



Preferences for Readymade and Tailored Garments amongst Sharda Exports Professionals

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Abstract

This study was carried out among the professionals of Sharda Exports in the city of Meerut, Uttar Pradesh with the purpose of finding out the choices of professionals regarding their preferences between tailored and readymade and knowing the reasons behind their choices. The study was guided by the following variables:

- Characteristics of the respondents.
- The frequency of buying or getting clothes tailored by the respondents.
- The inspiration and motivation of the respondents that help them make their choices.
- Characteristics and aesthetics that influence the respondents in making their choices.
- Fashion icons influencing the choice of clothing of respondents.

This survey had adopted a descriptive design as it focused on collecting the facts. The data was collected using a questionnaire, which was to be responded to by a sample of 250 professionals but due to the Corona Virus pandemic, this questionnaire was digitally sent and telephonic survey was also done for a sample of 73 professionals of Sharda Exports in Meerut. A pre testing of this survey was done by getting responses from the teaching professionals of Nand Lal Bose Subharti College of Fine Arts and Fashion Design so as to ascertain its reliability. The data collected was analyzed using percentage and frequencies. Based on the findings of the study, we can conclude that professionals have a common pattern of clothing selection. They prefer clothes that are highly comfortable and good aesthetics with worthy quality. Their motivation is more of requirement based and are mostly not influenced by anybody. They still hold to their own styles and beliefs and also stay.

Introduction

Ready-made garments are mass-produced finished or completed textile products of the clothing industry. They are not custom tailored according to measurements, but are bulk produced with standard measurements. Can be made from a number of different fabrics and yarns. Their characteristics may depend on the fibers used in their manufacture. Ready-made garments can be divided into the following types: outer clothing, which includes workwear and uniforms, leisure wear, and sportswear (e.g., suits, blazers, jackets, pullovers, coats, sports jackets, skirts, shirts, ties, jeans, T-shirts, polo shirts, sports shirts, tracksuits, bathing shorts, bathing suits etc.)

India readymade garments market is anticipated to register a steady growth during the forecast period because of growing e-commerce platform along with the organized retail channels. Moreover, the opening of exclusive showrooms, selling of garments through online retail space and tie-ups with online vendors to facilitate easy sale and supply of readymade garments to end customers is further increasing the growth of readymade garments market in the country. Furthermore, increasing urbanization and development in the country and changing of consumer lifestyle are other factors driving readymade garments market in India. In terms of material, Indian readymade garments market has been categorized into cotton, wool, silk, leather, synthetic fibers and others. Out of these categories, cotton had accounted for majority of the Indian readymade garments market in 2018 and it is predicted that it will remain as the dominant category throughout the forecast period as well. Also, silk is expected to witness a healthy growth during the forecast period. Major brands that are operating in Indian readymade garments market are expanding their product portfolio as per consumer demands. Nike, Puma, Reebok, Levi's, Raymond, Page Industries are few of the leading brands operating in India readymade garments market. Strong fundamentals being the reason, India's domestic garment market size is expected to grow at 11-12 per cent CAGR and reach to about \$160 billion by 2025. The domestic garment industry is dominated by ready-to-wear category with its market size of around \$56 billion, with an 84 per cent share which is further growing at a CAGR of 10-11 per cent. The ready-made garment market, that is currently at \$11 billion, is expected to grow at a CAGR of 7 per cent and reach about \$20 billion by 2025. The introduction of the goods and services tax (GST) had resulted in a downslide for the Indian Garment industry.

Tailored Garments: As the tailoring profession has been evolving, so are the methods of tailoring. There are a number of distinctive models which modern tailors may practice. While some may practice many, there are some who will practice only one or two.

Local tailoring: Local tailoring is as the name implies, the tailor is met locally and the garment is produced locally. This method enables the tailor to take professional measurements, assess posture and body shape to make unique modifications to the garment. Local tailors usually have a showroom or shopfront allowing clients to choose fabrics from samples or return the garment easily if it requires further changes. This is the most traditional form of tailoring.

