

# International Journal of Advance Research in Computer Science and Management Studies

Research Article / Survey Paper / Case Study

Available online at: [www.ijarcsms.com](http://www.ijarcsms.com)

## *College Student's Satisfaction towards Readymade Apparels*

**Dr. R. Manikandan<sup>1</sup>**

Assistant Professor,  
PG and Research Dept. of Commerce,  
NGM College, Pollachi,  
Coimbatore, Tamilnadu – India.

**D. Bhuvanendran<sup>2</sup>**

Assistant Professor,  
Dept. of Business Administration,  
NGM College, Pollachi,  
Coimbatore, Tamilnadu – India.

---

**Abstract:** *The Indian textile and apparel industry is the largest foreign exchange earner for the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy.*

*In the present study an attempt has been made to identify the college students' awareness, preference and satisfaction towards readymade apparels. Most of the students prefer multi-branded showroom than single branded showroom and they select the brand as per the availability of the readymade apparels.*

**Keywords:** *Readymade Apparels, Single Branded Showroom, Multi Branded Showroom, college students, Coimbatore.*

---

### I. INTRODUCTION

The Indian textile and apparel industry is the largest foreign exchange earner for the country. It is also the second largest employment provider after agriculture and plays a key role in the development of the economy. Indian subcontinent is the second largest manufacturer of garments after china being the global leader in garment production. India is known for its high quality garments for men and most of the garment manufacturers are in the small and medium scale industry. Indian men's clothing industry was very slow till early 1980's because Indians are traditional. Their traditional dress is Dhoti and gradually, people transmitted to tailor made dresses from the unorganized segment. currently due to globalization, urbanization, and changes in the social and economic status and rapid changes of fashions in human lifestyles and they are getting attracted to branded readymade dresses, and hence there is more consumption which has increased global demand of men's garments and the branded apparel industry in India (Ritu Narang , 2006)1.

Indian textile and apparel industry, including domestic and exports, is expected to grow from Rs. 3.27 lakh crores to Rs. 10.32 lakh crores by 2020, says a new research report by Technopak Advisors, a leading management consultancy. It estimates that by 2015, the overall Indian apparel industry would be worth Rs. 2.88 lakh crores and the organized market share will be 25% of this, according to Fashion Design Council of India (FDCI) 2, that apparels created by Indian designers are going to play a major role in the growth of the apparel industry in the next few years.

Garment is an article of clothing which covers human body. Wearing garments has become a habit to all of us in today's world. There are different kinds of materials available to make a dress, attire, apparel or garments. Clothing is likely to form an integral part in the enactment of social encounters and it is also seen as a very important channel of non-verbal communication. Clothing is therefore used as a code, which allows messages to be created and understood selectively (Auty & Elliott, 1998: 109)3. Individuals wear clothing primarily to protect their body from natural elements. Social reasons and functional reasons are secondary. Since the beginning of mankind humans have used some kind of garments for their body. The archaeologists and anthropologists said that the earlier clothing was made of fur, leather, leaves or grass, draped or tied to the body. The modern man uses different fabrics to make garments. There are two categories of fabrics to make garments.

- Natural
- Artificial

Natural Fabric includes:

- Cotton
- Silk
- Wood
- Fur
- Leather

And artificial fabric includes:

- Nylon
- Polyester
- Terylene
- Terycot
- Lycra

Most of the people who are in Coimbatore District (Tamil Nadu, India) are aware about the branding and branded products, there is a rising trend of brand among the youngsters. The present study reveals about the Awareness, Preferences and Satisfaction towards the readymade apparels among college students.

## II. REVIEW OF LITERATURE

**Terry M .Gravelly** (1999) conducted a study entitled, “Apparel buying Behaviours of Black Males and white Males when purchasing Men’s business suits”. The main objective of this study is to investigate black males and white males to examine; if differences in their buying behaviour and in addition consumer attributes and personal characteristics were investigated separately in **related** to the purchase behaviour of black male and white male administrators and professors on a predominantly white campus. Primary data were collected from 120 faculty and administrators on the Virginia Polytechnic Institute and state university campus in Blacksburg, through questionnaire. Finding from this study suggested that majority of the Customers were between 35 and 39 years old and were married. For married individual’s, their suit choice was influenced by their wives. Black males had higher scores for apparel involvement and social class than white males. The source of information for the purchase of apparel was Media, but white males were not interested to use media even if they liked to use Media. They read Magazines only.

