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Socio- economic factors affecting of consumer demand for readymade garments in domestic market

SWGK Bulankulama[1]

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1977 වර්ෂයේ දී හඳුන්වා දෙන ලද නිදහස් වෙළඳ ප්‍රතිපත්තියක් සමඟ දේශීය ඇඟළුම් කර්මාන්තය සීඝ්‍රයෙන් වර්ධනය විය. මෙහිදී පංගු ක්‍රමයේ ප්‍රතිලාභ ලැබීමේ අපේක්ෂාවෙන් අග්නිදිග ආසියානු ඇඟළුම් කර්මාන්තයන් ශ්‍රී ලංකාව තුළ ස්ථාපනය කරන ලදී. (කපුගේ සහ ස්මිත්, 2006). දේශීය මෙන්ම ආනයනික ඇඟළුම් නිෂ්පාදන ද දේශීය වෙළඳපොළ තුළ අලෙවිකරණ නමුත් පාරිභෝගික ඉල්ලුමේ වෙනස්කම් ඒ තුළ පවතී. එබැවින් පාරිභෝගික ඉල්ලුම වෙනස් වීම කෙරෙහි බලපාන සමාජ ආර්ථික සාධක පිළිබඳව අධ්‍යයනය කිරීම අරමුණ වේ. ප්‍රධාන වශයෙන් ප්‍රාථමික දත්ත භාවිත කළ අතර මහනුවර සහ අනුරාධපුර දිස්ත්‍රික්කයන්ගේ ප්‍රධාන ඇඟළුම් අලෙවි ව්‍යාපාර 06 ක් තුළ පාරිභෝගිකයන් තිස් දෙනෙකු තොරතුරු සහ දත්ත එක්රැස් කිරීම සඳහා යොදා ගන්නා ලදී. පාරිභෝගිකයන්ගෙන් 90% ක් දෙනා ඇඟළුම්වල කල් පැවැත්ම පිළිබඳව සලකා බලන නමුත් උසස් පෙළ සමත් සහ උපාධිධාරී 33% ක පාරිභෝගික ප්‍රතිශතයක් ඒ සම්බන්ධයෙන් එකඟ වේ. එනම් උගත් කම සහ ඇඟළුම්වල කල්පැවැත්ම පිළිබඳව සලකා බැලීම අතර කිසිදු සම්බන්ධතාවයක් නොමැති බවයි. පාරිභෝගිකයන් අවුරුදු 40-49 අතර වයසේ පසු වන අය වූ අතර ඔවුන්ගෙන් 71% ක් සියල්ම ඇඟළුම් එකම ස්ථානයකින් මිල දී ගැනීමට ප්‍රියතාවයක් දක්වයි. රු. 10,000 ට අඩු සහ රු 25000.00 ට වැඩි ආදායම් ලබන ප්‍රතිශතය නියැදියෙන් 25% ක් වන අතර කිනම් ආදායම් මට්ටමක් ලැබුවකු වුවත් ඇඟළුම් මිල දී ගැනීමේ දී මධ්‍යස්ථ මිල ගණන් අතර පරාසයන් කෙරෙහි අවධානය යොමු කරයි.

යොමු වචන : සමාජ ආර්ථික සාධක, පාරිභෝගික ඉල්ලුම, නිමි ඇඟළුම්, ශ්‍රී ලංකාවේ දේශීය වෙළඳපොළ

Introduction

The garment industry in Sri Lanka grew rapidly after introduction of free trade in 1977, mainly because of quota-hopping East Asian garment exporters

[1]SWGK Bulankulama, Senior Lecturer, Department of Social Sciences, Faculty of Social Sciences & Humanities, Rajarata University of Sri Lanka, swgkbulankulama@yahoo.com

attracted by the country's liberal trade regime, and able to relocate their already

well established garment businesses to Sri Lanka (Kapuge A.M., Smith M,2006). Sri Lanka's apparel industry began to grow significantly from 1980 by 54.8 SDR Million because of its open economic policy as well as the trade and investment friendly environment (Sri Lanka Apparel Export Association, 2005). Sri Lanka's apparel industry has grown under the quota system to be one of the largest contributors to the export revenue of the country. Then, the country has established itself as a reliable supplier of quality garments at single

largest employer in the manufacturing sector the apparel industry provides 52.44 % for export composition of country in 2011(Central Bank of Sri Lanka, 2011).

Clothes are products that satisfy the human's basic need of covering the body from various environmental conditions and other diseases. Garments and textiles are an important and basic need in the existence of the human similar to food and shelters. Hence, basic need of wearing is to protecting or covering the bodies from weather conditions and other diseases. In today most of people wearing clothes as a fashion. Then they used it as a media of showing their social standards beauty and rich.

Problem Statement

Imported and Sri Lankan made garments marketed in domestic market in Sri Lanka. There are some differentiations of demand between local and imported garments. On the other hand, consumer have high bargaining power when making decisions and they can reject or accept a product than that of past. They can decide which industries existing long-term and which are fail. However, there is a trend to buy imported garments in present. What is the reason for this? There are highest capacities of garment industries in Sri Lanka to fulfill the consumer needs. How to socio- economic factors significantly affect to imported readymade garments from international market? Why people reject the local made garments when having a higher demand for Sri Lankan made garments from International markets?

Reference of the product type

This question was used to examine the consumer preference is about either imported textiles or Sri Lankan readymade products. Consumer preference is high for the imported readymade garments it is 56% of total sample. 46% of customers are willing to buy Sri Lankan made garments in the total sample. 36% from 56% were male consumers where in government sector professions

are about 28% (Field survey finding, 2011). As well as considering the age groups and their preference about the product type, 17% of younger in age 20-39 years were demanded the imported products. 22% from the 44% of total sample are selected the Sri Lankan products. Consumers who are in income level above Rs. 25000 were also selected the imported product with highly agree. The unemployed consumers noted the high preference for Sri Lankan made garments.

