CHAPTER 3

FORMULATION OF HYPOTHESIS AND CORRESPONDING STATISTICAL TESTS
INTRODUCTION

On the basis of data mentioned in chapter 1 and 2, it is certain that the size of the market of readymade garments has found its roots and it is fast expanding than before. The readymade industry has shown a marked leaning towards its male consumers. The market remained untapped although there was demand for readymade garments particularly for shirts and T-shirts. A decade ago the manufacturers had tapped the potentiality of children's garments segment and hosiery underwear segment only.

It was found, during the interview with the consumers that the consumers that the consumers were interested in readymade shirts and T-shirts because they were fed up by the irregular delivery given by the tailors, particularly when their need was urgent. The tailors started demanding soaring tailoring charges, a fact which also pushed the consumers towards readymade.

<table>
<thead>
<tr>
<th>Cost of</th>
<th></th>
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<tbody>
<tr>
<td>plain fabric</td>
<td>Fancy fabric</td>
</tr>
<tr>
<td>one half sleeve shirt requires</td>
<td>average</td>
</tr>
<tr>
<td>average</td>
<td>Rs. 100 to 145</td>
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<tr>
<td>2 meters Rs. 80 to 95</td>
<td></td>
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<tr>
<td>Average tailoring charges</td>
<td>Rs. 60 and above depending on</td>
</tr>
<tr>
<td>Rs. 40 to 55</td>
<td>the pattern</td>
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The tailor's charges vary from shop and area to area depending upon the standing and good will of the tailor.

Since 1976, senior manufacturers and retailers found and unbelievable success. It opened the eyes of others. Those who had hitherto concentrated on children's segment entered the gent's garment segment. Export-oriented houses like Mafatlals, Raymonds & Bombay Dyeing decided to launch vigorously in the local market. Some dealing in the wholesale business of fabrics only, decided to enter to field of readymade garments.
The scenario has changed totally along with the change in time. Smuggled readymade gents garments i.e. shirts, T-shirts, Jeans and trousers were selling very fast. The consumers were interested in readymade, but the manufacturers barring very few, could not give better finishing than tailor made. Secondly, imposing excise duty on readymade shirts in 1971, also stopped the growth of the market. The excise duty on readymade garments (shirts, trousers and brassiers) was removed in 1976. In the meantime, the latest technology in sewing machines and fusible interlining had also arrived in India. The manufacturers with imagination and vision started manufacturing and marketing of readymade plain and fancy shirts, well supported by advertisements.

There is a market for second hand readymade garments too for low income group consumers. The hawkers sell second hand readymade (Original might be readymade or tailor made ) shirts and trousers etc. Generally, this type of hawkers are mostly seen in the areas like near Laxmi road, opposite Chitale Shop, Deccan Gymkhana, M. G. Road.

**HYPOTHESIS:**

The size of the potential market for readymade garments for shirts / T-shirts is very large and constantly Expanding.

The consumers buying readymade shirts/T-shirts belong to all classes of the society namely high income group, middle income group and low income group. The shopping of high income group largely depends on convenience while the shopping of middle income group and low income group depend upon the factors such as availability of fund, need and occasion like festivals and marriages. The consumers group buying readymade shirts/T-shirts consists of gents, ladies, students, employed executives, fixed income persons, industrialist and professionals.

The consumer buying readymade shirts and T-shirts are educated as well as uneducated, but the awareness about the readymade is same in both group.

The market segment is composed of different group of people with differences in age,
with varying degrees of purchasing powers and with different likes and dislikes.

Day by day people are becoming readymade minded with change in time span and fast life of Poona people readymade garments have filled the gap and given the required convenience to Puneits. For example a fast train carries more passengers because it stops at few stations and thus saves valuable time. Like wise the Puneits prefer readymade shirts and T-shirts and now turned to readymade trousers as well.

The shirt and T-shirt scene has witnessed vast changes during the last five to six years especially in consumer preferences their buying habits and promotional efforts by manufacturers and retailers.

Formerly there were few readymade garment shops in Pune which were mostly in Appa Balwant Chowk, M.G. Road, F.C. Road, Deccan Gymkhana, opposite Chitale shop. The consumers from the outside area like Aundh had to visit these places to buy readymade garments.

Now the readymade shirts and T-shirts are available everywhere in Pune. It is not necessary to come to the main area of Pune city to buy readymade shirts or T-shirts. However if one wants to buy a particular brand of shirt or T-shirts then he is supposed to visit that particular shop, which sells it. For example if one wants to buy Double-bull T-shirt, shirts he has to visit their shops only.

