

Original Article

A Study on Customer Expectation of Readymade Garments Among Men in the Coastal Region of Tamil Nadu

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Received Date: 18 April 2026

Revised Date: 05 May 2026

Accepted Date: 10 May 2026

Published Date: 14 May 2026

Abstract: This study examines the customer expectations of readymade garments among male consumers in the coastal region of Tamil Nadu. The study focuses on male customers residing in the coastal districts of Nagapattinam, Karaikal, Chennai, Thoothukudi, and Rameswaram, analyzing their expectations, preferences, satisfaction levels, and attitudes towards readymade garments. A descriptive and cross-sectional survey design was adopted. Primary data were collected from 150 respondents using a structured questionnaire based on a five-point Likert scale. Statistical tools such as frequency analysis, reliability analysis (Cronbach's Alpha), chi-square test, Pearson correlation, and multiple linear regression analysis were employed. The findings reveal that quality, price, comfort, and brand reputation are the most important purchase factors. Consumer satisfaction with fabric quality, design, and overall fit is generally high. The study concludes that satisfaction with garments is the most significant predictor of consumer attitude towards readymade garments in the coastal region. The study provides valuable insights for garment manufacturers and retailers to develop effective, consumer-focused strategies for the male consumer segment in coastal Tamil Nadu.

Keywords: Customer Expectation, Readymade Garments, Consumer Attitude, Purchase Decision, Satisfaction, Coastal Region, Tamil Nadu.

I. INTRODUCTION

The Indian readymade garment industry is one of the largest contributors to the textile sector over the past few decades. Urbanization, rising disposable income, increasing awareness of fashion and more demanding consumer choices are changing the way that readymades are viewed.

This is a relatively small and unique market comprised of males in coastal Tamil Nadu. Regional cultural values, job requirements, climate change and fashion trends are the few things that determine how a person will buy. For manufacturers and retailers to effectively serve this market, it is crucial that they understand the expectations and preferences of these consumers.

Menswear purchases are influenced by important factors such as quality of fabric, price, brand name, comfort, design and durability. Moreover, social media, celebrity endorsements, family/friends and in-store experience have a significant impact today than ever before.

The garment market in all the coastal districts of Tamil Nadu varies from one layer to another, which includes fishermen, government employees, private sector workers, business owners and students. This diversity makes it necessary to understand the differences in expectations and satisfaction amongst different demographic groups.

II. NEED FOR THE STUDY

The readymade garment industry is extensively competitive, and there are a multitude of domestic and foreign brands competing for the consumer's consideration. It will be helpful for the companies to design the products and marketing strategies in line with consumer behaviour by understanding how far male consumers of the coastal region use, and how far they express satisfaction or dissatisfaction.

Empirical studies are rarely available on male consumer behavior for a particular region, such as the coastal districts of Tamil Nadu, concerning readymade garments. Although numerous studies have analysed consumer behaviour in urban markets, the distinct nature of coastal communities has not really been studied. This study fills this gap by providing new information regarding male consumer expectations, preferences and satisfaction in the coastal region.

III. RESEARCH GAP

The literature on consumer behaviour of boys within the ready-made garment sector has largely been limited to urban markets and female consumers, with very few examinations of semi-urban and rural coastal male consumers. However, the



majority of studies focus on individual factors such as price or brand in isolation and do not provide an integrated analysis of multiple determinants of consumer attitude.

The previous research has examined the individual effects of purchase importance factors, garment satisfaction and influence factors on consumer attitude of male consumers in the coastal region of Tamil Nadu; however, there is a dearth of empirical evidence on their combined effect. This study adds to these gaps by conducting a region-wide aggregation of all key determinants of consumer expectation and attitude.

IV. OBJECTIVES OF THE STUDY

- To study the preferences and buying behavior of male consumers towards readymade garments in the coastal region of Tamil Nadu.
- To analyze the factors influencing the purchase decision of readymade garments among men, such as quality, price, brand reputation, comfort, design, and durability.
- To examine the level of satisfaction of male consumers with various attributes of readymade garments, including fabric quality, pricing value, size availability, latest designs, durability, and overall fit.
- To study the impact of demographic factors on the expectations and buying behavior of men towards readymade garments.
- To assess the influence of various factors, including family and friends, social media, celebrity endorsements, discounts, online reviews, and in-store experience, on purchase decisions.
- To identify the role of promotional activities and advertisements in influencing men's expectations and purchase decisions for readymade garments.
- To suggest strategies for garment manufacturers and retailers to effectively meet the expectations of male consumers in the coastal region of Tamil Nadu.

