Summary

In this chapter, the attitude of institutional consumers towards readymade garments is analysed and interpreted. This part covers the reasons for having uniform, mode of purchase, mode of payment, awareness of garment, selection criteria and knowledge about care symbols. The institutional consumers prefer to adopt Uniform system for the purpose of indicating and identifying uniqueness. The consumer by and large got awareness about the garment through newspaper. The appearance of garments is influencing the most of the consumers. The consumer knowing only ironing care symbol only.

CHAPTER VI

Summary of Findings, Suggestion and Conclusion
6. Findings:

From the data analysis, the following findings have been drawn.

The findings are from both individual consumers and institutional consumers.

6.1. Findings from Individual Consumers

This part of the findings are from the analysis of the individual consumers who form large in number in this study.

6.1.1. Demographic Characteristics of the Respondents

The findings from the point of view of demographic characteristics of the respondents are presented below:

1. There were 284 respondents forming 56.80 per cent of the total were male and the rest of the 216 respondents forming 43.20 per cent were female.

2. There were 207 respondents forming 41.40 per cent of the total were in the age group 15-25 years, 124 respondents (24.80%) were in the age group 26-35 years, 118 respondents (23.60%) were in the age 36-45 years and the rest of the 51 respondents forming (10.20%) were aged above 45 years.

3. There were 198 respondents forming 39.60 per cent of the total were postgraduates, 185 respondents (37%) were undergraduates, 44 respondents (8.80%) respondents were educated up to high school,
33 respondents (6.60%) were having other forms of education such as diploma and ITI and so on. Seventeen respondents (3.40%) were education up to higher secondary level, and the rest of the 23 respondents (4.62%) were illiterates.

4. There were 258 respondents forming 51.60 per cent of the total were married and the rest of the 242 respondents forming 48.40 per cent were unmarried.

5. There were 377 respondents forming 75.40 per cent of the total respondents were from nuclear family and the rest of the 123 respondents (24.60%) were from joint family.

6. The minimum number of male members reported was one and the maximum number of male members reported was eight. The mean number of male members in the respondent’s family was 2.35 with a standard deviation of 1.2323.

7. The minimum number of female members reported was one and the maximum number of female members reported was eight. The mean number of female members in the respondent’s family was 2.44 with a standard deviation of 1.2323.

8. The minimum size of family was two and the maximum was sixteen. The mean number of members in the respondent’s family was 4.79 with a standard deviation of 2.09922.
9. There were 160 respondents (32%) of the total were students, 10 respondents (2.0%) were farmers, 88 respondents (17.60%) were businessmen, 117 respondents (23.40%) were professionals, 117 respondents (23.40%) were private sector employees, and the rest of the 23 respondents (4.62%) were public sector employees.

10. There were 141 respondents forming 28.20 per cent of the total were having a family income less than Rs.10,000, 160 respondents (32%) were having a family income Rs.10,001-Rs.20,000, 91 respondents (18.20%) were having a family income of Rs.20,001-Rs.30,000, and the rest of the 108 respondents (21.60%) were having a family income above Rs.30,000.

6.1.2. Socio-cultural Characteristics of the Respondents

The findings from the point of view of socio-cultural characteristics of the respondents are presented below:

1. There were 248 respondents (49.60%) of the total were in the bachelor Stage (young and single), 133 respondents (26.60%) were in full nest 1 (young, married, with child), 65 respondents (13%) were in full nest 2 (older, married, with children), 48 respondents (9.60%) were in the newly married couples (young, no children), and the rest of the six respondents (1.20%) were in empty nest (older, married, with no children living with them).
2. There were 203 respondents (40.60%) of the total were believers, 74 respondents (14.80%) were fulfilleds, 67 respondents (13.40%) were achievers, 52 respondents (10.40%) were strugglers, 38 respondents (7.60%) were makers, 32 respondents (6.40%) were strivers, 29 respondents (5.80%) were actualizers, and the rest of the five respondents (1%) were experiencers.

3. Sixty respondents forming 27.75 per cent of the total were Contented housewife, 11 respondents (5.09%) were Chic suburbanite, 43 respondents (19.90%) were Elegant socialite, five respondents (2.31%) were Militant mothers, 51 respondents (23.61%) were Old fashioned traditionalists, and the rest of the 46 respondents (21.29%) had no opinion about their life style.

4. The various roles played by the respondents do not vary with the demographic characteristics, such as, educational qualification, family type, and number of female members at 5 per cent level. The various roles played by the respondents do vary with the demographic characteristics such as gender, age, marital status, number of male members, occupation family income, family life cycle and lifestyle at 5 per cent level.

5. There were 328 respondents forming 65.60 per cent of the total who took syncratic decisions and the rest of the 172 respondents (34.40%) took autonomic decisions.
6. Ninety-nine respondents forming 57.60 per cent of the total who took autonomic decisions were husband dominant decisions, 54 respondents (31.40%) took autonomic decisions were wife dominant and the rest of the 19 respondents (11%) were children-dominant.

