CHAPTER ONE

INTRODUCTION
DISCOVERY OF FABRICS:

It is needless to emphasize the fact Adam and Eve used fig leaves to cover their bodies as apparel. In the pre-historic times man used to roam naked on the earth, not unlike the other animals. But physiological body could not stand the severity of drastic climate and environmental conditions. For protecting himself from the extreme cold and chill, scorching sun, terrible wind, and heavy rains, the ancient human being who used to roam naked on the earth to cover himself with the animal skins and bark-twigs. All the same, the very purpose of covering oneself was to protect oneself against nature and risks. Man is also a social animal and hence unlike the other animals, he possessed a bristling pride and ego, likewise he has some kind of talent and thinking power which distinguish him from the other animal world. This is the basic and inherent difference between the human beings and other animals.

And as such one of the sublimited expressions, that is, his innate passion could result in decorative innovations over his coverings. As time elapsed he learnt to make threads, perhaps by observing the insects such as the silk warms and the spiders. And in the long run he learnt to weave the fabrics. Indeed it is rightly said that necessity is a mother of invention.

Ancient history indicates that natural plant and animal fibers were used in the early ages with only a minimum quantum of processing and majority of early fabrics were probably made by a simple plain weave interlacing a group of fibres. Man’s imagination and desire to beautify his appearance took over the centuries to the development of complicated fabrics and within the past more than a hundred years to technological processed products.

Spinning and weaving probably began in the stone ages. During stone age, man made a covering for his body by wrapping animal furs around himself. As women learnt how to cover her open physiological body, clothing required. Weaving began probably as a part of process of interlacing branches and leaves in the construction of shelters. Eventually, man learnt to make yarns and threads and finally to manufacture cloth. But the man was dependent upon the source and forces of nature for these fibres.
EFFECTS OF INDUSTRIAL REVOLUTION:

Industrial Revolution indeed made miracles and worked wonders in creating variety of fibers and manufacturing the fabrics of the highest quality. Mechanisation gained importance and gradually the textile industry expanded and as a result of this advanced machine power replaced manpower. Naturally the quantity of cotton, wool, silk and linen as raw materials increased considerably. In fact, the development of fabrics, fibres, finishes and other textile processing techniques have given tremendous scope for research and study in this field.

The Industrial Revolution is the most important event of the 18th century. It indicates the shift from —

A) Hand to machine

B) Work at home to work in factories

C) Small scale to large scale production

D) Local market to world market

E) Barter to money and credit economy.

The following significant mechanical inventions took place during the 18th century.

<table>
<thead>
<tr>
<th>Year</th>
<th>Invention</th>
<th>Inventor</th>
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<tbody>
<tr>
<td>1733</td>
<td>Flying shuttle</td>
<td>John Kay</td>
</tr>
<tr>
<td>1733</td>
<td>Spinning Machine</td>
<td>John Wyatt</td>
</tr>
<tr>
<td>1765</td>
<td>Spinning Machine</td>
<td>James Hargreaves</td>
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<tr>
<td>1769</td>
<td>Waterframe</td>
<td>Richard Arkwright</td>
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<tr>
<td>1775</td>
<td>Carding, Drawing and Roving machines</td>
<td>Richard Arkwright</td>
</tr>
<tr>
<td>1779</td>
<td>Crompton’s Mule</td>
<td>Samuel Crompton</td>
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<tr>
<td>1782</td>
<td>Steam Engine</td>
<td>James Watt</td>
</tr>
<tr>
<td>1785</td>
<td>Power Loom</td>
<td>Cartwright</td>
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</table>
These mechanical inventions made structural changes in the methods of production which ultimately led to the Industrial Revolution. The Industrial revolution of the 18th and 19th centuries took the processing and manufacturing of fabrics away from the home and small cottage into a factory.

As a result of this research and study in this field the discovery of polyester fibers was possible and it found immediate consumer acceptance because of its easy care properties and excellent crease resistance. Consequently blends of cotton, viscose polynosic wool with polyester fibres are popular with both men and women. A consumer started getting lot of benefits due to invention of polyester fibres because of its easy maintenance, possess strength, durability abrasion resistance and relatively wrinkle free appearance as well as shape and size retention in blended fabrics. Due to this kind of popularity of polyester blended fabrics the majority of textile mill and power loom sector started producing polyester fabrics to a large extent. The use and trend for polyester blended fabrics has increased considerably in clothing. Thus the Industrial Revolution has created an indelible print in the field of manufacturing quality fibre in general and polyester blended cloth in particular.

INNOVATION OF THE SEWING MACHINE:

The importance of garments in the human life is, indeed unique one. They do not only cloth and cover the body of the human being from the sun, rain and wind but they adorn, beautify and enhance the personality of human being as it becomes highly impressive, attractive and effective. But for this purpose, the garments of specific style were necessary and for this purpose the sewing machine is essential to convert fabrics into garments. The sewing machine was invented in 1886. There is an interesting story behind the innovation of the sewing machine.

"Howe, who invented the sewing machine had failed miserably in the beginning resorted to various trade and a complete fiasco awaited him. Atleast, he started thinking about the machine-sewing, but could not success. He had incurred massive debts and he continued to starve. But his wife left him in distress, as she could not bear starvation. He was frustrated. Frustration germinated into the thought of suicide and went to the sea. There he observed a boat encountering sea-waves and not budging a bit. Inspite of waves and wavering the boat remained stead fast. This ignited a spark in his mind. He went back and started fresh efforts. Within four days, he invented a needle,
resulting into his first gift to the world, and that was 'Sewing Machine'.

