CHAPTER: 5

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Getting a comfortable and good fit in ready to wear trousers is a problem for the Indian consumer. The brand/ trouser manufacturers develop their own size charts, manufacture trousers and sell them in the stores. The consumer on his part often buys a particular brand because it appeals to him. However he is not sure that he will get "his size trousers" when he visits different stores. This problem is due to "no one-size specification" followed by trouser manufacturers for making trousers across brands.

This lack of size standardization in the apparel industry in India is one of the causes for manufacturers delivering limited number of trouser sizes in the market.

The main objective of the study was to collect the body measurements of Indian men through field survey for developing vast range of graded standardized measurement charts for trousers, suitable for different body structures and waist sizes. Some of the above graded sizes were selected for construction of trousers for wear trials to get feedback on the fit and comfort of the new developed trousers.

In addition, a survey was also conducted to identify and compare the preference of trouser brands, fit, style and factors considered important by men while selecting and purchasing branded trousers. Questionnaire tool was used here.

Cross Sectional Survey Design was used to collect the primary data required for the study. Male respondents in the age group of 25 – 55 years who wore branded trousers and were long time residents of the city were selected using Purposive Sampling Method. The total respondents selected were from 5 zonal cities (Calcutta, Ahmedabad, Ludhiana, Coimbatore, and Indore.) and 3
metros (Bangalore, Mumbai and Delhi). Total sample size was of 1850 respondents.

Analysis of the primary data of the above body measurements and the questionnaire was done using descriptive statistics, Anova, Scheffe’s Test, Karl Pearson’s Coefficient of Correlation and Chi Square tests.

The study was conducted in two parts – 1. Related to Body Measurements (Specific to Trousers) 2. Related to Field Survey.

The broad conclusions drawn from the study of the 8 cities are stated below:

5.1. RELATED TO BODY MEASUREMENTS (Specific to Trousers)

1. There is significant variation in few of the mean body measurements of men in the selected 5 zonal cities and 3 metros. Also, there is more variation in girth measurements compared to length measurements.

2. Different height wise and waist wise class interval groups were formed. These were used for developing new trouser blocks.

3. Provisional identification labels were assigned to both the above groups.

4. Maximum number of men from all 8 cities are in 165-174 cms height category, however,

5. Waist wise there are lot of variations found – In Calcutta and Ahmedabad most of the men are in 84-85 cms waist; Ludhiana and Coimbatore 90-91 cms; Indore and Bangalore 88-89 cms and Mumbai and Delhi in 86-87 cms waist size.

6. Mean ratios of waist to other body measurements were derived.

7. Waist measurements were considered for developing graded standardized measurement charts for flat front regular fit trousers worn at mid waist.
8. For all 8 cities, **6 height categories** were kept **constant** and the **waist wise** class interval groups were as per the cities. These were assigned final identification labels.

9. Karl Pearson’s Coefficient of Correlation test showed that there is **significant correlation** between different body measurements.

**5.2 RELATED TO FIELD SURVEY**

1. Most of the men in the study were from **25-35** years age group because of the growing youth population in India. In Bangalore most were from **36-50** years age group.

2. The income slab of majority of the men was from **Rs.10, 000/- to 30,000/-** per month.

3. **Park Avenue** is the most popular and preferred brand by men in the 8 cities irrespective of their age. The other two brands that are found to be popular are **Allen Solly** and **Arrow**.

4. Men from **Rs.10, 000/- to 40,000/-** income group purchased trousers frequently while above this income groups, the purchase seemed to decline.

5. As per their income, men frequented **Multibrand Outlets, Exclusive brand outlets and Malls** to purchase branded trousers.

6. The most popular trouser style preferred in the 8 cities is **flat front, regular fit** worn at **mid waist position**.

7. **Length** of ready to wear trousers is altered more frequently as compared to alteration at the **waist**.

8. From the survey of the 8 cities, trouser attributes given **high importance** are fit, **comfort and quality** of the fabric.

9. While selecting and purchasing branded trousers, parameters that influenced men are fit, comfort, fabric, durability, color and quality.
10. Men from the 8 surveyed cities have expressed that since exact waist size in branded trousers is not available, they had to purchase different waist sizes from different brands.

5.3 WEAR TRIALS

After the wear trial of the new developed trouser by men, no suggestions for changes with respect to trouser measurements are given as the wearers found the new trouser comfortable -fit wise.

Finally, the new developed standardized trouser measurement charts would be recommended to different trouser manufacturers for commercial application.

The new charts would help the trouser manufacturers to produce trousers in the sizes required by Indian men, which in turn, would help the consumers to get perfect fit and comfortable trouser. Since these two attributes are the main features the consumer looks for in trousers.

Trouser Manufacturers in India could use this data in order to provide the required sizing in terms of waist and length measurements suitable to the respondents from different parts of India. This would also help them to provide for sizes that are currently missing in the offering by different brands. For the consumer, it would be beneficial if trouser brands and manufacturers used the standardized trouser measurement charts, as the sizing across different brands of trousers would be the same.
5.4 RECOMMENDATIONS FOR FURTHER STUDY

In the present study the researcher collected the body measurements of men in the age group of 25-55 years specific to trousers, analyzed the measurements and developed standardized graded trouser measurement charts for the Indian men. The preferences of brands, factors influencing purchase of particular trouser brands, fit and style were also analyzed.

Further studies can be carried out in the following areas:

1. Study of body measurements and standardization of measurement charts for shirts for men in the age group of 25-55 years.
2. Anthropometric studies for women in different age groups- 15-24 years and 25-45 years and development of standardized measurements for Indian women for apparel.
3. Anthropometric studies of older men and women with postural changes in the body.
4. Large scale anthropometric studies for school children in order to standardize measurements for uniforms.
5. A study on body measurements specific to jeans for both men and women.
6. At a national level an anthropometric survey which can standardize the body measurements of Indian men, women and children and be used by brands and manufacturers so that the consumer gets his fit when he shops for apparel.
7. Study of apparel brands in the market with respect to their fit and sizes available.
8. Anthropometric study of expectant mothers.