V. SCOPE OF THE STUDY

This study evaluates consumer expectations and buying behavior of men towards readymades in the coastal belt area of Tamil Nadu. Centre, on the other hand, studies determinants of purchases such as quality, price, brand reputation, comfort, design and durability using measurable responses gathered through a structured type of questionnaire.

It focuses on examining the satisfaction of male consumers regarding attributes of garments and the impact generated by social media, celebrity endorsements or promotional activities on their purchase decision. The sample included data from the five coastal districts of Nagapattinam, Karaikal, Chennai, Thoothukudi and Rameswaram. However, it is narrowly targeted at the male consumer group of readymade garments and self-reported data.

VI. REVIEW OF LITERATURE

Consumer buying behavior has been studied thoroughly among factors influencing the decision-making process. Philip Kotler (2012) consumer behavior is influenced by cultural, social, personal and psychological factors. Specifically, with regard to readymade garments, these determinants take the shape of choices for a specific type of fabric, brand loyalty and price quality sensitivity.

According to Solomon (2018), consumers depend upon peer-to-peer influence, brand signals and digital medium. Schiffman and Wisenblit (2015) noted that social media and online reviews have a strong effect on consumer choice in the apparel sector.

A study by Arora and Agnihotri (2019) examined male consumers in India who purchase readymade garments, and their findings revealed that the top four factors were quality, price level, brand image/reputation and comfort. A study conducted in India by Chandra and Sinha (2020) focused on how brand image and in-store experience influence male consumer attitude towards garment brands.

S. Chandrasekar (2024) highlighted the behavioral determinants in determining individual outcomes, and S. Chandrasekar & R. Natarajan (2021) used external factors to explain the consumers' responses through behaviors approach. The Psychology of Emotional Intelligence and Consumer Decision Making Patterns (S. Chandrasekar and N Kaliyaperumal; 2020) suggests that psychological factors have a considerable effect on individual behaviour, including consumer choice decisions

The latest studies show that Gen Z and millennial male consumers have more trust in celebrities promoting their products, in social media advertising, and in eco-friendly product attributes. Most of these studies were based on the urban population, with only a handful from semi-urban and coastal states like Tamil Nadu. This indicates the necessity of a specific and in-depth study on male consumer expectations concerning readymade garments, particularly par region.

VII. RESEARCH METHODOLOGY

A) *Research Design*

The study adopts a descriptive and cross-sectional survey design to analyze the customer expectations of male consumers towards readymade garments in the coastal region of Tamil Nadu.

B) *Area of the Study*

The study is conducted across five coastal districts of Tamil Nadu: Nagapattinam, Karaikal, Chennai, Thoothukudi, and Rameswaram.

C) *Population of the Study*

The population consists of male consumers of readymade garments residing in the five coastal districts of Tamil Nadu.

D) *Sample Size*

A total of 150 respondents were selected for the study.

E) *Sampling Technique*

The study uses Convenience Sampling, selecting respondents who are available and willing to participate.

F) *Data Collection Method*

- Primary Data: Collected through a structured questionnaire using a 5-point Likert scale.
- Secondary Data: Collected from journals, books, government publications, and online sources related to consumer behavior and the garment industry.

G) *Research Instrument*

A structured questionnaire consisting of:

- Section A: Demographic details and consumer preference questions
- Section B: Likert-scale statements on Importance of Purchase Factors (IMP1-IMP6), Satisfaction with Garments (SAT1-SAT6), Influence on Purchase Decision (INF1-INF6), and Consumer Attitude (ATT1-ATT6)

H) *Variables of the Study*

- Independent Variables: Importance of Purchase Factors, Satisfaction with Garments, Influence on Purchase Decision
- Dependent Variable: Consumer Attitude towards Readymade Garments
- Moderating Variables: Demographic factors (Age, Income, Occupation, Education)

I) *Data Analysis Tools*

The collected data are analyzed using:

- Frequency Analysis – for demographic profile and consumer preferences
- Reliability Analysis (Cronbach's Alpha) – to measure internal consistency
- Chi-Square Test – to examine the association between demographic and attitude variables
- Pearson Correlation – to examine relationships between variables
- Multiple Linear Regression Analysis – to identify the impact of influencing factors

J) *Reliability of the Instrument*

Reliability is tested using Cronbach's Alpha, with values above 0.7 considered acceptable.