Graph 1. Preference of the product type.
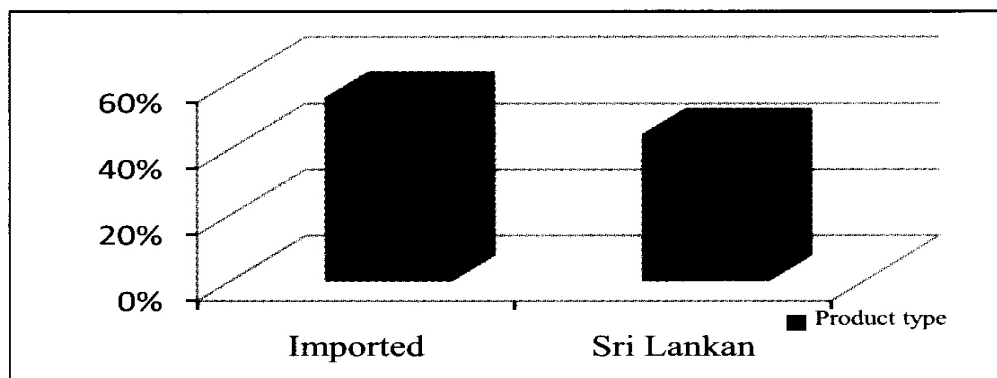
Source. Field survey data-2011

Objectives of the study

The objective is to study the socio-economic factors affecting the demand for imported and local readymade garments in Sri Lankan market. The specific objective is study the marketing strategies in domestic and international marketers.

Methodology of the study

This study is mainly used primary data engaged with Anuradhpura and Kandy districts. The simple random sample used to select customers from both districts. Thirty customers selected from both districts out of number of six shops. Items of the questionnaire satisfy on the educational, income levels, age levels, and gender. Close ended type questionnaire for customers and used the structured interview for obtaining the data from shop owners. Assessed the key success factors using descriptive analysis in which tabulation and graphical presentation used. Correlation and regressions used to study the relationship between the variables for that run the SPSS.

Socio factors affecting for demand of ready-made garments

Relationship between gender and demand

56% of the despondences who are the male in total sample for demanding textiles 44% are female. Female who more considered the idea of durability it is 44% in the total sample. Considering the male, it is about 45% in the total sample. 11% of male from total sample are neutral with the idea of durability.

Graph 2. Gender and perception for durability.
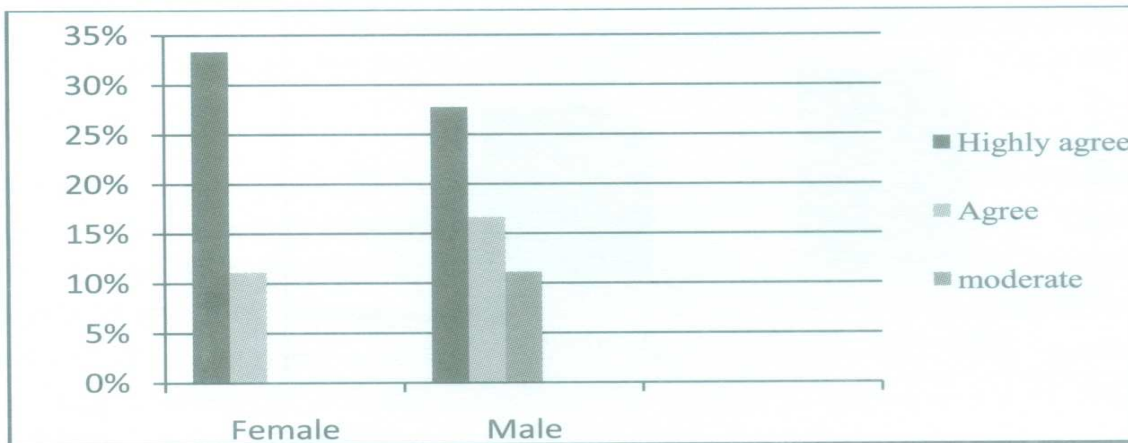
Source. Field survey data-2011

Relationship between education level and perception for durability

About 50% in total sample its clearly shows that the most of consumers have got Advanced Level Examination and about 30 % graduates demand the textiles with perception of durability. Compare to other education levels where in the sample who considered the idea of durability that was 33%, while 28 % of the sample who are A/L passed customers were highly agree with the idea of the durability.

