CUSTOMERS ATTITUDE TOWARDS READYMADE GARMENTS OF SELECTED TEXTILE SHOPS IN MADURAI CITY

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SYNOPSIS

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INTRODUCTION

Textile industry in India widely and comprehensively integrates a whole range of raw materials to finished product that includes fibre manufacturing. The Indian textile and garment industry is totally independent, that is from fibre manufacturing to the finished garments without sourcing external sources. India is shortly but steadily emerging as the most preferred destination for sourcing readymade garments for the international market. Various garment export companies are coming up with clothes with required design; fashion and quality to match the international trend which makes many international brands import readymade garments from Indian market.

Globalization has paved the way for India's business community to enter into in the international market. Various foreign trade policies and investment policies have been framed to facilitate foreign trade and increase the profitability of the Indian garment manufacturers. The introduction and implementation of liberal trade policies in textile and garments sector have made easy and possible for the use of modern technologies and international methods of manufacturing clothes. The garments sector is one of the most successful and important in terms of foreign exchange generation and employment opportunities to lakhs of people and it is the most sought out and booming industry in India.

The capitalization in various garments manufacturing areas is increasing like, manpower, cotton production, multi-fiber production and the like. The Indian garment

export graph shows a steep rise in the recent past which is a positive reinforcement for Indian exporters and foreign buyers. India is seen as the next pioneer country in readymade garment export business. The present booming fashion industry easily attracts the foreign buyers to the business with Indian exporters which urge the exporters to make changes in designs and patterns in garments and maintain quality always.

Various steps have been taken to face the growing stiff competition such as, imbibing the latest manufacturing and production technologies. The increased importance of merchandising is the result of its generation of high dividends. Branding and presenting diversified products is a value addition for the companies in order to conquer the global market. The various types of garments are combined for the enhancement and instance of high quality. The amalgamation of artistry of traditional clothes with the high performance of technical textiles is one such innovation. For example, Wrinkle-free trousers with anti-microbial finish, low maintenance, stain resistant are an example of combination of technical excellence with traditional clothes. This is a value addition to the garment. A deft use of advanced technologies invariably results in added attribute to a particular garment. Many value additions enhance the garments exports and profitability.

The ‘look’ which is the first and most attractive feature of garments is provided by the prints and accessories used on the garment. The finishing of the garment, dyes used, its shine, yarn patterns and the like add to the beauty of the overall appearance. Simple cotton shirt in comparison to wrinkle-free cotton shirt for example would be less appealing to eye. In spite of rapid growth of industrial sector, in the 18th and the early 19th country clothing was not produced in factories employing large group of workers. Travelling tailors and small custom order shops made, shirts and pants at house until the

middle of the 19th century, while the wives of the farmer in agrarian sector themselves sewed all the necessary dresses for the members of family. The rapid growth of industrial sector in the latter half of 19th century paved the way for the speedy development of handicrafts. It was contemporaneous, either as cause or effect, with the increasing tendency of families to adopt the method of purchase in place of home made goods for supplying the needs of the daily life.

Another factor reaching to the fabrication of readymade clothing was the desire of the custom tailors or produce for an outside market during periods of seasonal lull which led to the commercial development of the clothing trades on the small shop and house work basis long before production was organized in large factory.

The main components of a successful integrated readymade garments manufactures are, Fabric design, Garment-design, State-of-the-art manufacturing system and integrated logistics. This induces the readymade manufactures, wholesaler and retailer to expand their markets especially in city area. In Tamil Nadu, Madurai city is an important commercial centre with more than 150 shops dealing in readymade garments. The survival and success of the shops, as in all business centres, defends largely on its ability not only in retaining the existing customers but also in attracting new ones.

Tradition, custom and climatic conditions of the region are the major deciding factors of the need and demand of dress. It varies from country to country and person to person and time to time. Those between 15 to 34 years of age form the majority among the cloth consumers in India. The inevitable outcome of growing urbanisation is the growth in the ready-to-wear trend. At the same time organized apparel retailing is expected to grow five fold in the next five years with the arrival of international brands and already existing domestic brands. The preference for readymade garments is

increasing. According to NCAER estimates, this age group is expected to grow at a higher rate than the rest of the population and will act as a major growth catalyst for the clothing market. Obviously, the college students prefer buying readymade garments as a mark of identity with fashionable dress along with other culture traits to present themselves as civilized. As a buyer, the college students are educated and have a better idea about product, price, physical distribution and promotional strategy. Their purchasing behaviour and brand preference towards readymade garments positively impact the marketing mix of readymade garments industry. The reason for this phenomenon is that they find wide varieties of readymade garments to suit their needs according to the change of fashion or trend, without wasting time, money and energy.

