Factors Influencing the Business Success of Retail Fashion Houses: A Study from Bangladesh Perspectives

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The fashion industry is a dynamic one because of its diversified nature of innovation. Fashion houses with designer wears are the hubs of this industry while the fashion conscious, design literate and style savvy customers ultimately decide the fate of their business success. Increased demand from such independent and well-travelled shoppers has particularly compelled the retail fashion houses to source brands of unique and exclusive designer wears. Thus, competition has increased among the retail fashion houses. This, therefore, has become a great challenge in achieving the business success for the concerned. However, the existing literatures are not sufficient to demonstrate the actual scenario of business success of retail fashion houses in Bangladesh. This indicates to the research problem and this is the reason which motivated to endeavor the current study through a structured questionnaire based primary survey during the month of November 05, 2017 to December 04, 2017. The findings of these studies indicate customer service, branding, store layout, fun and entertainment facilities, various logistic for customers' convenience, etc., may positively influence shoppers' purchase actions and thus ensure the business growth of the respective houses with holistic satisfaction of the proprietors, employees and clients and thereby greater volume of transactions and revenues.

Field of Study: Marketing, Consumer Behavior

Keywords: Business success, designer wear, fashion houses, retail outlets

1. Introduction

Fashion house of designer wear is influenced by cultural and social attitudes, and has varied over time and place. Designers of such establishments' attempt to design clothes which are functional as well as aesthetically pleasing. They experiment with colors and recognize the tradition & manifestation of culture. Fashion houses create original garments and follow fashiontrends. Most fashion houses, however, work for creating designs of men's, women's, and children's fashions for the massmarket.

Today, there are many retail establishments which are providing fashion products to their customers all over the country. Hence, it has become a hyper-competitive market. To win such competition a designers wear retailer has no alternative but to cope with the issues and challenges by developing competitive advantages in its concerned arena.

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The analysis and implementation of the retail management tools, strategies, tactics and action plans may be effective in gaining competitive advantages by coping with such trends. This research study investigates how the retail outlet of designer wear fashion houses can successfully be established in Bangladesh. The present study, in this regard, is the result of motivation to identify the factors because of which retail fashion houses may enjoy business success.

Realizing the importance of developing a standard for business success for the retail fashion houses in Bangladesh, secondary data have been collected. The current paper is unique because this paper not only focuses on the business success factors of retail fashion houses but also examines the perceptions and expectations of the respective shoppers or customers.

However, the current study is not free from limitation. The major limitation of the present study is that the secondary data in the literature review section did not solely focus on the assessment of the impact of success factors on the establishment of designer wear retail fashion house in Bangladesh. With this end in view, the following hypothesis has been set to exhibit the appropriate answer:

H_0: The designer wear retail fashion house cannot successfully be established in Bangladesh.

H_a: The designer wear retail fashion house can successfully be established in Bangladesh.

Rising demand of casual, professional and trendy designer wear among the educated and fashion conscious young generation males and females of the country has accelerated the growth of retail fashion houses in Bangladesh. In addition, fashion shows organized on regular intervals by the TV and other media channels, fashion houses and the textile companies have also fueled in this growth. However, there may be any such factor(s) which may adversely or more proactively impact on the establishment of this industry. Hence, the current study aims to test whether the designer wear retail fashion house can or cannot successfully be established in Bangladesh.

Some of the previous papers adopted various qualitative frameworks or models while others focused on individual variables as factors affecting the establishment of designer wear retail fashion house in Bangladesh. None of them completely focused on the subject matter of this very aspect of the industry. So, it is clearly evident that there is a research gap and to mitigate this gap a rigorous research is yet to be attempted. Since the previous researches have not shown the actual scenario of business success factors of retail fashion sector in Bangladesh, more researches are required in this field and in this respect the findings of this study are different than those of previous researches. To fill up the knowledge gap left out by the previous researches, the present study investigates the research question: "How the designer wear retail fashion house can successfully be established in Bangladesh?"Here, with relation to the appropriate answer to the set research question, the current paper is found as unique and different from the previous studies because by using the Principal Component

Analysis (PCA) on the individual variables this study identified three important components which have direct influence on the establishment of designer wear retail fashion house in Bangladesh. The significance of the identified components was verified and proved through various statistical tests including reliability, validity, factor analysis and multiple regression analysis.