The innovation of the Sewing machine made it easy and fast to convert fabrics into garments by least efforts. Technical changes and improvements in the sewing machine resulted in better finishing and a new look to the garments. In western countries, large garment factories came into existence and trend towards readymade garments increased.

THE BEGINNING OF THE GARMENT INDUSTRY IN INDIA:

In India, gents used to wear a dhoti, a shirt or a long coat and a cap as his routine cum office dress and ladies used to wear saris and blouses as their dress due to sartorial habits and social costumes in those days. The safaris and suits were not adopted by Indians, although the British ruled India till 1947.

As the trend of human being was increasing to purchase and use the readymade garments as it could save a lot of time and energy of the human being and due to these readymade garments timely requirements of cloths of gents and ladies as well were fulfilled and the purpose for which they were purchased was served. The human being was satisfied. As a result of which the marketing readymade garments flourished by leaps and bounds.

For the production of readymade garments on large scale the creation of readymade garment industries was the need of the hour. The Indian garment industry is fairly of recent origin. It was only world war second, that a few garment units came in existence to cater to the requirements of defence services, specially for military uniforms. However, during 1960's the garment industry acquired firm roots due to the following reasons.
The expanding domestic market in the wake of rapid industrialisation and urbanisation. The readymade garment will expand dramatically engulfing in its wake. Even small towns and villages and gone will be the days of the made-order tailors.

Growing overseas will demand for the garments made out of Indian hand-loom fabrics. Exports of garments from India have witnessed a rapid growth from merely Rs. 15 crores in 1971 to Rs. 1096 crores in 1985-86. These show an increase of 73 times in 14 years and earned a valuable foreign exchange for the nation.

The introduction of export support measures, which contributed to the development of India have been repeatedly emphasizing the need for exporting finished products, instead of raw material in order, to have higher unit value realisation. Readymade garments are one of such items offering considerable potentialities. The readymade garments have emerged as one of the very important growth sectors in the world-trade having registered a significant increase in last few years. The exports of readymade garments increased to Rs. 4641 crores in 1990-91 from Rs. 1096 crores in 1985-86.

TYPES OF READYMADE GARMENTS:

In the olden days the awareness of the customers with regard to readymade garments was absolutely less. There was hardly anybody who use to buy readymade garments. But the creative fabric and scope for industry offered various facilities to the customers. Because of this, the customers days has come.

A wide range of garments is manufactured in India from different types of textile fabrics. The readymade garments can be divided into main three categories which are shown as under.
## READYMADE GARMENTS:

<table>
<thead>
<tr>
<th>CHILDREN GARMENTS</th>
<th>GENTS GARMENTS</th>
<th>LADIES GARMENTS</th>
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<tbody>
<tr>
<td>This category includes babasuits, frocks, school uniforms, fancy dresses, chaniya cholis. Garment for the children come under this category and the parents are the customer and purchasing agents, when they buy for their children.</td>
<td>This category includes shirts, T-shirts, jeans sportswear, trousers, churidar, safaris, suits, baniyan, pyjamas, swimming wear and under garments</td>
<td>This category includes skirts, middies, tops, jeans, punjabi dresses, petty-coats, blouses, sports wear, churidar, swimming and under garments</td>
</tr>
</tbody>
</table>
CHILDREN GARMENTS:

This segment of readymade garments came into existence first than ladies and gents garments. This segment has progressed by lips and bounds, since the business of readymade garments came into existence due to the following reasons.

* The tailors, normally do not undertake to stitch fancy dresses for the children, because it takes more time in cutting and sewing and cannot fetch high tailoring charges. If some tailors do it, they want exorbitant tailoring charges, which cannot be afforded by all.

* The parents have to act as purchasing agents, when they buy readymade garments for their children. They like instant delivery. In majority cases, it is the mother who selects and buys for her children she has to look after her home and other responsibilities. She has no extra time to visit several shops to select the fabrics, to visit the tailor and give him ideas about fancy dress and to bargain for tailoring charges.

After undergoing all labours, the cost rises high or rarely remains the same as compared to readymade garments for children. Mostly the tailors do not give the delivery in time or as promised. Therefore, generally majority of the agents prefers to buy readymade garments for their children.

The children garments today are readily available in the market and are better finished, attractive as compared to tailormade.

In country like India, where the birth-rate is so high, the population is increasing vary fast and so the use of and demand for children's garments will obviously continue.

CHILDREN'S WEAR - The market for children's wear is still not explained to the hill. The market potential is considerable in this segment of the garment industry.

Children's wears is not as big as a business as adult's wear or atleast that is the impression the media convey. There are no exclusive children fashion magazines. It is a rare occurrence for children's wear to receive even a cursory mention in the fashion magazines or any other popular publications.

Children today are growing increasingly fashion conscious.

Gone are the days when parents had to picked their children's wardrobes. The child of today select his own wardrobe which reflect his own taste & not his parents.

Colours are used to highlight the garments. Almost all fabrics are used in children's wear.

Some years ago most of the children's clothes wear stiched by their mother's, aunts or relatives. But today one suddenly finds a change of scenario most of them perfers buy "ready to wear" clothes for their young one.

