

## IMPACT ON CONSUMERS BUYING BEHAVIOUR TOWARDS READYMADE GARMENTS (WITH SPECIAL REFERENCE TO DELHI)

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### Abstract

The objective of this research is to determine and explain the key determinants that have significant influence on consumers in the context of Readymade Garments, with main focus to be on the inhabitants of New Delhi. Due to different modes of life and works, population shift is rapidly increasing, incomes are rising not to mention the exposure to current environs and the level of shopping success is changing. Brand preferences, sensitivity to promotions, opinions towards product prices and consumption in reference to behavior and the use of social media will be examined. Both primary and secondary data have been collected which has proven to be effective particularly in understanding consumer behavior, their psychological conditions and attitudes, and their expectations while purchasing clothes in Delhi city. There is an increase in the market as more people go in with the idea of the things to be dawned in changing trends wear most specifically a branded and classy one in which the preference is influenced by feelings. Why is this the case that there is an increase in the consumer inclination to branded and fashionable clothes with clothes which promote tangible features of the product such as style, durability and price also playing a very critical role. Over and above that, the headstrong is how these new technological modes of selling have supplanted the conventional ways of buying and selling as they facilitate aspects such as price competition and standards. Consequently, the study suggests that the garment industry should be more customer oriented, and marketing and point of sale particularly form the major areas that need to be improved.

**Keywords:** Consumer Buying Behaviour, Readymade Garments, Delhi Market, Brand Preference, Price Sensitivity

### Introduction

In India, the ready made clothing business has developed into one of the leading and fastest priority segments thus far owing to the urbanization, people's ways of living, and the rise in their disposable income. In cities such as the National Capital, Delhi, there has been a marked

increase in the market for ready made apparels which is attributable to several contributing factors, the most important of them being that of evolving trends in fashion amongst other things which keep on changing every season, and more importantly people no longer have the time for waiting for the clothes to be made and most importantly also there has been a shift from the traditional mode of tailoring to that of ready to wear apparel. Today consumers are in a rush they would rather choose where to order from today instead of waiting for weeks for the fitting. This is exactly where the phenomenon of 'ready-made apparel' fits in. Consumer buying behavior comes into play in the effectiveness of this industry. It is advancement that deals with consumer interests to buy any good or service in a mutually beneficial relationship and there is specific process involved. As for readymade garments, there are some specific conditions present.

Both the social forces and the marketing influences are important aspects of change and to this extent readymade purchase becomes also a social behavior. In that connection, the purchasing behavior of the readymade garments consumer relates to several elements such as personal interest in particular styles of pieces, fear of being «under” or above others, cultural norms, very standards of living, as well as aggressive marketing. Features like how the garment is advertised, the price of the commodity, the type of commodity, the way it is modeling and the things done to attract attention to the product have great impact during the first phase of gathering information made by a consumer. Being one of the most important commercial centers and trend leaders in Asia, Delhi offers a wide and cutthroat market for the sale of readymade clothes. A major factor contributing to the growth and maintenance of the sale of readymade garments in Delhi is the existence of all sorts of shopping facilities in the city. Almost all economic groups and every possible profile of consumers in Delhi can find exclusive designer clothes online reviews within production sites. Moreover, present trends in the market are strongly supporting online shopping by increasing accessibility and eradicating income disparities especially in products availability. The use of internet, computer keys, plastic cards, honor boards and telephones, unlike in the past, has greatly eliminated the physical restrictions previously associated with commerce. Today, however, almost every other person uses electronic gadgets such as tablets, mobile phones and laptops for everything since they are easily portable. In Light of These Developments, I Have Justified That Segmentation Is Not Easy: Those Viewpoints Include Consumer Innovators And Entrepreneurs-Producing And Distributing Needless Goods For Chinese Women. Apart From The Above Problems Marketing Programs. Since Individuals Are The Building Blocks Of Both Families And Markets, It Removes Both. The value of every piece of writing rests on the usefulness of the information it carries, and thus it is always good to be able to predict its deserved audience in advance. Value for mother would include practical company as well as time sclerosis), natural parents may find it difficult to understand this phenomenon and thus may presume that the children are foolish or self-centered and that there is not relative intramuscular difference in so doing. Value in child care application may have different forms depending on what care-giver is to provide the care and what kind of service is required. And after this understanding will stretch to child-targeted marketing and children.