STATEMENT OF THE PROBLEM

The textile industry plays a crucial role in the Indian economy. The presence of textile sector can be felt through its share of contribution to the industrial output employment, generation and the export earnings of the country. Currently, it contributes about 14 per cent to industrial production, 4 per cent to the GDP and 16 per cent to the country's export earnings. As a provider of employment to about 35 million people the textile sector is the second largest provider of employment after agriculture.

Readymade garments account for approximately 44 per cent of the country's total textile exports. The Indian apparel market has been growing at 4 to 5 per cent over the past few years in quantitative terms. Most of the growth has come from the branded segment, which has been growing at 10 to 15 per cent annually till 1998 and at a faster pace afterwards. Value growth has been even better.

People constantly buy materials from the textile stores and stitch them to suit their needs and desires but recently there has been a greater admiration for readymade garments simply because of the availability of abundant varieties and fashionable stitching to suit their changing needs. Further, it is readily available and much cheaper than the cost of fabrics and escalating tailoring charges. Hence the leading textile manufacturers like Bombay Dyeing and Madura Coats expand their business through readymade garments. Even companies like Bata shoe a leading manufacturer of footwear is now producing and marketing readymade trousers, shirts and sportswear.

The fast paced changes in the retail scenario gave the necessary impetus to the branded wear sector for a speedy growth. The evolving preference of the consumer whose awareness level of fashion trends, disposable income and consumerism are all high. A significant positive shift is taking place in Indian consumer's buying behaviour and expectations that no longer follow traditional retail practices mainly because of change in lifestyle, entry of leading international brands, greater awareness and exposure to international media and foreign travel.

At present, the Indian consumer wants different new merchandise at shorter intervals concentrated by a great shopping ambience, service with speed and above all convenience of shopping. Above all there is an increasing urge to create a positive image of oneself given the overall environment of professionalism and competition. Marketers have identified this trait and worked to increase the variety and quality of products offered, along with meaningful lifestyle led advertising.

New retail formats prove more consumers friendly by offering a significantly enhanced ambience and overall shopping experience has also contributed greatly. Today the retail structure in India, as it moves from disparate and unorganized sector to a

more concentrated system, has many players getting inspired and drawn to the retail market. These tremendous changes increase the competition day by day. In these stimuli, branding and customer's purchase behaviour plays a major role in determining the product's ultimate success or failure. Hence, the researcher has chosen this area to examine the factors which influence the buyer behaviour, brand preference of readymade garments in Madurai city.

IMPORTANCE OF THE STUDY

Consumer behaviour is in fact, a subset of human behaviour. Several disciplines collectively referred to as the behavioural sciences have studied human behaviour for some time, and their contributions are helpful in understanding consumer behaviour. Consumer behaviour is supposed to be multidisciplinary in nature. The study of consumer behaviour helps firms and organizations improve their marketing strategies by understanding their issues such as:

i. The psychology of how consumers think, feel, and select between alternatives.
ii. The psychology of how environment influences the consumer.
iii. The behaviour of consumers while shopping or making other marketing decisions.
iv. How consumer motivation and decisions differ between products that differ in their level of importance or interest and
v. How marketers can adapt and improve their marketing campaign and marketing strategies to more effectively reach the consumer.

OBJECTIVES OF THE STUDY

The following are the main objectives of the study:

i. To trace the origin and growth of the Textile and Garments industry in India;
ii. To examine the socio-economic characteristics of the customers of readymade garments;
iii. To study the factors influencing the purchase of readymade garments;
iv. To investigate the factors which determine the preference of customers towards a particular brand and textile shop in the study area;
v. To identify the post purchase behaviour of customers of readymade garments in the study area and
vi. To sum up the findings and offer useful suggestions based on major findings.

PERIOD OF STUDY

The primary data were collected through a field survey from January to March 2017.The reference period of the survey was 2017.

METHODOLOGY

The design of a suitable methodology and the selection of the appropriate analytical tools are important for making a meaningful analysis of any chosen research problem. This section presents the description of the methodology adopted in the present study which includes the collection of data, the sampling procedure, and the tools of analysis used.