It was identified that apparel involvement, media, and social class were significantly associated to race. This study found that the suit was related to purchase. The interaction of race and colour was also not related to the likelihood of purchase. In case of cultural suit, Black males were likely to buy it in major and in case of Traditional suit both of the male consumers would like to purchase it.

**KWAN, YEUNG, AU.** (2004) made a study entitled, “Decision-Making Behaviour towards Casual Wear Buying: A study of Young Consumers in Mainland, China”. The aim of the study is to determine the relationship between consumer’s decision-making styles and clothing choice criteria towards Casual Wear purchase of Young Consumers. Primary data were collected through questionnaire from 161 University Students in Shanghai, Beijing and Guangzhou. Findings from this study suggested that Six Factor model to fit with the consumer decision-making styles. The variables were Recreational and Hedonistic

consciousness, Perfectionism consciousness, Confused by over choice, Habitual and Brand Loyalty and Price and Value consciousness. Only one factor which was defect from this study was Brand and Fashion consciousness. Majority of students preferred Casual Wear by considering product and self image related criteria, style and Quality, Durability and Easy care, fit and sex Appropriateness, and price.

**RITU NARANG** (2006) conducted a study on Branded Men's Wear. The main objective of the study is to explore the purchase behaviour of the buyers of branded Men's wear. The other objectives are 1. To study the purchase behaviours of the buyers of Branded Men's Garments, 2. To study the impact of advertising on the purchase decision of buyers and 3. To study the impact of promotional activities on purchase behaviour of buyers. Both primary data and secondary data were collected. Primary data were collected through Questionnaire that included Dichotomous, Multiple choice and determinant questions. The size of sample was 200, and it was selected on the basis of Random sampling. The Statistical tools used in study were Chi-square and Z-test. The findings from this study are majority of the Customers came to know about the brand through the Print, Broadcast and Outdoor Media. The sources of information from where they came to know about the brand that they purchased. When compared to women Customers; male buyers visited the showroom for passing the time. Majority of the Customers preferred to purchase Branded Garments. Advertising played a major role in creating Brand awareness. Apart from Advertising, Promotional tools like "Discounts" and "Buy 2 get 1 free" schemes had maximum influence on buyer's decisions of a particular brand.

**SIRIRAT SAE** (2007) conducted a study on, "Consumer Perception and Attitude towards Foreign versus Domestic Apparel in Thailand". The objectives of the study were 1. To examine the attitudes of Thai consumers towards Domestic versus Foreign Apparel products. 2. To examine the effects of Country-of-origin on Thai consumers perceptions of quality and preferences for apparel and 3. To examine ethnocentric tendencies of consumers in Thailand as well as its effect on consumers attitudes. Primary Data were collected through questionnaires. Non-probability convenience sampling method was used to a sample of 194 consumers. Who were university students studying undergraduate. The statistical tools used in this study were t-test, ANOVA and Correlation analysis. The findings of this study are majority of the consumers were Male and belonged to the age ranging between 18 and 21 years. Their monthly family income was between Baht.4000 and Baht.6000. Most of students were receiving money from their parents for the purpose of shopping, but they spent less than Baht.1000 per month for their own clothes. The frequency of shopping was once a month, by most of the consumers. The source of information was magazines and friends or relatives. Major importance was given to Fitness, Price and Quality of apparel before purchasing it. Least importance was given to Brand name and Country – of – origin. Finally, consumers had more positive attitude towards imported apparels when compared with Thai-made apparels. Mostly they were buying the product of Britain followed by America, France, Italy and Japan.

**AZEVEDO, ET AL** (2008) in their study, "Consumers Buying Behaviour in Fashion Relating". The main objective of this study is to examine the gender differences in consumer buying behaviour of a Portuguese population when they go shopping to buy apparels. Primary data are collected from 221 customers through Questionnaire. Non-Random Sampling technique is followed and Snowball sampling process was also used. The findings from this study stated that majority of the Customers belonged to the age ranging between 18 and 35 years, of students and their qualification is a degree. In this study, greater number of women Customers was there. Women consumers appreciate mainly satisfaction, comfort and functions from the characteristics of pieces of clothing. Women buy their tunic or kurtas by considering design, brand and price. Mostly they prefer Red Oak brand followed by Pepe jeans, because it has a 100 per cent cotton composition. In the case of jeans, mostly they prefer Mango's jeans followed by Pull and Bear jean. Men consumers prefer Red Oak brand T-shirt in major followed by pull and Bear. In case of jeans, Pull and Bear brand was used by majority of men due to its design, brand and price. Both men and women go to store by considering price, product quality, product variety and store atmosphere as the major factors, followed by

shop-window, brand and the like. Finally women will be buying more clothes when compared with men they will bring someone with them at the time of shopping. Both the genders choose to buy mostly during off season.

