

Marketing Strategies and Consumer Buying Behaviour Towards Ready-Made Kids' Garments in Small-Scale Industries: A Study with Reference to Madurai City

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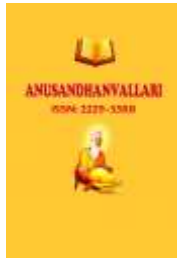
Abstract: The ready-made kids' garment sector has emerged as one of the fastest-growing. Due to rising disposable income, shifting fashion tastes, and the expanding impact of digital marketing, the ready-made children's clothing market has become one of the fastest-growing sectors of the textile and apparel business. In Madurai City, small-scale clothing businesses are crucial to satisfying the wide range of consumer demands while fostering local employment and economic growth. The purpose of this study is to investigate the marketing tactics used by small-scale producers and merchants of children's clothing and to assess their impact on customer purchasing decisions. Key marketing factors such as product quality, pricing, branding, promotional activities, social media marketing, retail location, customer relationship management, and after-sales services are the focus of the study. Additionally, it looks into what influences consumers' decisions to buy, such as brand preference, perceived value, fashion trends, internet reviews, and family buying habits. A structured questionnaire will be used to gather primary data from customers, and appropriate statistical methods and descriptive statistics will be used for analysis. It is anticipated that the study's conclusions would give small-scale clothing business owners useful information to boost customer happiness, increase marketing efficacy, and boost competitiveness in both offline and online markets. The report also provides useful suggestions for long-term company development and market expansion in the changing retail apparel industry.

Keywords: Ready-Made Kids' Garments, Marketing Strategies, Consumer Buying Behaviour, Digital Marketing and Customer Satisfaction,

Introduction

One of the most vibrant and quickly growing sectors of the Indian economy, the ready-made clothing industry makes a substantial contribution to the creation of jobs, industrial expansion, and export revenue. The market for ready-made children's clothing has grown significantly among its several categories as a result of increased urbanization, rising disposable incomes, shifting lifestyles, and parents' greater awareness of fashion, comfort, and quality. Many small-scale clothing producers and merchants in Madurai City are essential in meeting the growing need for reasonably priced and stylish children's apparel. By creating jobs and encouraging entrepreneurship, these businesses assist regional economic growth. Effective marketing techniques are now crucial to the survival and expansion of small-scale clothing companies in the fiercely competitive commercial world of today. Digital platforms, social media promotion, online marketplaces, customer relationship management, and creative branding strategies are rapidly supplementing traditional marketing strategies. Concurrently, the complexity of customer purchasing behavior has increased due to the effect of various elements, including product quality, price, brand image, fashion trends, promotional offers, online reviews, and ease of shopping.

Improving customer happiness and corporate performance requires an understanding of the connection between marketing tactics and consumer purchasing behavior. In order to provide useful insights for improving market competitiveness and sustainable business growth, this study aims to analyze the marketing strategies used by



small-scale ready-made kids' clothing businesses in Madurai City and investigate how these strategies affect consumers' purchasing decisions.

Overview

Due to shifting consumer tastes, rising purchasing power, and expanding awareness of children's comfort and style, the ready-made kids' clothing business has grown quickly. Small-scale clothing businesses in Madurai City are crucial to the production and marketing of reasonably priced, high-quality children's apparel as well as to the creation of jobs and the local economy. Adopting successful marketing techniques, such as branding, competitive pricing, digital advertising, product differentiation, and customer relationship management, has become crucial for company success. This study looks at how various marketing tactics affect consumer purchasing decisions and behavior in the market for ready-made children's clothing.

Review Of Literature

Effective marketing techniques, such as product quality, pricing, promotion, and distribution, have a major impact on consumer purchase decisions, according to **Philip Kotler and Kevin Lane Keller (2016)**. They came to the conclusion that customer-focused marketing strategies assist companies in gaining long-term competitive advantage, customer happiness, and loyalty.

