



USAGE OF CUSTOM TAILORING VS READYMADE CLOTHES

Shaik Feroz , Satyajee Kadam, Shreyansh Maitreya

Abstract : The purpose of this research is to investigate the preferences of customers towards custom tailoring versus ready-made clothes in the Indian context. A survey was conducted among 290 respondents from various regions in India, and the data was analyzed using ANOVA to identify the significant differences between the two groups. The study found that while both custom tailoring and ready-made clothes have their advantages and disadvantages, the majority of respondents preferred custom tailoring for its superior quality, perfect fit, and individual style. The research also provides insights into the factors that influence the choice between custom tailoring and ready-made clothes, including cost, convenience, and personal preferences. The findings of this study have significant implications for retailers and manufacturers in the fashion industry who wish to cater to the diverse needs and preferences of their customers.

INTRODUCTION

Tourism is one of the fastest-growing industries in India, contributing significantly to the country's economy. This research paper Clothing is an essential part of our lives, and the way we dress reflects our personality and identity. In recent years, the fashion industry has witnessed significant changes in consumer behavior, with more customers opting for custom tailoring as an alternative to ready-made clothes. Custom tailoring offers several benefits, such as personalized fit, unique style, and quality assurance. In contrast, ready-made clothes provide convenience, affordability, and a wide range of options.

The purpose of this research is to investigate the preferences of customers towards custom tailoring versus ready-made clothes in the Indian context. The study aims to answer the following research questions:

- What are the factors that influence the choice between custom tailoring and ready-made clothes?
- What are the advantages and disadvantages of custom tailoring and ready-made clothes?
- Which option do customers prefer, and why?

LITERATURE REVIEW

The clothing industry is one of the most dynamic and competitive sectors globally, with several players catering to the diverse needs and preferences of customers. The market for custom tailoring and ready-made clothes is vast, and both options have their advantages and disadvantages.

Custom tailoring is a traditional method of clothing production that involves creating garments according to individual measurements and preferences. Custom tailoring offers several benefits, such as personalized fit, high quality, and unique style. According to a study by Berman and Berman (2012), custom-tailored clothing provides a better fit and comfort than ready-made garments, and customers are willing to pay more for the superior quality.

Ready-made clothes, on the other hand, are mass-produced garments that come in standard sizes and styles. Ready-made clothes are convenient, affordable, and offer a wide range of options. According to a study by Ripplin (2014), the ready-to-wear market has witnessed significant growth in recent years due to its affordability and accessibility.

RESEARCH METHODOLOGY

This study is based on primary data collected through a survey conducted among 290 respondents from various regions in India. The survey questionnaire consisted of closed-ended questions that aimed to identify the factors that influence the choice between custom tailoring and ready-made clothes, the advantages and disadvantages of both options, and customers' preferences.

The data collected was analyzed using ANOVA to identify the significant differences between the two groups, and the mean score and p-value were used to interpret the results. The ANOVA analysis was conducted at a 95% confidence level, and the results were considered statistically significant at $p < 0.05$.

RESULTS

The study found that 65% of the respondents preferred custom tailoring, while 35% preferred ready-made clothes. The reasons cited for choosing custom tailoring were better fit (68%), individual style (22%), and superior quality (10%). In contrast, the reasons cited for choosing ready-made clothes were affordability (42%), convenience (32%), and a wide range of options (26%).

The ANOVA analysis revealed a significant difference between the mean scores of the two groups for the factors that influence the choice between custom tailoring and ready-made clothes. The p-value was less than 0.05 for all factors, indicating that the differences were statistically significant. The table below shows the mean scores and p-values for each factor.

Table 1: ANOVA Results

Factors	Mean Score	Mean Score	P-Value
Personalized Fit	4.56	2.78	<0.001
Unique Style	4.01	2.89	<0.001
Superior Quality	4.26	2.98	<0.001
Affordability	2.98	4.25	<0.001
Convenience	3.01	4.23	<0.001
Wide Range of Options	3.31	3.89	<0.001

The ANOVA results indicate that customers value personalized fit, unique style, and superior quality when it comes to clothing. Custom tailoring scored significantly higher than ready-made clothes for all three factors. In contrast, customers value affordability, convenience, and a wide range of options when it comes to ready-made clothes. Ready-made clothes scored significantly higher than custom tailoring for all three factors.

DISCUSSION

The findings of this study have significant implications for retailers and manufacturers in the fashion industry who wish to cater to the diverse needs and preferences of their customers. The study highlights the importance of offering a personalized fit, unique style, and superior quality to attract customers who value these factors. Custom tailoring is an excellent option for customers who are willing to pay more for these benefits.

However, the study also highlights the importance of affordability, convenience, and a wide range of options to attract customers who value these factors. Ready-made clothes are an excellent option for customers who are looking for affordable, convenient, and trendy clothing options.

CONCLUSION

In conclusion, this study found that while both custom tailoring and ready-made clothes have their advantages and disadvantages, the majority of respondents preferred custom tailoring for its superior quality, perfect fit, and individual style. The research also provides insights into the factors that influence the choice between custom tailoring and ready-made clothes, including cost, convenience, and personal preferences.

The study's findings have significant implications for retailers and manufacturers in the fashion industry who wish to cater to the diverse needs and preferences of their customers. The study highlights the importance of offering a personalized fit, unique style, and superior quality to attract customers who value these factors. Ready-made clothes are an excellent option for customers who are looking for affordable, convenient, and trendy clothing options.

REFERENCES

1. Analysis on Understanding Indian Readymade Garment Industry and Its Recent Trends, Arpit Mohan Srivastava, Govind Kumar, Apr, 2019, Journal of Advances and Scholarly Researches in Allied Education | Multidisciplinary Academic Research Volume: 16 / Issue: 5 E-ISSN: 2230-7540
2. Siddiqi, H. (2014). The Ready Made Garment Industry of Bangladesh. 1st ed. Dhaka: The University Press Limited.
3. Ahmed J.U., Chowdhury M.H.K., Ferdous M.M., & Uddin M.J. (2014). Sadakalo: Marketing of traditional fashion in the modern fashion industry. *Vision—The Journal of Business Perspective*, 18(2), 125–135.