiveness of retail outlets

RESEARCH METHODOLOGY:

The present study is carried out using both Primary & Secondary data.

The Primary data is collected using a structured questionnaire having 4 demographic & 2 research oriented questions.

- Sampling methods: Convenience sampling.
- Data collection period: April & May 2025

- Sample Size: 268
 - Data Collection area : Kolkata including greater Kolkata
 - Data Analysis tools : Graphical Analysis using Excel & Garrett Ranking
- The secondary data has been collected from books, journals, reports & related websites.

ANALYSIS OF DATA:

This study is carried out with the objective of finding out & ranking two aspects relating to fashion & lifestyle retail outlets in Kolkata.

These are

1. To find out how the customers rank the six large scale fashion & lifestyle retail outlets in Kolkata
2. To find out the perception of the respondents regarding the factors affecting the effectiveness of retail outlets

To find out the response to the two above, there were two Research Oriented questions in the questionnaire. The first question was “RANK THE FASHION & LIFESTYLE RETAIL OUTLETS IN KOLKATA FROM 1-6 WHERE 1 IS THE BEST & 6 IS THE LEAST GOOD IN TERMS OF YOUR OVERALL LIKING & CHOICE”

The response to this question is analysed for Garrett Ranking using the following steps

STEP 1:

A table is prepared to summarize how respondents have ranked their overall liking of six fashion & lifestyle retail outlets in Kolkata

Choice of Fashion & Lifestyle Retail Outlets in Kolkata							
RANK ↓	OP 1	OP 2	OP 3	OP 4	OP 5	OP 6	CHECK
1st	40	32	44	88	40	24	268
2nd	72	56	60	24	28	28	268
3rd	92	56	28	28	24	40	268
4th	40	80	32	48	36	32	268
5th	12	20	56	36	64	80	268
6th	12	24	48	44	76	64	268
CHECK	268	268	268	268	268	268	

(Table 1)

Here Option 1 - OP 1 is Pantaloon

OP 2 is Shoppers Stop

OP 3 is Westside

OP 4 is Reliance Trends

OP 5 is Max

OP 6 is Zudio

STEP 2:

The Percent positions are found out -

Using the formula:

$$100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given to the i th factor by j th individual and

N_j = Number of factors ranked by j th individual, the percent positions are found out.

For 1st Rank = $100 (1 - 0.5) / 6 = 8.33$

For 2nd Rank = $100 (2 - 0.5) / 6 = 25$

For 3rd Rank = $100 (3 - 0.5) / 6 = 41.67$

For 4th Rank = $100 (4 - 0.5) / 6 = 58.33$

For 5th Rank = $100 (5 - 0.5) / 6 = 75$

For 6th Rank = $100 (6 - 0.5) / 6 = 91.67$

STEP 3:

The Garrett Score is found out using the Percent Position using the Garrett Conversion Table:

Percent Position & Garrett Score		
Rank	Percent Position	Garrett Score

1	8.33	77
2	25	63
3	41.67	54
4	58.33	46
5	75	37
6	91.67	23

(Table2)

STEP 4:

Finally, the following table is used to find out the final rank of the six factors (Fashion & Lifestyle Retail outlets in Kolkata)

Rank	OP 1	Garrett Score	Total	OP 2	Garrett Score	Total	OP 3	Garrett Score	Total	OP 4	Garrett Score	Total	OP 5	Garrett Score	Total	OP 6	Garrett Score	Total
1st	40	77	11.493	32	77	9.19403	44	77	12.64179	88	77	25.28358	40	77	11.49254	24	77	6.895522
2nd	72	63	16.925	56	63	13.1642	60	63	14.10448	24	63	5.641791	28	63	6.58209	28	63	6.58209
3rd	92	54	18.537	56	54	11.2836	28	54	5.641791	28	54	5.641791	24	54	4.835821	40	54	8.059701
4th	40	46	6.8657	80	46	13.7313	32	46	5.492537	48	46	8.238806	36	46	6.179104	32	46	5.492537
5th	12	37	1.6567	20	37	2.76119	56	37	7.731343	36	37	4.970149	64	37	8.835821	80	37	11.04478
6th	12	23	1.0299	24	23	2.0597	48	23	4.119403	44	23	3.776119	76	23	6.522388	64	23	5.492537
			56.507			52.194			49.73134			53.55224			44.44776			43.56716
Ranks			1			3			4			2			5			6
			Pantaloons			Shoppers Stop			Westside			Reliance Trends			Max			Zudio

(Table 3)

So, we conclude that the survey has led to the following ranks for preference of Fashion & Lifestyle Retail outlets in Kolkata:

Final Preference Rank As Per Garrett Ranking	Fashion & Lifestyle Retail outlets in Kolkata
1 ST	PANTALOONS
2 ND	RELIANCE TRENDS
3 RD	SHOPPERS STOP
4 TH	WESTSIDE
5 TH	MAX
6 TH	ZUDIO

(Table 4)

The second question was “RANK THE FACTORS THAT IMPACT CUSTOMER PERCEPTION REGARDING RETAIL STORE EFFICIENCY ON A SCALE OF 1-6 WHERE 1 IS THE MOST IMPORTANT FACTOR ACCORDING TO YOU & 6 IS THE LEAST IMPORTANT FACTOR”

The response to this question is analysed using the following steps

STEP 1:

A table is prepared to summarize how respondents have ranked the factors that impact their perception regarding fashion & retail store efficiency in Kolkata.