Leon G. Schiffman and Joseph L. Wisenblit (2019) explained that consumer buying behaviour is influenced by cultural, social, personal, and psychological factors. The study highlighted that brand image, perceived value, and product quality are major determinants of purchasing decisions in the apparel industry.

David A. Aaker (2020) emphasized that strong branding and customer loyalty positively influence consumer purchase intentions. The study concluded that effective brand positioning enhances consumer trust, strengthens market competitiveness, and supports sustainable growth for small-scale garment businesses.

Kumar and Singh (2021) examined marketing strategies adopted by small-scale garment enterprises in India. The study found that competitive pricing, product innovation, customer-oriented services, and promotional activities significantly improve customer satisfaction, sales performance, and business competitiveness.

Dave Chaffey (2022) observed that digital marketing channels such as social media, online advertising, and e-commerce platforms have transformed consumer buying behaviour. The study concluded that effective digital marketing strategies increase customer engagement, brand visibility, and overall business performance.

Ramesh and Priya (2022) investigated consumer buying behaviour towards ready-made garments. The study revealed that product quality, comfort, design, price, and promotional offers are the major factors influencing parents' purchase decisions for children's ready-made garments.

Sharma and Verma (2023) reported that social media marketing has become an effective promotional tool for garment retailers. The study found that regular customer interaction through digital platforms improves brand awareness, customer trust, purchase intention, and long-term customer relationships.

Gupta and Jain (2024) concluded that integrating online and offline marketing strategies improves customer acquisition and sales performance. The study recommended that small-scale garment enterprises adopt omnichannel marketing practices to enhance competitiveness and achieve sustainable business growth.

Research Gap

The majority of current research focuses on broad marketing tactics or consumer purchasing patterns in the clothing sector. However, little study has explicitly looked at the connection between consumer purchasing behavior and marketing tactics in the Madurai City-specific small-scale ready-made children's clothing industry. Additionally, there hasn't been much focus on the expanding significance of omnichannel commerce, social

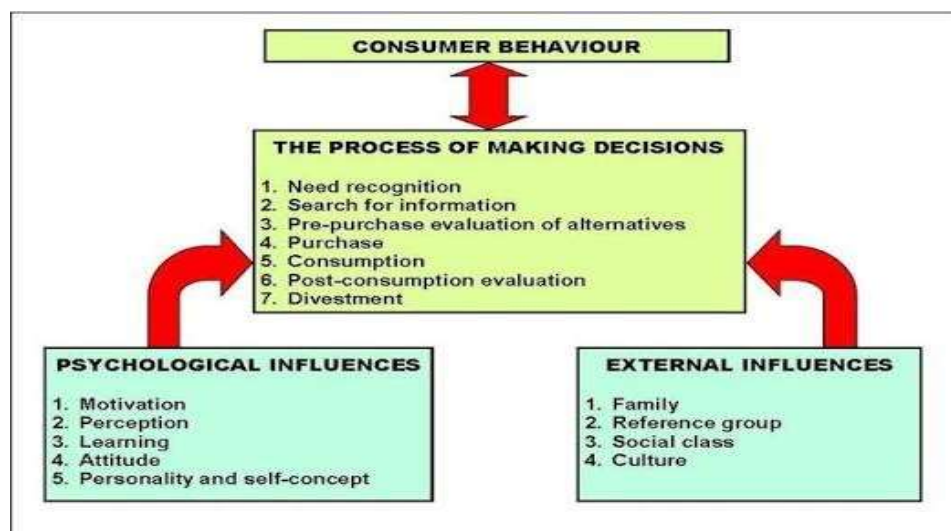
media promotion, and digital marketing for small-scale clothing businesses. By examining the marketing tactics used by small-scale ready-made children's clothing companies and their impact on Madurai City consumers' purchasing decisions, this study seeks to close this gap.