Distance tailoring: Distance tailoring involves ordering a garment from an out-of-town tailor enabling cheaper labor to be used. In practice this can now be done on a global scale through different e-commerce websites. In this, the customers must take their own measurements, fabric selection is to be made from a photo and for further alterations the garment must be shipped. Today, the most common platform for distance tailoring is via online tailors. Online tailors sometimes offer to pay for needed alterations at a local tailor. Another new option is the concept where a free test suit is made to the provided measurements and shipped to the customer first. The test suit can be tried on to see where any adjustments are wanted. The final suit is then tailored to the new specifications and changes provided by the test suit fitting.

Traveling tailor: Traveling tailors provide a more personal service to their customers and give their customers an opportunity to see the fabric samples and meet the tailor in person. Traveling tailors travel between cities and station in a local luxury hotel for a short period of time to meet and provide the same tailoring services they would provide in their local store. In the hotel, the customer will be able to select the fabric from samples and the tailor will take the measurements himself. The order then will be shipped to the customer within 3–4 weeks' time. And if further alterations are required the garment must be shipped.

Tailored Garments Market: over the last decade, there has been a big market share shifting towards the Ready-made apparel category. There has been a visible migration from tailored clothing to readymade garments because of the launch and expansion of several Indian and international apparel brands. Different factors like easy availability, variety of colors, and ranges available have given consumers enough reasons to shift their preferences. Currently, the Tailored segment is estimated to be around ₹39,820 crore (US\$ 8 bn) comprising almost 20 per cent of the apparel market while ready-made fabric constitutes the remaining 80 per cent. The share of Readymade garments is expected to increase in years to come. However, the demand for tailored garment is still large, and it is growing at an annual rate of 5.5 percent. Majority of tailored growth is coming from tier-I, -II and smaller cities, where consumers have still not entirely shifted to readymade and continue to buy tailored garments. Presently, only 16 per cent of the market is organized. However, the organized market is growing at a high rate and the share of this market segment is expected to increase up to 23 per cent in the next five years. Tailored fabric for shirts, trousers and salwar-kameez-dupatta (SKD) comprise the majority share of the tailored market. Shirting comprises the bigger share of market currently as compared to trousers and SKD market. Other categories include coats and kurta-pajama.

Methodology

The purpose of the study was to understand the ongoing trend of clothing among professionals of different departments.

Research Objectives:

To analyze the preferences of clothing of readymade or tailored garments amongst the professionals of Sharda Exports, Meerut.

To determine the reasons behind the lag of one way of clothing and rise of the other.

To bring forward the need to understand the psychological factors of professionals as a whole while going forward to choose a particular style of clothing.

To identify the physical, psychological and sociological factors determining the preferences of professionals.

Significance Of the Study: This survey was done to signify the importance of the need to understand the purchasing trends of professions from an export house and also understand the factors that influence their preference of readymade or tailored garments, to find out whether their preferences depend on the nature of their department or work or there are other social economic or psychological factors determining their preferences.

Scope And Limitations of This Survey: Target population was total 73 subjects out of which male professionals are 38 and female are 35 respectively. This survey was only focused on the professionals of different departments within Sharda Exports, Meerut and thus might not be applicable to understand the perspectives of professionals of other company/state/country. This study had been limited to this area only to avoid the vast expanse of the study and get a better and efficient result.

Research Instrument and Data Collection: A self-administered questionnaire was prepared for data collection. A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. The questionnaire will gather information from the professionals regarding their preference between readymade and tailored garments and will help us identify the reasons behind their choices.

Questionnaire link: <https://forms.gle/dstGnaRLNCpAw7PNA>

Before starting the survey, permission was taken from the Sharda Export House and the questionnaire link was sent to the target population digitally and telephonic interview was conducted for people who could not access the digital questionnaire.

Underlying Assumptions: It was assumed that the professionals would respond to the questionnaire in an honest way and would let us know their preferences and the reasons behind it, so that we could complete this survey successfully. It was also assumed that their reasons and preferences would guide us throughout the survey and bring us to the real conclusion.