**LALITHA and ET AL** (2008) made a study “Brand preference of Men’s Wear” in twin cities of Hyderabad and Secunderabad. The main objectives of the study was to know the reason why customers preferred Branded Shirts and pants to unbranded ones, the other objectives of this study were to find out the influence of Advertisement for branded clothing for the purchase behaviour of the Customers and to know the factors influencing customers while choosing Branded Shirts or Pants. Primary data were collected from 100 customers through Questionnaire. The sample was drawn by visiting the branded shops like Raymond, Peter England, Arrow, Louis Philips, Van Heuson, Allen Solly, Park Avenue, etc., it was found that Educational Qualification, Employment Status, Age, Convenience of Shops, and Advertisement greatly influenced. The findings from this study specify that the Customers who were highly educated would like to purchase the branded ready wears. Especially the persons who were in the age group of 25-50 years preferred to buy Branded Shirts and Pants. Majority of the Customers visiting to branded show rooms were employees and they were not influenced by any advertisement to buy a particular brand. The main reason to buy branded ready wear was because of Quality and Status Symbol.

**BALANAGA GURUNATHAN, AND KRISHNAKUMAR** (2010) conducted a study on “Age Demography in the Preference of Custom made Tailoring for Dress making Men in Tamil Nadu”. The objectives of the study were 1. To identify the preference of custom made tailoring among the customer. 2. To analyze the degree of preference of custom made tailoring among the age group and 3. To investigate the future of custom made tailoring in India. A primary survey was conducted from 1200 Customers who are shop owners. The areas selected for the study are Coimbatore, Erode, Tirupur, Kangeyam, and Palladam. Non-probability convenience sampling design was used to draw the sample. Structured questionnaires were distributed in tailoring shops. The statistical tools used in this study were ANOVA, and chi-square analysis. The findings from this study narrate that majority of the Customers belonged to the age ranging between 31 and 40 years, and they preferred mostly custom made tailoring for dress making. Younger generations who are below 20 years are not much interested in preference of custom made tailoring for dress making. The preference of custom made tailoring by customers is slightly higher in towns like Kangeyam and Palladam, than that of cities like Coimbatore, Erode, and Tirupur. Coimbatore district customers prefer custom made tailoring dress that of other districts. Finally it is concluded that, next generations customers will prefer readymade garments than custom made tailoring cloths.

**GOPINATH** (2010) conducted a study entitled, “A Study on Men’s perception in buying Shirts in Thiruchirappali District”. The objectives of the study were i) To ascertain the brand of shirt most preferred by Customers. ii) To assess the various positive attributes of popular brands of shirts. iii) To rank the factors inducing the Customers to go for branded shirts. iv) To identify the demographic and purchase pattern related factors influencing the choice of retail outlet. v) To identify the showrooms specific factors influencing the choice of retail outlet. The findings from this study showed that majority of the Customers belonged to the age group of 21 years to 30 years and all were students belonging to Arts and Science group. Majority of the Customers were unmarried and they belonged to urban area and their families had monthly income below Rs. 10000. Majority of the Customers were occasionally buying the branded shirt that is during Festival time. The source of information from where they came to know was from friends. The showrooms preferred factors indicated that most of the Customers bought shirts in any multi brand shop, and they go for self-selection. Many of the Customers purchased shirts in Chennai, Tirupur, and Coimbatore when compared to buying shirts in Thiruchirappalli city. Mostly they prefer Raymond brand because of offers and discounts and due to Range of Colours and designs. Next to Raymond, Peter England captured Second place followed by John Player, Louis philippe and the like. Finally the important reasons behind the purchase of branded shirts are quality, the availability of wide colours and designs, smartlook and comfort, different style, official purpose and status symbol. Comparison of single showroom with multi brand shops, revealed that Customers mostly preferred multi brand shops

due to factors such as location of shops, salesmanship and Courtesy, wider choice in colour, design and material, price range, offers and discounts and the last factor is facility for using credit card.