7. The decision style adopted by the respondents while purchasing readymade garments does not vary with the demographic characteristics such as educational qualification, and family type does not vary at 5 per cent level. The decision style adopted by the respondents while purchasing readymade garments does vary with the demographic characteristics such as gender, age, marital status, number of male members, occupation family income, family life cycle and lifestyle at 5 per cent level.

6.1.3. Internal Influences on Purchase Behaviour

The findings from the point of view of internal influences on purchase behaviour are presented below:

1. There were 351 respondents (70.20%) of the total Sensing Thinking (ST) type, 84 respondents (16.80%) were Sensing Feeling (SF) type, 54 respondents (10.80%) were Intuiting Thinking (NT) type, and the rest of the 11 respondents (2.20%) were Intuiting Feeling (NF) type.
2. There were 447 respondents forming 89.40 per cent felt that their level of personality dimensions high in extroversion and conscientiousness and 406 respondents forming 81.20 per cent felt that their level of personality dimensions were low in compliance.

3. There were 411 respondents forming 82.2 per cent of the total inner directed, and the rest of the 89 respondents (17.8%) were other-directed.

4. There were 210 respondents forming 42.0 per cent of the total respondents susceptible to information influence, 188 respondents (37.60%) were susceptible to value expressive influence, and the rest of the 102 respondents (20.40%) were susceptible to utilitarian influence.

5. There were 283 respondents forming 56.60 per cent of the total agreed that displaying exploratory purchase behaviour, 146 respondents (29.20%) were displaying use innovative behaviour and the rest of the 71 respondents (14.20%) were displaying vicarious exploration.

6. There were 449 respondents forming 89.80 per cent of the total visualisers, and the rest of the 51 respondents (10.20%) were verbalisers.

6.1.4 Consumer Perception

The findings from the point of view of consumer perception are presented below:
1. The highest agreement was for the involvement with a mean agreement score of 4.2960 and the lowest agreement was for the perceptual process proximity with a mean score of 3.2280. The perceptual process that showed highest variation in opinion was differential threshold with a standard deviation of 1.1215 and the perceptual process that showed lowest variation in opinion was Interest with a standard deviation of 0.6871.

2. The highest importance was for retail store and image with a mean importance score of 3.9280 and the lowest importance was for the factor Perceived risk with a mean score of 3.8440. The variation in the opinion was also nearly same ranging from a low of 0.8155 to a high of 0.9263.

3. For 286 respondents forming 57.20 per cent of the total the pricing is the important components of retail store and image, 93 respondents (18.60%) as layout and ambience, labeling and pricing all were important components of retail store and image, 83 respondents (16.60%) as layout and ambience as the important components of retail store and image, and the rest of the 38 respondents (7.60%) as labelling is the important components of retail store and image.

4. Among the various components of perceived risk and functional risk is considered most important and physical risk is considered least
important.

5. Among the various purchase related factors, the highest importance was for retail store and image with a mean importance score of 3.9280 and the lowest importance was for the factor with a mean score of 3.8440. The variation in the opinion was perceived risk also nearly same ranging from a low of 0.8155 to a high of 0.9263.

6. Among the general attitude aspects, the largest number of respondents possessed positive attitude, among the attitudes towards advertisement appeals, largest number of respondents possessed factual and logical appeal, among the emotional appeals, largest number of respondents possessed humorous appeal, and among the motives, largest number of respondents possessed functional motive.

7. There were 452 respondents forming 90.40 per cent show the high involvement in the purchase of readymade garment. Among the respondents felt that the purchase of the readymade garment was a high involvement activity, 144 (31.90%) respondent felt it was a high involvement / high thinking activity

8. There were 184 (40.70%) respondents who felt that it was a Situational involved activity, 73 (16.20%) respondent felt that it was a high involvement / high Feeling activity and the rest of the 51 (11.30%) respondents felt that it was a enduring involvement activity.

6.1.5. External Influences on Purchase Behaviour
The findings from the point of view of respondents external influences on purchase behaviour are presented below:

1. Style, colour, quality, design, warranty, brand name return policy were significant at 5 per cent in predicting the importance of the product aspects of a readymade garment at the point of purchase decision.

2. Discounts, cost and allowances were significant at 5 per cent in predicting the importance of the price aspect of a readymade garment at the time of purchase.

3. Location alone was significant at 5 per cent in predicting the importance of the place while purchasing a readymade garment.

4. Direct marketing, sales promotion, and public relations were significant at 5 per cent in predicting the importance of the promotion while purchasing a readymade garment.

6.1.6. Buying Process

The findings from the point of view of the respondents buying process are presented below:
1. Programmed decision was followed by 410 respondents (forming 82% of the total) in their decision-making process. The rest 90 respondents (forming 18%) followed non-programmed decision.