Results And Discussions

Section I - Background Information

1. Gender

Table 1 Distribution of respondents by gender

MALE	FEMALE	Total
38	35	73

Gender
73 responses

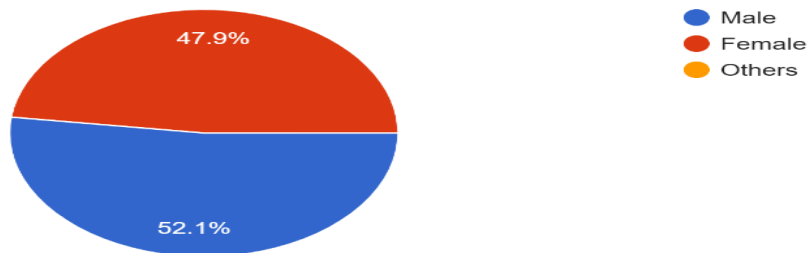


Figure 1 Distribution of respondents by gender

Gender is an important factor as it is estimated that females tend to prefer more tailored clothes in as compared to males. Out of the total target population of 73, total male respondents are **38** and total female respondents are **35**.

2. Age Group

Table 2 Age group distribution of respondents

20-30	31-40	41-50	Above 50	Total
47	8	15	3	73

Age Group
73 responses

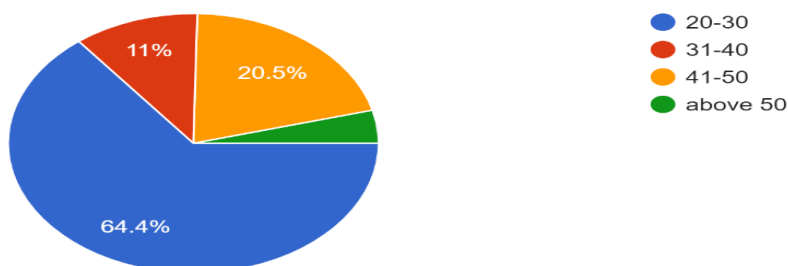


Figure 2 Age group distribution of respondents

As the age groups change so does the preferences among people, for people of more age group tend to prefer more tailored and comfortable clothing as compared to readymade that might seem little uncomfortable to

them. Out of the total target population, respondents of age between 20-30 are more and comprise a much greater part of the survey.

Table 3 Average monthly income

Table 3– Distribution of respondents on basis of income

0-10,000	11,000-20,000	21,000-30,000	Above 30,000	Total
10	7	14	42	73

Average monthly income
73 responses

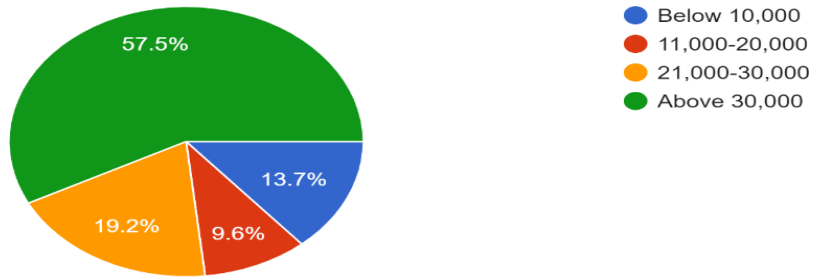


Figure 3– Distribution of respondents on basis of income

Income plays an important role while selecting your type of clothing, as a person will prefer buying something only if it fits in the budget, and get something tailored only if it is not burdening his pocket. In this survey, most of the population earns more than 30,000 a month and least earns between 11,000-20,000.

4. What is your preference of clothing?

Table 4– Bifurcation of respondents on the basis of preference of clothing

Tailored	Ready-made	Both	Total
19	23	31	73

What is your preference of clothing?
73 responses



Figure 4– Bifurcation of respondents on the basis of preference of clothing

A lot of factors influence the clothing choices among professionals. In our survey around 42% of the target population prefers both tailored as well as readymade, which means majority of the professionals in the sample are inclined towards both the options of clothing rather than keeping themselves limited to just one category.

5. Specifying the requirements that influence the preference of respondents

Requirements	Sometimes	Always	Not sure	Never
Style	18	52	3	0
Price	46	18	6	3
Trend	28	39	5	1
Comfort	6	66	1	0
Brand	46	21	4	2
Status	31	31	7	4
Occupation	25	38	7	3
Cleaning and care requirements	14	52	6	1
Quality	8	64	1	0
Society	24	35	12	2
Personal values & beliefs	20	48	4	1
Occasions	40	29	3	1
Colour	44	26	3	0