**KAMALAVENI, KALAISELVI AND SARANYA DEVI** (2010) conducted a study on “buying decision of Men’s shirts: single brand showrooms Vs Multi brand retail outlets perspective”. The main aim of the study was to ascertain the brand of shirt most preferred by Customers and to assess the various positive attributes of popular brands of shirts. The other objectives are: i) to rank the factors inducing the Customers to go for branded shirts. ii) to identify the demographic and purchase pattern related to factors influencing the choice of retail outlet. iii) To identify the showroom specific factors influencing the choice of retail outlet. The findings from this study suggested that majority of the Customers belonged to the age ranging between 21 and 30 years, were Graduates and majority of them were unmarried and their families’ monthly income was below Rs. 10,000. Greater numbers of Customers were buying branded shirts, occasionally. The sources of information were friends and relatives and majority of the customers preferred to purchase during festival time. Showroom preferred by majority of the Customers were multi brand shop and they go for self-selection. Based on this study, majority of the Customers bought shirts in other towns such as Chennai, tirupur and Coimbatore than that of Erode city. Raymond, a leading brand is the most preferred brand, followed by Peter England and many Customers did not prefer any specific brand. The important reason behind the purchase of branded shirts was quality.

**KARTHIKEYAN SUNDARRAJ** (2011) carried out a study on, “consumer behaviour and preference towards apparel purchase by Indian consumers age 15-25”. The aims of the study are i) To understand some of the driving factors of consumerism in India. ii) To understand the buying decision by individual in the groups (a.15-20, b.21-25). iii) To study the attributes or sensory feelings of consumers towards Indian and Western apparel. iv) to know whether and how some demographic variables of Customers have influence in buying branded or non-branded apparels products. v) To know the role of family members, friends and peer team in information search about the apparels. vi) To understand the lifestyle and consumption pattern of Indian consumers and what the future might look like. Primary data were collected from 200 customers through questionnaire from college students and young employed consumers. Well-structured questionnaire was framed and used for collection of data. The consumers were contacted through e-mail and personal interview method. The statistical tool used in this study is correlation technique diagrams. The findings from this study include that most of the Customers live in a nuclear family. When compared with male Customers, female Customers buy apparel frequently. College students preferred to do shopping once in three months and the employed purchase apparel’s are in a month. The customers belonged to the age ranging between 15 and 20 years feel that, the expected range of apparels are not available to buy regularly. Majority of the consumers prefer to buy domestic brand based on sensory feelings. Mostly of the Customers were giving importance to quality, value for money, and availability of range of apparels. They wanted their garment to be stylish and with modest price. The sources of information from where they came to know about the apparel are friends and neighbours and mass media. Some of the Customers came to know about ethical fashion by the term production using green energy, followed by avoiding child labour. The consumers felt that, the prices of ethical fashion products are high and they are not purchasing it. The consumers could not make a final decision on considering ethical fashion product as an option during their purchase. There is an increase in spending for apparels in all age groups. The Customers in the age group of 15 to 20 years are influenced by friends followed by trend. Those between the age of 21 and 25 years are attracted to the brands through their friends. Finally, majority of female consumers like to buy casual apparels followed by party wear but men in the age group of 20 to 25 years preferred to buy executive wear.

**NAMITA RAJPUT et al** (2012) made a study on “Consumer attitude towards branded apparels”. The main aim of the study is to examine how brand awareness influences the outlook of the consumer about various brands which leads to take the purchase decision. The other objectives are i) to analyze the significance of demographic profile of consumers affecting the purchase decision of branded apparels. ii) to observe consumer awareness about different apparels brands available in Indian



market in gender perspective. iii) To find out whether there is a significant difference in total expenditure on branded apparels done by Males vis-a-vis Females. Primary data were collected through questionnaire that included open-ended and close-ended questions. The size of sample was 320 and it was selected on the basis of random sampling. The statistical tools used in the study are chi-square, Likelihood Ratio and Linear-by-Linear Association. The findings from this study suggested that Indian people have become highly brand conscious. Brand image is not a significant factor in choosing the brand. The factors such as quality, comfort, expectations and demographic characteristics influence the purchase decision. Female consumers prefer mainly Allen Solly brand and Raymond, followed by Peter England, John Players, and other brands. Male consumers mainly prefer Raymond and Peter England, followed by Allen Solly, Van Heusen, John players and other brands and female consumers do not differ in their brand awareness, shopping frequency and shopping expenditure. Finally Males are equally interested to go for shopping as females and they spend excess money during shopping than female.