Graph 3. Education level and perception for durability

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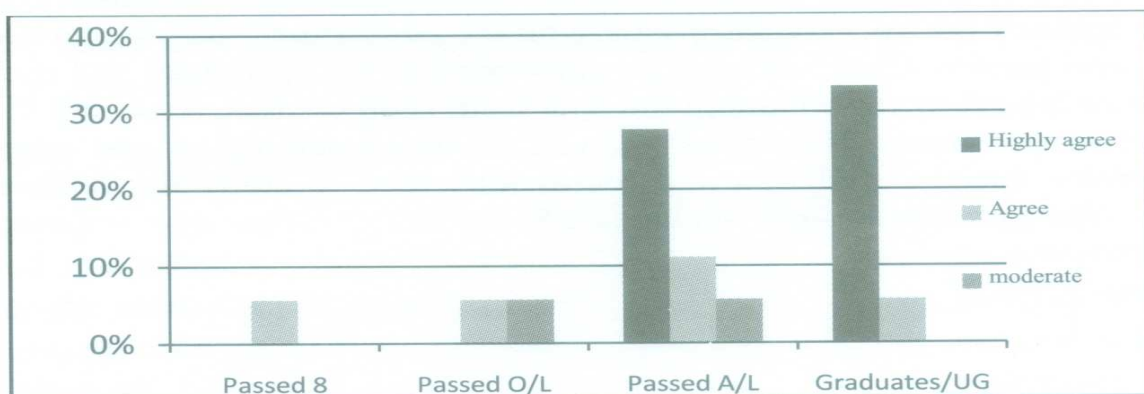
Relationship between age level and demand of readymade garments
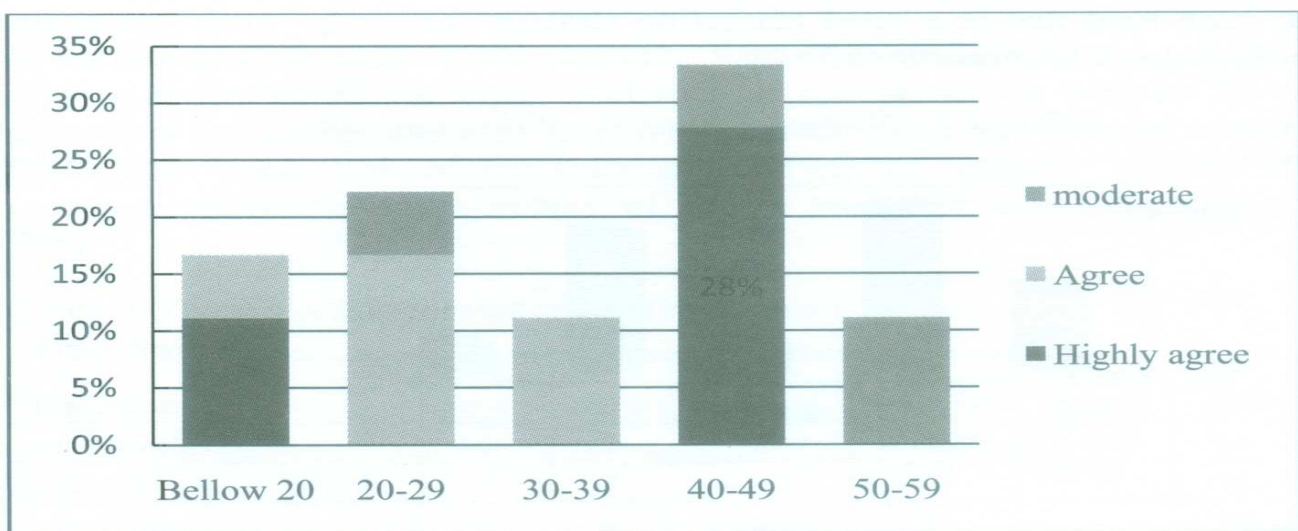
Most of the customers are in age limit between 30-39 years. The 39 % of consumers were in this age and 28% were in the 20-29 age limit. It is said that young customers demanded textiles than other ages.

Graph.4. Age level and demand of ready-made garments
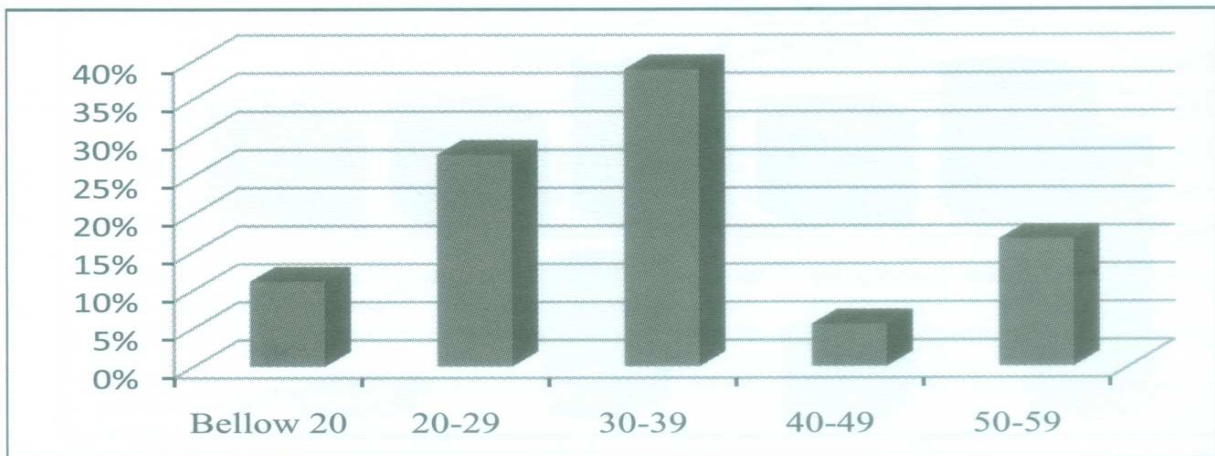
Source. Field survey data -2011
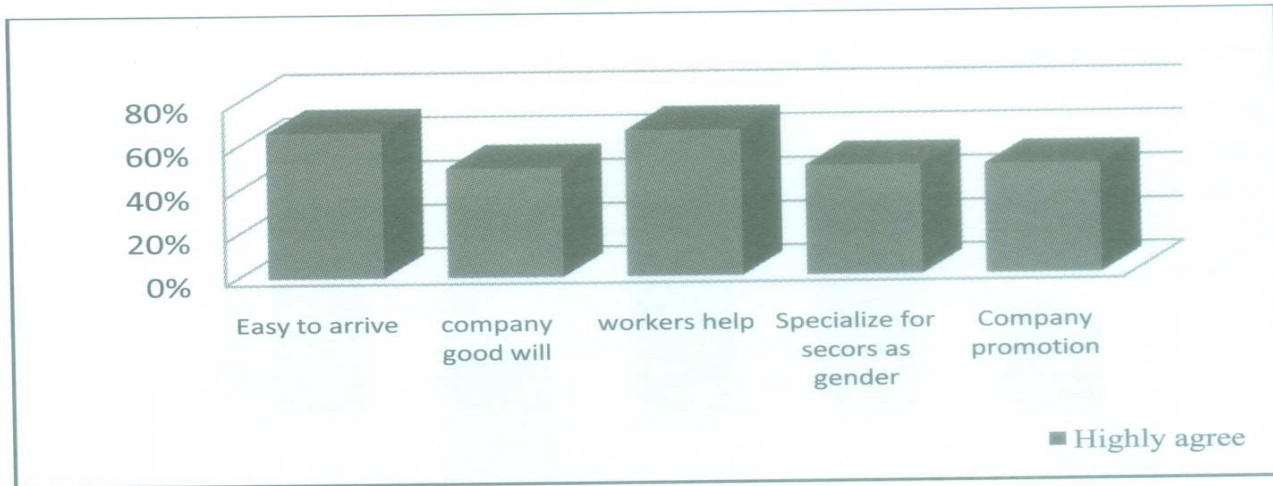
Graph 5. Age and perception of Trade place.