### **Concept of Consumer Buying Behaviour**

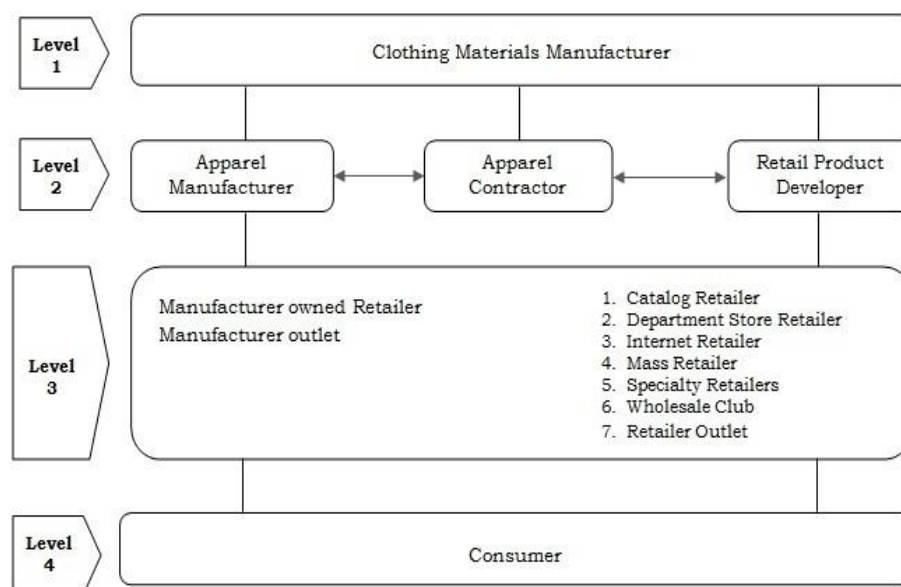
The term consumer buying behavior, refers to the research of users and groups on which goods they buy, use and dispose to fulfill their wants and desires. It also focuses on understanding consumer behavior processes throughout the stages of purchase. This is essential when assessing consumer behavior in relation to clothing manufacturer like why consumers choose some brands or rather retail outlets and not the other. The consumer is therefore continually involved in this process rather than in a single activity. Many aspects of the consumer behavior rely on a number of elements being both internal and external. The internal factors involved usually include personal choices, insight, motivation, value, and habits. At the same time, external factors include societal expectations with regards to behavior, the role of advertisement and that of other reference groups such as family. They shape the behavior by which the consumer views the society and therefore makes decisions to purchase.\

The stages of the purchasing process are actually quite orderly. It all begins with the realization of a need, where the individual in question finds that there are quite a few things that they would love to change, for instance, their wardrobe. That is followed by the process of acquiring information where the individual scans information from various sources like T. V. commercials, social media, and blogs. Then comes the point of evaluating alternatives, which involves comparison of different brands, prices and fashions. Once the products in question have been critically evaluated, the persons concerned are able to make a purchase and the most appropriate one is chosen. It all ends with post purchase behavior that assesses how happy a consumer is with the product in use including the aspect of repurchase and brand loyalty. When it comes to readymade garments, buying behavior is subject to a lot of changes owing to the dynamic nature of that product itself the fashion trends, the seasons and media and peer control. Fashion shopping is generally greater in urban consumer markets such as New Delhi with attitudinal considerations being the most important such as fashion, convenience, preferred brands and affordability. Also, there are a lot of products that are sold in both physical stores and online stores and this increases the likelihood of purchasing behavior. Knowing why consumers buy at particular situation, help both marketers and business owners plan what to share and how to compete with their competitors. The inability to analyze these factors would crop out to the companies positioning themselves disadvantageously in the expanding reservoir of readymade garment market and thus erode the business viability.