Some times some varieties are available at a very cheap rate as compared to tailor made goods. For example shirts and T-shirt costing Rs. 35 to 55 (100% cotton) is not possible in the case of tailor made garments.

Sometimes readymade shirts / T-shirts are available at par as compared to tailor made. For example blended shirts / T-shirts costs in the range of Rs. 100 to 150 per piece in tailoring shops as well as during discount sale announced by reputed brands.

Exclusive designer's shirts price range is high as compared to tailor made. This range varies from Rs. 225 to Rs. 380 per piece and above. The exclusivity of this range is really eye-catching and is very attractive. Sometimes, the consumers with limited budget is induced to buy this exclusive shirt.
Q. Why do the consumers prefer to buy readymade shirts and T-shirts?

The following hypothesis is formulated to observe the preferences of the consumers according to age group and income.

(1) INSTANT DELIVERY:

Here, one has not to wait for delivery (Like tailor-made). It is readily available. If one likes shirts or T-shirts after personal inspection and if they fit properly, he can pay on the spot and take the delivery of the spirit immediately.

(A) HO — The instant delivery and the age group are independent.

(B) HO — The instant delivery and the income group are independent.

(2) LATEST STYLE:

(A) HO — The latest style and the age group are independent.

(B) HO — The latest style and the income group are independent.

(3) MUCH BETTER QUALITY OF BUTTONS AND COLLAR INTER-LINING THAN THE TAILORMADE SHIRTS.

The manufacturers use much better quality of buttons and interlining than tailors. The use of good buttons and interlining gives much better appearance to readymade shirts. Mostly, all manufacturers do give one or two extra buttons in a package of every readymade shirts. In case, if one button gets spoiled or broken, it can be replaced immediately by the same type of button.

(A) HO — Much better quality of BUTTONS and collar interlining and the age group are independent.

(B) HO — Much better quality of buttons and collar interlining and income group are independent.
(4) GOOD FITTING:

In earlier days, good fitting was not specially offered. The good fitting is offered as a matter of right to the buyers. The sizes available are from 34 to 42, indicating that these cater for youngsters, medium aged and aged people.

(A) HO — The good fitting and the age group are independent.

(B) HO — The good fitting and income group are independent.

(5) WIDER CHOICE OF SIZES AND DESIGNS:

Along with the size in number of manufacturers and retail outlets, fierce stiff competition has appeared. Everyone offers a wider choice of sizes and designs. Sometimes, the consumer with a limited budget gets confused in the selection of shirt and T-shirt, because the range offered to him is very wide and tempting, that makes it difficult to select from. The progress in this direction has benefited all i.e. the customers the retailers and the manufacturers. Ready-to-wear selections offer fabrics that range from stripes and checks to jacquards, knits and print in styles that are divided into office, casual and formal wear.

(A) HO — The wider choice of sizes and designs and the age group are independent.

(B) HO — The wider choice of sizes and designs and the income group are independent.
(6) BETTER FINISHING:

Ready-to-wear shirts have edged past their made-to-order counterparts in terms of finishing. Most of the process is carried out by automatic and semi-automatic machines, thus resulting in better finishing than tailor made. The readymade 'Karkhanawalas' can afford to buy latest machines which act is beyond the capacity of all tailors.

(A) HO — The reason better finishing and the age group are independent.

(B) HO — The reason better finishing and the income group are independent.

(7) INSTANT EXCHANGE:

Of the customer finds any defects in the shirt or T-shirt that he has purchased, generally he brings it back and shows it to the retailer. If the complaint is genuine, then the retailer replaces it by new one.

Usually, the complaints are of the following nature:

(1) Weaving defects in the fabric.

(2) Colour fastness is very poor

(3) Wrong size labelled - particularly this does happen in discount sale, 37 size is labelled on 36 size of a shirt or T-shirt.

(A) HO — The convenience of instant exchange and the age group are independent.

(B) HO — The convenience of instant exchange and the income group are independent.
8) REFUND ON DEFECTIVE:

(A) HO — The refund on defective and the age group are independent.

(B) HO — The refund on defective and the income group are independent.

9) QUICK ALTERATION:

If the customer wants slight alteration, it is being looked after immediately. Here too, the customer can get instant delivery. Most of the shopkeepers have kept an arrangement for quick alteration.

(A) HO — The quick alteration and the age group are independent.

