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THE IMPACT OF READYMADE GARMENT INDUSTRY ON CUSTOM TAILORS

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Abstract

The readymade apparel industry is growing day by day. Domestic demand for readymade garments has also been growing rapidly. Now days, buying readymade apparel is more economical than stitching material. Buyers prefer more readymade apparel to purchasing material. Because for stitching that material, tailors take too much time and money. So, it is time-consuming as well as it incurs too much cost. On the other hand, customers can easily buy the ready-to-wear apparel as per their wish from readymade garment shops. Where they also have their own tailoring and alteration set up. It means that most of the customers get all the facilities under one roof, which prevents them from walking into tailoring shops. So, this research is carried out to find out the impact of the readymade garment industry on custom tailors.

Key Words: Readymade Garments, Custom Tailors, Customer – Men, Women.

Introduction

India is the second largest manufacturer of garments. Textile and apparel industry play an important role as it occupies the highest manpower after the agriculture sector. Textile is one of the oldest sectors in the Indian economy. Its two broad segments are the traditional sector consisting of textile sewing and the modern sector consisting of spinning mills, garment factories which apply modern technology and ideas.

The industrial revolution shifted the production of textiles from the household to the mills/ factories. A long time back, before the invention of the machine, only handmade clothes existed. But later on, machine-made clothes ruled the entire market.

Statement of the problem

Now days, many options are available to the consumer for selecting and buying apparel. Normally, consumers prefer readymade apparel as compared to tailor-made apparel because it takes time and effort to buy clothes and then get it stitched from a tailor, while one can easily step into a shop and get the desired apparel with satisfactory fitting. The major custom tailors are surviving with a small number of customers. So, it is necessary to do a detailed study about readymade apparel and tailor-made apparel.

Literature Review

1. Arpit Mohan Srivastava, Govind Kumar (April 2019) analyse the Indian Readymade Garment Industry and its Recent Trends. They find out that the garment industry has a low degree of working or manufacturing with few sewing hardware which was run physically by hands. Also, the fast industrialization and urbanization expanding the abroad demand for garments of handlooms and fabrics. And the Indian garments industry is one of the industries which gives work to thousands of the general population of the nation whether they are talented or untalented.
2. Siddiqi (2014) in his book the readymade garment industry of Bangladesh talks about the importance of the Readymade garment industry in the national economy and finds out that the Readymade garment industry has turned out to be important to the point that the fate of the economics of Bangladesh is significantly subject to this sector, which will hinder the monetary advancement of Bangladesh. He looks into the quality and shortcoming of the Readymade garment industry of Bangladesh and recommends how to guarantee its better future with regards to the changing worldwide market.

Objectives

1. To identify the features of readymade apparels that attract customers
2. To study the effect of demographic factors (i.e., age, education, income, occupation) on customer satisfaction with respect to readymade apparel
3. To identify the problems and challenges faced by the custom tailors
4. To find out the strength and opportunities of the custom tailors

Limitations

This study is specifically focused on readymade garments of men and women and its impacts on custom tailors.

This study is based on the responses of 50 custom tailors and 50 customers in the Pune city only.

Universe and Sample size

In this study, two different sampling sets have been developed.

1. Custom Tailors
2. Consumers

Custom Tailors in Pune District

The researcher has selected **50 Custom Tailors** from the area where the large number of tailors are situated.

Sample size of consumers

For the purpose of the present study, the sample size of the consumers is classified as follows:

Sr. No.	Class	Sample Size
1	Men	25
2	Women	25
Total		50

The researcher has selected 25 men customers and 25 women customers for this study. Hence, the total sample size is 50. To select the customers, the researcher has used a simple convenience sampling method where the respondents are selected according to their availability and willingness to provide data.

Sources and Methods of Data Collection

For this research work, the researcher has collected the data from both primary and secondary sources of data.

Primary data and its sources –

The researcher has collected primary data by the sources viz. interview, questionnaire and observation which includes response of target respondents.