2. There were 243 respondents forming 48.60 per cent felt that their purchase of readymade garment was a limited problem solving (LPS) activity.

3. There were 274 forming 54.80 per cent felt that they were economic persons, 111 respondents (22.20%) were cognitive persons, 86 respondents (17.20%) were passive persons, and 45 respondents (9%) were emotional persons.

4. There were 231 respondents forming 46.20 per cent of the total respondents stated that they followed non compensatory decision rule, 222 respondents (44.40%) followed compensatory decision rule and the rest of the 47 respondents (9.40%) followed affect referral decision rule.

5. Among the respondents who followed non-compensatory decision rule, 116 respondents forming 50.22 per cent followed conjunctive decision Rule, 93 respondents (40.26%) followed disjunctive decision rule and the rest of the 22 respondents (9.52%) followed lexicographic rule.

6.1.7. Psychological Influences on Purchase Behaviour
The findings from the point of view of the respondents psychological influences on purchase behaviour are presented below:

1. There were 146 respondents forming 29.20 per cent who stated that they bought readymade garments once in six months, 77 respondents (15.40%) bought once in a year, 195 respondents (39%) bought during festivals, 33 respondents (6.60%) bought during discount / offer periods and rest of the 49 respondents (9.80%) bought during the festival and discount / offer periods.

2. There were 384 respondents forming 76.80 per cent who bought readymade garments by paying cash, 100 respondents (20%) who bought readymade garments by both cash and debit cards, nine respondents (1.80%) bought using debit cards, and rest of the seven respondents (1.40%) bought using their credit cards.

3. There were 269 respondents forming 53.80 per cent who were not loyal to any retail outlet, 95 respondents (19%) were buying readymade garments from the same retail outlet for less than two years, 88 respondents (17.60%) were buying from same retail outlet for the three to five years and rest of the 48 respondents (9.60%) were buying from same retail outlet for more than five years.

4. There were 262 respondents forming 52.40 per cent who have less than two years of experience in purchasing readymade garments, 175 respondents (35%) have more than five years of experience and
the rest of the 63 respondents (12.60%) have three to five years of experience in purchasing readymade garments.

5. There were 243 respondents forming 48.60 per cent who spent less than Rs.5000 while purchasing readymade garments, 185 respondents (37%) spent Rs.5001 to Rs.10000 and rest of the 72 respondents (14.40%) spent more than Rs.10000 for purchasing readymade garments.

6. The reason that had the highest agreement while choosing the shop to buy was ‘the items are new’, with a mean of 4.0989, and that had the lowest agreement was ‘the retailer is near to my House’, with a mean of 3.2632.

7. The reason that had the highest variation in agreement while choosing the shop to buy was ‘the retailer is near to my house’ with a standard deviation of 3.2632, and that had the lowest variation was ‘The retailer keeps varieties of items’, with a mean of 0.7976.

8. There were 436 respondents forming 87.20 per cent of the total who did not availed of guarantee while purchasing readymade garment and the rest of the 64 respondents (12.80%) availed of guarantee while purchasing readymade garment. Out of the 64 respondents who availed of guarantee stated that the seller fulfilled the guarantee.

9. There were 328 respondents forming 65.6 per cent of the total who had sometimes returned, 52 respondents (10.40%) never returned,
63 respondents (12.60%) very rarely returned, 41 respondents (8.20%) rarely returned and the rest of the 16 respondents (3.20%) always returned the readymade garments purchased.

10. There were 242 respondents forming 55 per cent of the total returned goods for the reason damage, 122 respondents (27.70%) returned goods for the reason unfit, 32 respondents (7.30%) returned goods for the reasons both unfit and damage.

11. Twenty-three respondents (5.2%) returned goods because of reason mismatch of colour, 12 respondents (2.7%) who returned goods for the reason mismatch of design, and the rest of the nine respondents (2%) returned goods for the reason that they felt it to be worthless.

6.1.8. Psychographic factors

The findings from the point of view of psychographic factors are presented below:

1. There were 154 respondents forming 30.80 per cent of the total who preferred jeans / denim, trousers, and t-shirts, 143 respondents (28.60%) preferred jeans / denim, 53 respondents (10.60%) preferred shorts skirts, 52 respondents (10.40%) preferred co-ordinates.

2. Thirty-eight respondents (7.60%) preferred T-shirts / polo shirts, 34 (6.80%) preferred trousers, 16 respondents (3.20%) did not prefer any casual wear, and the rest of the 10 respondents (2%) preferred beach wear.
3. There were 216 respondents forming 43.20 per cent who preferred private labels-fashion, 150 respondents (30%) preferred designer’s labels-fashion, 74 respondents (14.80%) did not prefer hi-fashion and occasional wear, and the rest of the 60 respondents (12%) preferred bridal wear.