### **Overview of the Readymade Garment Industry in India**

First and foremost, it is worth mentioning that the Indian garment industry is one of the largest sectors of the textile industry; its role in the economic, social and export development of the country is undeniable. In the modern scenario, the ready-made garments sector has shifted from an otherwise largely unorganized setup into an organized and globally competitive one. This competitiveness has been greatly influenced by the tendency towards urbanization, the creation of a middle class, a strong fashion consciousness in the consumer, and the buyer's preference for 'readymade' over 'stitched'. India is one of the star-ranking producers and suppliers of apparels to both the internal and offshore markets. This sector of the economy provides a broad span of products, the most common being leisure wear, formal clothing, traditional costumes

and even fitness clothing, which can be bought by different types of consumers. In India, consumer electronics have taken the market to a new level beyond shopping value. This is with the coming of modernized and convenient ways of shopping which have helped by no small extent. Government incentives such as the Make in India policy have encouraged production within the country; for instance, Keywords: - government subsidies on investment, export promotion scheme like MEPS.



### Growth and Development of the Garment Market in Delhi

One of the brightest examples of the said drive would be the development of Delhi as an important center for fashion and retail outlets. Ready-made garments is one of the most rapidly developing markets in India and Delhi has had a huge part to play in this growth story. The city's peculiarities in terms of inhabitants' backgrounds, the trend of high income and the ease access to fashion worldwide have created an active business environment that is full of competition. Delhi provides a multi-format retail space from the oldest markets to hi-tech malls and e-commerce portals. Designed to meet the interests and target group, the market for shopping opportunities in Delhi is broad and diversified. Widespread among the girls are bazaars located at the heart of Delhi such as Sarojini Nagar Market, Central Market Lajpat Nagar, and Karol Bagh. These markets have become famous for offering cheap fashionable clothing and, therefore, tend to attract a large number of customers, in particular the youth. On the contrary, modern shopping malls like Select Citywalk and DLF Promenade are focused on specialized shopping needs of premium customers especially who want different designer wear styles. The changing lifestyle, a higher proportion of working women and increasing demand for modern, easy to wear dresses tend to encourage the growth of Delhi's clothing market. Customers are more interested in fashion and ready-to wear clothing that is best for a quick fashionable and urban society lines. Additionally, the advancement of on-line brings convenience, cost efficiency and a broad range of buying and selling options thereby propagating the market even more. Recently, the city of Delhi has seen the change of industrial

marketing of clothing businesses with the use of digital tools and communication and media promotion tools, popular among the modern society. In order to improve business, retail owners are capable of offering even better solutions for attracting clients like various promotions, individual orders and omnichannel marketing at various levels. Expect that the market for garments in the region of Delhi is small or shall we say nil and traditional ways of market seem to be very few and the reason for this is also attributable to the increase in consumerism.

### **Role of Advertising and Promotional Strategies**

Advertising and promotional strategies play a crucial role in influencing consumer buying behaviour in the readymade garment industry. In a highly competitive market like Delhi, where numerous brands and retailers coexist, effective promotion helps create brand awareness, attract customers, and differentiate products from competitors. Advertising serves as a communication tool that informs consumers about new collections, seasonal trends, discounts, and brand values. Traditional forms of advertising such as television, newspapers, magazines, and outdoor hoardings continue to have an impact, especially in reaching a broad audience. However, modern promotional techniques like sales promotions, discounts, festive offers, and loyalty programs are equally significant in influencing purchase decisions. Consumers in the garment market are often price-sensitive, and promotional offers can strongly motivate impulse buying and brand switching. Visual merchandising, in-store displays, and window presentations also play an important role in attracting customers. Well-designed store layouts and appealing product displays can enhance the shopping experience and encourage consumers to spend more time exploring products. Additionally, celebrity endorsements and brand ambassadors help build trust and aspirational value, making consumers more inclined toward specific brands., advertising and promotional strategies not only create awareness but also shape consumer perceptions, influence preferences, and ultimately drive sales in the readymade garment market.