Collection of Data

The data required for the study had been collected both from the primary and the secondary sources the former of which had been collected directly from the respondents

in the study area through a well-designed interview schedule. A pilot survey was made to get acquainted with the general attitude of respondents. On the basis of information collected, a well-designed and pre-tested interview schedule was drafted and used in the field survey to collect primary data. Before understanding the main survey, a tentative interview schedule was prepared and administered to 50 respondents in order to test the validity of the interview schedule. It facilitated the preparation of modified final schedule through the removal of the non-response and unwarranted questions.

The selected respondents were contacted in person and the objective of the study was clearly explained to them and their co-operation was sought on the assurance of confidentiality and maintenance of secrecy of the obtained personal data. The details regarding their general profile, buying behaviour, attitude and other aspects relating to the overall objectives of the study were collected through direct personal interview method.

The Secondary Data had been collected from the Encyclopaedia, Books, Journals, Magazines, the Periodicals and the Reports, Manuals and Monthly Statistics of the various Departments of the Government of India, such as the Ministry of Commerce, Ministry of Textiles and Foreign Trade.

Sampling Design

The necessary data were collected through Convenience Sampling Method from 300 respondents who were chosen by randomly selecting 5 shops out of 150 textile shops in Madurai City. The distribution of sample size of the respondents is presented in Table 1.1

Distribution of Sample Size

Sl.No	*Name of Textiles Shop*	*Sample Size*
1	Pothys	60
2	AK Ahamed	60
3	Rajmahal	60
4	Amar Jothi	60
5	New Kishkintha	60
	Total	300

Tools for Analysis

The collected data, both primary and secondary, were put to a critical statistical examination with the help of tools such as the percentile analysis, the Garrett's Ranking, the Mean Scores, Chi-square test and the Factor Analysis.

HYPOTHESES

i. Gender is independent of the level of attitude of the respondents towards the purchase of readymade garments.
ii. Age is independent of the level of attitude of the respondents towards the purchase of readymade garments.
iii. The Marital Status does not influence the respondents towards the purchase of readymade garments.
iv. There is no relationship between educational qualification and level of attitude towards purchase of readymade garments.

v. There is no relationship between occupation and level of attitude of the respondents towards purchase of readymade garments.
vi. There is no relationship between the nature of the family and the level of attitude of the respondents.
vii. There is no relationship between the family size and the level of attitude of the respondents towards purchase of readymade garments.
viii. Monthly income of the respondents does not influence the level of attitude towards the purchase of readymade garments.
ix. The level of attitude of the respondents is independent of the amount spent on purchase of readymade garments

CHAPTER SCHEME

The present study titled on "*Customers Attitude towards Readymade Garments of Selected Textile Shops in Madurai City*" has been organised and presented in Six chapters.

The First chapter "Introduction and Research Design" introduces the subject chosen for study and presents methodology which includes the statement of the problem, the objectives of the study, the scope of the study, the period of the study, the methodology adopted, the limitations of the study and the chapter scheme.

The Second chapter on "Review of Literature" has reviewed the past studies conducted on the subject at the International, National, and at the State levels and their salient features have been presented. The research gap has been identified and a justification for the present study had also been established.

The Third chapter on “An Overview of the Indian Textile and Garments Industry in India” traces the historical development of the textile industry, emerging trends in world trade in textile and clothing export, textile and garments industry in India, structure of the Indian textile industry, emerging trends in the export and import of Indian Textile items. Finally, this chapter explains the Multi Fibre Agreement (MFA) and the Government initiatives on the promotion of readymade garments industries in India in a cogent manner.

In the Fourth chapter entitled “Socio-economic Profile of Respondents and Factors Influencing to Purchase of Readymade Garments” an attempt is made to highlight the demographic and socio-economic profile of the respondents intensively. It has also explained the factors influencing in buying decision of readymade garments.

The Fifth chapter on the “Determinants of Preference towards Particular Brand of Readymade Garments and Textile Shop” analyses the reasons for the choice of a particular brand of readymade garments in the study area. Also the reasons for purchasing readymade garments from a particular shop are also thoroughly examined here.

The Sixth chapter “Summary of Findings, Suggestions and Conclusion” has consolidated the results of the present study and had also indicated the scope and the related areas for carrying on further research on the subject.