Distribution and Consumer Research, Vol. 14, No. 4, 389-406, October 2004) by Leticia N. McKinney, Dana Legette-Traylor, Doris H. Kincade & Lillian O. Holloman examines the influence of selected social factors viz. reference groups, social participation, fashion involvement, clothing benefits sought, social environment on the clothing buying behavior patterns like type of store patronage, time/frequency for clothing purchase of black college consumers. Results showed that social participation was significantly related to store patronage. No difference was found in patronage behaviour for the variables of reference group, social involvement, fashion involvement, clothing benefits sought and social environment. In addition, social involvement, fashion involvement and clothing benefits sought were significantly related to time/frequency of clothing purchases. Results suggest implications for future research and retail stores.

Black college consumers form at least one market segment of the larger American market. The black college consumer population is a growing segment within the market of black consumers. In addition, this segment possessed money and fashion interests, which are two major component of a viable market segment.

Black college consumers that buy on impulse rather than on sale or on clearance were more socially involved, more involved with fashion and likely to buy prestigious clothing items. Black college consumers that buy at the
beginning of the season were also more fashion oriented and seek prestigious clothing items more regardless of the cost of the item. Black college consumers patronize stores that prestigious brand name and fashion oriented clothing. Black college consumers shopped in department stores and speciality store rather than discounters. Decisions were influenced by both environment and individual factors.

The book "Textile and Fashion: Challenges and Strategies for the Industry" (Mote V.L., Textile and Fashion: Challenges & Strategies for the industry, Tata McGraw Hill, 2004) serves the purpose of stimulating thinking amongst the industry leaders and policy makers and enable them to come up with a well thought out comprehensive strategy and an action plan for their sustainable growth and profitable operations. Edited by V.L. Mote the book is based on papers presented by experts from Indian textile and garment industries at a seminar on 'Preparing Textile and Clothing Industry for Competing Globally in the Next Millennium'

In the context of the phasing of the Multifibre Arrangement (MFA) by the end of 2004 and the Agreement on Textile and Clothing under WTO being fully implemented from January 2005, the Indian textile and garment industries are required to proactively work out a new globally competitive strategy. The MFA regime provided these industries with a protected market,
and they could still survive without being globally competitive in the true sense. Now, however, these two industries, which are very closely related to each other's performance, are likely to face severe competition as a result of globalisation.

Saptharishi pointed out lack of customer-centric focus and the non-responsive attitude of the textile industry. Suresh Mehta stated possibility of upgrading the skills of women workers in order to provide them opportunities for economic uplift, while the garment industry becomes globally competitive. As per Darlie O Koshy a powerful retail environment can make these industries capable of meeting the demands of fashion and sophistication from domestic consumers.

Devangshu Dutta dealt with buyer power, which has shifted from the distributors to the retailers, to the present day channel creators who buy globally and market globally and act as a major link with the end users of the garment. The interdependence between the textile and the apparel industries pointed out the need to focus on product innovation as well as management of costs and quality.

the Garment Industry and the future prospects of this industry beyond 2005. In this book the research paper "MFA and Its phase Out" by Gayatri D. Rao throws light on The multi Agreement (MFA) which was introduced in 1974 to achieve expansion in trade in textiles and clothing and the socio-economic development of developing countries. After two decades, in 1994 it was replaced by Agreement on Textiles and Trade. This agreement was a mechanism for dismantling the MFA. The MFA is coming to an end in December' 04. January 2005 will usher in a new quota less regime in the trade in textiles and clothing.

In "Tiruppur Cluster: A Case study" Dr. Navsharan Singh and Mrinalini Kaur Sapra reveal that Tiruppur, a small town in Tamil Nadu, occupies a prominent position in the Indian garment industry. The Tiruppur cluster comprising of many industrial units is souring garments to the world's leading retailers. The cluster organization has certain characteristics that are unique, giving it an advantage over other clusters in India.

In "Delhi Garment Industry: A Case Study" Dr. Navsharan Singh and Mrinalini Kaur Sapra again reveal that Delhi has various garment units that have contributed to the garment exports from northern region. Delhi has a clear advantage in the cotton garments segment. Cheap labour available in and around Delhi has contributed to the expansion of the readymade garments trade. At present, Delhi has a major share in India's
main garment export items: men's shirts and women's shirts, blouses and skirts. As is evident from the numbers, Delhi commands a major share of India's exports and employs a large number of workers in garment industry. It is also clear that informal garment making, through production in the unregistered units, is still the most dominant form of production organisation.

