

# Consumer Awareness towards Ready Made Garments



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## **Abstract**

Clothing offers a vast array of goods which are different in kind and quality. As wide ranges of garments are available in the market and hundreds of new products are added everyday, a consumer is totally confused in making the right selection for the end use. Even literate consumers are facing similar problem. They also face problems in care of apparel and ability to understand the care labels and symbols. Selected consumers were educated to bring awareness of selection, factors to be considered in selection, care labels and care symbols. Better results were obtained through the programme. Consumer awareness was created and it was felt very useful by them.

**Key words:** Consumer, Readymade garments, Labels, Selection, Symbols.

## **Introduction**

Consumers are individuals who purchase for the purpose of individual or household consumption. Consumer buys a product looking for certain specific qualities from that product. He must get what he desires, for which he pays. A supplier has to provide the product to the satisfaction of the consumer. The consumer may not be aware of the quality he is supposed to get. Consumers are the largest group; vital segments in a country but being not well organized have to suffer due to lack of awareness and also of delay in the disposal of their complaints by the consumer courts. It is therefore necessary that awareness be generated among the consumers (1, 2)

**Justin Herald** quotes *“what you see is not what you get”* True to these words, advertisements do not give all the information that a consumer needs to know or wants to about a product. Some of the common methods of exploitation are false and incomplete information, misleading information on quality, durability, and safety. Hence consumer awareness is essential.

Women as consumers are powerful catalyst as individuals and in groups in creating a healthier attitude for themselves, their families, their communities and nations. Women are ‘double consumers’-they make decisions not just for themselves but for their families as well. A women’s experience as a consumer is the basis for her further involvement in consumerism. Women play a key role as consumers. They need to be concerned with the quality of goods, rising prices, purchase, short measures and services (3, 4).

Clothing along with food and shelter has been recognized as one of the basic necessities of every individual and it fulfils many of his physical, social, psychological, emotional, aesthetic and economical needs. Changing life styles, technological development in textiles and international trade have brought about changes in the clothing preferences of the present day consumers. Consumers with the same needs may want different clothes depending upon their cultural background, age, socio-economic status and personality (Sumathi, 2005) (5). The consumer tends to prefer clothing that is aesthetically attractive, socially acceptable, physically comfortable, psychologically gratifying, economically obtainable and at the same time easily maintained. Factors that could influence consumers clothing preferences are breathability, flexibility, lightweight, greater comfort and easy maintenance. Climatic conditions, geographical differences, activities, interests and opinions influence clothing practices and preferences. The main source of clothing is by outright purchase of readymade apparels.

## **Need for the study**

Textiles and clothing offers a vast array of goods which are different in kind and quality. This is an area for which a consumer is constantly exposed to make a selection. As wide ranges of fabrics are available in the market and hundreds of new products are added everyday, a consumer is totally confused in making the right selection for the end use. Even literate consumers are facing similar problem. They also face problems in identification of fibers, care of apparel and home textiles. Hence education in this field is imperative. Moreover, it is a topic of prime importance especially in developing countries like India.

## **Methodology**

To know about consumer awareness on readymade garments survey was conducted using an in-depth structured interview schedule. Eluru city belonging to West Godavari district of Andhra Pradesh was selected for this study. Thousand women consumers were interviewed to draw data from all parts of the selected areas using the prepared interview schedule. Survey was conducted by using closed end questions. . First part of the schedule was framed to gain information about socio-economic profile of the consumers and second part contained purchasing habits of the consumers. Face- to face in- home survey method was used to elicit information from the selected home makers for this study (6).