From the light of the above hypothesis and research question, the principal objective of this study is to examine whether the designer wear retail fashion house can successfully be established in Bangladesh or not. This study aims to highlight the influencing factors which have positive impact on the shopping behavior of the customers of retail fashion outlets so that the respective houses can enhance fashion savvy facilities and thus accelerate their business growth.

This paper is organized with the various sections. Section 1 deals with introduction, Section 2 focuses on the background of the study, Section 3 contains the theoretical framework; Section 4 portrays the literature review, Section 5 portrays the analytical model of the present study, Section 6 goes with the methodology of the study, Section 7 deals with the analysis and findings, and Section 8 draws a constructive conclusion including uniqueness of the study, new findings, significance and implications and limitations.

2. Background of the Study

The research work of Rahman, F. S (2003) is considered as the background of fashion industry in Bangladesh. In her study she mentioned the evolution of fashion in Bengal with a direction kindled by European influence with the making of designed sari tops about a hundred and 4 decades ago.

Decades of 50s and 60s: She marked the period of 50s and 60s decade as the beginning of distinctive look in the local styles and found an excellent leap of awareness in designed finished apparel in both social and western use. Georgettes and other man-made components were used commonly. Brocade, benarasi, lace and crochet as boundaries, zari perform light, fancy embroidery on netting, muslins, georgettes and chiffons, figure-hugging components were preferred. Females started wearing tightly and pinned in place with covered pleats and shaped to fit females' figures. Handmade neckpieces and wristbands, glass wristbands and the idea of costume jewelry took off as a major accessory. Bright acid shades and contrast mix and match arrangements were extremely well-known. Ethnic impacts could be seen in informal outfits, for both males and females. Thus, a new era had arrived with freedom, self-determination and freedom. The designs of the era were an excellent way to add category and sensuous moments and continued to succeed and perform in any clothing collection.

Decade of 70s: The 70′s design was versatile. Some of the other styles seen in the 1970s are high-wasted, flared silk trousers or jeans designed with rhinestones, limited lure halter covers, metallic-colored boring and antique velvety outfits, silk hot trousers, and occasionally ostrich- feather boas covered over shoulders, and turbans for head protection. Clothes such as Kaftans, Maxi dress and gong pants, flared trousers,

platform heeled footwear, tank covers, knit would wear, fancy shades and hip hop and disco clothes were well known. Second hand shopping became well-known, with the reemergence of the Thirties and Forties look. Women are seen wearing gorgeous complete maxi outfits and halter neck. The coats men used in events were stitched. Kaftans provided a perspective to the apparel.

Decade of 80s: The 80's design was all about the birth of self-expression and luxury with shiny shades, polka spots, distinct lines, fluorescent tights and indicated shoes. Men, women, teens, children and the old, everyone accepted this. Both males and females began to use loose tops and limited, close-fitting trousers. The leather jacket was introduced with straight side cuts and jodhpurs became used by the masses. Earrings became a popular design for male youngsters. Jam or thin steel wristbands (also known as bangles) were extremely well-known in the 1980's, and were used in excellent quantities on one's wrist. Designer jewelry, such as gemstones and pearl jewelry were used by women, not only for beauty, but as indicating wealth and power.

Decade of 90s: This decade is known as 'Golden Age Fashion'.90s design and elegance were heavily influenced by TV, Hollywood and the music business. This period saw the resurgence of ethnic background with films, too. The new drive for technology made popular the corporate look while the ethno-cultural resurgence made people again go returning to the traditional forms of art and designs.

Decades of 2000 and the latter: This decades witnessed the use of loose and flowing apparel with a mix of colors and printing, often with layers. Fabrics used were natural, and sometimes, organic cotton, silk, sheets and pillowcases. The shades were modest and natural. Among the prominent fashion houses in Bangladesh the names of Aarong, Menz Klub, Cats Eye, Ecstasy, Signature, Anjans, Kayкraft, Rang, Shada Kalo, Deshal, Jatra, Banglar Mela, Richman, Infinity, etc., came to the limelight.