Source. Field survey data -2011

67% in total sample of trade owners agreed with the idea of both easy to reach the trade place and workers help that as consumers considered in demand of ready- made garments. When considered the other ideas of trade owners it was only 50% .

Graph 7. Trade owners' view of the trade place

It shows that 100% owners considered their trading place should be situated in the middle of the town is a better marketing strategy, which they used in ready-made garments marketing. As well as 83% in traders said, that company should be in main road that is a good marketing strategy for ready- made garments because that is a fashionable industry.

Graph 8. Nature of situation of the company
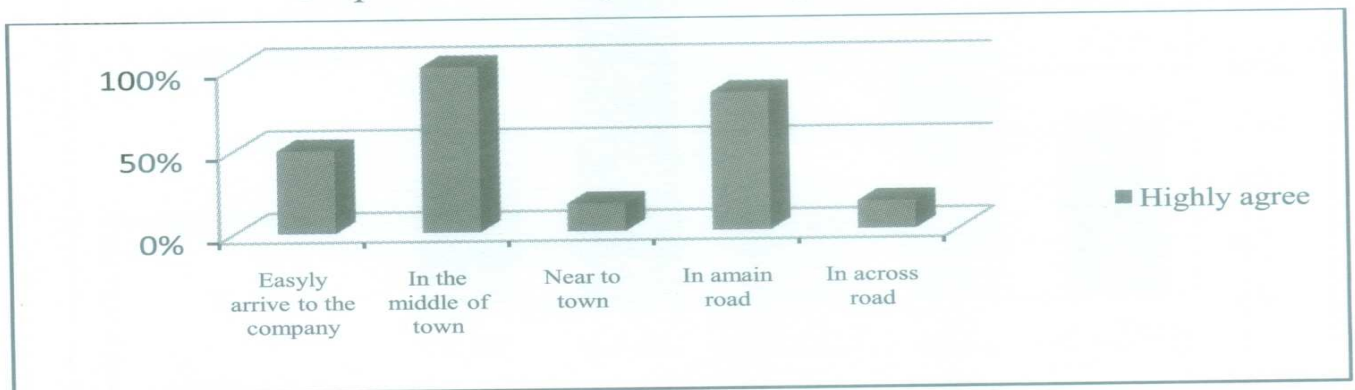
Customers who are in age limit of 40-49 considered the availability of all type of ready- made garments in one place. It was 34% in the total sample and that is due to low preference for shopping. 71% of total sample highly agree with purchasing all type of ready- made garments in one place. But, most of people have not a due place for buying ready- made garments. 50% of consumers in total sample willing to buy ready- made garments from any places. Lowest preferences are for shopping complex. Specifically, 26% of customers are willing to buying ready- made garments in supper trade center.

Graph 6. Relationship between trade place and preferences of demand for ready- made garments

Source. Field survey data-2011

When demanding ready- made garments, 94% of consumers considered the idea of availability of all the type of clothes in one place. As well as 72 % of customers considered the easy to reach the trade place and 66% of customers agree with good, will of the trade place. Help of workers, special offers, company promotion and specialty of gender has taken equal opportunity by 55%.

*Table 2 The attraction factors related to the trade place*

Trade place	Highly agree	Agree	moderate	Disagree	Strongly disagree	Total
easy to reach	6	2	5	2	3	18
good will	1	7	4	3	3	18
workers help	3	4	8	0	3	18
special offers & gifts	2	3	5	3	5	18
Specialized as gender	3	4	3	5	3	18
all type of clothes	7	6	4	0	1	18
company promotions	3	7	2	3	3	18

Economics factors affecting for demand of ready- made garments
Relationship between income level and demand of ready- made garments.

Consumers variant among the income levels from bellow Rs. 5000 to above Rs.25000. 25% of consumers in total sample who demanded ready- made garments in income level of Rs.5000 - 10000 and above Rs.25000, consumers who are in this income levels influenced to the demand of ready- made garments than consumers in other income levels.

Relationship between preference and price ranges.

Graph 9. Preference for the prices.
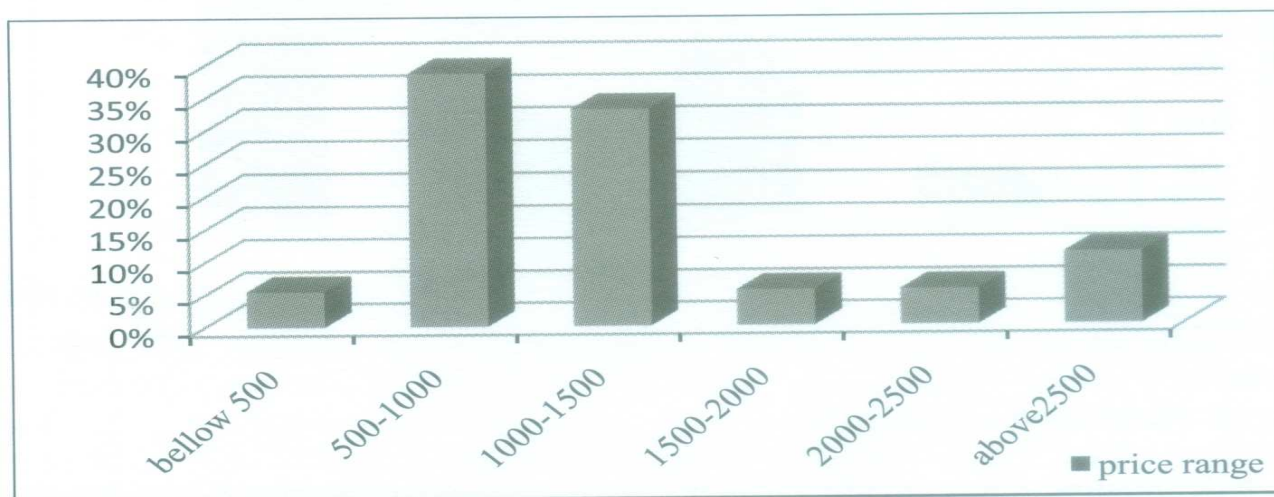
Source. Field survey data