Theoretical Background

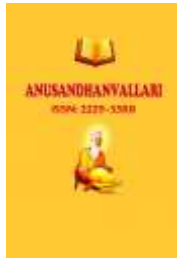
The Consumer Buying Behaviour Model explains the process through which consumers identify their needs, search for information, evaluate available alternatives, make purchase decisions, and assess their satisfaction after purchasing a product. The model, proposed by **Philip Kotler**, emphasizes that consumer behaviour is influenced by marketing stimuli, personal characteristics, and external environmental factors. In the context of ready-made kids' garments, parents' purchasing decisions are influenced by product quality, price, design, brand image, promotional offers, and availability. Consumer Buying Behaviour refers to the actions and decision-making processes undertaken by consumers while selecting, purchasing, using, and evaluating products or services to satisfy their needs and wants. The Consumer Buying Behaviour Model explains how various internal and external factors influence consumers' purchasing decisions and post-purchase satisfaction.

According to **Philip Kotler and Kevin Lane Keller (2016)**, "Consumer buying behaviour is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants."

Assumptions: Consumers make rational purchase decisions to satisfy their needs and wants. Marketing stimuli such as product, price, place, and promotion influence buying behaviour. Consumer decisions are affected by cultural, social, personal, and psychological factors. Consumers evaluate different alternatives before making a purchase. Customer satisfaction influences repeat purchases and brand loyalty. Buying behaviour varies according to consumers' socio-economic characteristics. Post-purchase experience affects future purchasing decisions. Effective marketing strategies positively influence consumer buying behaviour and business success.



The Consumer Buying Behaviour Model explains how consumers make purchasing decisions through a systematic process. It begins with need recognition, followed by information search, evaluation of alternatives, purchase, consumption, post-consumption evaluation, and disposal. Consumer decisions are influenced by psychological factors, including motivation, perception, learning, attitude, and personality, as well as external factors such as family, reference groups, social class, and culture. In the context of ready-made kids' garments, these factors influence parents' purchasing decisions regarding product quality, price, design, and brand.



Understanding this model helps small-scale garment enterprises develop effective marketing strategies, improve customer satisfaction, and enhance business performance.

Statement Of The Problem

The expanding number of small-scale producers and stores in Madurai City has made the ready-made children's clothing market more competitive. Due to shifting consumer preferences, fierce competition, price sensitivity, and the quick expansion of digital marketing and e-commerce platforms, many businesses struggle to draw in and keep consumers. Effective marketing strategies that satisfy changing consumer demands for quality, design, branding, and promotional activities are difficult for many organizations to implement. Examining how marketing tactics affect customer purchasing behavior is so crucial. The purpose of this study is to determine the variables influencing consumer choices and offer suggestions for enhancing marketing effectiveness and company competitiveness.

Objectives

1. To analyse the socio-economic profile, consumer buying behaviour, and customer satisfaction towards ready-made kids' garments in Madurai City.
2. To examine the marketing strategies adopted by small-scale ready-made kids' garment enterprises and analyse their relationship with consumers' buying behaviour and customer satisfaction.

Methodology

The current study uses a descriptive research approach to investigate consumer purchasing patterns and marketing tactics for ready-made children's clothing in Madurai City's small-scale businesses. Understanding customer preferences, satisfaction levels, and how marketing tactics affect purchasing decisions are the main goals of the study. A standardized questionnaire was used to gather information from customers buying ready-made children's clothing. To analyze the gathered data and derive significant findings, appropriate statistical tools were utilized.

Sources of Data

Both primary and secondary data served as the study's foundation. Primary Data: Using a structured questionnaire, primary data was gathered directly from Madurai City purchasers of ready-made children's clothing. Secondary Data: Books, journals, research articles, government reports, newspapers, magazines, official websites, and other pertinent published sources were the sources of secondary data.

Period of the Study

The study was conducted for a period of six months, from January 2026 to June 2026.

Sample Collection

The study employed the convenience sampling method to select respondents. A total of 100 consumers purchasing ready-made kids' garments in Madurai City were selected as the sample for the study. The respondents were chosen based on their willingness to participate and their experience in purchasing ready-made kids' garments.