3. Theoretical Framework

3.1 Business Success

The fate of the businesses depends on the final outcomes of struggles between the business success and failure forces (Pretorius et al, 2005; Wickham, P. A., 2004). Business success or failure processes are related to certain business management principles or theories to which business owners need to adhere in order to stay in business (Beaver & Jennings, 2005).

3.2 Retailing

Modern retail formats not only offer greater convenience, reliability, and diversity of products to the consumers, but also these factors are attributed to a rapid expansion of retail channels (Hagen, 2002).

3.3 Fashion House

Ahmed and Ahmed (2013) described fashion house as a place of fashion designers engaged in the application of design and a esthetics to clothing and accessories. They also found the prominence of boutiques as a miniature retail outlet or specialty store offering specialized designer wear products and services.

3.4 Fashion Retailers

In their studies, Moore et al. (2000) found the emergence of fashion retailers as product specialists (narrow product range, clearly defined customer base), designer retailers (recognized brand, exclusive positioning), general merchandise retailers (mix of fashion and non-fashion goods, large format stores) or general fashion retailers (broad range of products, accessible pricing). These retailers positioned in the markets by virtue of marketing effort and product offering, which contributes to their overall brand appeal (Bridson and Jody, 2004).Several authors noted that this was the case for fashion retailers operating distinctive brands and offering desirable products (Malinowska-Olszowy, 2005). Continued diversity of local culture redefined the retail fashion industry (Waarts and Everdingen, 2006; Newman and Patel, 2004).

4. Literature Review

In their study, Sinha P.K, Banerjee A and Uniyal D.P. (2002) found that convenience, merchandise, proximity of the store, store ambience and service are the reasons behind choosing a store by the shoppers. Aslantamer (2003) suggests that, bright illuminations may easily take interest, and sometimes it may also be possible to create unusual display effects by using light fixtures with colored filters. Marguerite, M and Ann, F (2003) professed that fashion retailers should emphasize on cater service aligned to target customer's expectations and to distinguish their outlet in terms of product offering, advertising, image and communicational action.

Well-established international fashion retailers like Zara or Top Shop take the lead in fast-fashion and are successfully applying the idea for years. They introduce new designs and collections within several weeks, which keeps customers continuously dropping by the stores in order to review the latest fashion styles (Tiplady, 2006). Paromita Goswami (2007) conducted a study on how college students in urban areas shopped for apparels. The factors investigated for the study were brand conscious and needed variety and best quality for their apparel purchase. The advantage of creating a strong brand image would help distinguish a retailer's brand from its competitors (Manikandan, 2012).

A Study by Goswami and Mishra (2008) measured 44 variables and extracted 11 factors of customer preferences to choose a retail outlets these were labelled as: 1. Store cleanliness, store offers and product quality; 2. Store brands, family grocery shopping and parking facilities; 3. Hedonic shopping; 4. Location; 5. Specific day shopping; 6. Multiple stores; 7. Planned shopping; 8. In-store conveniences: 9. Helpful and trustworthy salespeople; 10. Travel convenience; 11. Unplanned purchases.

Location of the shop will attract more consumers and helps to increase the sales of goods. Showrooms should be located in such a way that customers can find the location of the shop very convenient for access (Pathak. S.V.And Aditya P. 2009).

Ghosh et al (2009) found three factors: convenience & merchandise mix, store atmospherics and services as the main factors which form the basis for customer to evaluate a retail store. Yadav R. (2009) revealed that customer attitude towards shopping malls is strongly influenced by the absence or presence of certain elements, like location, infrastructure, and amenities, ambience, merchandising and pricing, entertainment value and personal value. The study of Kamath, G.B (2009) found six major factors namely shopping experience and ease, entertainment and gaming facilities, promotion, discounts and low prices, add-on facilities and services, variety of products and other factors for shopping convenience influence consumers to prefer a retail store.