4. There were 139 respondents forming 27.80 per cent of the total who preferred men's shirts, men's suits and men's trousers, 110 respondents (22%) preferred women blouses, women dresses and women trousers, 10 respondents (2%) preferred women’s blazers, 10 respondents (1.60%) preferred women’s blouses, 84 respondents (16.80%) preferred women’s dresses, eight respondents (1.60%) preferred women’s trousers.

5. There were four respondents (.8%) who preferred men’s suits, 67 respondents (13.4%) preferred men’s trousers, 17 respondents (3.40%) preferred sweat shirts and the rest of the 11 respondents (2.20%) preferred silk garments.

6. There were 167 respondents forming 33.40 per cent of the total who preferred track suits, 68 respondents (13.60%) preferred men's shirts, men's suits and men's trousers, 32 respondents (6.40%) preferred jackets, rain wear, track suits and swim wear.

7. Thirteen respondents (2.60%) preferred jackets, rain wear and track suits, 21 respondents (4.20%) preferred outer wear, seven
respondents (1.40%) preferred ski wear, two respondents (0.40%) preferred men’s suits.

8. There were 52 respondents (10.40%) who preferred sports wear, 34 respondents (6.80%) preferred rain wear, 56 respondents (11.20%) preferred Jackets, 34 respondents (6.80%) preferred coats and the rest of the 14 respondents (2.80%) preferred body wear.

9. Most of the respondents (35.80%) preferred cotton readymade garment and 0.6 per cent of respondents preferred velvette, silk, and tissue material.

10. Preferred readymade garments by the respondents are T Shirts (10.60%), shirts (7.20%), skirts (6%), chudithar (5.60%) and half saree (3.40%). Very few of the respondents preferred trousers (1.80%), midi (1.20%) and linen (0.60%).

11. In the sleeve (shirt) category, 24 per cent of the respondents preferred both half-sleeved and full-sleeved shirts. In the category of design, 22.4 per cent of the respondents preferred checked, stripes and plain design. Regular shirt model (43.60%) is preferred by the respondents.

12. In the type of trouser model, 41.20 per cent of the respondents preferred regular model. In the type of cotton trouser model, 62.40 per cent of the respondents preferred regular model. In the type of jeans trouser model, 44 per cent of the respondents preferred regular model.
13. The variable that has the highest agreement was ‘availability’ with a mean of 4.4739, followed by ‘quality’ with a mean of 4.4177 and ‘price’ with a mean of 4.2811.

14. The variable that has the lowest agreement was reference group with a mean of 3.5723, followed by offers / discounts with a mean of 3.6024 and official purpose with a mean of 3.6667.

15. To know the factors that affect the consumer behaviour the variables were subjected to factor analysis. The seven factors extracted in the order of: (i) Reference group, and Advertisement (ii) Uniqueness (iii) Price, and Quality (iv) Smart look and Brand image (v) Insignificance of status symbol (vi) Durability and (vii) Availability.

6.1.9. Use Related Factors

The findings from the point of view of the respondents using related factors are presented below:

1. There were 413 respondents forming 87.60 per cent of the total who bought both branded and unbranded readymade garments, 71 respondents (14.20%) bought only branded readymade garments, and 16 respondents (3.20%) bought only unbranded readymade garments.

2. There were 438 respondents forming 87.60 per cent of the total who were loyal to their branded readymade garment for less than five years, 33 respondents (6.60%) were loyal to their branded
readymade garment for six to ten years, and 29 respondents (5.80%) were loyal to their branded readymade garment for more than 10 years.

3. Attitude towards a brand is highest for the statement ‘I buy my favourite brand’ with a mean of 4.2700 and the frequency of demonstrating the attitude towards a brand is highest for the statement ‘I will purchase the brand suggested by the retailer if my favourite brand is not available’ with a mean of 3.2940.

4. With regard to the purchase attributes the highest importance is given to ‘advertisement’ with a mean score of 1.8660, and the lowest importance is given to ‘designs’ with a mean score of 1.2100.

5. There were 219 respondents forming 43.8 per cent who stated that they would switch over to other brands due to non availability of their present brands, and nine respondents (1.80%) stated that they would switch over to other brands due to poor quality, non availability, higher price, and poor stitching.

6. The reasons for switching over to other brand do vary with all the demographic characteristics of the respondents such as gender, age, marital status, number of female members, number of male members, occupation and family income at 5 per cent.

7. Twenty one respondents forming 4.20 per cent of the total they would not recommend their readymade brand to anyone. 33 respondents
(6.60%) would recommend their present brands for reasonable price, nine respondents (1.80%) would recommend their present brands for easy availability.

8. There were 20 respondents (4%) who would recommend their present brands for durability, 58 respondents (11.60%) recommend their present brands for quality, two respondents (0.40%) would recommend their present brands for brand image, 16 respondents (3.20%) would recommend their present brands for design, eight respondents (1.60%) would recommend their present brands for varieties.