37% of consumers willing to demand of ready- made garments in Rs 500-1000 price range. 89% of consumers consider the moderate prices in which 33% of male from the total sample. As well as 22% of consumers were in the 20-29 age groups among in the 89%. Advanced level passed consumers and professionals in the government sector consider the moderate prices. It is 33% and 22% respectively. Customers who are in the income levels bellow Rs.5000, Rs.5000-10000, and above Rs.25000 are considered the moderate price when they demand readymade garments.
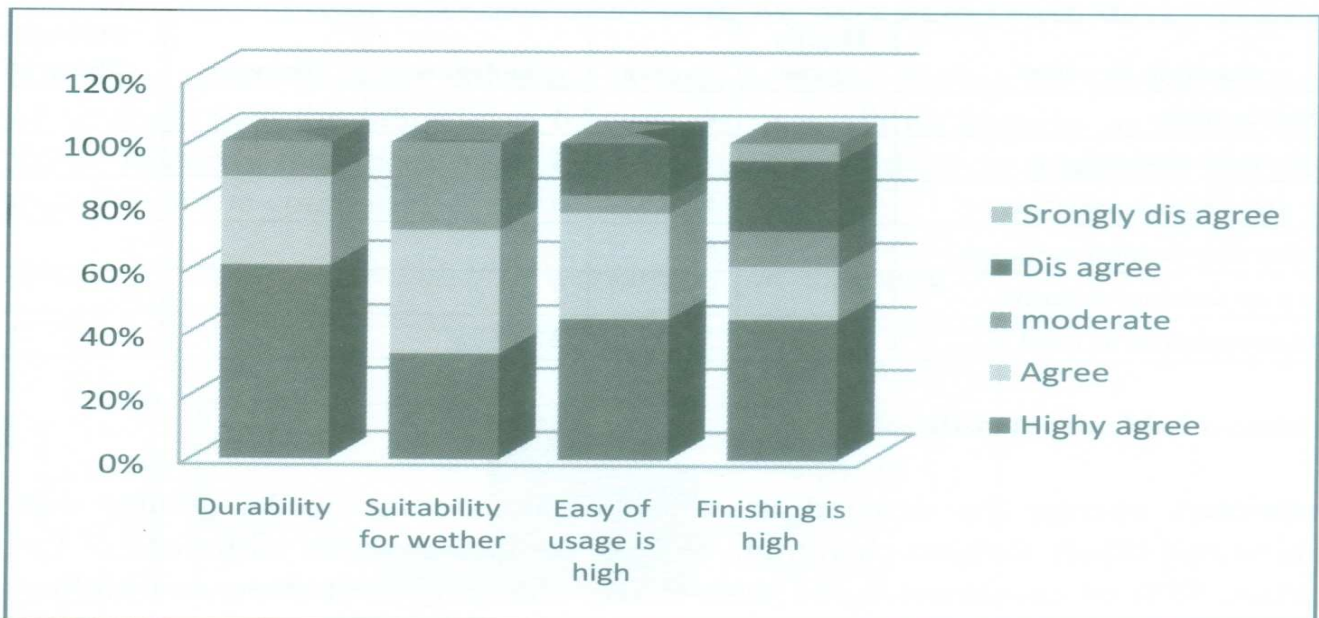
Graph 10. Preferences of prices
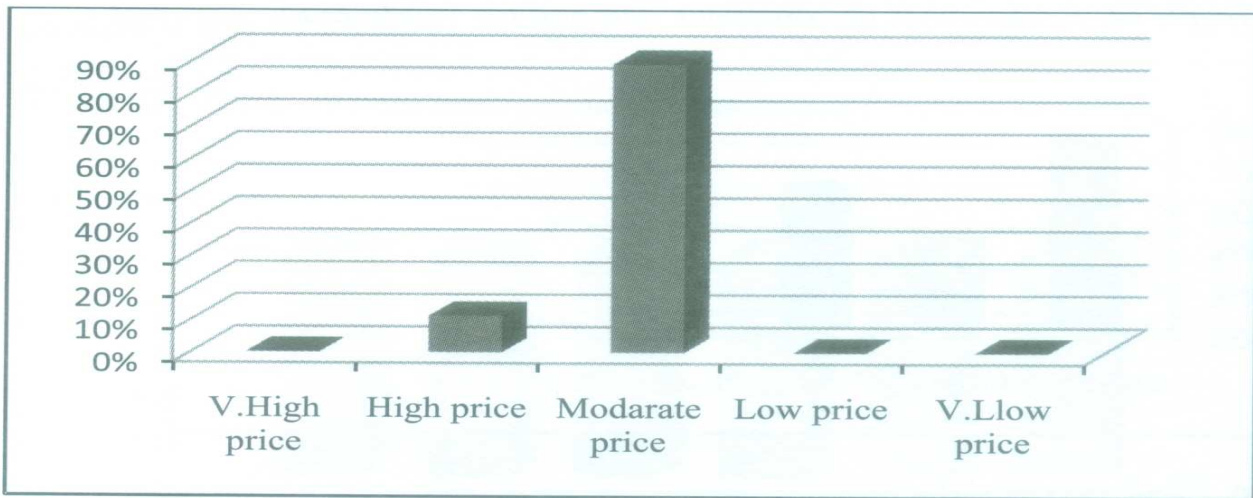
Source. Field survey data