Garvey (2010) emphasized the importance of visual merchandising to give the customers feel by setting up a store, with respect to using effective signage and even certain nominal, arrangement of clothing racks, alignment of eye-catching displays according to price showcase of diverse merchandise in an appealing manner and the like. Garvey (2010) also found that such presentations of the store in making a huge impact on a customer's decision to buy, enter the store, or return for repeat business.

The study of Chen (2011) revealed that customers' loyalty and retailers' service quality will have positive effect on the customer shopping preference and satisfaction. The research of Mittal K.C., Arora M. and Prashar A. (2011) revealed that the 'shopping availability' and 'variety' of products are the most significant factors that determine the retail outlet preference. The researchers identified the shopping availability and variety of products as the most significant factors that determine the retail outlet preference. Secondly, they revealed that customer services like free home delivery, sale executive to help, sufficient parking space, availability of baskets and trolleys and fast checkouts are equally important attributes that a shopper prefers in a retail outlet. Customer also prefers to shop in a store which has a fine 'ambience', and is clean with attractive displays and sufficient lighting. Other factors like discounts and special offers, quality of products, advertisement, prestige and recommendations by friends and relatives also play an important role in preferring a retail outlet. Thus, this study revealed the innate behavior of a shopper desiring to enjoy his shopping.

Somasekhar, Babu, Saleem and Madhu (2015) found seven factors affecting the preferences of the shoppers towards the selection of retail outlets which were labelled as: 1. Smooth transaction & exchange (Fast & efficient billing, Error free sales transactions and records, Exchange policy, Parking facilities), 2. Convenience & Comfort (Loyalty program membership, Quick handling of complaints, Nearness to residence, Convenient store timings, Order is taken over phone), 3.Ambience (Store spacious & clean environment, all modes of payment accepted), 4. Attractive Promotions (Availability of global products, Discounts & promotion schemes), 5.Merchandise mix (Products stocked with freshness, Availability of products in desired pack sizes, Availability of variety of brands and products, Store image), 6. Value added

facilities (Free home delivery, Credit availability) and 7. Store relationship (Prompt & efficient staff, Relationship).

Verma H. and Madan P. (2011) found that store's product and operational quality is the most important factor determining overall image of the store. Ahmed, N and Ahmed, N (2013), Goswami and Mishra (2008), Gupta C.P. Agarwal R. and Sinha M. (2008) and Prendergast and Wong (2003) emphasized on finest quality for clothing of fashion houses. Research studies by Somasekhar, Babu, Saleem and Madhu (2015) and Verma H. and Madan P. (2011) found convenient store timing as an influencing factor on the business success of the respective fashion houses. While Somasekhar, Babu, Saleem and Madhu (2015) found Quick handling of complaints as a positive factor behind the success of the respective fashion houses.

From the findings of the reviewed literature it is seen that some of the previous studies only focused either on one or some aspects other than the complete subject matter of the current study. So, it is yet to get a concrete idea about the true situation of business success factors of retail fashion houses in Bangladesh. It is because the findings of the earlier research mostly exhibit the result of business success factors in general with limited references of the retail fashion houses of the other countries rather than Bangladesh. Despite the proven success of the retail business in other countries, relatively few studies in retail fashion houses in Bangladesh have focused on this aspect. Again some studies focused only on the few aspects of the subject matter of the current study. Due to such drawbacks of the previous studies the current paper aims to find a suitable answer to the research question: "How the designer wear retail fashion house can successfully be established in Bangladesh?". Accordingly, the null (H_0) and alternative hypothesis (H_a) have been set which are as follows:

H_0: The designer wear retail fashion house cannot successfully be established in Bangladesh.

H_a: The designer wear retail fashion house can successfully be established in Bangladesh.