Today children are certainly more well dressed than ever before. The child is as a special customer is being catered is now in our country also and they have definitely become fashionable.
These mini consumers are increasingly making their own decision and what they choose is big on design and comfort. Kids want colours and content, bright shapes and colours that will impress their styles influenced by sport continue to develop and popular music, seeking an ever-young audience, provided fertile inspiration.
"Every women has a right to look younger than she is". With the changing social and professional scene a women personality, her aspirations and ambitions have undergone a sea change and now the clothes, the colour, the design and pattern, it reflects on the fashion trends and scene. Women are more particular about the design, fit colour and other aspects than mere brand names and the market has always been over-flooded with ladies garments. Woman themselves never demanded any brand and they have not been so particular about what they buy, how and from where.

The present fashion scene in India has changed. The subdued women of yester year is coming out not only in the fashion scene but also in the socio-economic scene in a big way and more and more women are being educated and taking an active part in every field and walk of life. Modern women is more independent intellectually, social and financially she is more aware of her rights and has come to terms with herself and her status in life. Todays woman is influencing boardroom decisions and feels the need to project her personality and this is automatically reflected in the kind of garment she wears. Modern woman aspires for more fashion garments and a wide range of in both traditional and western wear. Today she has become more fashion conscious and there is in fact a strong ego factor attached towards better and fashionable dressing.

There is no doubt in anyone’s mind that our national dress consists of the sari-blouse for women and kurta-pyjama for men.

The saries, blouses and petty-coats have remained the ladies dress in most part of our country. This dress can be called ‘traditional dress’. Of course, the young girls do wear dresses like skirts, middies, top, jeans T-shirts and shirts, punjabi-dresses like churidar, salwar, kameez and duppatta.

Till recently, the punjabi dress used to be a common dress in northern states of India. These days punjabi dress has become a fashion and this dress is becoming popular in other regions also. Among all ladies dresses the punjabi dress has taken a firm root.

Observing the trend for a punjabi dress in recent years, the garments manufacturers started selling readymade punjabi dress sets and readymade punjabi dresses.

New varieties in woven and print fabrics, novel ideas in design of salwar kameez and duppatta and new patterns have rendered the punjabi dress very popular among the young generation of the
It is a known fact, that a ladies tailor never gives the delivery of garments as promised. The women are fed up by this attitude. The ready availability of dresses has reduced this inconvenience for them and the trend for readymade garments for ladies is growing. Till recently, due to social custom and limitation a girl could not wear dresses after her marriage she had to wear traditional dress or saree and blouse. This old conception and tradition have started to change. Now the women salwar-kameez combination is very popular among married women. The trend for semi-readymade and readymade garments for ladies has begun and it is showing a distinct tendency to grow.

GENTS GARMENTS:

In rural areas, gets used to wear a dhoti/pyjama/half pant and khamis (shirt) zabbha as their usual dress. In urban areas, bush shirts and trouser were the usual dress of gents.

People used to buy the fabrics of the reputed textile mills and go to the tailors for stitching. In those days, a large part of the population was under the influence of Mahatma Gandhiji's movement for freedom. They had supported and co-operated with Mahatma Gandhiji's movements for freedom. They had boycotted imported fabrics. Khadi was given tremendous importance, since it was indigenously produced. In those days the safaris and suits were not adopted by Indians, although the British ruled over India till 1947.

After independence, the policy of industrialization was given importance in our five year plans.

Due to the policy of industrialization and particularly after 1970 on account of rapid industrialization, the urban areas started to develop at a fast rate. The population of villages and rural areas, started moving to nearby big cities for employment. Some went abroad for employment as well as prospects Poona, among big cities, progressed and developed very fast, as trade and business grew. Bombay and Ahmedabad are the two principal centres, where majority of the textile mills have been established. More and more people came here for employment and settled over here, but its clientele was limited to the executive class only. Due to some internal problems, it stopped the production from 1970 to 1975 and thereafter it concentrated only on exports.
In foreign countries, the trend is distinctly for ready-made garments. One of the main factors responsible for the rapid growth in the use of ready-made garments is the unique physique of the population. The consumers usually do not mind slightly loose fittings. Therefore, the problem of exact fittings does not arise. In the past, the western countries could easily meet their demand. However, during the last decade and a half, due to a constant change in fashions and due to the demand for garments made out of cotton and handloom of Indian origin, the foreign countries have started to import ready-made garments from India to meet their requirements. The exports of ready-made garments from India rose from Rs. 15 crores in 1971 to 4641 crores in 1990-91.

The surplus from supply and rejection from export orders were offered in the local market at a very reasonable price, i.e., Rs. 15 to Rs. 70 per shirt/T-shirt and these were sold like hot-cakes.

During the period - 1960 to 1975, there were very few manufacturers of garments in the markets. The Indian consumer was interested in ready-made shirt/T-shirt. The manufacturers could not offer proper fittings, a wide range and exclusiveness like imported garments. So they felt to attract the required response from the customers, 'Liberty' shirts were very popular in those days, but its client was limited to the executive class only. Due to some internal problem, its stopped the production from 1970 to 1975 and thereafter it concentrated only on exports.
Although there was a potential market in India, Indian manufacturers continued to concentrate on and remained engaged in the exports of readymade garments. They did not concentrate on local market, even if they had bright future and export surplus and rejections were selling very fast.