Secondary data and its sources –

The researcher has used the following sources to collect data:

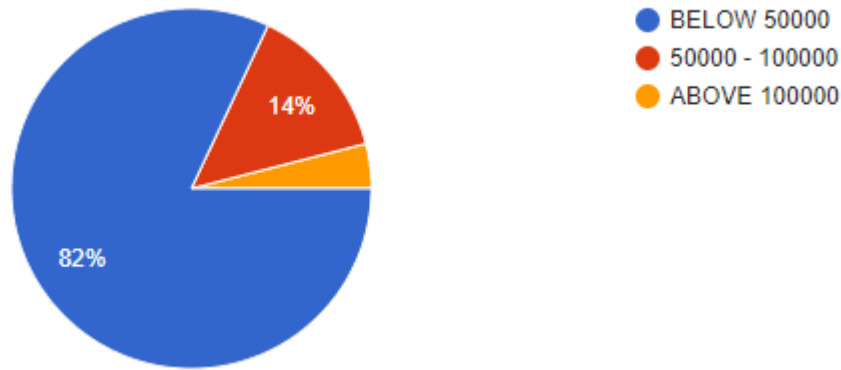
Articles, Journals, Research papers, books, Newspapers, Magazines and website

Data Analysis and Interpretation

For this study data is collected from the customers as well as from the custom tailors by using a questionnaire method. Analysis of the data collected from them is as follows.

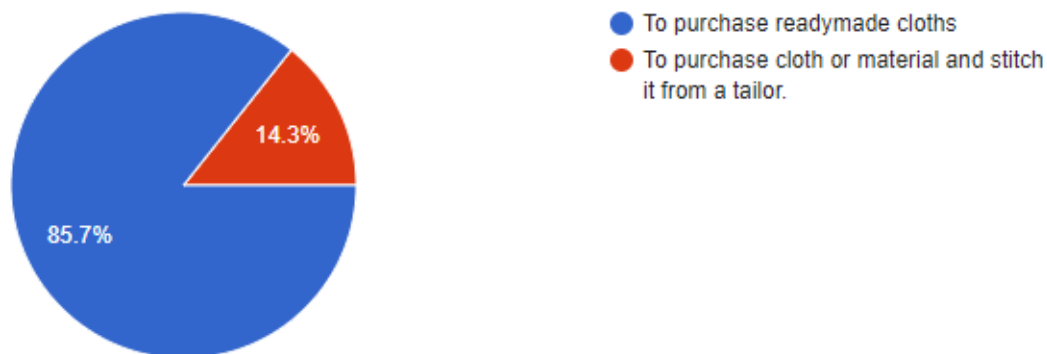
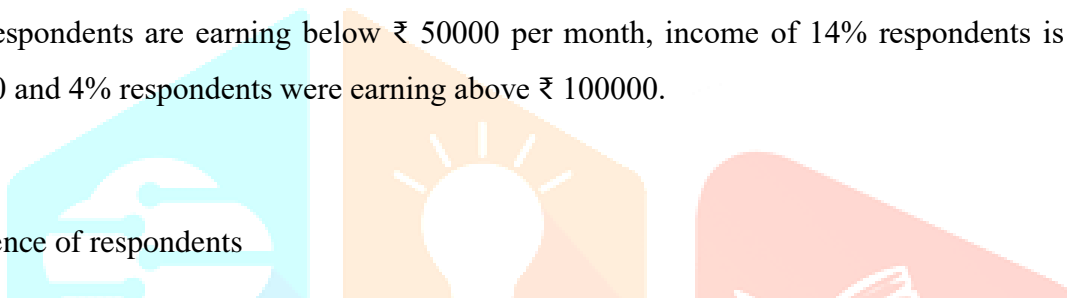
For conducting this research, data is collected from respondents of different age groups in which maximum respondents are of the age between 20 to 23 years.

Monthly Income



Respondent were asked a question about their monthly income and, according to the responses given by them, 82% respondents are earning below ₹ 50000 per month, income of 14% respondents is between ₹ 50000 to 100000 and 4% respondents were earning above ₹ 100000.