5. Analytical Model of the Present Study

Figure 1: Success Factors of Retail Fashion House Business

Store atmosphere	
Display in store	
Lighting in store	
Location of store	
Variety of merchandise	
Transaction in store	
Convenient store timing	
Branding	**Business Success**
Quality	
Facilities	
New design and collection	
Loyalty program	
Service	
Prompt and caring staffs	
Quick handling of complaints	

6. Methodology of the Study

The current study is the combination of both primary and secondary data collection and their analyses in which, the secondary data have been collected from the updated research papers and articles published in the referred journals relevant to the subject matter of the study. While the primary data have been collected during the month of November 05, 2017 to December 04, 2017 from the sample size of200 respondents including 150 customers and 50 employees of the 20 retail fashion houses in Dhaka, Chittagong and Comilla using purposive sampling method through a structured and self-administered questionnaire based extensive survey comprising of open-ended and non-forced, balanced and odd numbered non-comparative itemized questions using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). Inferential statistical tools have been used for the analysis of the collected primary data. From the literature review 10 factors of successful retail fashion outlets have been identified as variables which are exhibited in the **Table 1** from v1 to v15.

Table 1: Identification of Variables

Code	Items	Sources
v1	Store atmosphere	Sinha P.K, Banerjee A and Uniyal D.P. (2002), Ghosh et al (2009), Mittal K.C., Arora M. and Prashar A. (2011), Somasekhar, Babu, Saleem and Madhu (2015)
v2	Display in store	Garvey (2010), Mittal K.C., Arora M. and Prashar A. (2011)
v3	Lighting in store	Aslantamer (2003), Mittal K.C., Arora M. and Prashar A. (2011)
v4	Location of store	Goswami and Mishra (2008), Yadav R. (2009), Kamath, G.B (2009), Pathak. S.V. And Aditya P. (2009)
v5	Variety of merchandise	Sinha P.K, Banerjee A and Uniyal D.P. (2002), Ghosh et al (2009), Yadav R. (2009), Mittal K.C., Arora M. and Prashar A. (2011), Somasekhar, Babu, Saleem and Madhu (2015)
v6	Transaction in store	Ghosh et al (2009), Somasekhar, Babu, Saleem and Madhu (2015)
v7	Convenient store timing	Somasekhar, Babu, Saleem and Madhu, 2015; Verma H. and Madan P., 2011
v8	Branding	Manikandan, 2012;ParomitaGoswami, 2007
v9	Quality	Ahmed, N and Ahmed, N, 2013; Goswami and Mishra, 2008; Gupta C.P. Agarwal R. and Sinha M., 2008; Prendergast and Wong, 2003;Verma H. and Madan P., 2011
v10	Facilities	Kamath, G.B (2009), Somasekhar, Babu, Saleem and Madhu (2015)
v11	New design and collection	Tiplady, 2006
v12	Loyalty program	Kamath, G.B (2009), Somasekhar, Babu, Saleem and Madhu (2015), Chen, CL (2009)
v13	Service	Marguerite, M and, Ann, F (2003), Mittal, KC, Arora, M and Prashar, A (2011)
v14	Prompt and caring staffs	Ghosh et al (2009), Somasekhar, Babu, Saleem and Madhu (2015)
v15	Quick handling of complaints	Somasekhar, Babu, Saleem and Madhu, 2015
BS	Business Success	Beaver & Jennings, 2005; Pretorius et al, 2005; Wickham, P. A., 2004

Source: Literature Review

7. Analysis and Findings

Based on the survey data, the following section exhibits the analysis and findings of this study.

7.1 Reliability Analysis

In the **Table 2**, the Cronbach's Alpha value of all the 16 items together is .906 which is greater than 0.7, indicating an overall higher reliability factors. Thus, it can safely be concluded by looking at **Table 2**that the reliability of this study is substantial in every perspective because the sample size and the data collected are reliable and also the reliability is shown to be good using all the 16 items.

Table 2: Reliability Statistics

Cronbach's Alpha	No. of Items
.906	16

7.2 Validity Analysis

Table 3 exhibits that the value of Kaiser-Meyer-Olkin (KMO) Measureis.847 which is 'meritorious' suggesting the adequacy of the sample size for the factor analysis. From the results of the Bartlett's Test of Sphericity it is seen that the approximate chi-square statistics is 1377.622 with 105 degrees of freedom, which is greater than the table value. This means that the null hypothesis that the population correlation matrix is an identity matrix is rejected by Bartlett's test of sphericity. So, the result of Bartlett's test of sphericity is significant suggesting that the population was not an identity matrix. Therefore, the Bartlett's Test of Sphericity is significant.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.847
Bartlett's Test of Sphericity	Approx. Chi-Square	1377.622
	df	105
	Sig.	.000