READYMADE SHIRTS:

SHIRTS - For covering the human body different kinds of garments are essential for such as shirts, T-shirts, suit pants etc. Among all these garments shirt is the most important garment which enhances the handsomeness or the beauty of the wearer and there by his or her personality too. A shirt is a garment being put on by the gents, on the upper part of the body. It consists of either half-sleeves or full sleeves, with collar or blended fabrics. The fabrics used is thin or medium thick for shirts.

For the purpose of this study, the readymade shirts and bush-shirts were taken as one and the same as they have very similar appearance and use.

The readymade garments industry has undergone drastic changes due to the consumer's pattern of behaviours changing over the years. During last decade the growth in the number of consumers of readymade garments has increased at a phenomenal pace.

Tailoring services like trial room fitted with mirrors, along with nicely decorated air-conditioned show-rooms with music, quick alterations, display of full range of shirts and T-shirts on hangers are added attractions. Today the customer can pick-up the shirt or T-shirt of his own choice,
can wear it in the trial room and can check the appearance and fitting and if satisfied, pay the price and have an instant delivery of the garment.

Since 1975, the boom appeared for readymade shirt, T-shirts. This field of readymade shirts, T-shirts, among readymade garments progressed by lips and bounds because the entrepreneurs started manufacturing and marketing new fancy design shirts, offered a good quality and fittings and a wide range for selection and thereby attracted the customers.

In the case of tailor made shirts one has to buy fabrics, visit the tailor and give the measurements, suggest the idea for the latest pattern he wants, again he has to visit the tailor for trial and lastly visit the tailor to take the delivery. Sometimes during peak seasons, the tailors do not arrange for the delivery as arranged. In addition a distrust about good fittings and appearance will still remain the minds of a customer. These short-comings are not visible in the case of readymade shirts.

At the same time, with the exception of a few tailors, others could not offer design shirts like the readymade ones due to their out dated sewing machines, which could not give the finish like readymade. The tailors demanded high tailoring charges for design shirts. These limitations of the tailors and a ready availability of design shirts in retail shops, affected the minds of the consumers and thus the trend for readymade shirts/T-shirts picked up.

REARDMADE T-SHIRTS:

T-SHIRTS - T-shirt are an integral part of casual wear. It is a garment being put on by young boys, girls, children, middle aged gents and ladies. Of course, the T-shirts is very popular among young generation.

Worn with equal ease in all seasons and throughout the year, the T-shirt continues to enjoy immense popularity. India has a lot of brands that make high quality and T-shirts in addition to
a number of foreign brands that have come to the country with foreign brands boom.

The T-shirts come in all varieties and the price range is suitable to all pockets. The process of manufacturing of T-shirt are not so simple as it looks. The process of making T-shirts is extremely intricate and complicated.

It usually consists of half sleeves, with or without collar. Generally, it is made from cotton or blended fabrics. The quality of T-shirts depends upon the type of cotton yarn used in knitting the fabric. Slogans, words or pictures are printed on front side or back side or both sides to make it more attractive and appealing. The middle-aged person and executives use T-shirts casually. The T-shirts are also used as sportswear.

Men spend a good part of their salary buying the T-shirts of executive variety because T-shirts, form an extremely important part of a man's wardrobe.

T-shirts are available in different shades colours. Colour were there since primitive times. It is believed that early man associated his life giving blood and fire. Black was associated with the darkness of the night and yellow with the brightness of the day. White has long been symbol of purity and purple was worn by people of royal status. Different societies came to attach different significance to colours.

The various prints and embroidery and special effects are done by specialised artists.

T-shirts are manufactured on the basis of the market pulse studied by the various agents across the country.

Prior to this boom in readymade garments business, there were very few brands available in T-shirts. There were production and range were limited. The consumers had to depends on imported T-shirts most of the time. The market segment for T-shirts was totally unexploited. Observing that this segment is unexploited and wide open, many T-shirts manufacturers appeared on the scene. Today, the market is full of manufacturers brands like Smash, Move, ProLine, Breeze,
Shabnam, Matching Point and Veerano.

The factors like instant delivery, better finishing than tailor-made, decent modern showrooms quick alterations, good fittings, intense competition and competitive prices have played their role and have convinced the prospective buyers to ask for readymade garments. These points have been elaborated in subsequent chapters.

THE IMPORTANCE OF STATE OF MAHARASHTRA IN READYMADE GARMENTS BUSINESS:

Maharashtra is one of the important centres of readymade garments industry in the country. In Maharashtra, Greater Bombay and Thane are by far the largest centres of readymade garments industry, together contributing roughly 80 percent of the total production in the state.

Many composite mills have been located in Central Bombay. Major textile markets are also located in Bombay. The raw material for garments is available in local market.

Most of the export orders are shipped from here. The two facts-textile centre and port have played their role in the growth of garments industry.

It is a matter of pride that the Maharashtra State Accounts for 65 to 70 percent of the production of readymade garments in this country, principally Pune, Bombay, Solapur and Nagpur. Garments manufacturers have by their entrepreneurial talents made Maharashtra the principal centre of the‘CLOTHING TRADE’ and practically all other states follow Maharashtra in styles and fashions originating from here.

The Indian Garments Industry, by and large a cottage industry comprises of around
4000 units in addition to several small establishments in individual homes. Around 1000 of these units for approximately 25 percent consist of units in the organised sector of which 10 percent are set up with highly modernised and sophisticated machinery.