### **Impact of Social Media and Digital Marketing**

Urban markets within the capital city and its surrounding regions have been highly affected by social media and online advertisement with companies enjoying more clients than ever. Sites such as Facebook, Instagram and YouTube have now become very effective for the fashion fraternity in making their products quite popular without the middlemen unlike in the past. With the coming of digital marketing opportunities, companies can now show off their products in a more visually friendly way, create synergies with forces of influencers and place direct advertisements. Fashion oriented consumers and traffic driven sites that these discerning consumers prefer to spend their time on sharing, liking and trying the recommended products, the fashion influencers, play their role very effectively. Fashion online, a never ending journey of finding reviews, ratings, and validating people's vents in form of product recommendation is a puzzle that and forms why maintaining a good online reputation is of paramount importance. E-commerce platforms have made significant heads in the market that now enjoy the features of convenience, versatility, and reasonable pricing I regard this as a very healthy development because it is in fact an improvement to the lives of consumers especially fashion.

Their favourite brands can be found at different stores, where there are so many options to choose products from and even more, one is able to purchase goods at rates that are competitive. This typically leads to embracing the internet trends as opposed to the traditional shopping in physical stores. Furthermore, the context-based approach eases the consumer's purchase further by suggesting what the consumer may be interested to buy next. Well, fashion is one of the most liberated areas where the use of media has had extensive strides including social media, thereby increasing culture of consumption in the shape of fashion and beauty. The last technique which short sale, limited period rewards and immediate response promotes buyers behavioural approach because, the consumer should decide and take the opportunity that is before him since there's no other time. Naturally, because of this, everything has changed with fashion and the reason is due to the fact that trends get more dynamic these days. Personally, I believe comparatively these days information on past is far more accessible to us than it used to be in the past, in terms of evolution and various elements of everyday Fashion trends. Lastly, tDigital consumers are individual who, on realizing information, consume based on the comprehension of such designs or a brand and then make their purchase online for further use.

### **Online vs Offline Buying Behaviour**

There has been a significant change in the behavior of consumers in the readymade garment sector with the advent of online purchasing. Traditional stores remain relevant to consumers' way of shopping. That said, in online research, orientation to purchase is usually guided by the presence of wider product range, ease of price comparison, and flow of time. In fact, a purchase can be made after checking more than one brand's products as well as customer reviews at any given time. One can also buy home delivery service and others online returns policies, discounts as well. In this view, it is younger generation that prefers digital marketing because young generations are more advanced technologically and they can relate with online trends. On the contrary, many social factors tend to command such behavior since touch and feel of the product plays a significant role in the behavior of a typical shopper. The specific need of retail shopping from the physical stores arises from the reasoning that many customers want to assess the factors such as the quality of the cloth, the size, the fitting, the comfort, among others prior to purchasing the product. The traditional markets, shopping centers and even branded shops, provide a very unique and personal shopping opportunity which the online retail will never be able to provide. Whereas in Delhi customers make use of both, online shopping for verification of product details and the actual shops or outlet for the purchases often termed as a hybrid model practice.

### **Customer Behavior and Satisfaction:**

In today's textile and apparel sector, consumers' purchase decisions are based on a number of factors. Some of them include; the most recent fashion, the type of brand, the price of the goods, the quality, the material, the level of comfort and durability. It can be inferred that in the Delhi market, where such items are broadly part of probably every inhabitant's wardrobe, the preference is usually to purchase items that are stylish yet remained reasonably priced. However, there are mixed parties with some people having prejudices against valuing the self