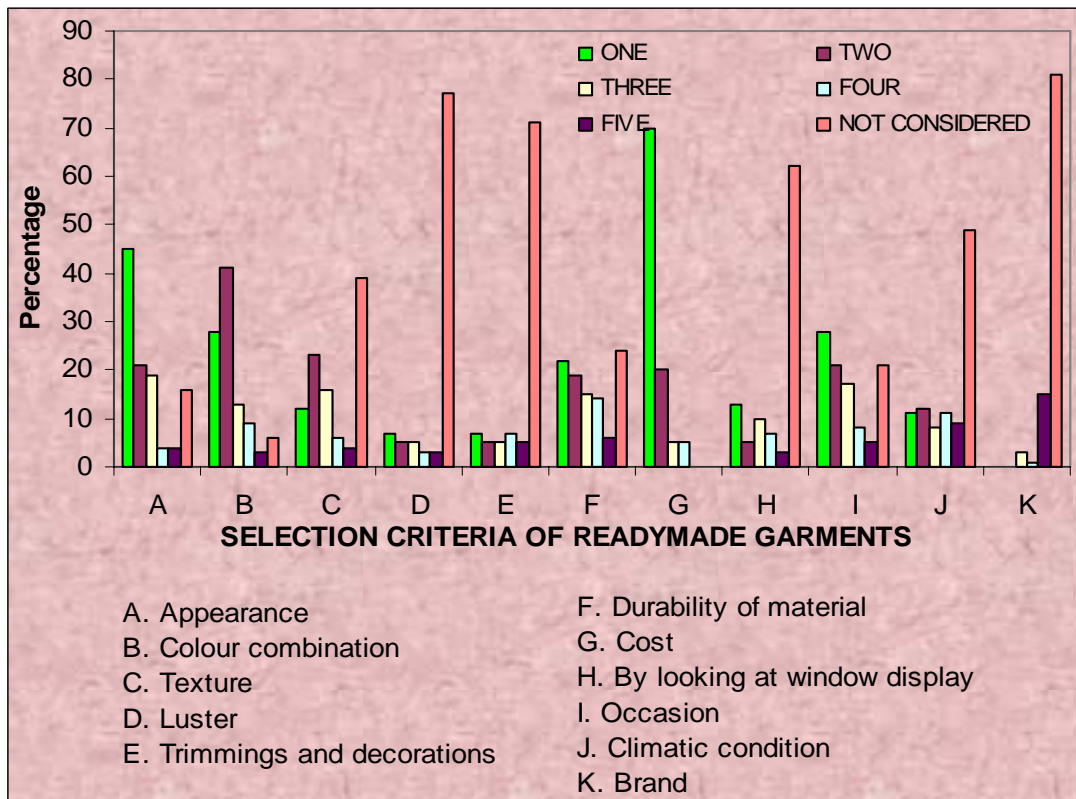
## **Socio-economic profile of the selected respondents**

From the survey it was clearly evident that 52 per cent of the 1000 selected subjects were housewives and living in as nuclear family by 74 per cent. Size of the family was 2-4 members by seventy per cent. Ninety four per cent were above 18 years of age and 35 per cent of them are first child in their families. Thirty nine per cent of them were postgraduates or professional degree holders but 59 per cent were unemployed. Fifty per cent of the respondent's economic status was high income group and are involved in moderate work by 56 per cent.

### Selection Criteria of Readymade Garments

S. No	Criteria considered for Selecting ready-mades	(N=1000) order of priority (in per cent)					
		One	Two	Three	Four	Five	Not Considered
1	Appearance	45	21	19	4	4	16
2	Colour combination	28	41	13	9	3	6
3	Texture	12	23	16	6	4	39
4	Luster	7	5	5	3	3	77
5	Trimmings and decorations	7	5	5	7	5	71
6	Durability of material	22	19	15	14	6	24
7	Cost	70	20	5	5	0	0
8	By looking at window display	13	5	10	7	3	62
9	Occasion	28	21	17	8	5	21
10	Climatic condition	11	12	8	11	9	49
11	Brand	0	0	3	1	15	81