Quite a few of the small units produce high fashion garments in different and difficult styles and consequently the production of these units is not large. Garments factories mainly in Bombay, Delhi, Bengalore, Gujrat, Madras and Calcutta.

It is clear from the above mentioned opinions that readymade garments industry has come up and grown in big cities initially because, it requires small space to start initially, easy availability of raw material, man-power and ready market to sell the products.

There are 2000 to 2200 units manufacturing readymade garments registered with CMAI and 103 manufacturing units in Pune city.

Pune

People from all parts of India have come to Pune for their livelihood and have settled here to generations. India is not a single homogeneous markets; but it consists of different markets, merged into one because of language, social, cultural and geographical constrains.
Pune is a city where people can buy variety of readymade garments. It is one of the major commercial cities since it remits maximum amount of revenues to the centre by way of taxes and duties.

Fashion are popularised first in Bombay and then reach to Pune. Other centres in India copy fashion trends imitated here.

The different groups of people from different languages and culture, are staying in Pune over years. When they go to their rural areas, they carry the message of utility of the product and fashion. Thus, also the fashion gradually spreads to the other regions of the country.

Despite of its congestion, it continues to blossom, boom and grow as a city with its own charm. It will always remain the "City Of Choice".

MAIN FACTORS RESPONSIBLE FOR THE CHANGE IN THE TREND TOWARDS READYMADE SHIRTS/T-SHIRTS:

The growth of a business depends upon the attractive look of the place where it is conducted. This is equally true in the case of Garment business too. The garment industry is not a luxury industry, but it is an important consumer industry. Among the various products which are manufactured and marketed, shirts and T-shirts category, occupy a significant place.

ARRIVAL OF THE DESIGN SHIRTS:

Consumers are attracted by the latest styles designs of shirts/T-shirts. A buyer should be
well versed with styles and he is becoming quality conscious. Consequently the demand for fancy shirts/T-shirts increased naturally, a wide scope was available for the domestic manufacturers.

The process of interaction between the dealer and manufacturers is an essential part of the garment industry. The exporters and manufacturers in export business exclusively, anticipated the bright prospects in domestic garments and entered the local markets, which ultimately resulted in increased output and consequently keen competition.

IMPACT OF COLOUR ADVERTISEMENT:

Colours plays a prominent part in making a consumer make his purchases. In 80 percent of the cases he is first attracted by the colour and all other aspects play a secondary part.

Customer's choice depends on many factors. Some go for brand names, some for price and others for something else. Most of the customers give more importance to fit and colour and then may be to the brand name. If one picks up any popular magazine, he will be impressed by the number of pages carrying advertisements for readymade shirts/T-shirts and jeans like Double-bull, Raymonds, Smash, Move, Action, In-style, Buffalo jeans, Louis.

It was observed that the latest styles and displays in colour ad-compaings by the above mentioned companies, have not only helped these brands but have also contributed to encourage and increase the basic demand for readymade shirts/t-shirts.

ARRIVAL OF FOREIGN TREND:

Due to liberalization in government policies visits of Indians and non-residents settled in foreign countries respectively have increased in recent years. When any member of the family goes
to abroad, he brings back imported goods like readymade garments specially shirts/T-shirts and jeans as gifts to his family members, relatives and friends. Some visitors bring shirts and T-shirts for selling purpose in Indian markets, as it enables them to earn handsome profits and the imported brands fetch higher price for the articles. These have also contributed to the introduction of readymade shirts/T-shirts in the market and hence it helps to increase in the quantity of readymade garments.

The new trend of readymade shirts and T-shirts has come from foreign countries in the past. Whatever come from abroad is limited here in each and every manner, may be it is an electronic item, cosmetic, perfumes, suitcases, purses, shoes, garments as well as many other items of consumer goods.

LIMITATIONS OF THE TAILORS:

Today a buyer is conscious about the quality of a product and also well versed with latest styles. Consumer is not satisfied with the services given by the tailors, because the tailors are not able to meet the expectation of the consumers as most of them are not sophisticated or the latest machines to give the same finishing to shirts/T-shirts are not available. If some tailors could do so, they would charge exorbitant charges which only a few affluent alone could afford.

TIME FACTOR:

Readymade garment gives instant choice to the customer. Buying readymade garments saves time because the customer gets instant delivery. The word "QUICK" has come in action particularly after Rajiv Gandhi's government came to power and under his prime ministership, the pragmatic approach towards the economic policies liberalisation in policies in collaboration with foreign companies, liberal granting of open general licences and other practical policies with strict adherence to discipline have changed, the scenario and has influenced consumers thinking.
The customer is hard pressed for time in a city like Pune. Everybody wants a quick supply. He is just interested in ‘READY’, it may be garments, two wheelers cars, T.V’s, Washing machines and other items for immediate use. This ‘QUICK’ phenomenon has certainly played an important role in creating a demand for readymade garments.

THE SHIRTS/T-SHIRTS MARKET:

The demand for shirts/t-shirts is growing very fast and there is a tremendous scope for readymade garment shirts/t-shirts. The readymade garment industry specially for shirts/t-shirts has really come up in a big way. In fact, it has growing leaps and bounds. Men’s wear is certainly coming of age in India. The Indian male today is more clothes conscious and he spends more time on planning his wardrobe keeping in mind seasonal variations and personality choices than what his counterpart did a decade ago. Men today want to choose the fabrics, style and the finished garment.