83% in total trade owners said that most of consumers have considered durability and great finishing when they demand readymade textiles. Customers'' view also same with regard the durability and finishing of the readymade garments.
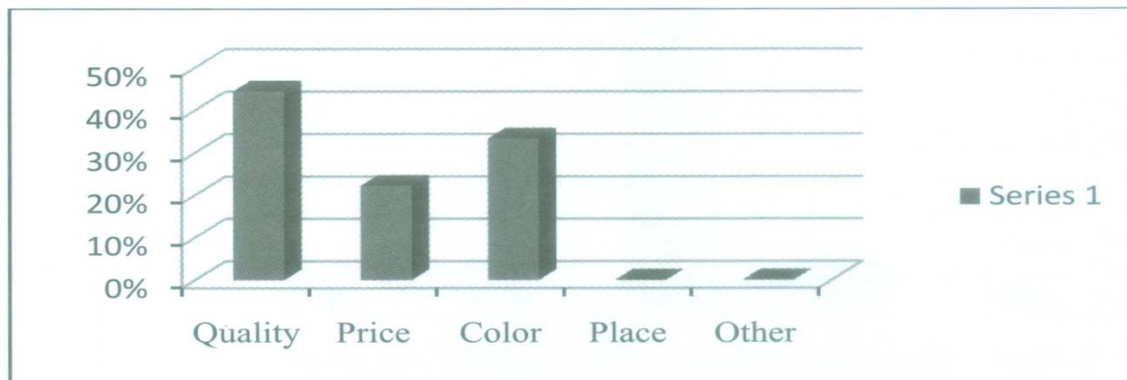
Graph 11.The consideration of the quality

Source. Field survey data- 2011

Marketing factors affecting for demand of ready-made garment

Graph 12. Preferences of consumer demand for ready-made garment

Source. Field survey data

Clearly shows that 44 % consider the quality is the major factor for ready-made garment demanding. 20% of the sample agrees with the prices, when demanding the ready-made garment. Nevertheless, color was considered than the prices it was 31% from total sample. It is shows that the customers also considered the color variation when they are buying readymade garment.

*Table 4. Related factors with fashion and color of ready-made garment*

Fashion & color	Highly agree	Agree	moderate	Disagree	Strongly disagree
Color variation	4	2	3	5	4
timely fashion changing	3	7	4	1	3
Age vise fashion variation	4	5	6	1	2
Gender vise fashion variation	4	9	2	1	2
Size vise fashion variation	1	5	7	2	3
fashion variation as need	8	3	2	1	4

Source. Field survey data -2011

Consumers change the demand in order to considering needs, gender vise fashion and timely fashion changing. 61% of customers agree with need of the fashion, 55% of customers agree with timely changing of fashion and highest record was for gender vise fashions it was noted as 72%. 22 % of government servants agree with need of the fashion while 16 % of unemployed population was highly agree with the need of the fashion.

Trade oners view is same with customers veiw in wich need of fashion fashion variation and brand name are the major demanding factors of the readymade garment it was by 83%.

Gragh 12. Trede owners view of fashion variation
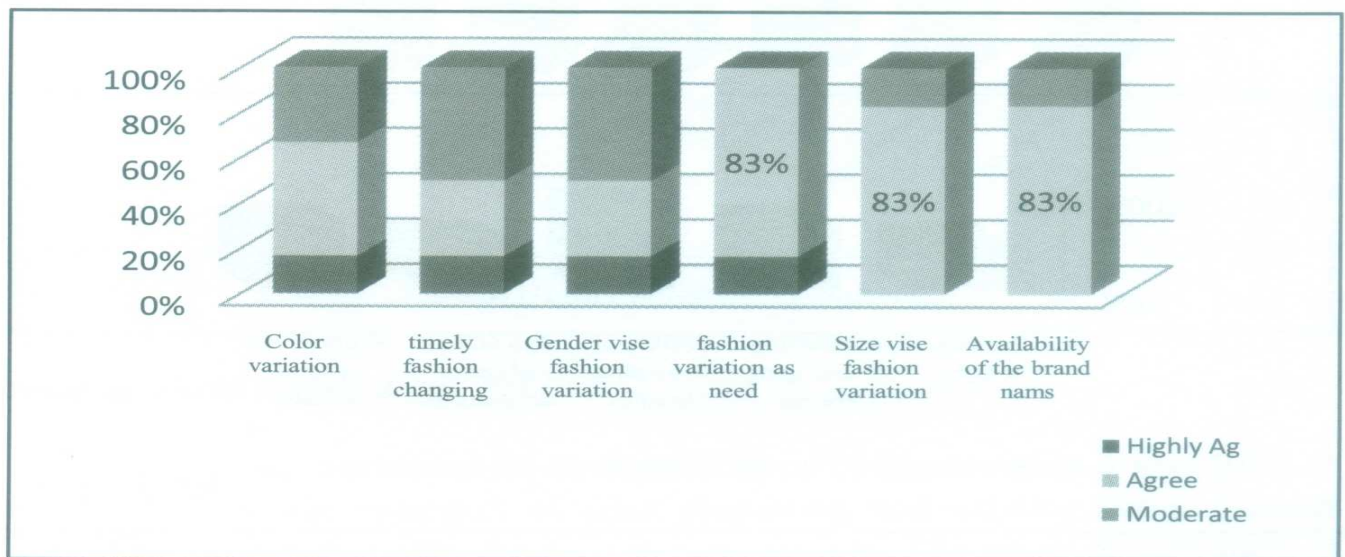
Relationship between sales and number of workers in the company