7.3 Factor Analysis

To Formulate the Problem

i) Objective: The objective of the factors analysis in this study is to determine whether "the designer wear retail fashion house can successfully be established in Bangladesh or not".

ii) Identification of Variables: Based on the review of literature discussed earlier, **Table 1** exhibits 15 (fifteen) independent variables which have been identified to conduct the factor analysis.

iii) Sample size: The number of valid samples for this set of variables is 200. With 200 samples and 15 variables, the ratio of cases to variables is 13.34 to 1, which exceeds the requirement of 4:1 (Malhotra and Dhas, 2011) for the ratio of cases to variables.

The **Table 4**exhibits three components for business success of retail fashion houses with the eigen values greater than 1.0 using the factor loading of 0.50 as the cut-off point and cumulative proportion of 68.908% variance.

From the findings of this study through **Table 4**, it is evident that the identified three components have positive role in the successful establishment of the retail fashion houses of Bangladesh:

Table 4: Component Loadings

Name of Components	Code	Variables	Component Loading*	Eigen value**	Component Interpretation (% of Variance Explained)**
Component 1: AttractiveFacilities in Store	v1:	Store atmosphere	.840	6.396	31.856
	v2:	Display in store	.858		
	v3:	Lighting in store	.857		
	v4:	Location of store	.738		
	v5:	Variety of merchandise	.803		
	v6:	Transaction in store	.842		
	v7:	Convenient store timing	.635		
Component 2: Value added benefits	v8:	Branding	.687	2.306	19.795
	v9:	Quality	.789		
	v10:	Facilities	.581		
	v11:	New design and collection	.770		
	v12:	Loyalty program	.692		
Component 3: Prompt service	v13:	Service	.892	1.635	17.257
	v14:	Prompt & caring staffs	.906		
	v15:	Quick handling of complaints	.865		
		Total Variance			68.908
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 5 iterations					

Each of the three components identified through PCA exhibits the significant role in the successful establishment of the retail fashion houses of Bangladesh. Among them:

The Component 1 contains 7 (seven) variables from v1 to v7. Since, all these variables store including store atmosphere, display in store, lighting in store, location of store, variety of merchandise, transaction in store, convenient store timing are utilized to attract the customers to the fashion houses, the component can be labeled as 'Attractive Facilities in Store'.

The Component 2 contains 5 (five) variables from v8 to v12. Since, all these variables including branding, quality, facilities, new design & collection and loyalty program are related to adding value in the facilities generally provided by the fashion houses to retain the loyal customers, the component can be labeled as 'Value added benefits'.

The Component 3 contains 3 (three) variables from v13 to v15. Since, all these variables including service, prompt & caring staffs and quick handling of complaints are related to inspire both the existing and prospect customers to enhance the fashion house business further, the component can be labeled as 'Prompt service'.

7.4 Multiple Regression Analysis

Table 5a: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907[a]	.822	.800	.38474

a. Predictors: (Constant), v15, v1, v10, v12, v8, v4, v9, v7, v5, v13, v2, v14, v11, v3, v6

Multiple regression analysis has been used to examine whether the designer wear retail fashion house can successfully be established in Bangladesh or not. The dependent variable (business success) has been regressed against each of the 15 identified independent variables. The following **Table 5** exhibits the results of the regression analysis. To predict the goodness-of-fit of the regression model, the Multiple Correlation Coefficient (R), Coefficient of Determination or, Square Multiple Correlation Coefficients (R^2), Adjusted R^2, F ratio and t-values with significance have been examined.

In the Table 5a: Firstly, the multiple correlation coefficients (R) of 15 independent variables (v1to v15) on the dependent variable (business success) of the designer wear retail fashion house in Bangladesh, or Y_{FH}) is 0.907, which showed that the designer wear retail fashion house can successfully be established in Bangladesh. In other words, the R value 0.907 shows 90.7% multiple correlation coefficients which means that there is 90.7% correlation between the predictors or 15 independent factor of designer wear retail fashion house and the dependent variable (business success).