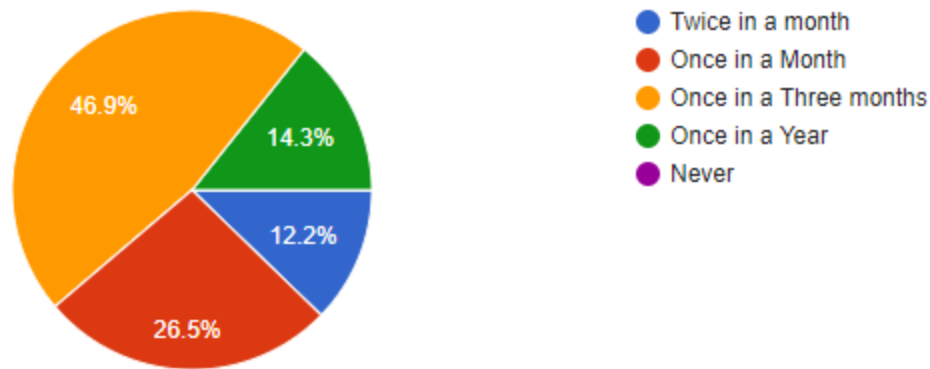
Preference of respondents



The question was asked what you prefer the most. To purchase readymade clothes or to purchase material and stitch it from a tailor.

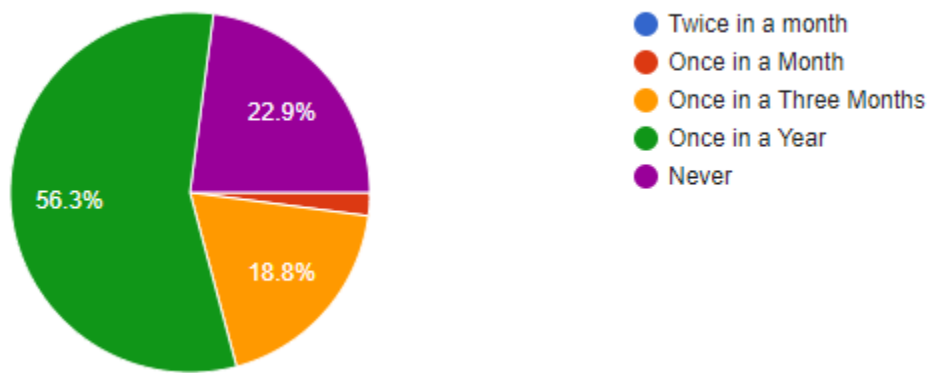
According to responses, most of the respondents, i.e. 85.7% said that they prefer to purchase readymade clothes and the remaining 14% said that they prefer to purchase cloth or material and then stitch it from a tailor.

Frequency of purchasing readymade clothes.



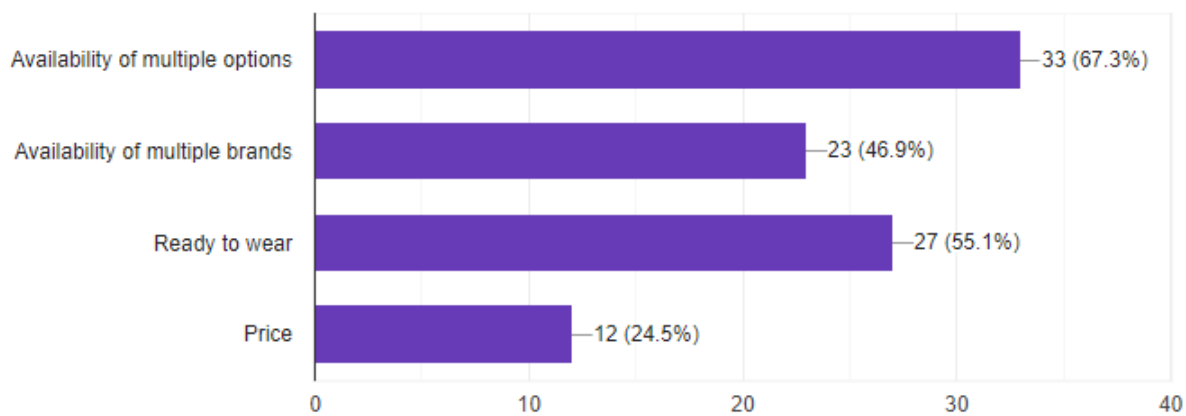
12.2% respondents are purchasing readymade clothes twice in a month, 26.5% are purchasing clothes once in a month, 46.9% are purchasing it once in three months and 14.3% said that they purchase it once a year. So, here it is clear that most of the consumers are purchasing readymade clothes once in three months.

Frequency of purchasing textile material and stitching it from the tailor.