**PARUL MITTAL AND SANDEEP AGGARWAL** (2012) performed a study entitled, "Consumer Perception towards Branded Garments: A study of Jaipur". The main aim of the study was to determine whether branding of garments influenced the perceptions of consumer and to analyze whether the population of Jaipur preferred to wear branded garments or not. The other objectives are i) To study the awareness of branded clothes among consumers in Jaipur city. ii) To study the major factors responsible for buying branded clothes among consumers. iii) To study the demographic factors affecting branded clothes buying behaviour. iv) To study the most popular brand among various age groups in branded clothes market. A Primary survey was conducted from 95 customers at different Malls in Jaipur. Convenience sampling design was used to draw the sample. Questionnaires were distributed amongst the jaipurities in places like Gaurav Tower, McDonalds near Raj Mandir, Crystal Palm and Lifestyle. The statistical tools used in this study were Arithmetic Mean, Scaling Techniques and Chi-Square. The findings from this study resulted that, most of the Customers were least aware of popular brands. The major factors responsible for buying branded clothes among consumers in Jaipur city were Comfort, Style and Design. The other key Motivators such as Brand Name, Price, Availability and Discounts are the least motivators. The purchasing of Branded Garments give Social capability, Recognition, value for money and Satisfaction to the consumers. praise from friend is given the least preference. The variables that influence most of the consumers while making purchasing decision are Family, Price, Friends and Discounts. There is a relationship between the consumer's Income, and the satisfaction with the product. Most of the people are price sensitive.

### III. STATEMENT OF THE PROBLEM

India has witnessed a frantic pace of retail development over the past several years. Goldman Sachs has estimated that the Indian economic growth could actually exceed that of China by 2015. It is believed that the country has potential to deliver the faster growth in future. There are various readymade apparel industries and branded showrooms available in our country and they are playing predominant role in fulfilling the needs of the customers. Now-a-days, the customers are more dynamic and radical transformation in their life style and spending patterns. The taste, needs and preference are changing as per current scenario. Hence, the development of apparel industry are **manily** dependent on the customer satisfaction. There is increased sophistication in the shopping pattern of customers in villages and towns. This in turn is giving rise to new business opportunities. Currently the branded readymade apparels are increasingly used by men. They select their readymade apparels in the single brand showrooms (or) Multibranded shops (or) in both. The buying decision of the customers is influenced by different factors. Therefore an attempt is made to know about the awareness towards branded readymade apparels, factors considered while purchasing apparels and satisfaction derived due to usage in readymade apparels by the customers.

#### 1. OBJECTIVES OF THE STUDY

The following are the objectives of the study.

- i) To study the awareness about the branded apparels among college students in Coimbatore district.
- ii) To find out the preference on factors considered while purchasing apparels.
- iii) To determine the level of satisfaction on the attributes of readymade apparels.

## 2. METHODOLOGY

The study depends upon primary data, which have been collected from college students studying in and around Coimbatore District. Methodology consists of data, area of study, period of study, frame work of analysis, sampling design and tools used.

### i) DATA

The study is based on primary data and secondary data. For the purpose of collection of primary data, a well structured questionnaire was framed. The questionnaire comprises of close ended as well as open ended questions. In close ended questions checklist questions and multiple choice questions were included. Further, secondary data were collected from various books, magazines, journals and websites.

### ii) AREA OF STUDY

The area of study covers the entire region of Coimbatore District.

### iii) PERIOD OF STUDY

Data for the study were collected for the period of one year that is from 1<sup>st</sup> April 2017 to 31<sup>st</sup> March 2018.

### iv) SAMPLE DESIGN

A sample of 160 customers has been chosen through convenient sampling method. Among these eight questionnaires were incomplete. Only, 152 sample customers are taken and the analysis has been carried out.

### v) FRAME WORK OF ANALYSIS

The data collected were regrouped and reclassified according to the purpose of the study and the data were analysed with the help of statistical tools like simple percentage, weighted average ranking, mean, ANOVA and Chi-square Test are employed.

## SIGNIFICANCE OF THE STUDY

The present study examines the level of awareness, preference and level of satisfaction attained at the time of purchasing various branded readymade apparels. The results of the study may be useful to the apparel companies for improving the design and motivating the various brand varieties of readymade apparels which in turn satisfies the customers.

## IV. RESULTS AND DISCUSSIONS

- 1) The study is based on Primary data and the data were collected through Questionnaire for a period of one year from 1<sup>st</sup> April 2017 to 31<sup>st</sup> March 2018.
- 2) Simple percentage, Weighted Average Ranking, Mean, Analysis of variance (ANOVA) and Chi-square are employed to analyse the data. The study may guide the manufactures and the Customers to produce new product and to purchase new arrivals and varieties.
- 3) The important results from this study are presented in the following paragraphs under broad category namely Socio-Economic profile, Awareness, Preference and extent of satisfaction of the customer. It is followed by Level of Awareness and awareness index and level of satisfaction and satisfaction index.