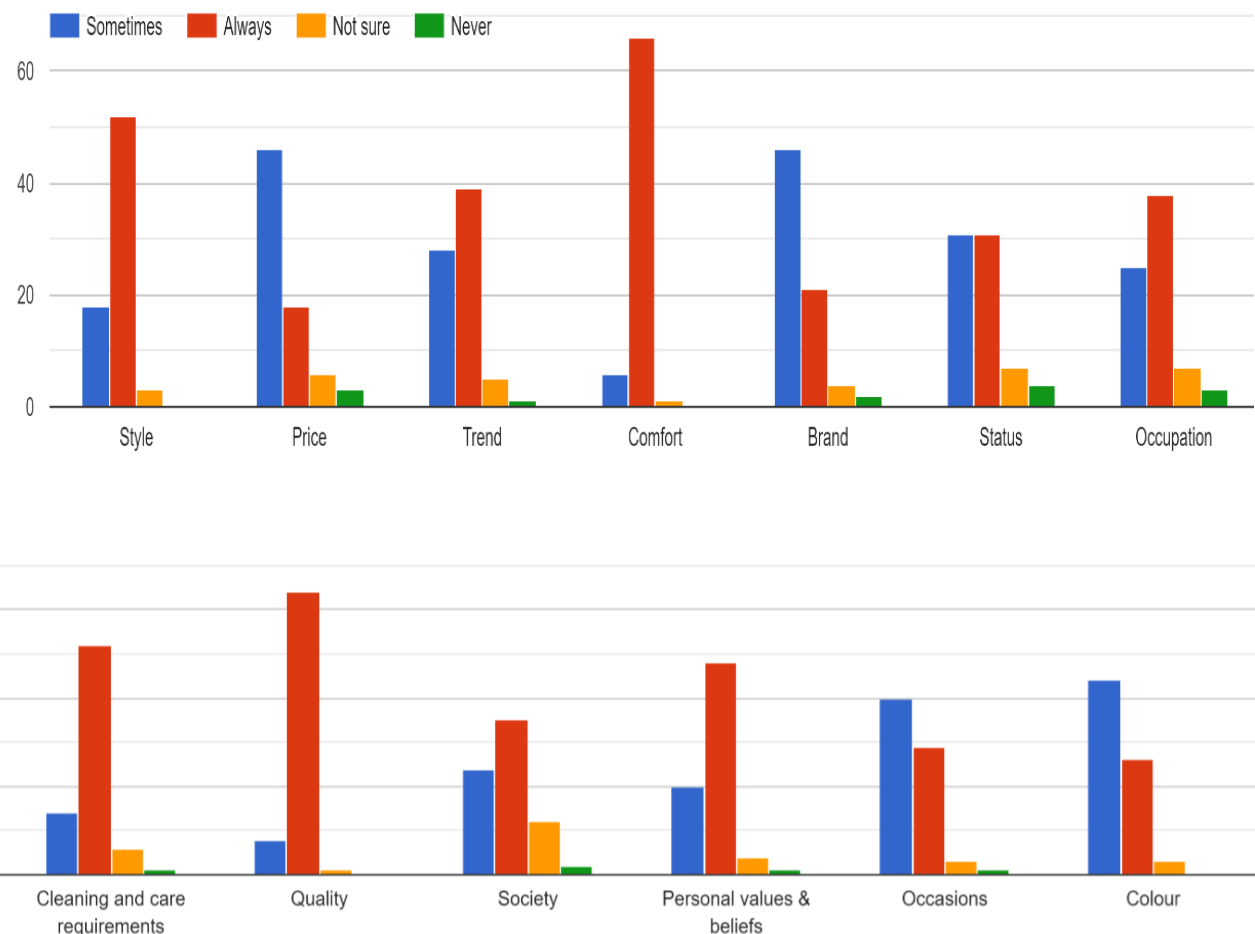


Figure 5 and 5.1– Specifying the requirements that influence the preference of respondents

Professionals tend to choose their clothing very accurately considering all the factors that add to their comfort and that are important to them. Factors that are important and are always considered by professionals are – Quality, Comfort, style and cleaning and care requirements. These are chosen by majority of the sample as always important factors. Factors that are considered sometimes by the majority of the sample are – brand, price, occasion and color. It is important to be sure about your choices when you look forward to buy clothes or get them stitched.