Tools of Analysis

The collected data were classified, tabulated, and analysed using the following statistical tools:

- **Percentage Analysis** – To analyse the socio-economic profile of respondents, marketing strategies, and customer satisfaction levels.

- **Chi-Square Test** – To examine the relationship between socio-economic characteristics and consumer buying behaviour, and between gender and customer satisfaction.
- **Simple Percentage Method** – To present the distribution of respondents based on various demographic and marketing-related variables.

Result And Discussion

The majority of respondents were female, between the ages of 26 and 35, postgraduate students, private workers, and members of middle-class nuclear families living in cities, according to an examination of Tables 1 through 6. The majority of customers favoured buying ready-made children's clothing from physical retailers. The results show that local branding, competitive pricing, high-quality products, and discount-based marketing tactics were the main techniques used by small-scale clothing businesses. Most responders said they were happy with the products. Age, occupation, family income, family type, and place of residence all had a substantial impact on purchasing behavior, according to the Chi-Square analysis. Additionally, gender showed a strong correlation with customer satisfaction, underscoring the significance of demographic variables in influencing consumer opinions and purchase choices.

Table 1: Socio-Economic Profile of Consumers Purchasing Ready-Made Kids' Garments in Madurai City

S. No.	Variables	Category	No. of Respondents	Percentage
1.	Gender	Male	38	38.0
		Female	62	62.0
		Total	100	100.0
2.	Age (Years)	Below 25	14	14.0
		26–35	42	42.0
		36–45	30	30.0
		Above 45	14	14.0
		Total	100	100.0
3.	Educational Qualification	School Level	18	18.0
		Undergraduate	34	34.0
		Postgraduate	38	38.0
		Professional Degree	10	10.0
		Total	100	100.0
4.	Occupation	Government Employee	18	18.0
		Private Employee	36	36.0
		Business	20	20.0
		Homemaker	18	18.0
		Others	8	8.0

		Total	100	100.0
5.	Monthly Family Income (Rs.)	Below 25,000	24	24.0
		25,001–50,000	39	39.0
		50,001–75,000	23	23.0
		Above 75,000	14	14.0
		Total	100	100.0
6.	Marital Status	Married	88	88.0
		Unmarried	12	12.0
		Total	100	100.0
7.	Family Type	Nuclear Family	68	68.0
		Joint Family	32	32.0
		Total	100	100.0
8.	Number of Children	One Child	36	36.0
		Two Children	49	49.0
		Three or More	15	15.0
		Total	100	100.0
9.	Area of Residence	Urban	71	71.0
		Semi-Urban	19	19.0
		Rural	10	10.0
		Total	100	100.0
10.	Preferred Shopping Mode	Offline Stores	58	58.0
		Online Shopping	21	21.0
		Both Online & Offline	21	21.0
		Total	100	100.0

Source: Primary Data.

The socioeconomic profile of 100 respondents who bought ready-made children's clothing in Madurai City is shown in Table 1. The results show that 38.0% of respondents are men and 62.0% of respondents are women. The majority (42.0%) fall into the 26–35 age group, with 30.0% falling into the 36–45 age group. Raghavendra and Eswara (2024) In terms of educational background, 34.0% are undergraduates and 38.0% are postgraduates. In terms of occupation, 20.0% work in business, and 36.0% are private employees. The majority of respondents (39.0%) make between Rs.25,001 and Rs.50,000 per month as a family. 68.0% of respondents are from nuclear families, and the majority (88.0%) are married. Approximately 49.0% have two kids. 71.0% of people live in cities. In terms of shopping preferences, 21.0% of respondents favor both online and offline shopping, while

58.0% prefer to buy from physical stores. Pal et al. (2024) The results show that the majority of Madurai City's ready-made children's clothing consumers are urban, married, middle-class households with little children.