**SOCIO ECONOMIC PROFILE OF THE CUSTOMER**

- Most of the Customers 65 (42.76%) belong to Rural area.
- Most of the Customers 66 (43.42%) are between the age group of 21 and 25 years.
- Majority of the Customers 77 (50.66%) are Under-Graduates.
- Most of the Customers' 62(40.79%) Pocket Money per month is up to Rs.500.
- Most of the Customers 47(30.92%) Family Income per month is between Rs.10001 and Rs.20000.
- Most of the Customers 61(40.13%) have one earning members in their family.
- Most of the Customers 64(42.10%) have one Non-Earning members in their family.
- Majority of the Customers 120(78.94%) obtain information about the apparels from Advertisement when compared with all other sources of information especially through T.V commercials.
- Majority of the Customers 90(59.21%) are frequently purchasing Apparels at the time of Festival Period.
- Majority of the Customers 77 (50.66%) are buying their apparels within Coimbatore District.
- Most of the Customers 76(50%) are selecting their apparels by themselves.
- Majority of the Customers 103(67.76%) have changed their shops frequently.
- Majority of the Customers 118 (77.63%) are buying their apparels in Multi Branded Shops.
- Majority of the Customers 106 (69.74%) have the habit of changing Brands frequently at the time of purchasing apparels.
- Majority of the Customers 95 (62.50%) are buying both domestic cloth and imported cloth.
- Majority of the Customers 82 (53.94%) are buying the readymade apparels by considering the availability of the apparels.
- Majority of the Customers 103 (67.76%) say that branded readymade apparels give correct fittings.
- Majority of the Customers 85 (55.92%) feel that readymade apparels give smart look to wear.
- Majority of the Customers 107 (70.39%) have faced problems after washing the cloth.
- Majority of the Customers 80 (52.63%) are facing the problem of colour fading of apparels after washing.

**LEVEL OF AWARENESS**➤ **LEVEL OF AWARENESS IN SINGLE BRANDED SHOWROOMS**

It is observed that majority of the Customers are aware of Quality, formal wear and Casual wear, Wider choice in colour, Size variants of apparels followed by Design, Price, Availability of apparels, Offers, Discounts and Durability in single Branded Showrooms.

➤ **LEVEL OF AWARENESS IN MULTI BRANDED SHOPS**

The majority of the Customers are aware of formal wear as well as Casual Wear, Size variants, Wider choice in Colour, Price, Design, Discounts Offers, Availability of apparels, Quality and Durability in Multi Branded Shops.



**VARIABLES ASSOCIATED WITH LEVEL OF AWARENES ON READYMADE BRANDED APPARELS****➤ AREA OF RESIDENCE**

Mean awareness index is high among urban areas. ANOVA result reveals that highly significant difference in the mean awareness index among the three groups of customers. Chi-square result indicates that No significant Association between Area of Residence and Level of Awareness on Branded Readymade Apparels.

**➤ AGE**

Average awareness index is high among customers of 20 to 25 years age. ANOVA result indicates that mean awareness index is high among Customers belong to above 25 years age group. Chi-Square result shows that there does not exist any significant Association between Age and Level of Awareness on Branded Readymade Apparels.

**➤ EDUCATIONAL QUALIFICATION**

Mean awareness index is high among Customers who are Post-Graduates. ANOVA result reveals that there does not exist any significant difference in mean awareness index among four groups of Customers. Chi-square result indicates that there is No significant Association between Educational Qualification and Level of Awareness on Branded Readymade Apparels. Customers with Professional Qualification have high level of Awareness.

**➤ POCKET MONEY**

Mean awareness index is high among Customers whose monthly pocket money is between Rs.1001 and Rs.2000. ANOVA result that there exists a highly significant difference in mean awareness index among four groups of Customers. Chi-square results shows that there is significant Association between Monthly Pocket Money of Customers and Level of Awareness on Branded Readymade Apparels.

**➤ FAMILY INCOME**

Mean awareness index is high among customers whose family income per month is above Rs.30000. ANOVA results reveal there exists a highly significant difference in mean awareness index among four groups of Customers. Chi-square results show that there is significant Association between Family Income of Customers and Level of Awareness on Branded Readymade Apparels. Customers whose family income is above Rs.30000 are with high level of Awareness.

**➤ TYPE OF FAMILY**

Mean awareness index is high among Customers belong to joint family.. ANOVA results reveals there exists a significant difference in mean awareness index among two groups of Customers. Chi-square results indicate that there is No significant Association between Type of Family and Level of Awareness on Branded Readymade Apparels.