Different styles of shirts and t-shirts for years been tailored by tailors and fitters but are now undergoing a revolution of sorts. It was the accepted norm that men’s shirts used to be in plain colours were predominantly creme, beige, white, grey, brown and blue.

The readymade revolution in textile was led by shirts as it is today.

THE CHANGE AND GROWTH IN RETAIL BUSINESS OF GARMENTS SINCE 1980:

Since 1980-81, the garments industry has witnessed a phenomenal change in retailing of readymade garments. Firstly, the number of outlets are increasing at a rapid rate. The new outlets are also ushering in better standards of decor and shopping comforts like air conditioned shops, music, display of garments on hangers and trial-room with mirror. The shops which were selling only traditional items like fabrics, saris, dress material (Garden Varelly, Bombay Dying) have added readymade counters for shirts/T-shirts in their shops. Even large department stores like Prakash, Aurora Towers, In-style, Raymonds etc. have also started readymade counters selling shirts/T-shirts,
jeans, trousers and churidar. The sports-shops, which have concentrated on selling of equipments are concentrating on and selling apparels (T-shirts track-suits and shorts particularly). This was not common in recent past. An indication of the trend can be noticed from the fact that the renowned tailoring shop “Instyle” has also started manufacturing marketing “ different brands of shirts Double Bull” popular brands.

The hawkers on the pavements selling readymade garments (mostly) shirts which range from Rs. 35/- to Rs. 70/- each and T-shirts also in the same price range have increased.

It was observed that the hawkers are earning through a good turn-over in the areas like Laxmi road, Deccan, Opposite Sasoon Hospital, near Railway Bridges, East-street, Appa Bala want chowk and other places.

It was observed that by the road moving to a railway station, many retailers dealing in readymade garments have sprung up and/or renovated their shops. Most of them are selling children’s wear or gents wear or both.

THE OPENING OF READYMADE GARMENTS SHOPS IN NON-SHOPPING AREAS IN PUNE

In some areas, 100 percent readymade garments shops have opened at those places which were hitherto considered as non-shopping areas

Such as :

<table>
<thead>
<tr>
<th>NAME OF THE SHOP</th>
<th>AREA</th>
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<tbody>
<tr>
<td>SARITA SHOP</td>
<td>Station area</td>
</tr>
<tr>
<td>PRATIBHA SHOP</td>
<td>Appa Balawant Chowk</td>
</tr>
<tr>
<td>TIP-TOP</td>
<td>Sasoon Hospital</td>
</tr>
<tr>
<td>LIBERTY</td>
<td>East Street</td>
</tr>
</tbody>
</table>
ENTRY BY LIMITED COMPANIES IN MANUFACTURING AND MARKETING OF READMADE SHIRTS:

Observing the trend in liking for readymade garments, the actual use of readymade garments, the bright prospectus for sale in the market and the profit there from, public limited companies like Garden, Bata, Bombay Dyeing, Raymonds, Rallis India and Stanrose of Mafatlal's have entered in manufacturing and marketing of shirts.

In 1982 Raymonds started manufacturing and marketing of readymade shirts, because majority of the customers used to demand a matching shirts, when they purchased a trouser or trouser piece looking at the trend and demand for sober shirts for office goers, as its clientele is of executive class mostly. Raymonds started manufacturing and marketing of readymade shirts, through their retail stores all over India.

The following table shows year-wise production of shirts by Raymonds

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TOTAL PRODUCTION OF SHIRTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1982</td>
<td>50,000</td>
</tr>
<tr>
<td>1983</td>
<td>75,000</td>
</tr>
<tr>
<td>1984</td>
<td>1,00,000</td>
</tr>
<tr>
<td>1985</td>
<td>1,50,000</td>
</tr>
<tr>
<td>1990</td>
<td>2,75,000</td>
</tr>
<tr>
<td>1991</td>
<td>3,00,000</td>
</tr>
<tr>
<td>1986</td>
<td>1,75,000</td>
</tr>
<tr>
<td>1987</td>
<td>2,00,000</td>
</tr>
<tr>
<td>1988</td>
<td>2,25,000</td>
</tr>
<tr>
<td>1989</td>
<td>2,50,000</td>
</tr>
</tbody>
</table>
Bata and Bombay Dyeing realising the potentiality of the market recently entered this field of ready-made garments.

Stanrose group of Mafatlal is in the ready-made garments business for the last two decades. Mafatlal apparel of stanrose group have a Modern, fully air conditioned ready-made garment factory at Nadiad in Gujrat. The company has concentrated on exports looking at the trend in local markets, the Mafatlal Apparel is concentrating on local markets. The advantage with them is that they have a ready marketing net-work in addition to easy availability of raw-material 'Fabrics' as the parent company Standard Industries Ltd., manufacturers varieties of fabrics. The increase in the number of out-lots, entry by the limited companies in this field clearly indicates that the trend in demand for ready-made garments (shirt/T-shirt) is rising.

Rallis India Ltd., an engineering and trading company started marketing of ready-made shirts known as "Harvard" for the executive class in 1984-85.