Figure -1- Preferred Shopping Mode

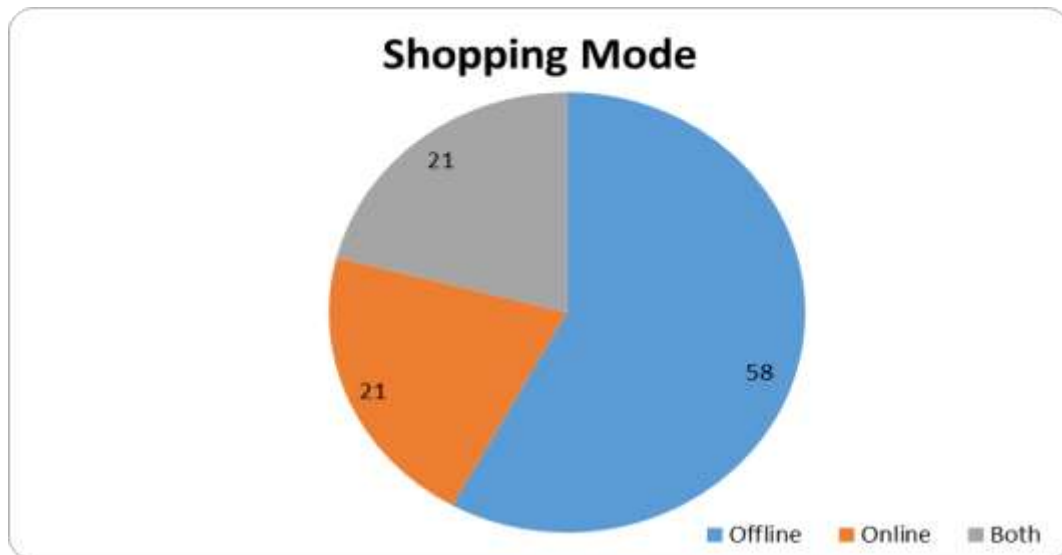


Table 2: Marketing Strategies Adopted by Small-Scale Ready-Made Kids' Garment Enterprises

S. No.	Marketing Strategy	Category	No. of Respondents	Percentage
1	Product Quality	Excellent	34	34.0
		Good	46	46.0
		Average	20	20.0
		Total	100	100.0
2	Pricing Strategy	Affordable	52	52.0
		Moderate	34	34.0
		Expensive	14	14.0
		Total	100	100.0
3	Promotional Strategy	Discounts & Offers	41	41.0
		Social Media Promotion	27	27.0
		Festival Sales	20	20.0
		Advertisement	12	12.0
		Total	100	100.0
4	Branding Strategy	Local Brand	56	56.0
		Private Label	24	24.0
		Well-Known Brand	20	20.0

		Total	100	100.0
5	Distribution Channel	Retail Store	48	48.0
		Online Platform	18	18.0
		Both Retail & Online	34	34.0
		Total	100	100.0
6	Customer Service	Excellent	38	38.0
		Good	44	44.0
		Satisfactory	18	18.0
		Total	100	100.0
7	Digital Marketing	Frequently Used	36	36.0
		Occasionally Used	42	42.0
		Not Used	22	22.0
		Total	100	100.0
8	Customer Loyalty Programmes	Available	47	47.0
		Not Available	53	53.0
		Total	100	100.0

Source: Primary Data.

Based on the replies of 100 customers, Table 2 shows the marketing tactics used by Madurai City's small-scale ready-made children's clothing businesses. In terms of product quality, 34.0% of respondents thought it was excellent and 46.0% thought it was good. Most people (52.0%) thought the price strategy was reasonable. Discounts and special deals were the most popular promotional method, according to 41.0% of respondents, followed by social media advertising (27.0%). In terms of branding, 24.0% favored private labels while 56.0% favored local companies. 34.0% of the respondents used both retail and online channels, whereas nearly 48.0% made their purchases through physical stores. 44.0% of respondents said they received good customer service. Jaiswal et al. (2024) Additionally, 42.0% of respondents said that businesses occasionally employed internet marketing. 53.0% of respondents said there were no customer loyalty programs accessible. Overall, the results show that the main marketing tactics used by Madurai City's small-scale ready-made children's clothing businesses include reasonable prices, high-quality products, local branding, retail distribution, and discount-based promotions.