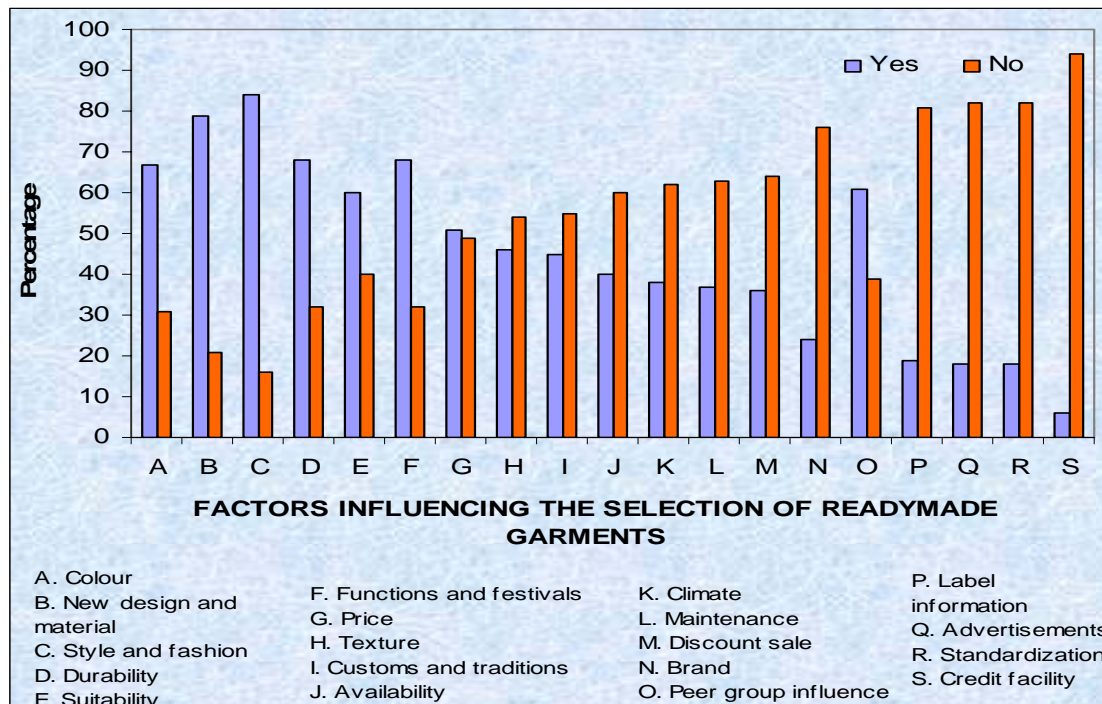
- Multiple responses



### Factors Influencing the Selection of Readymade Garments

S.No	Factors	(N=1000) Response (per cent)	
		Yes	No
1	Colour	67	31
2	New design and material	79	21
3	Style and fashion	84	16
4	Durability	68	32
5	Suitability	60	40
6	Functions and festivals	68	32
7	Price	51	49
8	Texture	46	54
9	Customs and traditions	45	55
10	Availability	40	60
11	Climate	38	62
12	Maintenance	37	63
13	Discount sale	36	64
14	Brand	24	76
15	Peer group influence	61	39
16	Label information	19	81
17	Advertisements	18	82
18	Standardization	18	82
19	Credit facility	6	94

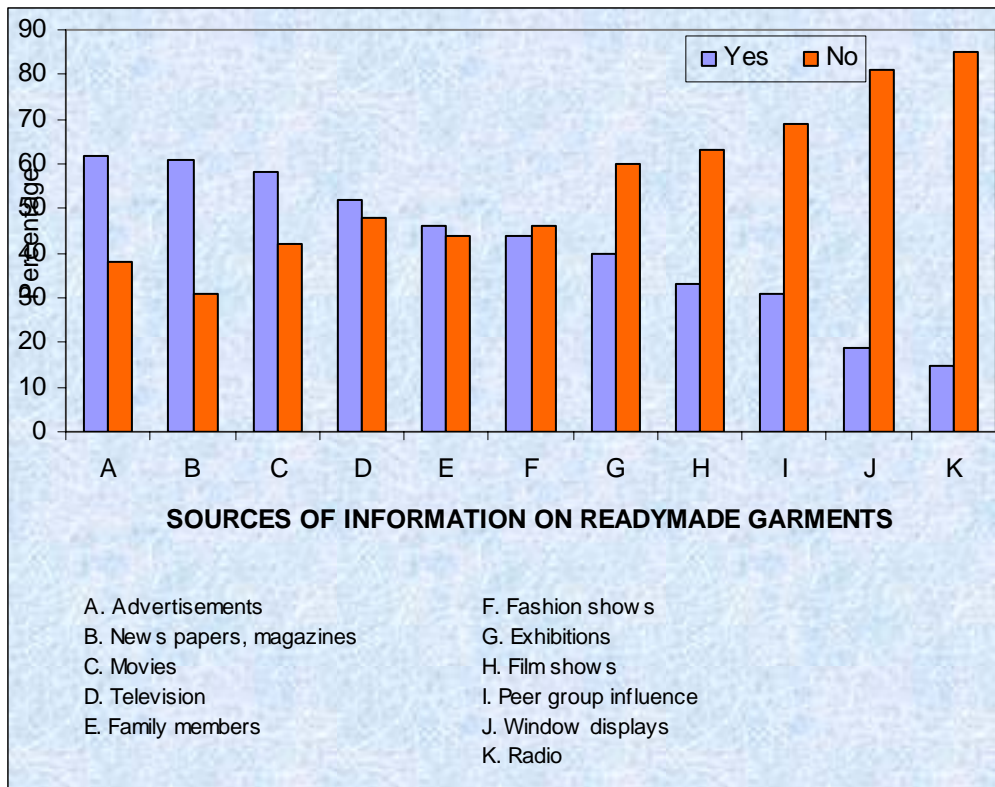
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### Sources of Information on Readymade Garments