The sales quantity of the company is high in which having 30-40, 20-30 levels of workers than the other level of workers. It is a high quantity as above 3000 units. It shows that there is an influence of the workers to maximize the sales quantity of the company.
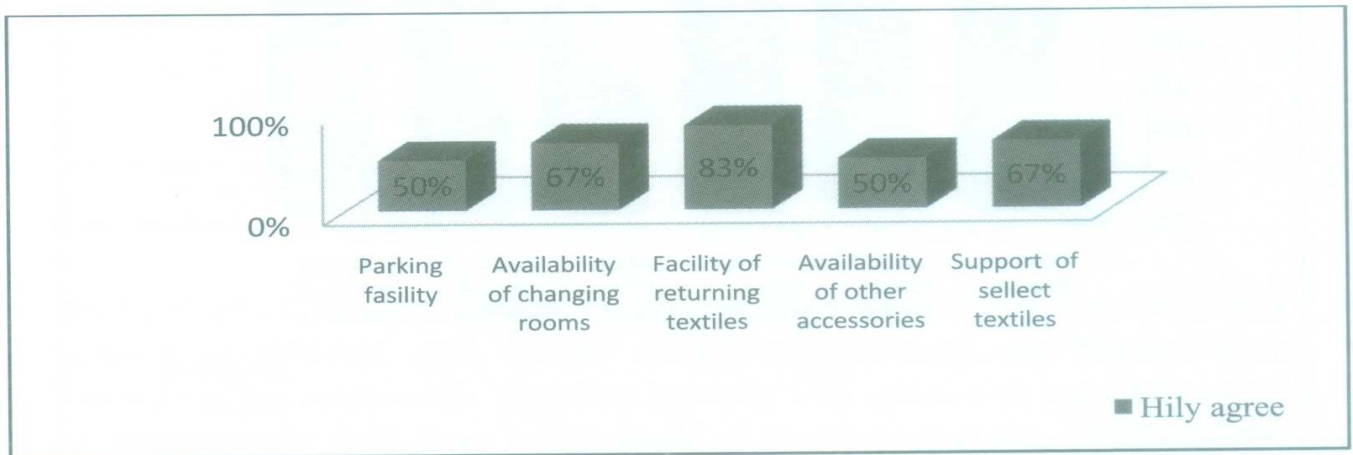
Graph 13. Sales and number of workers in the company
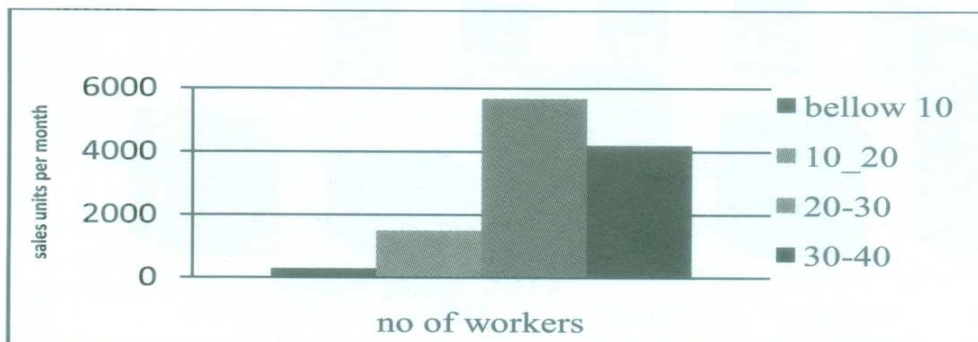
Source. Field survey data- 2011
Company Facilities

83% of the customers highly agree with returning facilities of the ready-made garments and 67% of customers highly recommended the availability of fit -on rooms and supporting for selecting the ready-made garments.

*Graph 14.* Company facilities

Source. Field survey data- 2011

Giving fair prices, which related to the marketing strategy most of trade owners used in textile marketing. As show in the graph it shows that 83% of trade companies used the fair prices for keeping attraction of consumers. Giving of special discounts, they considered as the second success marketing strategy

Graph 15. Company prices
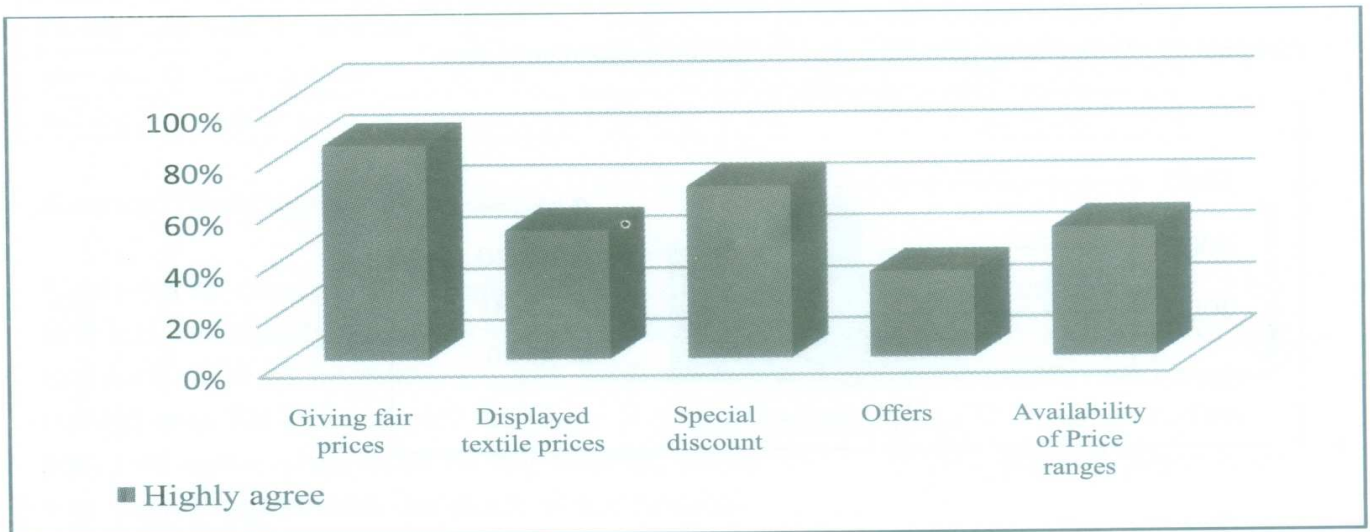
Graph 16. Company's promotion
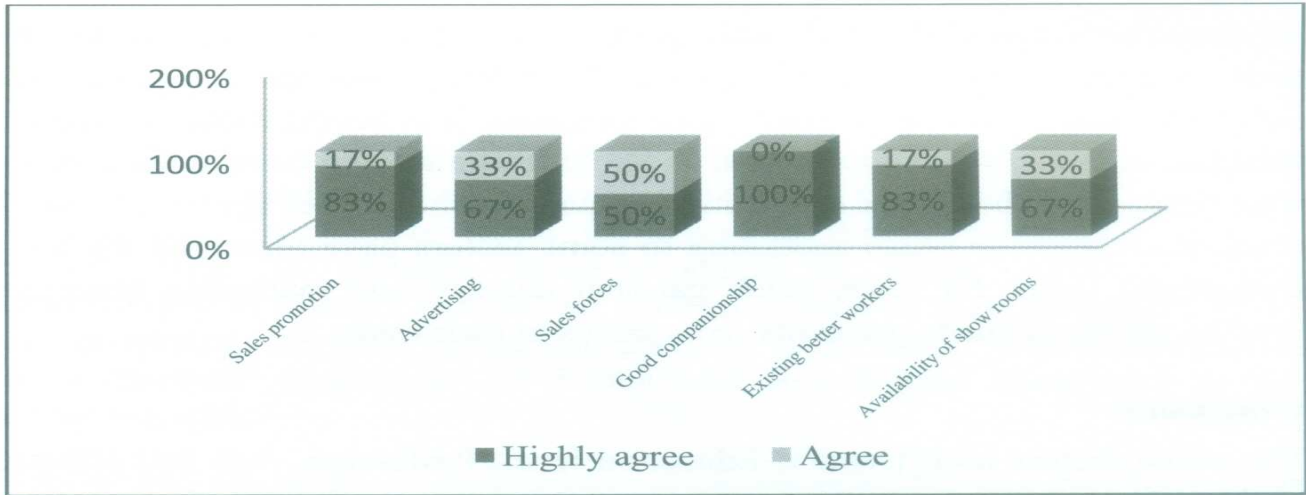
Source. Field survey data- 2011