9. There were 56 respondents (11.20%) who would recommend their present brands for quality, brand image and design, 40 respondents (8%) would recommend their present brands for quality, varieties and design, five respondents (1%) would recommend their present brands for reasonable price, quality, brand image and elegant looking, 17 respondents (3.40%) would recommend their present brands for reasonable price, and elegant look.

10. There were 163 respondents (32.60%) who would recommend their present brands for reasonable price, easy availability, durability, quality, brand image, design, and varieties, eight respondents (1.60%) would recommend their present brands for reasonable price, durability, quality, brand image, and design, and nine respondents (1.80%) would recommend their present brands for quality, durability,
design, varieties, and elegant looking.

11. The reasons recommending the present brand do vary with all of the demographic characteristics such as gender, age, marital status, number of female members, number of male members, occupation and family income of the respondents at 5 per cent.

12. The highest agreement is for the statement ‘I express my personal opinion to my friends’ with a mean of 4.0820 and the frequency of demonstrating the attitude towards a brand is lowest for the statement ‘I feel that I have made a wrong selection’ with a mean of 2.4360.

13. The highest agreement is for the statement ‘Product display and trail room’ with a mean of 4.3400 and the frequency of demonstrating the attitude towards a brand is lowest for the statement ‘Salesmanship and courtesy’ with a mean of 3.8980.

14. There were 244 respondents forming 48.80 per cent of the total who stated that they would still buy continually the same brand even after a price raise, 149 respondents (29.80%) stop buying brand after a price raise, and rest of the 107 respondents (21.40%) stated that they would switch over to other brand after a price raise.

15. Quality is the mostly stated reason for preferring newly launched brand.

6.1.10. Level of Awareness
The findings from the point of view of level of awareness are presented below:

1. Among the awareness sources about readymade garments, newspaper has the highest agreement with a mean score of 4.4960 and the lowest agreement is for cinema theater with a mean score of 2.3360.

2. There were 438 respondents forming 87.60 per cent of the total who stated that their actual satisfaction matches expectations, 45 respondents (9%) stated that their actual satisfaction exceeds expectations, and rest of the 17 respondents (3.40%) stated that their actual satisfaction is below expectations.

6.1.11. Online Buying Behaviour

The findings from the point of view of the respondents online buying behaviour are presented below:

1. There were 238 respondents forming 47.20 per cent who had access to Internet and the rest of the 264 respondents (52.80%) had no access to Internet.

2. Fifty-eight respondents forming 24.37 per cent of the who had access to Internet had access to Internet less than one hour, 133 respondents (55.88%) who had access to Internet stated that they had access to Internet for one to five hours,

3. There were 32 respondents (13.45%) who had accessed to Internet for
five to ten hours, 10 respondents (4.20%) who had accessed Internet for ten to twenty hours and the rest of the five respondents (2.10%) who had accessed Internet for more than 20 hours.

4. There were 143 respondents forming 28.60 per cent who stated that they made online readymade garment purchases and rest of the 357 respondents (71.40%) did not make purchase, online readymade garment. Eighteen respondents (3.60%) always buy online, and 138 respondents (327.60%) buy online sometimes only.

5. There were 177 respondents who searched information about garments online, 44 respondents (24.90%) searched very rarely, 19 respondents (10.70%) searched it rarely, 98 respondents (55.40%) searched sometimes, and for the rest 16 respondents (9%) it was very often.

6. There were 177 respondents who searched information about garments in-store and then buy it online, 45 respondents (25.40%) search information very rarely, five respondents (2.80%) stated they did it rarely, 114 respondents (64.40%) stated they did it sometimes, and rest of the five respondents (2.80%) stated they search information very often.

7. Forty four respondents forming 24.90 per cent search information very rarely, 21 respondents (11.90%) stated they did it rarely, 99 respondents (55.90%) stated they did it sometimes, eight respondents
(4.50%) stated they did it often, and rest of the five respondents (2.80%) stated they did it very often.

8. The agreement is more for the statements ‘I intend to use the internet to buy readymade garment’ and overall, and ‘I would use the internet to buy readymade garment I need’ with a mean score of 4.3895 each.

9. The number of purchases made since January 2013 through online and offline is 1-2 times.

10. A factor that is most likely is ‘more time saving’ with a mean rating of 6.1105, and the factor most unlikely is ‘more merchandise options’ with a mean rating of 4.4302.

11. A factor that is most important is ‘more fashionable clothing’ with a mean rating of 6.4371, and the factor most unimportant is ‘more social interaction’ with a mean rating of 5.1916.

12. The number of respondents who seek information through Internet online is more than that of those who seek information from store as the number of respondents with score more than 4 is more than, than those with less than 4.

13. Thirty respondents forming 18 per cent of the total respondents using online shopping stated that they never search for readymade garment information online and then buy it in a store, three respondents (1.80%) using online shopping stated that they search for readymade garment information online and then buy it in a store once in a year.
14. Twenty-three respondents (13.80%) using online shopping who stated that they search for readymade garment information online and then buy it in a store less than once in a year, 37 respondents (22.20%) using online shopping stated that they search for readymade garment information online and then buy it in a store once in a month.