S.No	Source of information	(N=1000) Response (percentage)	
		Yes	No
1	Advertisements	62	38
2	News papers, magazines	61	31
3	Movies	58	42
4	Television	52	48
5	Family members	46	44
6	Fashion shows	44	46
7	Exhibitions	40	60
8	Film shows	33	63
9	Peer group influence	31	69
10	Window displays	19	81
11	Radio	15	85

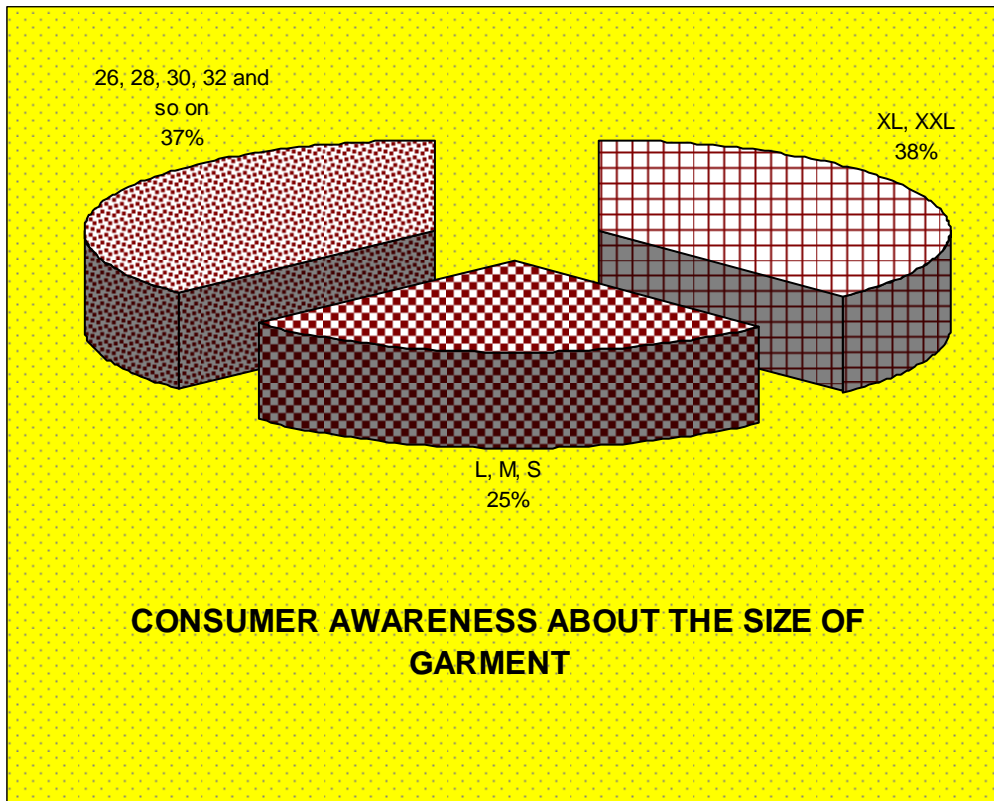
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### Consumer Awareness about the Size of Garment