The owners who considered the strategy of good companionship it was 100% in total sample while strategies of sales promotion and existing better workers considered and it was 83% for each in total sample. The graph depicts most of owners highly agreed with promotion strategy in which availability of new fashions was the major demanding factor and it was 100% in total sample of owners. According to the table there were no one avoid any strategy regarding promotions when they marketing ready-made garment.

Graph 17. Company product
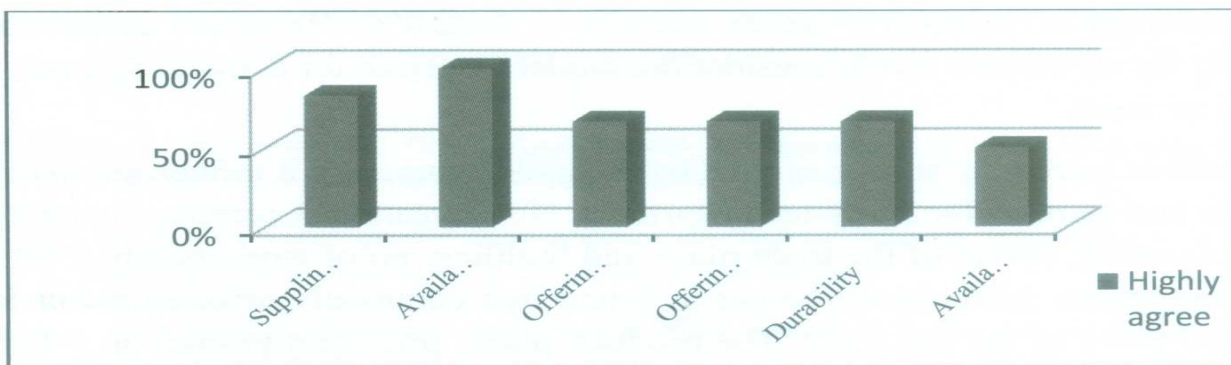
Source. Field survey data- 2011

Conclusion and Recommendation

The main purpose of this study was to examine and assess the factors that affect on consumer demand for readymade garments in terms of particular factor. As well, as study the marketing strategies used for ready-made garment marketing in both local and Sri Lankan readymade garments. It is very difficult to take the total textile demand of consumers and whole textile trading companies at once. Therefore, have chosen six of trading companies who are selling both types of ready-made garment. Also according to some factors have identified the most considering factor for ready-made garment demand and marketing strategies used by the ready-made garments' companies in their trade.

Conclusion

The social factors used Gender, Education level, Profession, Age that affected to the consumers demand. The product type, prices, nature of the trade place, quality, color and fashion are major factors for demanding the readymade garments in which quality is most considerable factor in consumers demand for textiles. Durability of textiles, need of fashion, color and availability of all the type of ready-made garment in one place, facilities of company also affected for consumers demand of ready-made garment.

Customers who are in age limit of 40-49 considered the availability of all type of ready-made garment in one place. It was 34% in the total sample and that is due to low preference for shopping. 71% of total sample highly agree with purchasing all type of textiles in one place. 66% of customers agree with good, will of the trade place. Help of workers, special offers, company promotion. 25% of consumers in total sample who demanded ready-made garment in income level of Rs.5000 - 10000 and above Rs.25000. However, customers among the all income levels consider the moderate prices for demanding ready-made garment.

In addition marketing strategies used by the trade companies it influenced to the supply and demand for ready-made garment. No of years that company existing in this market, nature of the trade place and building, no of workers affected to the ready-made garment marketing. It found that commonly affected factor is situated place of the company. The product, place, price and promotion (4Ps), were used for ready-made garment marketing in which place, product and promotions are commonly used for marketing. The company situated in the middle of a town regarding place, better companionship as promotion strategy, availability of new fashions regarding product, facility of ready-made garment returning regarding facilities and giving faire prices for ready-made garment as

prices strategy were considered the owner as most affected factors for demanding of ready-made garment. These also affected to consumer demand for ready-made garment.

Recommendations

The findings of the study indicate that the existing demand for imported readymade garment than that the Sri Lankan made. Therefore, high preferences are need for Sri Lankan made garments. In that case, people must be knowledgeable to identify, those products in which companies have responsibility to introduce better Sri Lankan brands to their customers in the present market. Because, textile and garment is the major contributor for the Gross domestic product in Sri Lanka and also highest contributor in the production sector.

Peoples who are in the existing market are knowledgeable and they have good sighing to select better products. Hence, owners should be responsible to introduce better products and it will be increased demand of textile. Further, quality and fashion should be kept in the fair range of price for increasing the demand from customers who are in low income levels.

Trade owners must always provide all facilities especially helpful workers for selecting textiles when they are facing troubles it may lead to increase demand of ready-made garment. Availability of same fashions, colors and designs should be fit in to all the sizes and age limits. Finally, traders must keep their reputation by supplying better services for ready-made garments.

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