In the article "Textiles and Clothing: What Happens After 2005?" Matthias Knappe dealt with Multi Fibre Agreement on textiles and clothing that will end on 31st December 2004, bringing a fundamental change in the trade in textiles and clothing. Under the new regime tariffs, ethical standards in garment production, eco-labeling etc. will be used in the garments trade. International Trade Forum through its technical assistance approach to the textiles and garment sector enables developing countries to operate competitively in the new regime. Some observers predict that by 2005-06, major textile and clothing buyers will reduce by half the number of countries they source from. The challenge for countries and companies is to remain an important source for these buyers.

The article "Readymade Garments: Picking up the Threads" by Nath Balakrishnan states that the Indian readymade garment industry is fragmented into men's readymade garments, women's western wear market and the children's garment segments. Leading players in the garment sector
are consolidating and expanding their operations to command a larger share of the market. Organised retailing is opening more opportunities to the garment producers to showcase their products. The Indian consumers are showing a preference for readymade garments over tailored ones.

T. Surender in the article "Preparing India For New Competition" points out that India has become a preferred sourcing destination for global retailers such as Wal-Mart, Otto, Marks and Spencer, etc. Indian companies are modernizing and stepping up their operations to cater to these global majors. Favorable government policy combined with industry level initiatives will go a long way in marketing India the preferred destination for garments.


In one of the article "Understanding Customers" of the same book S. Ramesh Kumar states that to emerge as a winner in a highly competitive environment, a brand should incorporate messages that reflect consumers' thought process. Such messages can be created through research of the target market and understanding the consumer behavior. By associating specific messages, feelings and situations with the brands, marketers can influence the consumers to internalize the brands.
Marketing communication in a cluttered environment competing with several brand propositions depends on "focused creativity". There are three aspects of focused creativity: It has to be meaningful to the target segment; it has to carry a competing angle, that is, it has to be creative enough to be differentiated from the competing brand messages and it also has to make an impact on the consumer psyche, at least to the extent of reminding the consumer about the functional or emotional (as case may be) proposition of the brand.

The established brand already has the advantage of having entered the psyche of the consumer. The three aspects of the message formulated by a brand have to take into account how the information processing occurs in the mind of the consumer. Incidentally, knowing the process may also enable a marketer to identify a proposition for the brand. In the present day context, a marketed change required in the formulation of creativity is the knowledge of consumer behaviour. Advertising agencies that are involved in creativity should consider certain concepts in the creative process. The following factors are to be taken into account, before brand decides to use a specific feeling or situation.

Researching the market is a pre-requisite because a suitable emotion is required to be paired with the brand. The emotion or a specific situation (which could be called as the relevant stimuli) is likely to be the core aspect of the brand imagery and has to be selected with great care. For instance,
when wrangler entered the Indian market, it chose a celebrity who may not have appealed to the target segment of the brand and hence proved failure. The imagery selected to be paired with the brand has to be relevant to the product category. Selecting 'warmth as an emotion for the brand Raymond is very meaningful because warmth is associated with nostalgia, which is in turn associated with the promise of memories. This is the core consumer benefit offered by a brand of suit. It is essential for a brand to plan a specific emotional proposition (could be a function one too) to ensure that the brand offers a sustainable differentiation in the long run.

A marketer should be extremely careful in selecting an association (could even be an advertising jingle) especially when consumers get exposed to the stimuli (audio or visual) easily. Service provided at retail outlets could also reinforce the behavior of consumers in terms of repeat buys or patronizing a retail outlet. A brand can convey a visual, which would express the refreshing aspects of the visual (feel), or it could use a copy that would amplify the ingredients used to the extent of making consumers 'think' about the brand to be different from the others.

The brand could also create imagery, which would enable the consumer to 'relate' to a group of people shown in the imagery of the brand. Any of these approaches should trigger the consumer to try the brand and this is the 'act' part of experiential marketing.
Again in the same book in one of the paper "Targeting the Mature population" Robert E Snyder states that segmentation is an important marketing tool for consumer behavior study. Matter of values is a segmentation approach which breaks older adult market into eight distinct value segments based on the relative importance and influence of key values in each group. The value dimension led to the segmentation of the 62 and over market into eight different and distinct groups.