against spending while others appreciating the convenience of comfort without having to break the bank on the wardrobe advancement. AttributeSet. Mentioning factors that should be helpful to customers and supply functionalities that do not belong to physicals only is the attribute of the credit of satisfaction. In their study on service quality in online and traditional retailing, Yau and Kim (2007) recognized that they are several approaches to measure customer satisfaction (CS) that include the cognitive approach and the more recent affective approach. Textiles and apparel are no longer mere goods to be stored in a wardrobe but a utilitarian gender-enhancing possession. Branded clothing items are purchased not only by women (the largest demographic for branded products) but by other genders as well in both casual or ceremonial environments. In fact, the clothing collection of someone from such groups makes a huge statement across and about the normal social groups in the area. Items like this added with internal characteristics as well as external equipments characteristics and various accessories at the other's disposal besides the products themselves. Textiles and apparel become very important once the "quality of life" is addressed from a gender perspective and is still observed in the 21st century. The tactile balance between fabrics and designs of gold plus garments is far from being restricted to religious symbolism. Expectations and experiences directly determine how satisfied clients would be with products. Factors affecting client satisfaction include the quality of the product itself, how well it fits, its design, its cost as well as any services available after purchase such as take back and dedicated customer services. Nowadays, consumers have become more critical and brand disloyalty has become the new normal as most people easily change brands whenever their expectations are not met. Indeed, customer satisfaction is a critical business metric in the bid to retain customers and maintain brand loyalty. This chain of satisfaction and visual images informs about the benefits of the services without having to spend money on advertising. Contacts with the brands of the products or services through positive impacts leave in the memory of customers for a longer time. Recommendation of the brands in conversation including social media is going to happen with the pleasant or positive memories. Oppositely, negative experiences may lead to posting of reviews on the internet thus driving away other prospective buyers. Thus, understanding consumer needs and gratification is pivotal to the growth of the fashion industry.

### Demographic Profile of Consumers in Delhi

The demographic profile of consumers in Delhi plays a significant role in shaping buying behaviour in the readymade garment market. The city has a diverse population characterized by variations in age, income, education, occupation, and lifestyle, which directly influence purchasing patterns.

- **Age:** Younger consumers (teenagers and young adults) are more fashion-conscious and trend-driven, while older consumers prioritize comfort, quality, and durability.
- **Income Level:** High-income groups prefer branded and premium apparel, whereas middle- and lower-income groups are more price-sensitive and often opt for affordable options.
- **Gender:** Women generally show higher involvement in garment shopping, with a focus on variety and style, while men tend to prefer convenience and functionality.

- **Education and Occupation:** Educated and working professionals are more aware of fashion trends and brand value, often influenced by digital media and workplace requirements.
- **Lifestyle:** Urban lifestyles, busy schedules, and social exposure contribute to increased demand for ready-to-wear garments.

Delhi's multicultural environment and exposure to global fashion trends make its consumers more dynamic and diverse. This diversity requires marketers to segment the market effectively and tailor their strategies to meet the needs of different consumer groups.

### Research Methodology

The research methodology adopted in this study follows a systematic and structured approach to analyze the impact on consumer buying behaviour towards readymade garments, with special reference to Delhi. The study is descriptive and analytical in nature, aiming to understand consumer preferences, attitudes, and purchasing patterns. Both primary and secondary data have been used for the purpose of analysis. Primary data was collected through structured questionnaires distributed among consumers in Delhi, while secondary data was gathered from books, journals, research articles, and online sources. A convenience sampling technique was used to select respondents based on accessibility and willingness to participate, with a sample size of approximately 100–150 consumers. The study considers key variables such as price, brand image, quality, promotional strategies, and social media influence as independent factors affecting consumer buying behaviour. The collected data was analyzed using percentage methods, tables, charts, and basic statistical tools to draw meaningful conclusions. The study is limited to the Delhi region and may be subject to certain constraints such as limited sample size, time restrictions, and possible respondent bias.

**Table : Factors Influencing Buying Behaviour**

| Factors        | Highly Influential | Moderately Influential | Less Influential |
|----------------|--------------------|------------------------|------------------|
| Price          | 50                 | 45                     | 25               |
| Brand          | 55                 | 40                     | 25               |
| Quality        | 70                 | 35                     | 15               |
| Fashion Trends | 60                 | 40                     | 20               |
| Social Media   | 45                 | 50                     | 25               |

For the purpose of rating different aspects affecting customers of readymade clothing in Delhi, the table has been expressed above. It is the following bar chart that reveals quality as the main factor with the most weight where from the feedback of 70 people it was deduced that it is of very high significance to the customers. No wonder, as metro consumers in their purchase choices focus more on the lifestyle, aesthetic value of the product and other options but here the concern is more on how long the material will last. It is surprising that only a few respondents are of the opinion that quality doesn't matter that much which in turn suggests that quality is preference of the consumers. Similarly, changing fashions are deeply rooted as depicted by 60 respondents in the current rating. This is a reflection of how much consumers

care about fashion especially in places like Delhi city, where they like to keep up with the latest trends, fashions and styles.”

