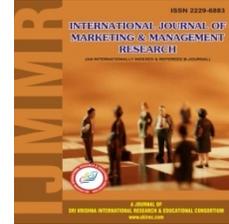




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YOUNGSTERS PERCEPTION REGARDING READYMADE GARMENTS IN HARYANA

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ABSTRACT

Readymade garment segment is the main key drives of growth for Indian textile industry. The Indian readymade garment industry has been the largest foreign exchange earner for the country and accounts for almost 14 per cent of the total foreign exchange earned by the country. 'Consumerism' is the part of our daily life. For marketers, it is important for us to decide to whom to direct the promotional efforts by recognizing why and how individuals make their consumption decision. Consumer preferences are changing and becoming highly diversified. Readymade garments as the name itself implies the garments ready for wearing. Ready to wear garments have been finding more and more acceptance in the indigenous as well as export markets mainly due to low cost fabrication. The trend for using readymade garments is increasing day by day. Readymade garments may be classified like formal wear, fashion wear and casual wear. Because of the acceptance of readymade garment by the youngsters, readymade garment companies manufacture different types of readymade garments. The readymade garment segment will be the principal drivers of growth even in the domestic industry. The changing preference of Indian consumer from buying clothes to readymade garments has promoted several companies to move up the value chain into the finished product segment. The present study highlights the youngsters' perception about readymade garments in India.

KEYWORDS: *Readymade Garment, Textile, Formal Wear, Casual Wear, Fashion Wear.*