Table 2.2: Segmentation of Mature Market

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Intense Individualists</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>Woeful Worriers</td>
<td>5%</td>
</tr>
<tr>
<td>3</td>
<td>Fiscal conservatives</td>
<td>15%</td>
</tr>
<tr>
<td>4</td>
<td>Hearth and Home makers</td>
<td>20%</td>
</tr>
<tr>
<td>5</td>
<td>True Blue Believers</td>
<td>20%</td>
</tr>
<tr>
<td>6</td>
<td>Active Achievers</td>
<td>10%</td>
</tr>
<tr>
<td>7</td>
<td>In charge Intellectuals</td>
<td>7%</td>
</tr>
<tr>
<td>8</td>
<td>Liberal Loaners</td>
<td>9%</td>
</tr>
</tbody>
</table>


These Value Dimensions represent 13 key values that were identified by seniors as being most important. They were Materialism, Excitement, Social power, Financial security, Conservatism, Happiness, Wellness, Intellectual
curiosity, Compassion, Warm relationships, Religiosity, Family ties, Self respect. The variation occurring from one person to the next was the relative importance one assigned to different values.

The same book includes the research paper "Customer Retention, BPCL and Shoppers Stop way" where Sankar Radhakrishnan finds that most Indian companies from beauty parlors to petroleum companies have realized the importance of rewarding their loyal customers. The objective of these loyalty programs is to not only encourage repeat sales but also to provide the companies with customer profiles that can act as a guide to marketing decisions. Implementing these programs is a costly affair and to justify the costs, companies have to make an effective use of the customer information that it generates through these customer loyalty programs.
CHAPTER 3

Research Methodology
3.1 DEFINITION

The American Marketing Association defines "Marketing Research" as the systematic gathering, recording and analysis of data about problem relating to the marketing of goods and services. Problem formulation is the first step in the research process followed by determining the information need and sources of data, securing information, data analysis and interpretation and finally preparing the research report.

Research methodology is the way followed to systematically solve the research problem. Reviewing of the existing literature has been done as one of the processes to progress the research study. The task of formulating a research problem followed a sequential pattern. The problem was stated in a general way, the ambiguities were resolved, thinking and rethinking process resulted in a more specific formulation of problem so that it became a realistic one in terms of available data and resources and was also analytically meaningful.

3.2 PROBLEM FORMULATION

When Arvind Mills launched Newport in a fragmented segment of low priced jeans dominated by inexpensive sweatshop levels, the Indian scenario of readymade clothing started changing gradually. The
success of Newport spoke of the potential for midpriced, branded products in the readymade garments market. At present Indian readymade garment market is flooded with different brands.

3.3 PROBLEM DEFINED

The complexity in the market for readymade garment is awesome. It includes men's, women's & kids wear. Apart from this each class has formals as well as casuals, inner and outerwear. The market for each has its own characteristics. Buyer's attitude is changing rapidly. The consumer is demanding the brand name up ahead in his purchase checklist.

Graph 3.1: Sales of Readymade Garments of Major Players for last decade

![Graph showing sales of readymade garments of major players for 1990 and 2001]


It can be said that readymade garment market scenario has undergone a sea change. Hence the study under the title "A study of buyer
perception towards readymade garments in Amravati" was proposed but along with some limitations that:

- It is an exploratory study.
- As in Amravati there is no specific Branded readymade garment market for women & kids only male readymade garment market was studied.
- The study was carried out strictly in Amravati city only.
- Although suggestions will be made on the basis of conclusions drawn from the study, yet those suggestions should be checked for economic and technical feasibility before incorporation.

3.4 OBJECTIVES OF THE STUDY

The research on readymade garments was done to achieve following important objectives:

- To understand buyers' perception towards readymade garments.
- To study awareness and preference towards the ready-mades.
- To study and analyze the influence of media on buying behaviour of buyer towards readymade garments.
- To study the effect of social influence on buyer's behaviour regarding ready-mades.

The basic goal of research was to help management make rational decisions when formulating marketing strategies. This was
accomplished by identifying specific problems and then collecting and analyzing relevant information.