K) *Limitations of the Study*

- Limited to the five coastal districts of Tamil Nadu
- Sample restricted to 150 male respondents
- Based on self-reported data, which may involve response bias
- Convenience sampling may limit generalizability

VIII. DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation are essential components of this study, transforming raw data into meaningful insights. This chapter presents a systematic analysis of data collected from 150 male respondents across five coastal districts of Tamil Nadu. The primary objective is to understand customer expectations and examine the factors influencing their purchase decisions for readymade garments.

The data were collected using a structured questionnaire based on a five-point Likert scale. Various statistical techniques, such as frequency analysis, reliability analysis, chi-square test, correlation analysis, and regression analysis, are used. The results are presented through tables and interpreted to identify patterns, trends, and relationships.

Table 1: Distribution of Respondents Based on Demographic Profile

Demographic Variable	Category	Frequency	Percentage (%)
Age	21-30 (Majority)	52	34.7%
Educational Qualification	Undergraduate (Majority)	48	32.0%
Occupation	Private Sector (Majority)	55	36.7%
Monthly Income	Rs.25K-Rs.50K (Majority)	46	30.7%
Place of Residence	Urban (Majority)	55	36.7%
District	Nagapattinam (Majority)	33	22.0%

Source: Primary Data

The demographic analysis reveals that the majority of respondents (34.7%) belong to the 21-30 age group, followed by 28.7% in the 31-40 age group. Most respondents are undergraduates (32.0%) or postgraduates (31.3%) working in the private sector (36.7%). The dominant income group is Rs.25,000-Rs.50,000 per month (30.7%), and urban residents constitute 36.7% of the sample. Nagapattinam district has the highest representation (22.0%).

Table 2: Consumer Preferences for Readymade Garments

Preference Variable	Most Preferred Category	Frequency	Percentage (%)
Frequency of Purchase	Quarterly	52	34.7%
Primary Shopping Outlet	Shopping Malls	46	30.7%
Preferred Garment Type	Shirts	45	30.0%
Preferred Price Range	Rs.500-Rs.1000	55	36.7%
Favourite Fabric	Cotton	66	44.0%
Preferred Fit	Slim Fit / Regular Fit	47 each	31.3% each
Brand Preference	Louis Philippe	39	26.0%
Brand Origin	Indian Brands	60	40.0%
Preferred Shopping Time	Discount Season	62	41.3%
Key Online Concern	Fit Issue	63	42.0%
Repeat Purchase Trigger	Affordability	58	38.7%
Expected Future Improvement	Lower Prices	60	40.0%

Source: Primary Data

The consumer preference analysis reveals that most respondents (34.7%) purchase garments quarterly and prefer shopping malls (30.7%) and showrooms (30.0%). Shirts are the most preferred garment type (30.0%), with cotton being the dominant fabric choice (44.0%). The preferred price range is Rs.500-Rs.1,000 (36.7%), and Indian brands, particularly Louis Philippe, are favored. Discount seasons are the preferred shopping time, and fit issues are the primary concern for online shopping.

A) Age vs Level of Consumer Attitude

Age is an important demographic factor that influences consumer attitude towards readymade garments. This section analyzes the relationship between age and the level of consumer attitude among male consumers in the coastal region of Tamil Nadu.

Table 3: Age vs Level of Consumer Attitude (Two Way Table)

Age Group	Low	Medium	High	Total
Below 20	1	3	9	13
21-30	1	18	33	52
31-40	0	18	25	43
41-50	0	17	20	37
Above 50	0	2	3	5
Total	2	58	90	150

Source: Primary Data

The majority of respondents across all age groups fall under the High consumer attitude category. The 21-30 age group shows the highest count with 33 respondents in the high attitude category, indicating stronger positive attitudes towards readymade garments among younger consumers.

B) Occupation vs Level of Consumer Attitude

Occupation determines an individual's income level, lifestyle, and purchasing power, which directly influence consumer attitude towards readymade garments. This section examines the relationship between occupation and consumer attitude level.