15. Seventy-four respondents (44.30%) using online shopping search for information on readymade garment online and then buy it in a store several times a month.

16. Seventy-nine respondents forming 47.30 per cent of the total using online shopping opted for cash on delivery, 16 respondents (9.60%) opted for debit card, eight respondents (4.80%) opted for credit card, 14 respondents (8.40%) preferred demand draft.

17. Thirty-two respondents (19.20%) opted for both cash, and debit card, and rest of the 18 respondents (10.80%) using online shopping stated that they opted for cash, debit card, and credit card.

18. There were 107 respondents forming 64.07 per cent of the total using online shopping were comfortable with their purchases, and rest of the 60 respondents (35.93%) using online shopping were uncomfortable with online purchases.
6.2. Findings from Institutional Buyer

This part of the chapter portrays the findings from institutional buyers.

6.2.1. General information about institution

The findings from the point of view of general information about institution are presented below:

1. Sixteen institutions forming 31.40 per cent were showrooms, seven institutions each forming 13.70 per cent respectively were education and private service organizations, six institutions (11.80%) were private business centres, four institutions each (7.80%) respectively were hospital, department stores, and corporates, two institutions (3.90%) respectively were manufacturing and service and the rest of the one institution (2%) were other forms of organisation.

2. All the firms had both male and female people in their organization. On an average, there were 181 persons in an organization with a standard deviation of 366 persons, with a maximum of 2500 persons and a minimum of 11 persons were in the organizations surveyed.

3. A maximum of 1500 were male persons with a mean of 188 male persons with a standard deviation of 322 male persons were in the organizations surveyed.
4. A maximum of 2500 female persons with a mean of 175 female persons with a standard deviation of 411 female persons were in the organizations surveyed.

6.2.2 Institutional Buying Behaviour

The findings relating to buying behaviour from the point of view of institutional consumers are presented below:

1. Among the reasons for having uniforms, ‘Uniformity’ was rated to great extent by forty-eight respondents forming 94.10 per cent and was rated as to some extent by three respondents forming 5.90 per cent.

2. ‘Image’ was rated to great extent by forty-eight respondents forming 86.30 per cent and was rated as to some extent by seven respondents forming 13.70 per cent.

3. ‘Equality’ was rated to great extent by twenty five respondents forming 49.0 per cent was rated as to some extent by twenty three respondents forming 45.10 per cent and was rated as not at all by three respondents forming 5.90 per cent.

4. ‘Unique Display’ was rated to great extent by thirty five respondents forming 68.60 per cent was rated as to some extent by thirteen respondents forming 25.50 per cent and was rated as not at all by three respondents forming 5.90 per cent.
5. ‘Other reasons’ was rated to great extent by ten respondents forming 19.60 per cent was rated as to some extent by thirty-four respondents forming 66.70 per cent and was rated as not at all by seven respondents forming 13.70 per cent.

6. Uniformity got the highest rating with a rating score of 150, and other reasons got the lowest rating with a rating score of 105.32 respondents forming 62.70 per cent stated that there was no cadre-wise differentiation in colour of uniform and the rest of the 19 respondents forming 37.3 per cent stated that there was cadre wise differentiation in colour of uniform.

7. Nine respondents forming 47.40 per cent of the respondents stated that there was cadre-wise differentiation in uniform colour felt that the reason was levels in hierarchy, six respondents (31.60%) were cadre-wise differentiation in uniform colour felt that the reason was designation and the rest of the four respondents (21.10%) were cadre-wise differentiation in uniform colour felt that the reason was to show the seniority.

8. Thirty-eight respondents forming 74.50 per cent stated that there was no gallery to display of uniform models and the rest of the thirteen respondents (25.50%) were gallery to display of uniform models.

9. Twenty-six respondents forming 51 per cent wore readymade uniform and the rest of the twenty-five respondents (49%) wore stitched
uniform. Those who preferred stitched uniforms gave individual measurements and common size measurement equally.

10. Twenty-three respondents forming 88.46 per cent who wore readymade uniforms stated that it was offered by the institution and the rest of the three respondents (11.54%) stated that it was not offered by the institution.

11. Twenty-five respondents forming 88.46 per cent who wore stitched uniforms stated that it was offered by the institution.

12. Thirty-nine respondents forming 76.50 per cent stated that the cost of the uniforms were fully borne by the institution, for eleven respondents (21.60%) the cost of the uniforms were fully borne by the employee / student, and rest of the only one respondent (2%), the cost of the uniforms were partly sponsored by the institution.

13. Forty-seven respondents forming 92.2 per cent stated that the uniforms were distributed once a year, and rest of the four respondents (7.80%) stated that the uniforms were distributed twice a year.