(B) HO — The quick alteration and the income group are independent.

10) REASONABLE PRICE

(A) HO — The reasonable price and the age group are independent.

(B) HO — The reasonable price and the income group are independent.
(11) ATTRACTIVE PACKING:

Almost all the retailers give delivery of a readymade shirt or T-shirt in attractive plastic bag or box. The plastic bag carry very attractive advertisement of the retailer or brand name of the product. The packing material is far better than that of the tailors. The plastic bags are so popular among the customers that they use these bags again and again to carry other articles, but the motive is also to impress others to show that they buy from these prestigious shops.

(A) Ho — The attractive packing and the age group are independent.

(B) Ho — The attractive packing and the income group are independent.

(12) ONLY READYMADE/ONLY TAILORMADE/READYMADE AND TAILORMADE (BOTH) SHIRT/T-SHIRT (MADE FROM 100 PERCENT COTTON, TERRY-COTTON) (BLENDED), (NO FABRICS ARE INCLUDED HERE):

(A) HO — The purchase of only readymade shirt/T-shirt or only tailor - made or readymade and tailor - made (both) and the age group are independent.

(B) HO — The purchase of only readymade shirt/T-shirt or only tailor-made or readymade and tailormade (both) and the income group are independent.

(13) BUYING READYMADE SHIRT/T-SHIRT MADE FROM ONLY 100 PERCENT COTTON FABRIC OR ONLY TERRY-COTTON (BLENDED) FABRIC OR COTTON AND TERRY-COTTON (BOTH). (ONLY FABRICS ARE INCLUDED HERE).

(A) HO — The purchase of readymade shirt/T-shirt made from cotton fabric or terry-cotton fabric or cotton and terry-cotton (both) and the age group are independent.

(B) HO — The purchase of readymade shirt/T-shirt made from cotton fabric or terry-cotton fabric or cotton and terry-cotton (both) and the income group are independent.
(14) WHEN DO THE CUSTOMERS BUY?

(i) DURING FESTIVAL SEASON

(A) HO — The purchase of readymade shirt/T-shirt during festival season and the age group are independent.

(B) HO — The purchase of readymade shirt/T-shirt during festival season and the income group are independent.

(ii) FOR SPECIAL OCCASION

(A) HO — The purchase of readymade shirt/T-shirt for special occasion and the age group are independent.

(B) HO — The purchase of readymade shirt/T-shirt for special occasion and the income group are independent.

(iii) CASUALLY

(A) HO — The purchase of readymade shirt/T-shirt casually and the age group are independent.

(B) HO — The purchase of readymade shirt/T-shirt casually and the income group are independent.

(15) HOW DO THE CONSUMERS BUY?

WITH PLANNING OR WITHOUT PLANNING

(A) HO — The purchase of readymade shirt/T-Shirts with planning or without planning and the age group are independent.

(B) HO — The purchase of readymade shirt/T-shirt with planning or without planning and the income group are independent.
(16) INFLUENCE OF THE ADVERTISEMENT.

(A) HO — The consumer purchasing readymade shirt/T-shirt under the influence of the advertisement and the age group are independent.

(B) HO — The consumer purchasing readymade shirt/T-shirt under the influence of advertisement and the income group are independent.

(17) THE CONSUMER SAW SOMEONE WEARING PARTICULAR BRAND OF READYMADE SHIRT/T-SHIRT, LIKED IT AND DECIDED TO PURCHASE.

(A) HO — The consumer seeing someone wearing particular brand of readymade shirt/T-shirt, liked it and decided to purchase and the age group are independent.

(B) HO — The consumer seeing someone wearing particular brand of readymade shirt/T-shirt, liked it decided to purchase and the income group are independent.

STATISTICAL TESTS:

Following statistical process was adopted in carrying out statistical analysis in testing of null hypothesis of independent of attribute.

(1) $\chi^2$ test- Age group and income group.

(2) 99% confidence limit.

DURABILITY:

The question of durability hardly arises in the case of readymade shirt and T-shirt or other readymade garments, because the fabric itself possesses the necessary strength. Secondly the manufacturer buy fabrics from the reputed fabric wholesalers or reputed manufacturers that is the mills. It is observed that the manufacturers are very cautious about the quality of the fabric, because it is an important raw material for their products. The manufacturers arrange for good stitching. Enough care also should be taken at the time of laundering at the garments. The consumers who wear readymade shirts or T-shirt are satisfied about the durability.