

Public Abstract

First Name: Md. Tahmidul

Middle Name:

Last Name: Islam Molla

Adviser's First Name: Dr. Jung

Adviser's Last Name: Ha-Brookshire

Co-Adviser's First Name:

Co-Adviser's Last Name:

Graduation Term: SP 2016

Department: Textile & Apparel Management

Degree: MS

Title: Impact of Weather on U.S. Apparel Retail and Wholesale Sales

There is a huge gap in our comprehension on the effect of the weather on U.S. apparel retail and wholesale sales. This study was designed to uncover the relationships between weather and apparel retail and wholesale sales in the United States. For this purpose, the study used national-level U.S. apparel retail and wholesale sales and weather data from 1992 to 2015. The result of the study revealed that U.S. apparel sales are influenced by weather. The study found that during March and April, retail sales increase with warmer than normal temperature while sales decrease in September and November when the temperature is colder than normal. In June and December, the wholesale sales increase as the temperature increases. Again, higher precipitation causes higher retail sales in July but lower sales in June. Wholesale sales increase if there is higher precipitation than the normal in December and January but sales fall in May with the increase of precipitation. The study also revealed that change in weather affects the impact of wholesale sales on retail sales during the months of May, June, July, August, and November. As little study is available about impact of weather on apparel sales in the United States, this study results will assist U.S. apparel retailers and wholesalers to accurately predict the impact of weather on sales and help them to take corrective actions to mitigate the negative impact of the weather on business activities.