14. Thirty-five respondents forming 68.60 per cent the uniforms selected based on quality, two respondents (3.90%) selected based on quotation, thirteen respondents (25.50%) selected on the basis of regular supply, and rest of the one respondent (2%) selected based on
credit facility.

15. Thirty-two respondents forming 62.70 per cent stated that the uniforms were not selected on the basis of catalogue, and rest of the 19 respondents (37.30%) stated that the uniforms were selected on the basis of catalogue.

16. Thirty-nine respondents forming 76.50 per cent stated that the orders for uniforms were placed to the supplier directly, nine respondents (17.60%) the order for uniform were placed to the supplier through phone, and rest of the three respondents (5.90%) placed the order to the supplier through mail.

17. Thirty-seven respondents forming 72.50 per cent stated that the uniforms were purchased once a year, nine respondents (17.60%) purchased once in six months, for only one respondent (2%), the uniforms were purchased when there was an offer, and rest of the four respondents (7.80%) purchased in other occasions too.

18. Twenty-eight respondents forming 54.90 per cent stated that they had no opinion about the amount spent for uniform purchases, sixteen respondents (31.40%) stated that the amount spent for uniform purchases were less than Rs.3,00,000, and rest of the seven respondents (13.70%) stated that the amount spent for uniform purchases was between Rs.3,00,001 to Rs.6,00,000.

19. Twenty-four respondents forming 47.10 per cent stated that they had
no opinion bout Uniform materials purchase amount, twenty-two respondents (43.10%) spent for uniform materials purchases were less than Rs.3,00,000, two respondents (3.90%) spent Rs.3,00,001 to Rs.6,00,000, and rest three respondents (5.90%) spent for purchasing uniform materials was more than Rs.6,00,000.

20. Thirty-seven respondents forming 72.50 per cent purchased uniforms by cash, twelve respondents (23.5%) purchased uniforms on credit, and two respondents (3.90%) purchased uniforms both by cash and on credit.

21. 43 respondents forming 84.30 per cent stated that they paid their purchases in cash, five respondents (9.90%) remitted through cheque, and rest of the three respondents (5.90%) paid through demand draft.

6.2.3. Awareness to the Readymade Garments

The findings from the point of view of awareness of the instutional consumers to the readymade garments are presented below:

1. The source that had created highest awareness for readymade garment was papers with an awareness score of 243 and the source that had created lowest awareness for readymade garment was radio with a awareness score of 136.

2. The selection criterion considered highest was durability of material with a consideration score of 221 and the selection criterion considered
lowest was trimming and decorations with a consideration score of 199.

3. The various point of purchase check criteria are lining, buttons and hooks, stitching, neatness of finish, hemlines, and seam allowances.

4. Forty-eight respondents forming 94.10 per cent checked the size of the garment and rest of the three respondents (5.90%) do not check the size of the garment.

5. Twenty-eight respondents forming 54.90 per cent agreed the reasons for bad fit is “if selected according to size mentioned fit is not good” and twenty three respondents (45.10%) disagreed to it.

6. Thirty-seven respondents (72.50%) agreed for the fact that the size is not accurate and fourteen respondents (27.50%) disagreed to it. Twenty-four respondents (47.10%) agreed for the fact lack of standardization and twenty seven respondents (52.90%) disagreed to it.

7. Twenty four respondents (47.10%) agreed for the fact body measurement is not up to the mark and twenty seven respondents (52.90%) disagreed to it. Two respondents (3.90%) agreed for the fact other reasons and forty-nine respondents (96.10%) disagreed to it.

8. The highest agreement towards problems faced in selecting and buying readymade garments was for attractive display with a score of 159, and the lowest agreement towards problems faced in selecting and buying
readymade garments was for poor seams / stitching with a score of 144.

9. The highest consideration towards criteria considered while assessment of the quality of readymade garments was for “by seeing the price” with a score of 217, and the lowest consideration towards criteria considered while assessment of the quality of readymade garments was for brand name with a score of 210.

10. (Ironing) are the symbols for which there is highest knowledge, and (Dry cleaning) are the symbols for which there is lowest knowledge.

6.3. SUGGESTIONS

From out of analysis of this study, observation and interaction with respective field experts, the following suggestions have been presented. These suggestions have been presented with care for the improved customer attraction and satisfaction.

6.3.1. Suggestion for Individual Consumers Segment:
1. As 41.40 per cent of the consumers of readymade garments are young, they are for style in the garments, the manufacturers have to go in line with the taste of the young consumers.

2. About 70.20 per cent of the consumers of readymade garments are sensing and thinking type personality. Sensing means absorbing data in a literal and concrete fashion. Thinking means the decision based on logic and reasons. Here, both sensing and thinking personality are followed by the consumers. Hence, the manufacturers should satisfy the taste and preference of the purchaser of readymade garments with appropriate fashion and must provide sensory information with logic which will be effectively to meet out the requirements of sensing and thinking personality type of consumers while buying readymade garments.