**➤ NUMBER OF EARNING MEMBERS IN THE FAMILY**

Mean awareness index is high among Customers with above two earning members in their family. ANOVA results that there exists a highly significant difference in mean awareness index among three groups of Customers. Chi-square results show that there is No significant Association between Number of Earning Members in the Family and Level of Awareness on Branded Readymade Apparels. Customers with two earning members in their family are with high level of Awareness.

**➤ NUMBER OF NON-EARNING MEMBERS IN THE FAMILY**

Mean awareness index is high among Customers with above one Non-Earning members in their family. ANOVA result that there does not exists any significant difference in mean awareness index among three groups of Customers. Chi-

square results indicate that there is No significant Association between Number of Non-Earning Members in the Family and Level of Awareness on Branded Readymade Apparels.

➤ **SIZE OF THE FAMILY**

Mean awareness index is high among Customers with above four members in their family. ANOVA result that there does not exists any significant difference in mean awareness index among three groups of Customers. Chi-square result indicates that there is No significant Association between Size of the Family and Level of Awareness on Branded Readymade Apparels. Customers with above four members in their family are with high Level of Awareness.

**PREFERENCE – FACTORS INFLUENCING PREFERANCE FOR PURCHASE**

The various factors are considered by the consumers at the time of purchasing apparels. Most of the consumers are considering the Quality of the apparel, colour, Design, style, Brand, Fashion and followed by Price, Appearance, Durability, Discounts, Offers, Status symbol and finally Celebrity tag while purchasing it.

**VARIABLES ASSOCIATED WITH LEVEL OF SATISFACTION ON READYMADE BRANDED APPARELS**

➤ **AREA OF RESIDENCE**

Mean satisfaction index is high among Customers belong to Urban area. ANOVA result reveals that there does not exist any significant difference in mean Satisfaction index among three groups of Customers. Chi-square result indicates that there is No significant Association between Area of Residence and Level of Satisfaction on Branded Readymade Apparels.

➤ **AGE**

Mean Satisfaction index is high among Customers belong to 21 and 25 years age group. ANOVA result indicates that there does not exists any significant difference in mean satisfaction index among three groups of Customers. Chi-square result shows that there is No significant Association between Age and Level of Satisfaction on Branded Readymade Apparels.

➤ **EDUCATIONAL QUALIFICATION**

Mean satisfaction index is high among Customers who are Diploma Holders. ANOVA result reveals that there does not exist any significant difference in mean Satisfaction index among four groups of Customers. Chi-Square result indicates that there is No Significant Association between Educational Qualification and level of satisfaction on Branded Readymade Apparels. Consumers with Diploma holders have high level of Satisfaction.

➤ **POCKET MONEY**

Mean satisfaction index is high among Customers whose monthly pocket money is between Rs. 1001 and Rs. 2000. ANOVA result that there exists a highly significant difference in mean Satisfaction index among four groups of Customers. Chi-square result show that there is significant Association between Monthly Pocket Money of Customers and level of satisfaction on Branded Readymade Apparels.

➤ **FAMILY INCOME**

Mean satisfaction index is high among Customers whose family income per month is between Rs. 20001 and Rs. 30000. ANOVA results reveal there does not exists any significant difference in mean Satisfaction index among four groups of Customers. Chi-square results show that there is No significant Association between Monthly Family Income of Customers and Level of Satisfaction on Branded Readymade Apparels.

➤ **TYPE OF FAMILY**

Mean satisfaction index is high among Customers belong to joint family. ANOVA results show that there does not exists any significant difference in mean Satisfaction index between two groups of Customers. Chi-square test indicates that there is No significant Association between Type of Family and level of satisfaction on Branded Readymade Apparels.

➤ **NUMBER OF EARNING MEMBERS IN THE FAMILY**

Mean Satisfaction index is high among Customers with above two earning members in their family. ANOVA results that there does not exists any significant difference in mean Satisfaction index among three groups of Customers. Chi-square results show that there is No significant Association between Number of Earning Members in the Family and level of satisfaction on Branded Readymade Apparels.

➤ **NUMBER OF NON-EARNING MEMBERS IN THE FAMILY**

Mean Satisfaction index is high among Customers with above one Non-earning members in their family. ANOVA results that there does not exists any significant difference in mean Satisfaction index among three groups of Customers. Chi-square results indicate that there is No significant Association between Number of Non-Earning Members in the Family and Level of satisfaction on Branded Readymade Apparels.