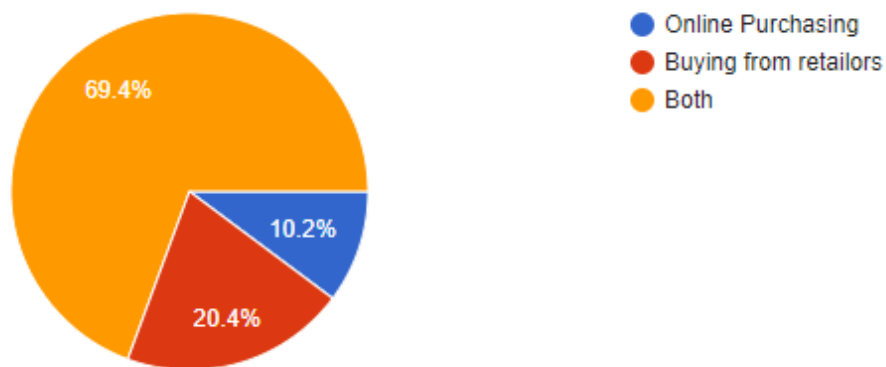
According to responses, 56.3% respondents are saying that they are stitching clothes from the tailor once a year, 18.8% said that they are stitching it once in three months, 2.1% said that once in a month and 22.9% respondents said that they never stitch clothes from the tailors.

Features of readymade garments that attract customers the most.

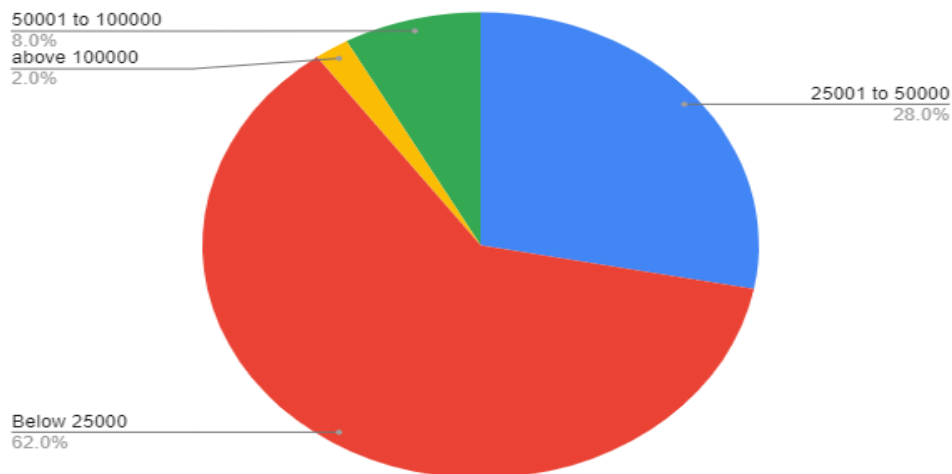


Respondents were asked about what the features of readymade garments that attract them most while doing the shopping. According to the responses, 67.3% respondents said that availability of multiple options is there, 46.9% said that availability of multiple brands is there, 55.1% said that ready to wear and, 24.5% said that the price of readymade cloth is the feature that attracts them most.

Option that customers prefer to purchase readymade garments.