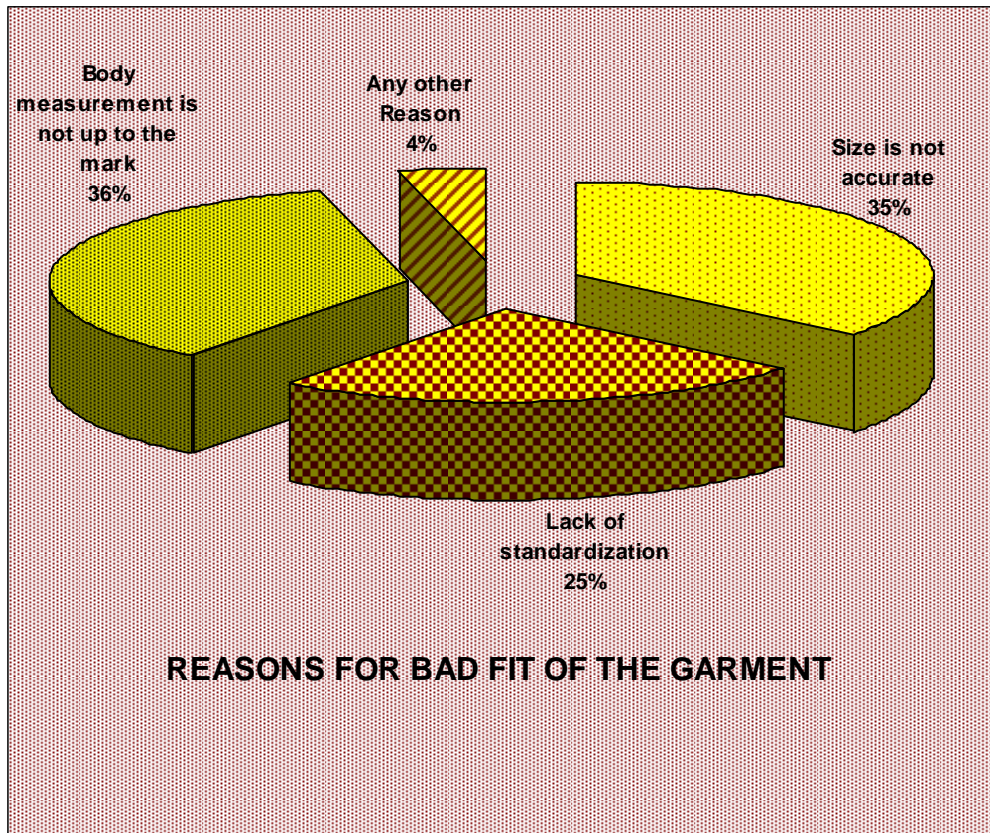
S.No	Size of the garment	(N=1000) In percent
1	Do you check the size of the garment? Yes No	90 10
2	XL, XXL,L	38
3	L, M, S	37
4	26, 28, 30, 32 and so on	25





### Reasons for Bad Fit of the Garment

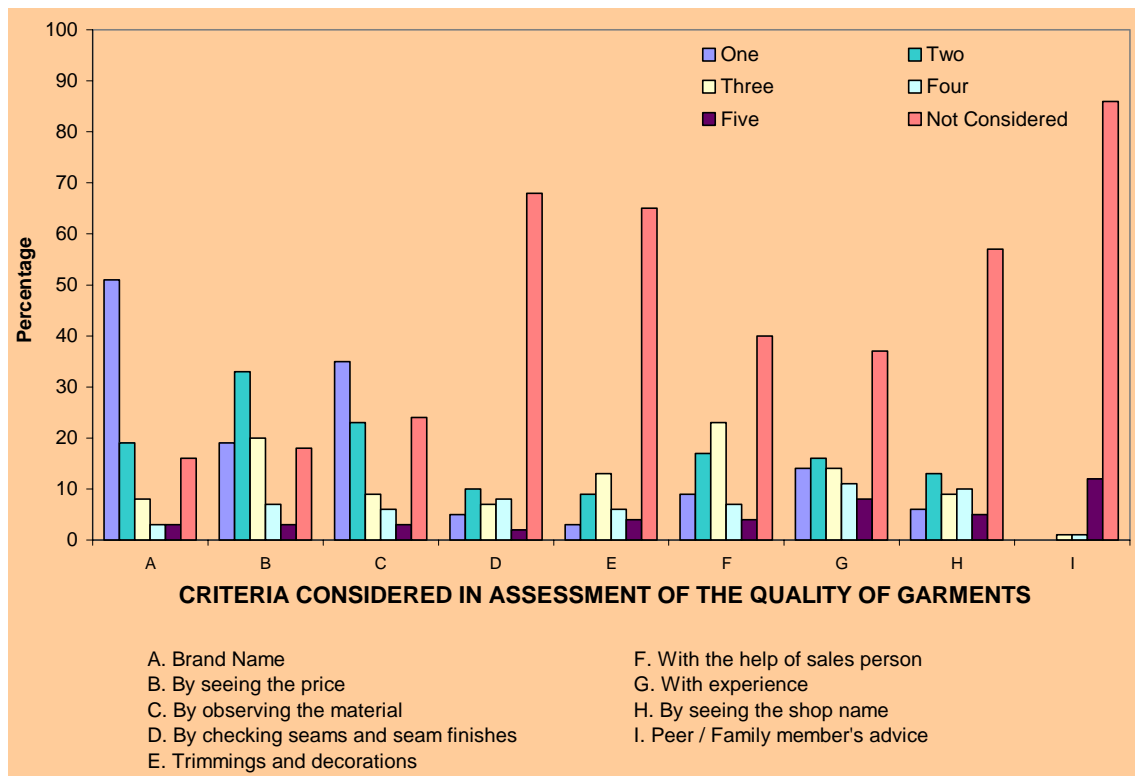
S.No	Fit of the garment	(N=1000) response in percent*
1	If selected according to size mentioned fit is good: Yes No	72 28
2	<b>Reasons for bad fit of the garment</b> Size is not accurate	35
3	Lack of standardization	25
4	Body measurement is not up to the mark	36
5	Any other Reason	4