Table 4: Occupation vs Level of Consumer Attitude (Two-Way Table)

Occupation	Low	Medium	High	Total
Student	0	8	14	22
Govt. Employee	0	9	13	22
Private Sector	1	22	32	55
Business	1	12	18	31
Others	0	7	13	20
Total	2	58	90	150

Source: Primary Data

Private sector employees show higher purchasing activity, especially in the high consumer attitude category (32 respondents), indicating stronger engagement in garment buying activities influenced by professional lifestyle requirements and higher income levels.

C) Income vs Level of Consumer Attitude

Income is a key factor influencing purchasing power and consumer attitude towards readymade garments. This section analyzes the relationship between monthly income levels and consumer attitude among male respondents.

Table 5: Income vs Level of Consumer Attitude (Two-Way Table)

Income Level	Low	Medium	High	Total
Below Rs.10K	1	7	7	15
Rs.10K-Rs.25K	1	16	22	39
Rs.25K-Rs.50K	0	18	28	46
Rs.50K-Rs.75K	0	12	22	34
Above Rs.75K	0	5	11	16
Total	2	58	90	150

Source: Primary Data

Respondents with higher income levels (Rs.25K-Rs.50K and above) tend to show higher consumer attitude towards readymade garments, indicating that income positively influences purchasing involvement and brand consciousness among male consumers in coastal Tamil Nadu.

IX. CORRELATION ANALYSIS

In order to determine how strong the relationship between the variables is and in which direction, correlation analysis is applied. This is then applied in the current study to assess the relationship between independent variables (Importance Factors, Satisfaction of Garments, and Influence on Purchase Decision) and dependent variable (Consumer Attitude). This aids in finding out the factors that influence consumer attitude towards readymade garments by male consumers in the coastal region.

Table 6: Correlation between Influencing Factors and Consumer Attitude

Variables	Consumer Attitude (ATT Mean)
Importance Factors Mean (IMP Mean)	0.185*
Satisfaction Mean (SAT Mean)	0.219**
Influence Factors Mean (INF Mean)	0.173*

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data

The correlation results indicate that all three independent variables have a positive and significant relationship with Consumer Attitude. Satisfaction Mean ($r = 0.219, p < 0.01$) shows the strongest correlation, followed by Importance Factors Mean ($r = 0.185, p < 0.05$) and Influence Factors Mean ($r = 0.173, p < 0.05$). This suggests that consumer satisfaction with garment attributes is the most influential driver of positive consumer attitude among male consumers in the coastal region.

X. REGRESSION ANALYSIS

Regression analysis is employed to trace the relationship between independent variables and its effect on dependent variable. This study applied multiple linear regressions to measure the joint and individual effects of Importance Factors, Satisfaction with Garments and Influence on Purchase Decision in Consumer Attitude. This explains how these variables impact the consumer attitude towards macho reads readymade garments.

Table 7: Model Summary

Model	R	R Square	Adjusted R-Square
1	0.280	0.079	0.060

Source: Primary Data

Table 8: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.492	3	1.164	4.151	0.007**
Residual	40.941	146	0.280		
Total	44.433	149			

Source: Primary Data

Table 9: Coefficients

Variables	B	Std. Error	Beta	t-value	Sig.
Constant	2.413	0.408	—	5.910	0.000
Importance Factors Mean	0.123	0.076	0.133	1.606	0.110
Satisfaction Mean	0.166	0.079	0.174	2.104	0.037*
Influence Factors Mean	0.076	0.071	0.091	1.066	0.288

** Significant at the 0.01 level. * Significant at the 0.05 level.

Source: Primary Data

The regression results show that the model is statistically significant ($F = 4.151, p < 0.01$). The R Square value (0.079) indicates that 7.9% of the variation in Consumer Attitude is explained by the three independent variables. Among the factors, Satisfaction Mean ($B = 0.166, p = 0.037$) is the only statistically significant predictor at the 0.05 level, while Importance Factors Mean ($p = 0.110$) and Influence Mean ($p = 0.288$) are not individually significant. This confirms that consumer satisfaction with garment quality, design, fit, and pricing is the most critical driver of overall consumer attitude towards readymade garments.