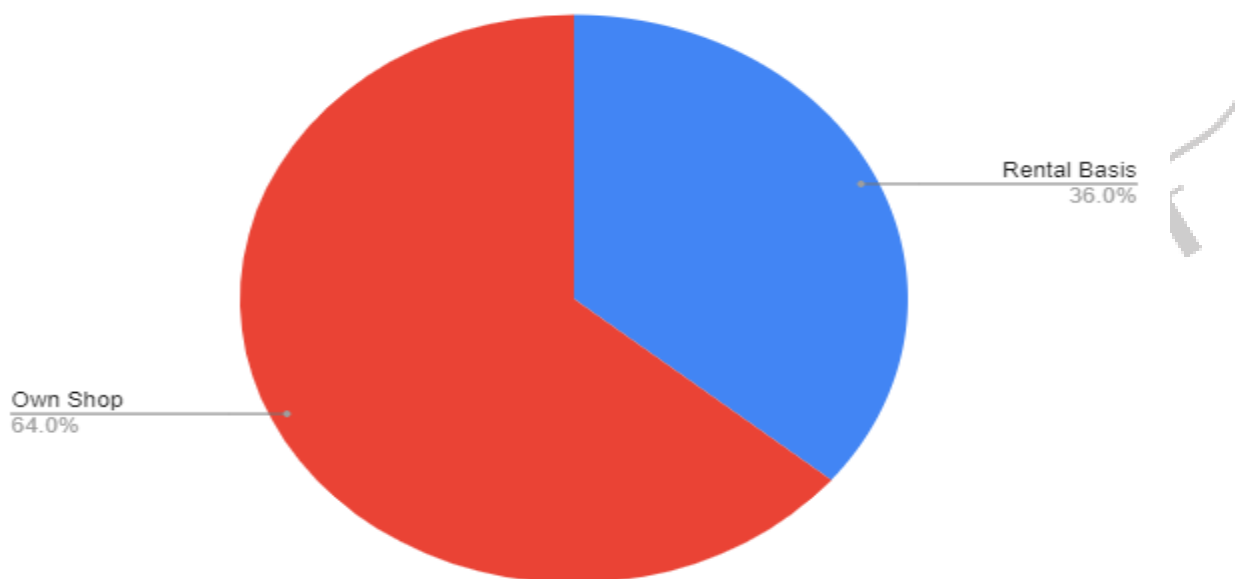
10.2% customers said that they preferred to purchase readymade garments by using online purchasing, 20.4% said that they prefer to buy readymade garments from ready-made garment shops and 69.4% said that they prefer both these options.



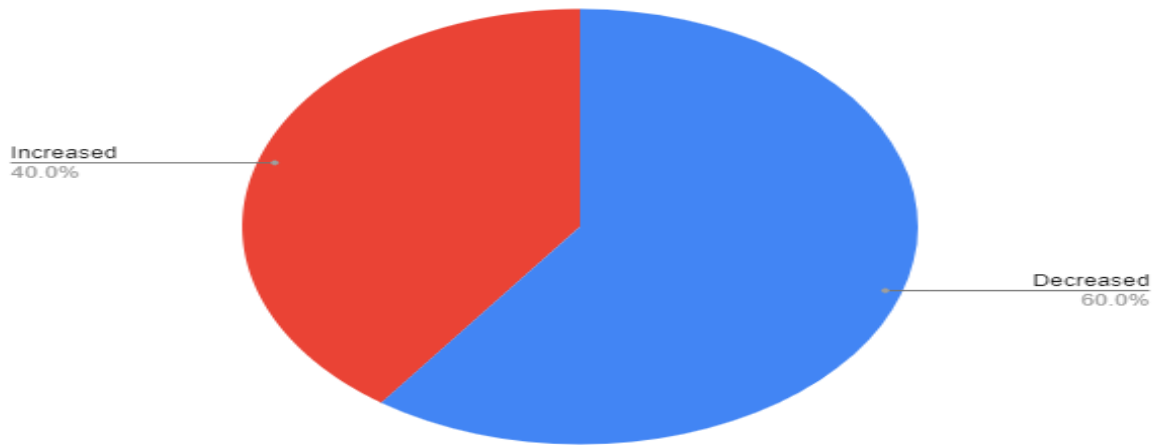
Monthly Income of Tailors

Monthly income of most of the tailors, i.e., 62% of the tailors who are selected for this study, is below ₹ 25000, 28% are saying that their monthly income is between ₹ 25001 to 50000, 8% said that they are earning ₹ 50001 to 100000 and 2% are earning above ₹ 100000.