### Criteria Considered In Assessment of the Quality of Garments

S. No	Assessment of quality of the garment	Order of Priority (in percent) *					
		One	Two	Three	Four	Five	Not Considered
1	Brand Name	51	19	8	3	3	16
2	By seeing the price	19	33	20	7	3	18
3	By observing the material	35	23	9	6	3	24
4	By checking seams and seam finishes	5	10	7	8	2	68
5	Trimmings and decorations	3	9	13	6	4	65
6	With the help of sales person	9	17	23	7	4	40
7	With experience	14	16	14	11	8	37
8	By seeing the shop name	6	13	9	10	5	57
9	Peer/family member's advice	0	0	1	1	12	86

- Multiple responses

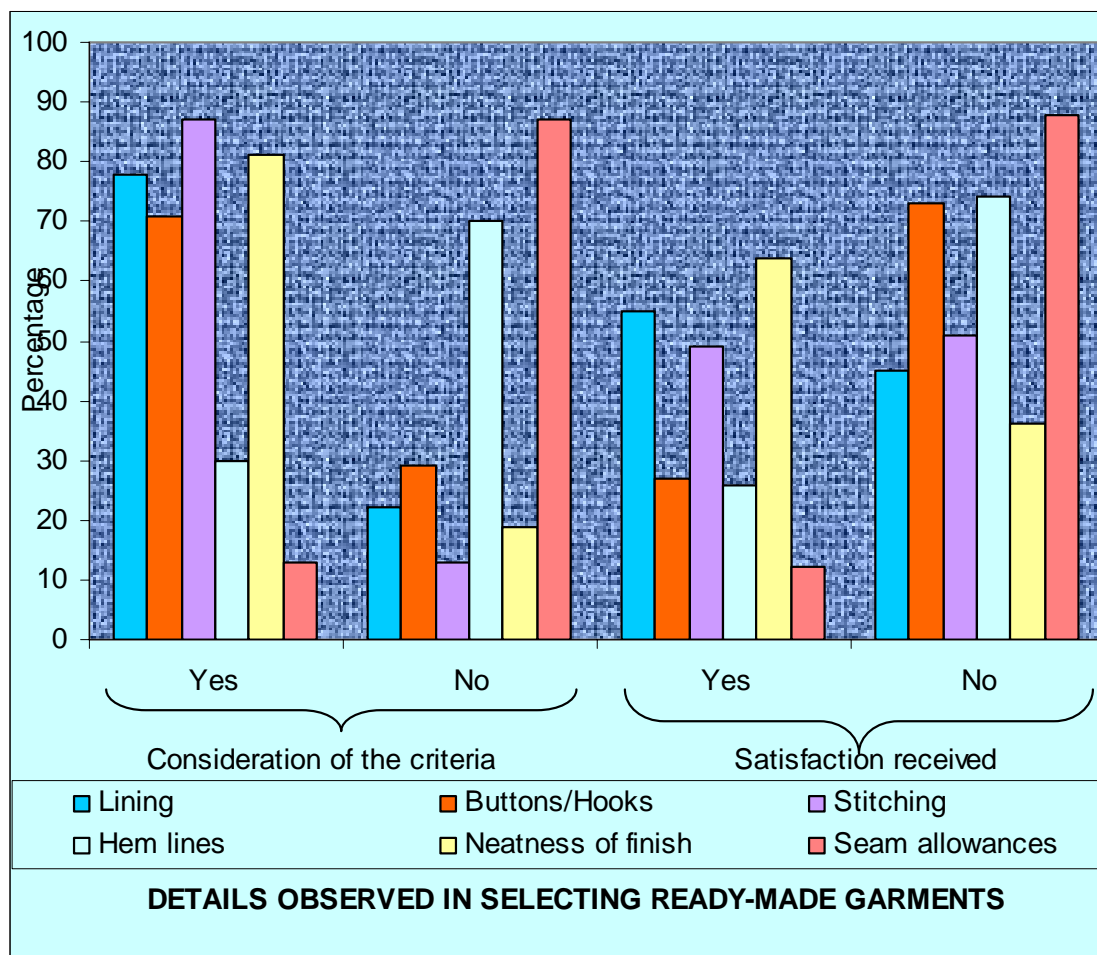


