The dealers and the marketeers of readymade garments are in a position to coping with changing attitude of consumers by following radical surveys and studies. Apart from the common concept of price conscious consumers of Madurai, they are becoming quality and durability conscious too.

With regard to personal buyer, the retail store and image, pricing, perceived risk and functional risk are influencing their purchase. These aspects should be given utmost care. Most of the purchasers of the readymade garments in Madurai are sensing and thinking, extroverts with conscientiousness, inner directedness, susceptibility to information and value expressiveness influences, and visualizers. This means that they would think in a sensitive way with consciousness, express their disbelief and could be influenced by information and value. Hence, they should be offered a product of value with great consciousness.

With regard to institutional buyers, the uniformity of the garment and image expressiveness is important. Half of them want stitched uniforms than the readymade ones and so stitched uniforms can also be given more importance.

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