

Development of an Assortment-Planning Model for Fashion-Sensitive Products

by

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(ABSTRACT)

The purpose of this research is to develop an established assortment-planning model identifying procedures and activities for women's wear retail buyers. This research built three assortment-planning models: (a) a conceptual model based on secondary data analysis, (b) a practical-use model based on interviews using questionnaire and a set of activity cards, and (c) the suggested model based on the connection analysis of the previous two models.

Integrated DEFinition (IDEF) Functional modeling method was used to describe procedures and variables of functional activities of assortment planning and to increase the consistency of a model developing process. The variables of functional activities were determined as input, mechanism, constraint, connection, and output based on IDEF0 diagram format. Other research and pilot interviews confirmed the reliability of methodology. Experts and interviewees validated the three models.

The abstract level of the suggested assortment-planning model included following concepts: (a) problem recognition, (b) information search, (c) qualitative evaluation, (d) quantitative evaluation, (e) product selection plan, and (f) plan sales.

*This research is dedicated to my family.
Their love and encouragement made my dream come true.*

ACKNOWLEDGEMENT

This research would not have been possible without the support and guidance from many people. First, I would like to thank to my adviser and chair of dissertation committee, Dr. Doris Kincade for her clear conduct, constant encouragement, and abundant patience throughout this study. I don't think I can ever thank her enough for all her support. I would like to emulate her abilities as a sincere researcher and a good teacher.

I wish to thank my committee members, Dr. Bruce Brunson, Dr. Jessie Chen-Yu, Dr. Loren Rees, and Dr. Valerie Giddings, for encouragement and guidance throughout the model development process and writing.

I would like to thank the retail buyers and experts who participated in this study. Their precious time, dedication to this study, and essential insights were meaningful to the success of this study.

I would like to thank all of my friends for their comfort and love. With them, I really enjoyed life in this small town of Blacksburg. I thank my oldest and best friend, Sunyoung, for her phone calls and letters that cheered me up.

Finally, I would like to thank GOD for guiding my road with endless love and support.

TABLE OF CONTENT

Chapter 1: Introduction

Problem Justification of Study	1
Conceptual Framework: Retail Buying Planning Process	3
Retail Buyer's Role	3
Fashion Sensitive Clothing Products.....	4
Definition of Fashion Sensitive Products.....	4
Fashion Product Life-Cycle	5
Fashion Selling Period.....	8
Retail Buying Process.....	8
Merchandise Planning	9
Planning Sales Goal.....	9
Planning Stock and Inventory Control.....	12
Assortment Planning	12
Actual Buying and Rearrangement Planning	13
Purpose of Study	15
Definitions	15

Chapter 2: Literature Review

Theories	17
Retail Buying Decision Making Process.....	17
Assortment Planning Process	17
Decision-Making Process for Specific Product Buying.....	17
Problem Recognition.....	20
Information Search	20
Product Evaluation	23
Fashion Forecasting Involvement in Product Evaluation	23
Qualitative Evaluation	23
Quantitative Evaluation	24
Forecasting Product Selection and Sales	26
Forecasting Product Selection.....	26
Forecasting Style Selection.....	26
Forecasting Color Selection	26
Forecasting Size Selection	26
Rules for Product Selection	27
Forecasting short-term Sales	28
Sales Forecasting Methods & Analysis	28
Forecasting Style Order Quantity.....	30
Forecasting Color Order Quantity	32
Characteristics of Women's Clothing Retail Store	33
Clothing Product Classification	35
Women's Clothing Classification	35
Women's Dress Market	35
Depth and Breadth Arrangement of Women's Dresses	36

Chapter 3: Research Framework

Purpose of study.....	37
Objectives	37
Research Methodology Framework	37
IDEF0 Conceptual Framework	38
Variables	40

Chapter 4: Development of a Conceptual Model

Introduction	42
Data Conversion	42
Validity.....	44

Chapter 5: Development of a Practical-Use Model: Interview

Introduction	46
Sample	46
Sample Characteristics.....	58
Product Type	58
Company Type.....	59
Subject Responsibility and Job Experience	60
Contact Subjects	62
Participated Subject Characteristics	62
Data Collection Process	64
Initial Interview	64
Flexible Interview.....	64
Q-Sorting.....	65
Specific Questions	65
Data Analysis	56
Results: A Practical-Use Model.....	69
Clothing Buying Process.....	69
Assortment Planning.....	70
Process of Assortment Planning.....	70
Functional Name of Activity.....	71
Functional Activity A1.....	71
Functional Activity A2 and A3	71
Functional Activity A4.....	72
Functional Activity A5.....	73
Functional Activity A6.....	74
Functional Activity A7.....	75
Definition of Assortment Planning.....	76
Difficulties in Assortment Planning.....	76
Taking Time for Assortment Planning.....	77
Problem Recognition	78
Fashion Forecasting.....	80
Information Search	82
Style Information Search	82
Color Information Search.....	84
Size Information Search.....	86
Qualitative Evaluation	87
Style Qualitative Evaluation.....	87
Color Qualitative Evaluation.....	89
Size Qualitative Evaluation.....	90
Quantitative Evaluation.....	92
Style Quantitative Evaluation.....	92

Color Quantitative Evaluation.....	95
Size Quantitative Evaluation.....	96
Product Selection.....	97
Style Selection.....	97
Color Selection.....	97
Size Selection.....	98
Determine Order Quantity.....	98

Chapter 6: Development of a Suggested Model

Data Analysis.....	179
Connection Analysis.....	179
Validation of the Final Model.....	180
Results: Suggested Assortment Planning Model.....	180
Results of Connection Analysis.....	180
Procedure Assortment Planning.....	180
Problem Recognition.....	181
Information Search.....	181
Qualitative Evaluation.....	182
Quantitative Evaluation & Product Selection.....	183
Assortment Sales Plan.....	183
Validation of Suggested Model.....	184
Problem Recognition.....	184
Information Search.....	184
Qualitative Evaluation.....	185
Quantitative Evaluation.....	186
Product Selection.....	186
Assortment Sales Plan.....	187

Chapter 7: Discussion

Summary.....	276
Discussion.....	277
Differences between Conceptual and Practical-Use Assortment Planning Model.....	277
Influence of Company Type in Assortment Planning Model.....	280
Conclusion.....	282
Limitation of Study.....	283
Recommendation.....	284
Reference.....	286

Appendix 294

Appendix A: Data Collection Instruments

1. Interview Request Letter & Information Package295
2. Appointment Letter.....302

Appendix B: Sample Interview Script.....303

List of Figures

1. Retail Clothing Buying Process Model14
2. Assortment Planning Process Model.....19
3. An Example of Assortment Plan for Women’s Dresses36
4. Conceptual Framework of an IDEF0 Diagram Unit.....39
5. Operational Framework of IDEF0 Diagram.....41
6. Activity Card Template.....43
7. Conceptual Assortment Planning Model45-57
8. Practical-use Assortment Planning Model.....100-178
9. Suggested Assortment Planning Model188-275

List of Tables

1. Fashion Product Life-Cycle.....7
2. Retail Buying Planning Process.....10
3. The Qualitative Product Evaluation Criteria for Assortment Planning.....25
4. Sales Forecasting Methods.....31
5. Forecasting Methods for Clothing Assortment-Planning33
6. Sales gross of Companies in Sampling Location.....61
7. Participated Company Characteristics63