<table>
<thead>
<tr>
<th>Year</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>3,25,000</td>
</tr>
<tr>
<td>1993</td>
<td>3,50,000</td>
</tr>
<tr>
<td>1994</td>
<td>3,75,000</td>
</tr>
</tbody>
</table>
NON-AVAILABILITY OF AUTHENTIC DATA:

Despite the rise in the production of readymade garments there is no authentic data available regarding the number of units, the number of manufacturers, total employment in the industry, capital employed, total output, turn-over in the city of Pune. Except the numbers of registered members of the clothing Manufacturers Association of India, a representative body of clothing manufacturers. The membership of clothing Manufacturing Association of India has risen from 350 in December 1972 to 2138 in 1992, Pune - 103 manufacturing units of readymade garments. This clearly indicates the rise of 610 percent in last decade. However, this should be cont'd...
taken only as an indication. There are concerns which take up only contract work for the dealers and retailers, they may not be the members of The Clothing Manufacturing Association of India. In such cases the actual number of members may be much more.

Despite the rise in the use of readymade shirts and T-shirts, there is no sufficient data or statistics, available regarding consumers attitude towards buying readymade shirts/T-shirts, reason for such buying the price-range preferred, complaints and suggestions. The Textile Committee publishes data in their book “Consumer Purchases in Textiles” in which it publishes data Zone wise on All-India basis of consumer purchases in readymade garments, shirts, bush-shirts, pants and blouses. This data, however, concentrates on fabric wise consumption.

There is absolutely no statistical data of any kind available which can be used to inter growth rates in demand, estimates of likely trends in further demand.

As in the other fields of activities, there is woeful lack of statistics on production, distribution or sales of readymade garments said V. M. Kulkarni.

The main source of business is garment fairs. The 26th National Garment Fair at the NSE Complex in Bombay has attracted many manufacturers About 368 of them duly participated in the and day Extravaganza, displaying their designs and varieties to more than 5000 dealers from all over the country. Every one congratulated the organisers of the fair for the Magnificent fact attained by them. APPAREL team ever anxious to grab any opportunity coming in their way contacted many manufacturers to have an on-the-sport study of the views.

While interviewing the manufacturers and retailers, it was observed that the garment industry in India is notoriously lacking information on consumer behaviour, growth rate and market size. The entire marketing exercise is based on assumptions, experience, beliefs, intuition and commercial judgement.

There is no authentic data available regarding the number of units manufacturing readymade garments in Maharashtra. The problem is compounded by the fact that there has been
a large proliferation of manufacturing units in recent years, as the boom for readymade garments particularly shirts/T-shirts has arrived. Realising the boom in the readymade garments industry, many entrepreneurs entered to earn profits in short-time. Some of them surveyed and are now doing well, whereas others had to close down their activities regarding readymade garments. It seems that they could not plan correctly; could not measure and meet the demand and fulfill the expectations of the consumers at least cost.

There are no reliable estimates available regarding the production of garments in PUNE or in Maharashtra. There are no data available product wise (shirts/T-shirts, Jeans, trousers, children's wear and ladies wear) with The Clothing Manufacturers Association of India. It is not possible to arrive at an accurate estimate on the basis of information provided in "Consumer Purchases of Textile published by the Textile Committee".

In any case, equating the consumer purchases of garments in Maharashtra and in a city like Pune, with its high production, will not reflect the correct position for the following reasons.

* Whatever is manufactured in Pune, need not necessarily be consumed in Pune itself.

* Whatever is consumed here, need not have been manufactured only in Pune or in the State of Maharashtra.

PURPOSE OF THE STUDY:

I selected this topic with a view to studying consumers attitude in buying readymade shirts/T-shirts and to find out how they react to different factors, their likes, dislikes, the reasons for
the change in the trend towards buying readymade garments (shirts/T-shirts) and how the manufacturers and the retailers can meet the consumer's requirements and satisfy them with maximum efficiency and at a least cost.

The main aim of selecting this topic is to study how consumer will respond to different product features, prices, advertising appeal and so on.

SCOPE OF THE STUDY:

In order to meet the above objective, an endeavor has been made:

* to review, the role played by the manufacturers and retailers in the readymade garments market and the functions performed to satisfy the consumers needs.

* to study the buying trends towards readymade garments in recent years.

* to examine the extent to which the manufacturers are scientific in their approach while planning and taking decisions pertaining to consumers.

* to assess the manner in which consumers influenced by the marketing mix, in order to find the ways and means in which the manufacturers and retailers effectively make use of their sources to take decisions in the other areas of their marketing mix.
CONSUMER:

Consumers do not make their decisions in a vacuum. Their purchases are highly influenced by cultural, social, personal and psychological factors.

Consumers vary tremendously in their ages, incomes, educational levels, mobility patterns and tastes. Marketers have found it worthwhile to distinguish different consumer groups and develop products and services tailored to their needs.

Consumers means a customer who has already taken a decision or yet to take a decision about buying a shirt or T-shirts in a variety of readymade garments in preference to tailor-made. Consumer's response is measured after they have taken a decision to purchase and they have purchased. Consumer decides to buy a shirt/T-shirt, when he felt a need of shirt/T-shirt. A number of factors such as convenience, price, variety, good fittings, quick-alterations, packing affect the consumers psychology; to buy readymade garments in preference to tailor-made.

Ultimately it is the consumer who decides the fate of a product. What he wants and what a decisive impact on its production and sale.

An aroused consumer may or may not search for more information. If the consumers drive is strong and a well defined gratification object is near at hand, the consumer is likely to buy it then.
CONSUMER RESEARCH:

Consumer is the king in the modern market. The consumers today have become value conscious. They are quick to realise as to which store offers them the most for their "Rupees" in merchandise and service and do not hesitate to desert a store if they have patronised for years, if it no longer offers them best value for their money only by continuously keeping abreast with all new developments in retailing, the stores maintain their business on profitable lines.