At 55 counts, the brand value is just one factor among many. Some two thirds of the respondents who hold it in high regard mean that it carries great importance for customers quality, reliability and status. On the other hand, some of the respondents did not take the matter quite seriously and hence rated it as “moderate” or even “low”. Despite the above, price remains a key criterion in every case considered in the survey, with highly influential and moderately influential standing respectively at 45 and 50. This means that despite people being in a position to pay for a given fairly priced fashionable commodity, one cannot rule out the essence of price, which a number of potential customers does. Most importantly, various studies examined the plunge of technology and the rate of acceptance of social media among people particularly in the current times. While 45 respondents rate it as highly influential, a greater percentage (50) rate it as moderately influential. Hence, this alludes to the fact that media these days plays a substantial part in making people know the trends but does not always have a direct impact on the desire to make a purchase.

**Table : Preference for Shopping Mode**

| <b>Mode of Purchase</b> | <b>No. of Respondents</b> | <b>Percentage (%)</b> |
|-------------------------|---------------------------|-----------------------|
| <b>Online</b>           | 50                        | 41.7%                 |
| <b>Offline</b>          | 45                        | 37.5%                 |
| <b>Both</b>             | 25                        | 20.8%                 |

The table shows the preferred mode of purchasing readymade garments among consumers in Delhi. It indicates that online shopping is the most preferred mode, with 50 respondents (41.7%) choosing it. This reflects the growing popularity of e-commerce platforms due to convenience, time-saving, wider product variety, and attractive discounts. Consumers find online shopping more flexible as it allows them to browse and purchase products anytime and from anywhere. Offline shopping is preferred by 45 respondents (37.5%), which shows that traditional retail still holds a strong position in the market. Many consumers continue to visit physical stores to check product quality, fabric, size, and fitting before making a purchase. The tactile experience and immediate availability of products make offline shopping important, especially for garments. A smaller group of 25 respondents (20.8%) prefer both online and offline modes, indicating a hybrid buying behaviour. These consumers often search for products online but may purchase them offline, or vice versa. This trend highlights the integration of digital and physical retail experiences.

## Conclusion

The current research on consumer purchase behavior concerning readymade garments in Delhi emphlessly rerates the persistent and adaptive characteristics of consumer choice within m fierce competitive setting. It suggests that aspects of quality, style, brand equity, cost and social media has proven to be key to in winning over the target consumer. Quality has been

given importance suggesting that the most typical consumers are interested in long lasting garments or comfort or even the best for their money in case of clothes. Nevertheless, in addition to this sign, current fashion trends and the issue of brand expectations are not negligible and call for reconsideration, especially in a highly sophisticated consumer environment such as in Delhi. It is also clear that consumers are shifting from previous purchasing behaviors by depending on online buying bits and pieces applicably as it saves time, quite affordable and accommodates a myriad of products. However, the conventional way of purchasing cannot be wished away because a number of the potential consumers would like to physically see the products being sold prior to deciding on to make the purchases. It can be noted that many practices in consumption behavior among people are a blend of online and offline activities. This also explains why consumers tend to boycott bathing these days. Furthermore, the application of social media and other influential digital mediums have rubbed off on how people buy other things such the fashion industry. The last 15 years has seen the transition in the way people consume fashion; they are critical in buying and do not get attached to a particular brand when the same is not conducive -Business only- in that period. Any business operating in the garment market is required to incorporate the focus over the customer in the garment being created, its prices and availability as well as promotion including the traditional socio-cultural marketing aspects. As the turnover of clothing produced in Delhi is expected to increase with each passing day, understanding of buyer behavior among retailers and marketers becomes imperative for fruitful positioning of such a market.

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