3.4.1 Population (Universe)

In statistical usage the term population is applied to any finite or infinite collection of individuals. Population, also familiarly known as universe, can be defined as the total number of elements with certain characteristics that the researcher intends to study. These can be consumers of any product or services.

The population can be classified into

- Finite and
- Infinite

The finite population has a finite number of elements while the infinite population has an infinite number of elements. With the infinite population, the only type of information that can be obtained is sample data.

The population (infinite) of this study consisted all those male respondents who bought readymade garments from the shops in Amravati city and above the age of 15 years. The shops were situated at different localities in Amravati.
Based on the criterion whether every element in the population had the same characteristics, the population was further classified into heterogeneous (where the elements in the population were not of similar characteristics) or homogeneous (where every element in the population had similar characteristics).

3.4.2 Sample

It is a representative portion of the population. It is a part of a population, or a subset from a set of units, which is provided by some process or other, usually by deliberate selection with the objective of investigating the properties of the parent population or set. If all the elements were alike a single element will provide complete information about the population. But there was endless variety among individuals as well as environment in which they existed. Consequently information provided by a sample was not applicable to the entire population. It was the responsibility of the researcher to arrive at appropriate conclusions by designing and obtaining a sample in such a way that it was a representative of the entire population.

If the population that was to be investigated was small the researcher could collect needed data from the entire population. But in this study the researcher faced the problem of collecting
and analyzing vast data relative to present and prospective customers. It was estimated to be very expensive too. As a result sampling was used as a device to reduce the enormity of the task of data collection and simultaneously cut costs. It also had the advantage of speed and timeliness.

Methods of sampling can be classified into two broad categories.

- Non-random or non-probability sampling or
- Random or probability sampling

The population of this study consisted of all those male respondents who bought readymade garments in Amravati city.

The total population of Amravati was 5,49,370, out of which 2,83,789 were the males. Considering 30% of the population as child labour i.e. below 14 years and as our sample starts from the age of 15 we get approximately 1,98,653 as adult male population.

The population from which the researcher was collecting data was huge and heterogeneous and required a pure random sample of large size and huge cost. Therefore convenience sampling method was chosen for the study.
As the name implies it was based on the convenience of the researcher who was to be selected as the sample. The respondents in the sample were merely included on account of their being available on the spot. The spots decided were the garment shops. The different garment shops were of the category: exclusive company shops, departmental stores, specialised garment shops, any garment shop & from exhibitions running during the time period.

The time period selected was one whole year. Three timings were selected i.e. morning, noon and evening/night at random.

The researcher visited a shop and handed over the questionnaires to those male respondents who walked in and asked them to fill the questionnaire and return it while paying the bill.

In order to make a representative sample the time of data collection at shops was designed/drawn up as follows:
Table 3.1: The schedule

<table>
<thead>
<tr>
<th>Shop No.</th>
<th>Time slot</th>
<th>Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Morning</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Noon</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Evening</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Morning</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Noon</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Evening</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>Morning</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>Noon</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>Evening</td>
<td>3</td>
</tr>
</tbody>
</table>

The research was thus an exploratory research which was to generate ideas in the management to find out explanations for changing buying behavior, increased competition, ineffective advertisements, lack of trained salesmen and most important the taste of customer. Secondary data already available was also taken into consideration.

3.5 DECIDING THE SAMPLE SIZE

An appropriate sample size of 500 was decided for judicious balancing of four broad criteria.

3.5.1 Goal orientation

3.5.2 Measurability
3.5.3 Practicality

3.5.4 Economy

It was justified as:

3.5.1 Goal Orientation:

This size was oriented to the research objectives, tailored to the survey design and fitted to the survey conditions. It also influenced the choice of the population.

3.5.2 Measurability:

This size enabled the computation of valid estimates of its sampling variability.

3.5.3 Practicality:

The sample size could be followed properly in the survey; it was not different from the original population.