3. The levels of personality of the purchasers of the readymade garment in Madurai city are highly responding to the agreeableness (89.40%) and conscientiousness (89.40%). Hence, the manufacturers should make personality oriented strategies that will extract all internal traits and behaviours of the consumers which will cover the person’s uniqueness. The uniqueness arrives from a person's heredity and personal exposure of the consumers.

4. More than three fourths (82.20%) of the consumers are inner directed consumers, who tend to rely on their own “inner” values, more likely to be innovators and tend to prefer advertisements that stress product features and benefits. Hence, the manufacturers must have well equipped fashion
designers for developing and introducing innovative readymade garments and the manufacturers should do repeated advertising for giving information about the readymade garments with their features and speciality.

5. The purchase decision of 42 per cent of the respondents of readymade garments in the Madurai city is formed by information influence of the market and the general public. When the information influence among the consumer in Madurai is obviously inspect and buy. Hence, the manufacturers and marketers should go with informing the 4 Ps of the products especially by comparing with other products in terms of price, quality, availability and the like.

6. The costumers in Madurai city who are known for varieties and novelties have the habit of purchasing readymade garments only after explorating the products. In their process of purchasing, they are the buyers of all different brands, that is they don’t confine themselves with single brand only.

   In order to prevent the practice of switching over from one to other brands, the manufacturers can retain them by way of offering varieties and novelties every now and then. To attract the both existing and potential consumers, exhibitions and shows can be organised for.

7. There are 89.8 per cent of the customers who are visualisers that is who buy readymade garments after enquiring and verifying the various facts and features of the product. Hence, it is suggested that the sales persons who are meeting the consumers immediately must be knowing thoroughly about the
products and in a position to give details about the products very readily and to the extent of the convincing and satisfying of the consumers.

8. As perceived risks affect the purchase behaviour of the consumers because of mismatch of the garments when they realise immediately after purchase. Hence, efforts must be made to reduce such risks by way of giving enough time before buying the same.

9. Newspaper is the medium of advertisement through which three fourth of the consumers aware of the ready made garment. Hence, the budget allocation for advertisement through newspaper can be made higher than other media because of its guaranteed favourable results.

10. The guarantee given by the manufacturers of ready made garments are only in paper, it is practiced by few. This is the experience of more than three fourths of the respondents in Madurai who are really disappointed with the seller who have not fulfilled the promises given. This will naturally result in switching over to some other brand and seller. Hence, it is suggested that the manufacturers and sellers must be very careful and sincere in giving guarantee and fulfilling the same in order to maintain the name and reputation and will result in increased sales.

11. Every alternate consumers of ready made garments in Madurai return their products mainly because of damage. When this has become very common and obvious, the manufacturers and marketers must take earnest effort in avoiding this complaint by way of checking the product before it is sold and they must be 100 per cent sure that there is no chance of damage in
the product. This will not only satisfy the immediate costumers but also will invite the potential customers in their side. Otherwise the dissatisfied one will speak ill of the product which will ultimately affect the business.

12. In Madurai, purchasing readymade garments online is only in the infant stage. For the Madurai customers are concerned, though, there will be hesitation very initially but at the same time gradually they will make it a habit and practice. For them, online purchasing will also be a part of life.

Hence, manufacturers should not ignore the purchasers online percentage is negligible. Rather the manufacturers and marketers must equally concentrate the online trading whenever and whereever it is possible.

6.3.2. Suggestions for Manufacturers of Institutional Readymade Garments

1. Half of the institutional consumers buy readymade garments for uniform and the rest go for stitching of their own for the purpose of uniform. An attempt was made to do some job work for the uniform dresses who stitch of their own within the premises of manufacturers of readymade garments.

2. Newspaper is the medium of advertisement through which more than three-fourths of the consumers are aware of the readymade garment. Hence, the budget allocation for advertisement through newspaper can be made higher than other media because of its guaranteed favourable results.
3. The symbol ironing is only known by the institutional consumers. Hence, the manufacturers should convey about the use of all care label symbols through advertisement and marketers should be teaching about the all care label symbols at the time of taking order or supplying readymade uniforms.

6.4. Scope for Further Research

1. This study covers mens wear and female wear only. Hence, an attempt be made to study the kids wear.

2. This study also covered the online buying behaviour of the customers. Hence, a study be conducted exclusively on the online buying behaviour of the consumers of the readymade garments.

3. This study confined with Madurai city i.e. concentrated on urban part of Madurai district. Hence, a study can be conducted for the district by covering rural parts of Madurai district also.

6.5. Conclusion

In the world as a whole, the trend of wearing has turned towards readymade. Madurai district is not an exemption to this. Hence, the percentage of the population of who wear readymade is higher than the Tamil Nadu average. By this, it is understood that the old adage about Madurai that it is a big village and the population is full of rural migration has changed now.