A STUDY ON FACTORS INFLUENCING READYMADE APPAREL PURCHASE IN COIMBATORE CITY WITH SPECIAL REFERENCE TO MEN’S GARMENTS

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ABSTRACT

Indian textiles industry plays an important role in the country’s economic growth. India’s rank in world trade is seventh in textile and sixth in clothing. Readymade garment is a part of the textile industry and it accounts for about half of India’s textile exports. The Indian Textile Industry is the second largest employment provider after agriculture and also the largest foreign exchange earner for the country. This industry is growing very rapidly. Hence, the need arises to know more about the perception of the customers for further growth of the industry. This study aims to know about the customer satisfaction level and factors influencing readymade apparel purchase and also to know about the most popular brands of customers in different variants of clothes which would help the readymade garments manufacturers to plan their future growth. The findings reveal that Tommy Hilfiger and Peter England are the most preferred brands in the Bangalore City and most significant considerations in apparel purchase are price and quality. Finally, few useful marketing implications have been suggested at the end.

KEY WORDS: Apparel, Brand, Customer Satisfaction, Apparel Industry.