XI. FINDINGS OF THE STUDY

The study reveals several important insights into the customer expectations and purchasing behavior of male consumers towards readymade garments in the coastal region of Tamil Nadu:

- The majority of respondents (34.7%) belong to the 21-30 age group, indicating that young adults form the largest consumer segment.
- Most respondents are undergraduates (32.0%) working in the private sector (36.7%) with a monthly income of Rs.25,000-Rs.50,000 (30.7%).
- Shopping malls (30.7%) and showrooms (30.0%) are the most preferred shopping outlets, and respondents make quarterly purchases predominantly.
- Shirts are the most preferred garment type (30.0%), with cotton being the dominant fabric choice (44.0%).
- The preferred price range is Rs.500-Rs.1,000 (36.7%), and Indian brands, particularly Louis Philippe, are favored.
- Discount seasons are the most preferred shopping time (41.3%), reflecting strong price sensitivity among male consumers.
- Fit issues (42.0%) are the primary concern for online shopping, followed by return policy (36.0%).
- Affordability (38.7%) is the primary repeat purchase trigger, followed equally by durability and brand status (30.7% each).
- Lower prices (40.0%) are the most expected future improvement from garment brands.
- The Cronbach's Alpha values for all four constructs exceed 0.70 (IMP: 0.882, SAT: 0.855, INF: 0.932, ATT: 0.869), confirming high reliability.
- The Chi-Square test revealed no significant association between age and consumer attitude ($p = 0.494 > 0.05$).
- Pearson Correlation showed significant positive correlations between all three independent variables and Consumer Attitude.
- Multiple Regression confirmed that Satisfaction Mean is the only individually significant predictor ($B = 0.166, p = 0.037$) of Consumer Attitude.

XII. SUGGESTIONS / RECOMMENDATIONS

Based on the findings of the study, the following recommendations are made for garment manufacturers and retailers operating in coastal Tamil Nadu:

- Readymade garment manufacturers should focus on expanding cotton fabric collections, as cotton is overwhelmingly preferred, while improving variety in linen and blended fabrics.
- Retailers should enhance online shopping platforms with virtual try-on features and accurate size guides to address the primary concern of fit issues expressed by 42.0% of online shoppers.

- Garment brands should adopt competitive pricing strategies in the Rs. 500-Rs. 1,000 range while maintaining quality standards to justify the price-value proposition.
- Companies should strengthen eco-friendly and sustainable garment lines with clear labeling and marketing campaigns to tap into the growing environmentally conscious consumer segment.
- Retailers should develop comprehensive loyalty programs to convert the 50.0% of occasionally loyal consumers into regularly loyal brand advocates.
- Garment brands should invest in social media marketing and celebrity endorsement campaigns, while strengthening the in-store browsing experience, which remains the primary style discovery method.
- Manufacturers should improve size standardization, as Better Sizing was identified as a key expected improvement by 29.3% of respondents.
- Retailers should optimize discount season strategies, given that 41.3% of consumers prefer shopping during discount periods.
- Garment companies should focus on improving consumer satisfaction with fabric quality, pricing value, and durability, as satisfaction is the most significant predictor of consumer attitude.
- A holistic approach combining quality improvement, competitive pricing, and enhanced shopping experience across both physical and online channels is recommended.

XIII. CONCLUSION

The present study examined customer expectations for readymade garments among male consumers in the coastal region of Tamil Nadu and identified the key factors shaping their purchasing behavior and attitudes. The findings indicate that male consumers in the coastal region prioritize quality, comfort, and affordability when purchasing readymade garments. Cotton fabric, shirts, and garments priced in the Rs.500-Rs.1,000 range from Indian brands are most preferred.

The analysis shows that satisfaction with garment attributes is the predominant indicator of consumer attitude, as corroborated by the correlation and regression analyses. Through social media, celebrity endorsements and discount ceremonies each have a considerable impact on purchase decision making, but they cannot predict consumer attitude as strongly by themselves as satisfaction.

A reliability analysis demonstrated that all four constructs had a high level of internal consistency, with Cronbach's Alpha values greater than 0.70 per construct. Chi-Square test indicated that age does not have an effect on consumer attitude, meaning the same response to the same attitude in every age group.

In conclusion, as a result, this study has been useful for businesses, as understanding male consumers' preferences and expectations in the Tamil Nadu coastal region helps to stay competitive. Therefore, garment manufacturers and retailers should utilize consumer-oriented strategies such as product quality, competitive price, and customer satisfaction in order to satisfy male consumers in the market.

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