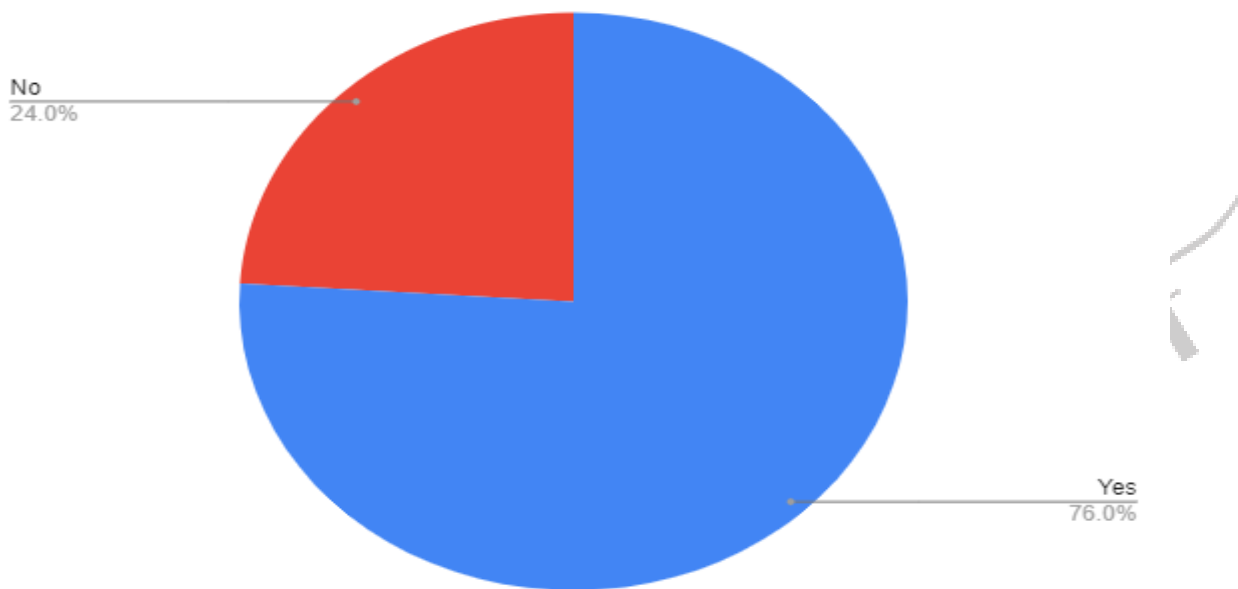
Whether they have their own shop or on a rental basis.



According to the responses given by tailors, 64% of tailors have their own shop and 36% of tailors said that they have a shop on a rental basis.

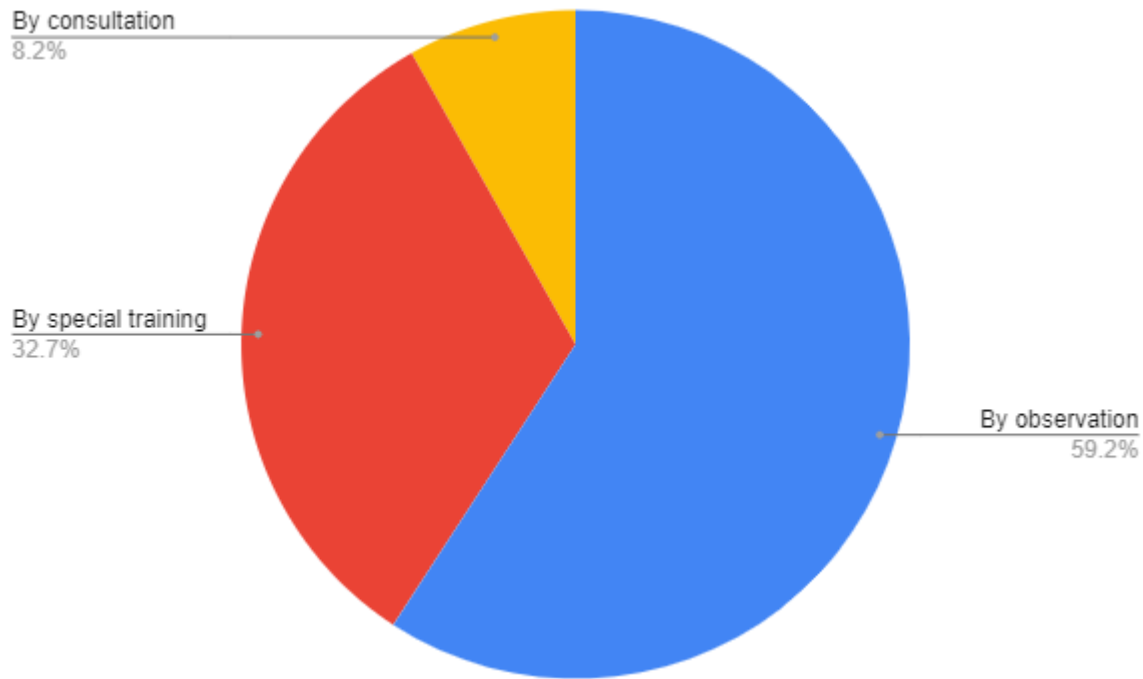
Income in the last 5 years.