### Details Observed In Selecting Ready-Made Garments

(Yes - 54%; No - 46%)

S.No	Selection criteria of Ready-mades	(N=1000)			
		Consideration of criteria During purchase (%)		Satisfaction in usage (%)	
		Yes	No	Yes	No
1	Lining	78	22	55	45
2	Buttons/Hooks	71	29	27	73
3	Stitching	87	13	49	51
4	Hem lines	30	70	26	74
5	Neatness of finish	81	19	64	36
6	Seam allowances	13	87	12	88

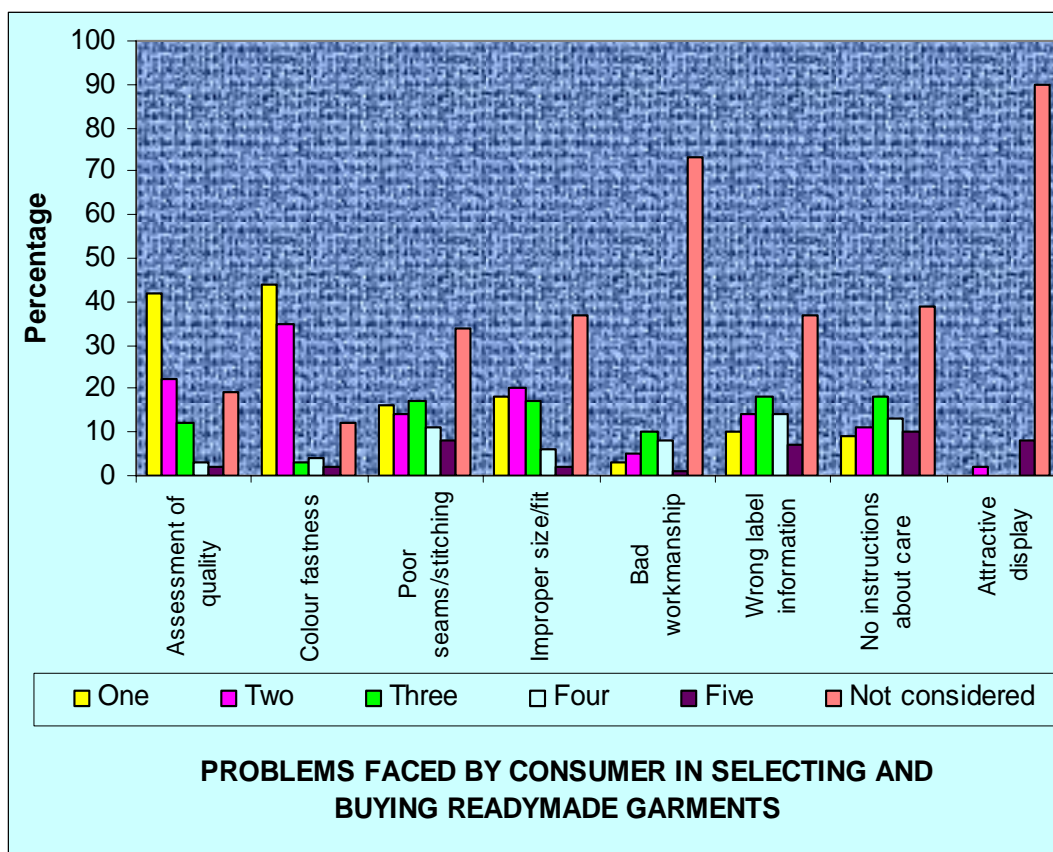
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### Problems Faced By Consumer in Selecting and Buying Readymade Garments







