However, it was observed that none of the retail stores dealing in readymade garments (shirts/T-shirts), carried a consumer research programme at least once in a year. This is an unsatisfactory state of affairs, despite the fact that the trend for buying readymade garments (shirts/T-shirts) is increasing. Requirements of consumers cannot be studied just by analysing the sales and using commercial judgements. Regular consumer research has to be undertaken at least once in a year. As mentioned earlier, there are no reliable data regarding the turnover, number of manufacturers, employment in this industry, data regarding consumers. It is essential for the manufacturers and retailers to carry on such research work on a continuing basis.

Further, it was found that most of the managers/owners of the stores, manufacturers, owners of the concerns doing contract work for others, salesmen in retail shops had acquired education up to S. S. C. level and in some cases, under matriculations consequently, there are not many graduates in the line.

CONSUMERS’ ATTITUDE:

Consumers have different personalities. They have different traits of character, manner and behaviour. However, they display certain important characteristics which may prove helpful to a salesmen in grouping them into different common categories for the purpose of analysis of customers' behaviour. Success in selling depends on successful handling of the customers. Consumer is supreme in the field of marketing.

Consumers' attitude be seen in their actions and purchases. The consumers purchasing of readymade shirts/T-shirt are influenced by certain buying motives such as price, instant delivery, good fittings, quick alterations, better finishing than that of tailor-made, a wide range to select, prestige in purchasing from a reputed store, patronage motives attractive packing and advertise-
Like manufacturers, the consumers seek maximum efficiency in the process of consumption. The consumption costs cover from money cost, time and energy costs.

- Money costs consist of the cost of goods bought, transportation costs incurred in shopping, and income lost from shopping instead of engaging in other remunerative work.

- Time costs, include all expenditures of time in the shopping process travelling to and from stores and the time spent in selecting and buying the goods.

- Energy output is directly proportional to time expended in shopping but some shoppers expend additional energy for fighting traffic congestion. The traffic congestion is an unavoidable trouble in Pune. Buses and trains are mostly crowded and over crowded during peak hours. Poor to middle class customers generally use these two means of transportation. Many times Rikshawalas are not ready to ply for short distances. It is a congested traffic most of the times. Parking spaces is not easily available. These are the difficulties for higher middle class and rich section of the society, when they go out for shopping in Pune.

MARKETING STRATEGY:

From the information collected, final suggestion have been made to satisfy the wants of the consumers, to reduce the costs wherever possible and to increase the sales and to improve the profits, so that the marketing strategy in future would be the most efficient and economical. This is so because the ultimate objective of any manufacturer or retailer is to promote ‘satisfaction’ and thereby attract more and more consumers. This will naturally reduce the cost per unit of sale and this
benefit ultimately should go to the consumers.

The marketing strategy should aim at increasing the turnover on a steady basis. An important part of any retailer's marketing strategy is to present the image of the stores and its product, in one way or another on a durable basis.

The advertisements in magazines and newspapers, sponsored programmes on TVs, radio announcements, participation in fashion shows will considerably help in promoting the brand image, when such programmes are continuously carried to the consumers regularly.

It was found that the manufacturers are not utilising their full capacity of production, through which they can achieve maximum efficiency. Their overall efficiency is to 40 percent to 65 percent. This kind of production policy increases the cost of production. It is a "Low out-put, High-cost" policy. It should be, instead, "High out-put, low-cost" in the face of acute competition and the survival of the fittest would depend on "Quality Products at Competitive rates".

LIMITATIONS OF THE STUDY:

The consumer survey was undertaken for ready-made shirts/T-shirts only.

The data was personally collected by visiting the manufacturers, the concern doing contract work for others, and retailers, interviewing them and holding discussions with them.

An important aspect of methods of investigation employed to know consumers' attitude and that there are no radical changes in the result, but results are likely to be valid for a short term. Therefore a periodical review and consequent revision of marketing strategy is essential.
The accuracy of the conclusion and finding depends upon the authenticity of the data
given by the persons in the industry, since it was totally dependent on them for the information in this
study. Under these circumstances, one has to make allowance for a likely bias in such answers.

Many businessmen do have an insight into the consumers' actions and reactions, but no
amount of insight can substitute knowledge, information gathered about consumer preferences through a scientifically planned research survey which is based on a carefully through out questionnaire and which eliminates bias through proper sampling techniques is of immense value to the producer.

This is only the beginning. The value will depend on constant monitoring of likes and
dislikes particularly with reference to varieties and patterns.

Parameters like cost, varieties and pattern are major factors which may affect first sale
and then production. Commercial judgement is not sufficient in modern times. Scientific study is
also important. This can be a limitation of an individual, but the Clothing Manufacturer Association of
India (CMAI) can undertake this research and development of consumer psychology.

Of course 'luck' factor also plays an important role in commercial judgement and assump
tions in every entrepreneurship. Everything counts a little more or less for different people.

CONSTRAINTS:

The demand for readymade shirts/T-shirts is steadily increasing but cost is also important. If it
goes up, the possibility is that the demand may fall. There are uncontrollable factors beyond the
reach of the manufacturers which may affect the flow of production.
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3. Apparel Export Promotion Council


5. Clothing Manufacturers Association of India

6. Apparel

7. Consumer Preference Survey in Maharashtra State