Secondly, the Square multiple correlation coefficients (R^2) is 0.822, suggesting that more than 82.2% of the variation or variance in the dependent variable (business success) has been explained by the 15 predictors or independent factors of designer wear retail fashion house. This meets the assumption of non-zero variance based on the fact that the R^2 value the variance in the predictor values, which in this case is not equal to zero.

Thirdly, the adjusted R^2 value 0.800 is ideal to generalize the model well because this value is close to R^2 value with a small difference of 0.022 (0.822– 0.800). This means that if the model were applied to the population, it would account for 2.2% less variance in outcome.

In Table 5b: ANOVA[a]

Firstly, the F ratio is 38.110, which is highly significant (.000) and this means that the model significantly improves the ability to predict the outcome variable. In this table, the significance value is shown as 0.000 which is less than 0.05 indicating the model has a significant fit to the overall data.

Table 5b: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.617	15	5.641	38.110	.000[b]
	Residual	18.355	124	.148		
	Total	102.971	139			

a. Dependent Variable: BS

b. Predictors: (Constant), v15, v1, v10, v12, v8, v4, v9, v7, v5, v13, v2, v14, v11, v3, v6

So, the regression model achieved a satisfactory level of goodness-of-fit in predicting the variance of business success in relation to the 15 predictors or independent factors of retail fashion house, as measured by the above mentioned R, R^2, Adjusted R^2 and F ratio. In other words, at least one of the 15 predictors or independent factors which contribute in the successful establishment of the designer wear retail fashion house in Bangladesh.

In Table 5c:

Table 5c: Coefficients[a]

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.369	.238		5.739	.000
	v1	.086	.060	.095	1.447	.150
	v2	.158	.069	.165	2.274	.025
	v3	.020	.072	.020	.272	.786
	v4	.093	.061	.096	1.521	.131
	v5	.073	.072	.072	1.021	.309
	v6	.233	.072	.240	3.247	.002
	v7	.018	.060	.018	.298	.766
	v8	.023	.057	.020	.406	.685
	v9	.156	.072	.125	2.174	.032
	v10	.161	.055	.150	2.946	.004
	v11	.188	.084	.159	2.249	.026
	v12	.018	.068	.016	.262	.794
	v13	.316	.054	.393	5.905	.000
	v14	.018	.058	.021	.306	.760
	v15	.174	.063	.199	2.755	.007

a. Dependent Variable: BS

The application of the b-values in the multiple regression model equation ($Y_{FH} = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + B_6X_6 + B_7X_7 + B_8X_8 + B_9X_9 + B_{10}X_{10} + B_{11}X_{11} + B_{12}X_{12}$

$+ B_{13}X_{13} + B_{14}X_{14} + B_{15}X_{15}$ Or, =.086 + .158 + .020 + .093 + .073 + .233 + .018 + .023 + .156 + .161 + .188 + .018 + .316 + .018 + .174**)** interprets this model to mean that for every increase of one unit in success factors v1, assuming the effects of rest of the factors from v2 to v15 be held constant, contribute in the successful establishment of the designer wear retail fashion house in Bangladesh would increase by0.086. Likewise, should the effects of other components be held constant, a single unit increase in business success factor v2 would result in a 0.158 increase in the successful establishment of the designer wear retail fashion house in Bangladesh. Similarly, being other success factors held constant a single unit increase in v3, v4 and so on would lead to .086, .158, .020, .093, .073, .233, .018, .023, .156, .161, .188, .018, .316, .018 and .174 increase respectively in the successful establishment of the designer wear retail fashion house in Bangladesh.

Since the beta values are the standardized versions of the b-values and are directly comparable, these values may be used to infer regarding the relative importance of each predictor or independent variables to the model. In other words, the beta coefficients could be used to explain the relative importance of the 15 dimensions of success factors (independent variables) in contributing to the variance in the successful establishment of the designer wear retail fashion house in Bangladesh (business success i.e., dependent variable). As far as the relative importance of the 15 dimensions is concerned, success factor v13: (Beta=0.393) followed by v6: (Beta=0.240), v15: (Beta=0.199) and the rest having chronologically higher scores are all important in the successful establishment of the designer wear retail fashion house in Bangladesh.