S. No	Problems faced in the Selection of ready-mades	Priority (in percent) *					
		One	Two	Three	Four	Five	Not considered
1	Assessment of quality	42	22	12	3	2	19
2	Colour fastness	44	35	3	4	2	12
3	Poor seams/stitching	16	14	17	11	8	34
4	Improper size/fit	18	20	17	6	2	37
5	Bad workmanship	3	5	10	8	1	73
6	Wrong label information	10	14	18	14	7	37
7	No instructions about care	9	11	18	13	10	39
8	Attractive display	0	2	0	0	8	90

- Multiple responses



### Awareness of Symbols Used On the Labels

Able to follow care particulars given in the label (Yes - 39%, No - 61%)

S. No.	Awareness of Symbol	In Percent*		S. No.	Awareness of Symbol	In Percent*		S. No.	Awareness of Symbol	In Percent*	
		Yes	No			Yes	No			Yes	No
1		12	88	2		3	97	3		5	95
4		12	88	5		7	93	6		42	58
7		4	96	8		0	100	9		4	96
10		0	100	11		2	98	12		0	100
13		1	99	14		2	98	15		1	99
16		1	99	17		0	100	18		1	99
19		0	100	20		1	99	21		2	98
22		3	97	23		2	98	24		2	98
25		13	87	26		12	88	27		11	89
28		5	95	29		7	93	30		3	97
31		4	96	32		22	88	33		10	90
34		0	100	35		0	100	36		0	100
37		1	99	38		0	100				

\* Multiple responses

**TABLE XXVIII**



**Awareness of the Terms Used On Labels**

Awareness of the terms used on labels (Yes - 76%, No - 34%)

S.No	Awareness of terms	(N=1000)	
		Yes	No
1	Do not wring	65	35
2	Drip dry/Wash and wear	42	58
3	Do not bleach	64	36
4	Dry Cleaning	81	19
5	Do not press	11	89

**Findings**

- In selection of readymade garments first priority was given to cost and appearance by 70 and 45 per cent respectively.
- Factors influencing the selection of readymade garments were mainly Style / fashion, new design / material, durability, functions / festivals, colour, peer group influence, suitability by 84, 79, 68, 68, 67, 61 and 60 per cent respectively. All the other factors were considered by various percentages ranging from 51 to 6 per cent respectively.
- Advertisements, magazines, movies and television were the main sources for information on fashion as stated by most (62, 61, 58 and 52%) of the respondents.
- Regarding size particulars of ready made garments 38 per cent of the respondents were aware of the terms XL, XXL and L.
- Main reasons for bad fit of ready made garments was size not accurate

- and body measurement was not up to the mark by 36 and 35 per cent each.
- Fifty one per cent of importance was given to brand name in assessment of quality of readymade garments.
  - Eighty seven per cent of the respondents consider quality of stitching while purchasing readymade garments. But they obtained only 49 per cent satisfaction in usage. Neatness of finish is second factor considered by 81 per cent while selecting but they gained 64 percent satisfaction in usage.
  - Problems faced by respondents while selecting and buying ready made garments were colour fastness (44%), assessment of quality (22%), wrong label information (18%) and no instructions about care (18%).
  - Respondents' awareness of care symbols was very meager. Among 38 care symbols listed 42 and 22 per cent of them are aware of the symbols () and () respectively. All the other symbol's awareness is either very meager or nil.
  - Common label information followed by the respondents were dry cleaning by 81 percent, do not wring (65%) and do not bleach (64%).

## **Conclusion**

Main criteria considered in selection of readymade garments are cost and sources of information are advertisements, newspapers and magazines. Problems faced in selecting and buying readymade garments are quality and colour fastness. Respondents do not understand most of the care symbols given on labels. While purchasing saris cost and type of print is considered, colour fastness was judged by experience.



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## About the authors

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