6. Which fashion icons influence your choice of clothing?

Table 6– Fashion icons influencing the choice of clothing of respondents

Actors	Singers	Cricketers	None	Others
30	1	3	37	2

Which fashion icons influence your choice of clothing?
73 responses

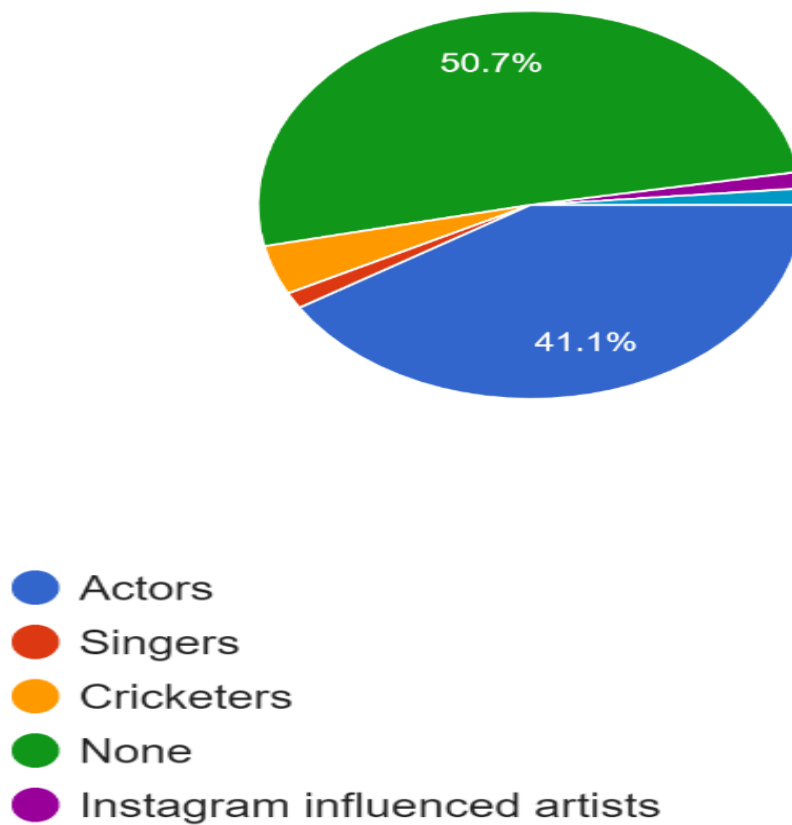


Figure 6– Fashion icons influencing the choice of clothing of respondents

Most of the professionals in my survey are not influenced by any outside personality (50.7%) and decide their preferences on their own, which is a very good way of representing one’s own genuine ideas through one’s clothing. Also not being influenced by anybody boosts the confidence of a person. However, actors also have a great influence on the choices of professionals which helps them be up to the trend that is flourishing in the market.

Discussion and Findings

Gender: Male population constitute 52.1% of the study while the female population is 47.9% which means that male professionals have a little greater impact on the survey. Around 64.4% of our sample is of the age group between 20-30 years and 20.5% represents the age group of 31-40 which means that young professionals are in majority of this survey. The average income of the majority of the population is above 30,000 which means most of our sample does not have an income problem.

In this survey, we have found out that for the majority of people may it be tailored or readymade garments, the source of information is 'Window Shopping'. Fashion magazines have very less votes, maybe because fashion magazines mostly contain high end fashion options which not many people consider. Television and Internet however, have a few votes for being useful sources of information but, overall, this is dominated by window shopping.

Factors Affecting the Choices of Professionals: Style, comfort, cleaning and care requirements, quality, personal values and beliefs are more dominant when it comes to factors that the professionals consider before choosing their clothing in this survey. While occasion, brand and color are considered sometimes and not always by professionals in this survey. Price is also an aspect that is considered sometimes, while status is a factor that has equal votes on whether it's considered always or sometimes, that is for half of the professional's status is a factor that is considered always while for the rest half it is supposed to be considered sometimes only.

Conclusion: Based on the findings of the study, we can conclude that professionals have a common pattern of clothing selection. They prefer clothes that are highly comfortable and good aesthetics with worthy quality. Their motivation is more of requirement based and are mostly not influenced by anybody. They still hold to their own styles and beliefs and also stay fashionable. It may be tailored, readymade or both, professionals have a good sense of fashion and look forward towards comfort and quality.

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