

## **ABSTRACT**

With the changing lifestyle and changing scenario in the Indian economy, the buying patterns of the population have undergone changes. The apparel industry and in particular the Ready to wear segment has seen a spurt in growth with the number of brands being launched at National level. Today, for various reasons like time factor, income levels, impact of aggressive marketing and fashion statements, ready made garments have become an integral part of lifestyle.

From the consumer's point of view, the 'Fit' of the clothing is the most important attribute. The fit of a garment is how it conforms to your body structure. The desired fit in clothing changes with fashion. Fit and comfort are the prime features a consumer looks for, in clothing.

Apparel fit ranks high on apparel consumers list as an area of immense frustration. Fitting is one of the most important criteria for consumers in their buying decision. Thus considering the enormous volume of trousers sold everyday; there is a strong necessity to find a means to totally eradicate the menacing problems of alteration faced by the consumer. Products must be available at any shop of any brand across the whole country, which are homogenous in sizes with respect to specific trouser parameters.

The present study is specific to branded trousers. The study entailed the measuring of 1850 men in the age group of 25 -55 years of age, from across all regions of India, East; West; North; South and Central India and the three metros of Bangalore, Mumbai and Delhi specific to trousers. It also investigated the buying habits and preferences of men with respect to ready made branded Trousers. Purposive Sampling was used. A questionnaire was developed and used as a tool for data collection. Statistical analysis of data was done using SPSS 15.0 version. Descriptive statistics, Chi square, Anova, Scheffe's test and Correlation R were used to analyze the data and the body measurements.

The findings reveal that there were lot of variations in the girth measurements of the men both within and between the selected 8 cities. The lengthwise variation in measurements was less as compared to the girth. The number of waist sizes varied with each city. Height wise there was less variation in the number of groups. Total height wise groups were 6. From the height and waist class intervals formed, graded standardized measurement charts specific to trousers were developed. Few of these sizes were selected for constructing trousers for trial wears, to get the feedback on fit and comfort of the new developed trousers.

From the survey conducted in 8 cities, the findings reveal that the most preferred Brand in India for Trousers was Park Avenue followed by Allen Solly and Arrow irrespective of age and income. The most preferred outlets for shopping for trousers are the Multibrand outlets and exclusive brand outlets. In some cities the preferred outlets were the malls and the exclusive brand stores. The Specialty Retail stores were found to be not so popular. The most preferred style of trousers among the men in India, are Flat Front trousers. The most preferred fit is the Regular Fit and the most preferred position for wearing trousers are mid waist. The most important factors considered by the men while purchasing trousers are **fit and comfort**. It was also found that the length of the trousers was always altered while the waist was not. The study also revealed that men bought different size trousers from different brands due to the non-availability of exact fitting trousers especially at the waist.

This study has attempted to standardize the trouser measurement charts using actual body measurements of the men from India. Trouser Manufacturers in India could use this data in order to provide the required sizing in terms of waist and length measurements suitable to the respondents from different parts of India. This would also help them to provide for sizes that are currently missing in the offering by different brands. For the consumer, it would be beneficial if trouser brands and manufacturers used the standardized trouser measurement charts, as the sizing across different brands of trousers would be the same.