According to responses, 40% of tailors said that their income increased in the last five years, and 60% said that their income decreased in the last five years.

Impact of the Readymade garment industry on custom tailors.

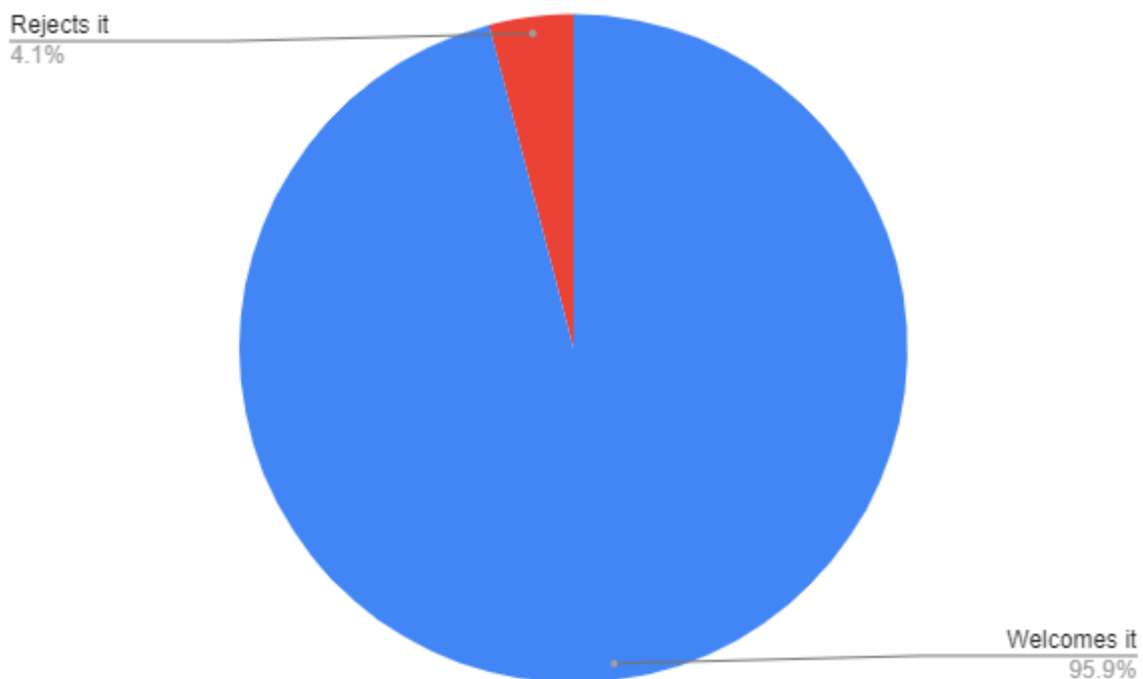
According to 76% tailors there is an impact of readymade garment industry on custom tailors and 24% tailors said that there is no impact of readymade garment industry on custom tailors.

About acquiring knowledge related to trends and fashion



59.2% tailors acquire knowledge related to trends and fashion by observation, 32.7% tailors acquire it by special training and 8.2% tailors acquire knowledge by consultation.

How tailors cope with new trends in fashion.



95.9% of tailors cope up with new trends and fashion by welcoming it and 4.1% said that they reject it.