FACTORS THAT IMPACT CUSTOMER PERCEPTION REGARDING RETAIL STORE EFFICIENCY							
RANK ↓	OP 1	OP 2	OP 3	OP 4	OP 5	OP 6	CHECK
1st	84	28	60	64	20	12	268
2nd	88	20	52	40	20	48	268
3rd	48	60	52	24	48	36	268
4th	24	96	28	24	64	32	268
5th	12	32	40	84	60	40	268
6th	12	32	36	32	56	100	268
CHECK	268	268	268	268	268	268	

(Table 5)

Here Option 1 – OP 1 is Product Availability
OP 2 is Price Range, Discounts & offers
OP 3 is Staff availability & staff knowledge

OP 4 is Store Layout & easiness of finding stock

OP 5 is queue management & billing

OP 6 is Use of technology in store

STEP 2:

The Percent positions are found out

Using the formula:

$$100 (R_{ij} - 0.5) / N_j$$

Where R_{ij} = Rank given to the i th factor by j th individual and

N_j = Number of factors ranked by j th individual, the percent positions are found out.

For 1st Rank = $100 (1 - 0.5) / 6 = 8.33$

For 2nd Rank = $100 (2 - 0.5) / 6 = 25$

For 3rd Rank = $100 (3 - 0.5) / 6 = 41.67$

For 4th Rank = $100 (4 - 0.5) / 6 = 58.33$

For 5th Rank = $100 (5 - 0.5) / 6 = 75$

For 6th Rank = $100 (6 - 0.5) / 6 = 91.67$

STEP 3:

The Garrett Score is found out using the Percent Position using the Garrett Conversion Table:

Percent Position & Garrett Score		
Rank	Percent Position	Garrett Score
1	8.33	77
2	25	63
3	41.67	54
4	58.33	46
5	75	37
6	91.67	23

(Table 6)

STEP 4:

Finally, the following table is used to find out the final rank of the six factors that impact respondents' perception regarding fashion & retail store efficiency in Kolkata

Rank	OP 1	Garrett Score	Total	OP 2	Garrett Score	Total	OP 3	Garrett Score	Total	OP 4	Garrett Score	Total	OP 5	Garrett Score	Total	OP 6	Garrett Score	Total
1 st	84	77	24.1343	28	77	8.04478	60	77	17.2388	64	77	18.3881	20	77	5.74627	12	77	3.44776
2 nd	88	63	20.6866	20	63	4.70149	52	63	12.2239	40	63	9.40299	20	63	4.70149	48	63	11.2836
3 rd	48	54	9.67164	60	54	12.0896	52	54	10.4776	24	54	4.83582	48	54	9.67164	36	54	7.25373
4 th	24	46	4.1194	96	46	16.4776	28	46	4.80597	24	46	4.1194	64	46	10.9851	32	46	5.49254
5 th	12	37	1.65672	32	37	4.41791	40	37	5.52239	84	37	11.597	60	37	8.28358	40	37	5.52239
6 th	12	23	1.02985	32	23	2.74627	36	23	3.08955	32	23	2.74627	56	23	4.80597	100	23	8.58209
			61.2985			48.4776			53.3582			51.0896			44.194			41.5821
Ranks			1			4			2			3			5			6
			Product Availability			Price, Disc & offers			Staff Availability & knowledge			Store layout & ease of finding stock			Queue Management & billing			Use of technology in store

(Table 7)

So, we conclude that the survey has led to the following ranks of the six factors that impact respondents' perception regarding fashion & retail store efficiency in Kolkata

Final Preference Rank As Per Garrett Ranking	Factors That Impact Respondents' Perception Regarding Fashion & Retail Store Efficiency In Kolkata
1 ST	PRODUCT AVAILABILITY
2 ND	STAFF AVAILABILITY & KNOWLEDGE
3 RD	STORE LAYOUT & EASE OF FINDING STOCK
4 TH	PRICE, DISCOUNT & OFFERS
5 TH	QUEUE MANAGEMENT & BILLING

6 TH	USE OF TECHNOLOGY IN STORE
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(Table 8)

CONCLUSION:

The study is carried out with two specific objectives relating to customer perception regarding fashion & lifestyle retail outlets in Kolkata. It is seen that majority of the customers have considered **Pantaloon to be the best retail outlet** in Kolkata region. However a growing retail outlet under the Tata Group – Zudio, has been found to have ranked last among the selected outlets. Very reasonably the cause behind this ranking of retail stores can be attributed to the second finding of the study where respondents have ranked **Product availability** to be the most important factor and Price, Discount & offers as the fourth factor only. Actually Pantaloons is greatly known for its variety and Zudio is more known for price reasonability & great offers. Furthermore, the respondents in Kolkata city with urban background and choice for latest trends & variety have ranked factors like Product availability, staff availability & staff knowledge & store layout & ease of finding stock over Pricing & discount related factors.

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