3.5.4 Economy:

The objectives of the survey were achieved with minimum cost and efforts and minimum variance.
The research process was as: -

1. Idea generation
2. Identification of research problem and formulation
3. Research objectives
4. Research design
5. Methods of data collection
6. Actual Collection of Data
7. Analysis of Data
8. Conclusions and Suggestions
9. Preparation and presentation of research report

**Fig. 3.1: The Research Process**

At the first instance 550 questionnaires were printed for data collection. When 412 filled questionnaire were gathered and checked it was found that 27 were incomplete, 33 respondents gave rating in the wrong way, 56 questionnaires were not handed back and 22 respondents had marked the answers incorrectly. 150 questionnaires were again printed and distributed. Out of
these 13 questionnaires again were not returned. After collecting the remaining and sorting the correct ones it was found that 11 questionnaires were incorrectly filled and 10 questionnaires were incompletely filled. Thus in the end there were 528 questionnaires available for the analysis.

3.6 COLLECTION OF DATA

Two types of data were collected.

3.6.1 Primary data

3.6.2 Secondary data.

3.6.1 Primary data

Primary requisite data was collected by means of questionnaire that was structured non-disguised questionnaire. Here the listing of questions was in a prearranged order and the object of enquiry was revealed to the respondent.

This pattern was selected also because of following facts:

- It facilitated the collection of information in a systematic and orderly manner as the questions were formulated in advance and as per the objectives of the study.
- As the questions asked in questionnaire were in the same order and identical the information didn't vitiated owing to different respondents.
• A straightforward and simple approach was expected from the respondent.
• It was kept in mind that data so generated was easier to edit, tabulate and interpret.
• It was conveniently pre-tested and the necessary modifications were made in the terminology of questions and in their sequence.

Care was also taken in deciding what information was to be collected, how many questions were to be formulated & their sequence to be followed, their wordings to be used and what should be the layout of the questionnaire.

3.6.2 Secondary data

It was the data that was gathered earlier for some other purpose by some other people. But as it was relevant to the study of the researcher it was used for the same.

Different magazines, news papers, periodicals, journals, books, thesis previously submitted were referred at the libraries of:

• Amravati University
• Vidyabharti College, Amravati
• Library of IIM (K)
• Library of RATM (Rajiv Academy of Technology and Management), Mathura.
• The ICFAI library, Amravati.
• VJTI, Bombay.
• VNIT, Nagpur.

Various websites that are listed in the end were visited to collect the relevant data & updated information of market scenario.

Literature was also collected from the websites of Export promotion Council of India and Ministry of Textile.

The relevant articles, data were collected and the same were used while writing the thesis.

Members of different Associations of Readymade Garments were also contacted and relevant information was collected from them.

The secondary information obtained from various shops at Amravati was also used at certain times.

3.7 THE ACTUAL RESEARCH PROCESS

The process commenced on two fronts namely IA & IB at the same time & later culminated at the time of compilation, shifting and processing of data into front 2.
Front 1A: - Review of literature and collection of secondary data

Front 1B: - Collection of primary data.

The entire process was summarised in the chronological order hereafter

**Front 1A**

- Search for text books, reference books, journals and such other relevant material concerning the research work in the libraries of Amravati University, Vidyabharti Mahavidyalaya, IIM (K), RATM Mathura, ICFAI (Amravati), VJTI Bombay.
- Search made to locate similar information & data on different websites.
- Search for various statistical tools that could be applicable for the present research study.
- Compilation of contents with reference to the context under reference.
- Listing of references & formulation of Bibliography
- Keying in the text relevant to the subject.
- Deriving important points out of the text so compiled
- Shift to front No.2

**Front 1B:** Collection of primary data

- Identify respondent groups
- Draft questionnaire
• Obtain responses from a few respondents for trial run
• Incorporate the changes in the questionnaire based on feedback after 1B(iii) above
• Obtain responses from all the respondents on the questionnaire in that order.
• Verify whether the responses are received correctly. If not go to step 1B. (v)
• Compile the data received from the respondents.
• Sift & analyse the data received.
• Derive correlation between various factors
• Move to front No.2

Front 2
• Interact with the guide and finalise the framework of the thesis
• Finalise recommendations
• Compile the thesis & summary
• Get the thesis approved from the guide
• Submit the thesis
• Prepare for presentation

3.8 UTILITY OF RESEARCH STUDY

The research findings will be helpful in knowing the buyers' perception towards branded readymade garments. This is turn will
help in knowing their attitudes towards price, product, brand awareness, the market scenario of the branded readymade garments, potential customers etc. Marketers can use the gained insight to increase the awareness and brand share of their particular brand.