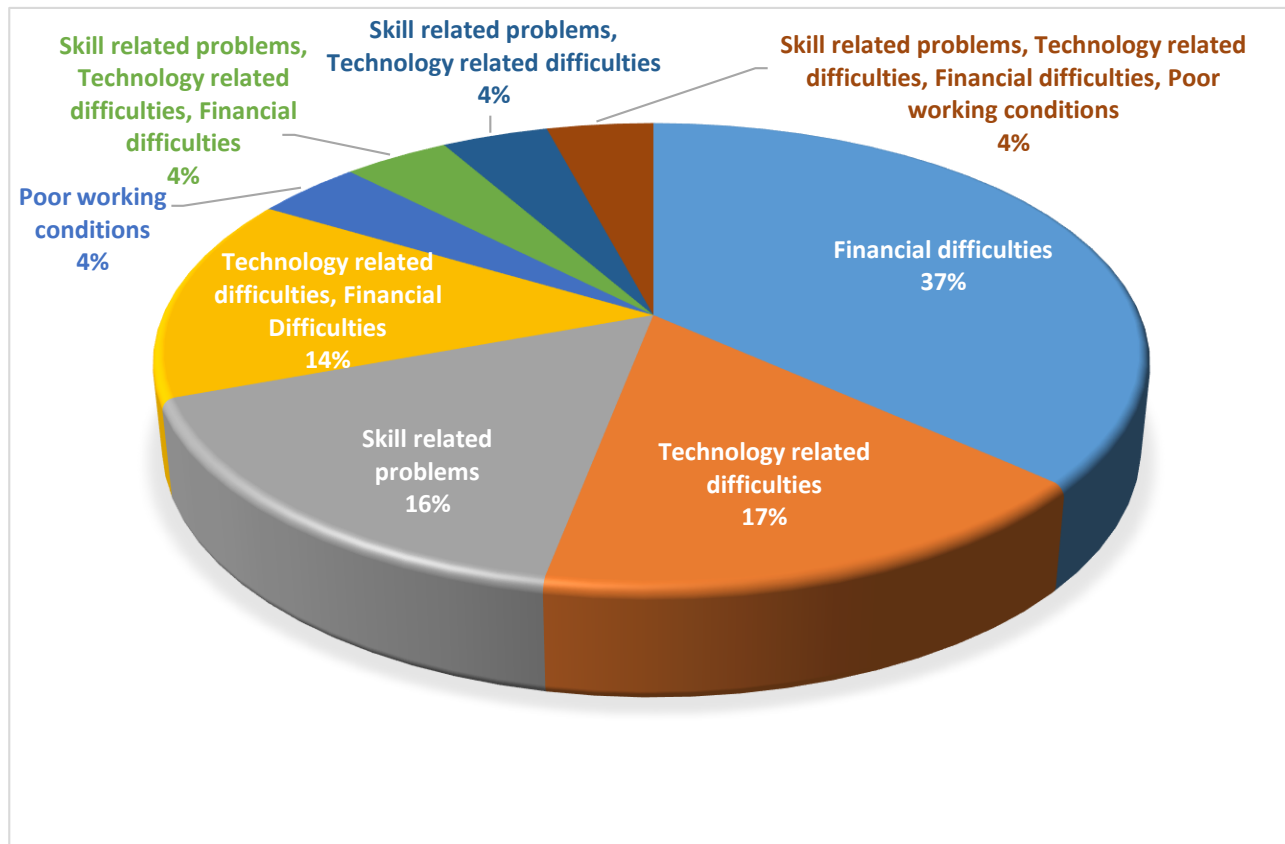
About

challenges

faced

by

tailors.



Question was asked about the challenges faced by the tailors. 37% said that they are facing financial difficulties, 17% said that they are facing technology related difficulties, 16% said that they are facing Skill related problems, 14% said that they are facing Technology related difficulties and financial difficulties, 4% said that they are facing problems related to poor working conditions, 4% said that they are facing Skill, Technology related and financial problems, 4% are facing Skill and Technology related difficulties and 4% are facing Skill and Technology related problems, Financial difficulties as well as problems related to poor working conditions.

Conclusion

1. Most of the customers prefers to use readymade garments and purchase readymade clothes once in three months.
2. 22.9% respondents said that they never stitch clothes from a tailor.
3. Availability of multiple options, availability of multiple brands, ready to wear and price are some features of readymade garments that attract the customers.
4. Most of the customers prefer online purchasing and buying from retailers as both the options for buying readymade garments.
5. Most of the tailors are earning below ₹ 25000 per month and having their own shop.

About 60 % of the custom tailors' income has decreased in the last five years, and most of the tailors think that there is very big impact of the readymade garment industry on custom tailors.

7. So, it is clear from this research that most of the consumers are preferring to buy readymade garments as they have various features.

The Beneficiaries of Research

1. This study is helpful in testing the response of the customers towards readymade apparel as well as tailor made apparel

2. It also explains the challenges faced by custom tailors. This research also finds out the strength and opportunities of custom tailors.

So, this research is useful and valuable not only for the readymade apparel retailers and custom tailors but also for the customers and further researchers also in the future.

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