➤ **SIZE OF THE FAMILY**

Mean Satisfaction index is high among Customers up to three members in their family. ANOVA results that there does not exists any significant difference in mean Satisfaction index among three groups of Customers. Chi-square results indicate that there is No significant Association between Size of the family and level of satisfaction on Branded Readymade Apparels.

**SUGGESTIONS**

The following suggestions are made to improve the Level of Satisfaction among the customers.

- In case of Apparel purchasing Buyers do not stick to one brand. It is to be suggested that repetitive advertising can be made to promote the brand recall with the tone of freshness, style and energy.
- It is suggested that the low scored brands can be promoted by fixing attractive hoarding and flex placed in the areas where the brands should be properly registered in the mind of the customers.
- The size and fittings of the brand may be varying from brand to brand. It is suggested that all the branded apparel manufacturers must distribute the uniform size of Apparel.
- Readymade shops can be established in Rural areas to cover the Rural customers.
- The feedback given by the customers should be redressed in short period of time.
- Manufacturers have to improve the quality of stitching in readymade Apparels.

**V. CONCLUSION**

In the present days all the companies are struggling to gain the attention of the college students in changing the colour, design and model, some of the existing companies introduce new pattern of dress with varied prices to suit different income groups, certain companies introduce number of readymade apparels under different brand name. The demand for readymade apparels has been increasing in recent years all over the universe, especially to youngsters. The main reason is the college students are fashion-conscious and the increased purchasing power of the relevant consumer segment. Branded readymade

apparels are mostly preferred by the college students because of its Quality, Attractive colours, Design and Style, etc. None of the college students depend on a single brand. Raymond, a leading brand gives high awareness among customers it highlights in pants and blazers only. The study reveals that the advertisement plays a major role to choose the readymade apparels available in the market.

### References

1. **Terry M.Gravely(1999)**, “ Apparel Buying Behaviours of Black Males and White Males when purchasing Men’s business Suits”.
2. **Kwan, Yeung, Au.(2004)**, “ Decision-Making Behaviour towards Casual wear Buying: A Study of Young Consumers in Mainland, china”. Journal of Management & World Business Research, Vol. 1, 2004.
3. **Ritu Narang (2006)**, “A study on Branded Men’s Wear”. Indian Journal of Marketing, November, 2006.
4. **Paromita Goswami(2007)**, “ Apparel Shopping Orientation of Urban Indians: A study on Kolkata”, Indian Journal of Marketing, April, 2007.
5. **Sirirat Sae(2007)**, “ Consumer Perception and Attitude towards Foreign versus Domestic Apparel in Thailand”.
6. **Azevedo, Susana, Pereira, Madalena, Ferreira, Joao and Pedroso Vilma(2008)** “Consumer Buying Behaviour in Fashion Retailing: Empirical Evidencies”.
7. **Lalitha and Ravi Kumar and Padmavalli (2008)**, “Brand Preference of Men’s wear – A Case Study”. Indian Journal of Marketing, October, 2008.
8. **Balanaga Gurunathan and Krishnakumar(2010)** “Age Demography in the Preference of Custom made Tailoring for Dress making Men in Tamil Nadu”. European Journal of Social Sciences, ISSN 1450-2267, Vol. 27, No. 4(2012), PP.470-480.
9. **Gopinath(2010)** “A Study On Men’s perception in buying Shirts in Thiruchirappalli District”. Asian Journal of Management Research, ISSN 2229-3795.
10. **Kamalaveni, Kalaiselvi, and Saranya Devi(2010)**, “Buying decisions of Men’s shirts: Single brand show rooms Vs Multi Brand retail outlets perspective”. International Refereed Research Journal, vol.-1, Issue-1, October 2010.
11. **Rajagopal (2010)**, Consumer Culture and Purchase Intentions towards Fashion Apparels”.
12. **Karthikeyan Sundarraj(2011)**, “An investigation on Consumer Behaviour and Preference towards apparel purchase by Indian consumers age 15-25”.
13. **Namita Rajput, Subodhkesarwani and Akankshakhana(2012)**, “consumer attitude Towards Branded Apparels”. Received: January 31, 2012 Accepted: February 20,2012 Published: April 1, 2012.
14. **Parul Mittal and Sandeep Aggarwal (2012)**, “Consumer Perception towards Branded Garments: A Study of Jaipur”, International Journal of Research in Finance & Marketing, Vol. 2, Issue 2 (February 2012) ISSN: 2231-5985.