Again, since there are more than one predictors (independent variables), the magnitude of the t-value in conjunction with the significance has been considered to assess the overall contribution to the model. Based on the decision rule "the smaller the significance value and the greater the t-value, the greater the contribution of the predictor", it is seen that v13: (t=5.905) followed by v6: (t=3.247), v10: (t=2.946), and the rest having chronologically higher scores are all significant predictors or independent variables of success factors. In this regard, from the t-values it can be also concluded that v13 has a greater impact on the outcome (i.e. business success) than v6, v10, v10 and the rest having chronologically higher scores.

From the higher R value 0.907 or 90.7% in the **Table 5a,** highly significant (.000)F ratio i.e.38.110 in the **Table 5b**andpositive as well as chronologically higher B, Beta and t values indicate that there is a relationship between the 3 components and the successful establishment of designer wear retail fashion house in Bangladesh. Thus, the result of multiple regression analysis rejects the null hypothesis (H$_0$)that "The designer wear retail fashion house cannot successfully be established in Bangladesh" and proves or accepts the alternative hypothesis (H$_a$) that "The designer wear retail fashion house can successfully be established in Bangladesh".

8. Conclusion

The findings of the reviewed literature represent the role of customer service, store atmosphere, facilities, etc., in the successful establishment of the retail fashion houses in Bangladesh. However, each study focuses on their unique findings which are not always directly related to the business success of the retail fashion outlets in Bangladesh. Since most of the past papers focused on few aspects of the subject matter, the inclusion of multifarious variables from different research findings verified the current study through inferential statistics like factor analysis and multiple regression analysis.

From this perspective, the present paper is unique for its compliance with the reliability and validity test criterion. The results of this study indicate a lot of facilitating aspects which have significant effect on the designer wear retail fashion houses in Bangladesh. Among them interior planning, display, collection of new pattern and fashionable designer wear, varieties of products and brands, caring staffs, smooth and secured transaction, location facilities and other convenient factors to encourage more shopping are noteworthy. So, the present study revealed that there is necessity to pay much attention on the improvement of customer service, store atmosphere, facilities, etc., so that business success of the retail fashion houses can be ensured.

The new findings of this paper are that 3 (three) factors namely i) 'Attractive Facilities in Store' including store atmosphere, display in store, lighting in store, location of store, variety of merchandise, transaction in store, convenient store timing; ii) 'Value added benefits' including branding, quality, facilities, new design & collection and loyalty program and iii) 'Prompt service' including service, prompt & caring staffs and quick handling of complaints are related to inspire both the existing and prospect customers to enhance the easy establishment of the fashion houses and further expansion of their business.

In summary, it can be stated that the 3 components can bring 68.908% variance in the successful establishment of the designer wear retail fashion house in Bangladesh. Again the higher values of multiple correlations coefficient r is 90.7%, F is 38.110, Beta and t test values all exhibit positive and significant result which all underlying dimensions are positive and therefore are significant. Thus, the result of multiple regression analysis rejects the null hypothesis (H_0)that "The designer wear retail fashion house cannot successfully be established in Bangladesh" and proves or accepts the alternative hypothesis (H_a) that "The designer wear retail fashion house can successfully be established in Bangladesh". So, there is a relationship as expected.

The present study has been found very much significant from the results of higher reliability and validity scores. In practice if the store atmosphere of the fashion house is well managed and lucrative facilities are provided to attract the prospect and retain the loyal customers, the successful establishment of the designer wear retail fashion house in Bangladesh can be ensured. Thus, the growth of this sector will be accelerated in one hand and satisfaction and retention of customers will be maximized on the other hand.

It is also expected that the current paper may contribute in the research and academic development of business success of the retail fashion house of Bangladesh through a systematic process of extensive literature review followed by the primary survey findings and analysis together with conclusive implications. Thus, the paper will enable the concerned fashion houses with necessary course of actions and new business models which will enable the academia in developing its theory based on proven practice.

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