Table 3: Level of Customer Satisfaction towards Ready-Made Kids' Garments

S. No.	Satisfaction Level	No. of Respondents	Percentage
1	Highly Satisfied	28	28.0
2	Satisfied	46	46.0
3	Neutral	15	15.0

4	Dissatisfied	8	8.0
5	Highly Dissatisfied	3	3.0
	Total	100	100.0

Source: Primary Data.

The degree of consumer satisfaction with ready-made children's clothing among 100 Madurai City respondents is shown in Table 3. The results show that the biggest percentage of the sample—46.0% of respondents—are happy. Furthermore, 28.0% of the respondents are extremely satisfied, suggesting that they have a positive opinion of the clothing's overall value, design, price, and quality. Neutral opinions, which indicate moderate pleasure without strong positive or negative judgments, were stated by about 15.0% of the respondents. Just 3.0% of respondents expressed extreme dissatisfaction with the ready-made children's clothing, compared to a lesser percentage of 8.0% who expressed dissatisfaction. There is a significant degree of consumer satisfaction with the goods provided by small-scale clothing businesses, as seen by the 74.0% of respondents who are either pleased or extremely satisfied. The results show that while these businesses have usually been successful in satisfying client expectations, there is room for improvement in terms of product diversity, service quality, and promotional tactics.

Figure -2 Customer Satisfaction towards read made Kids Garments

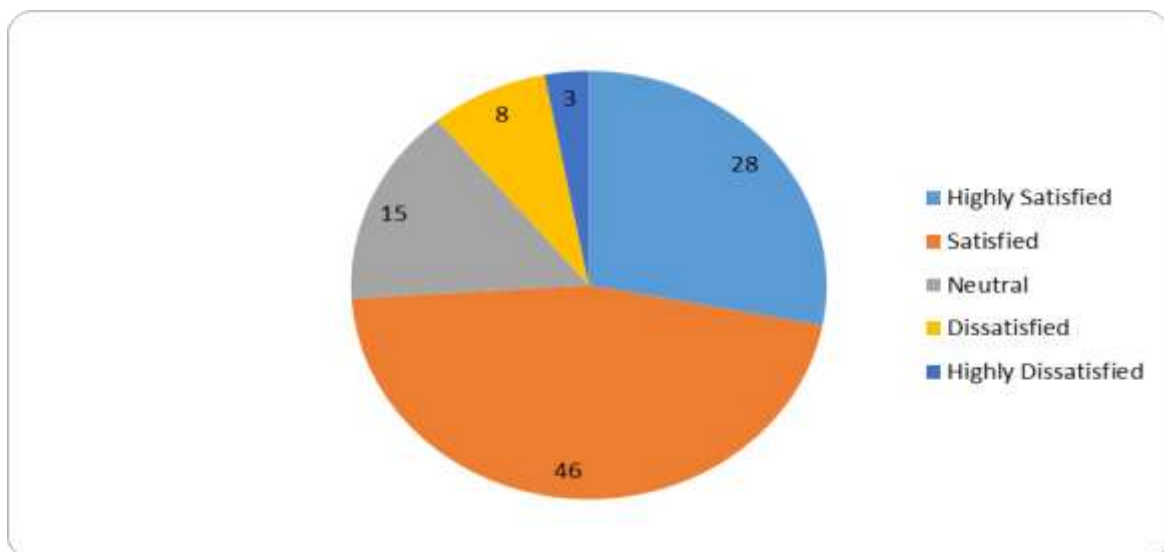


Table 4 : Relationship between Socio-Economic Characteristics and Consumer Buying Behaviour towards Ready-Made Kids' Garments

S. No.	Socio-Economic Variable	Chi-Square Value (χ^2)	Degrees of Freedom (df)	p-value	Result
1	Gender	5.248	2	0.072	Not Significant
2	Age	12.864	6	0.045	Significant
3	Educational Qualification	10.327	6	0.112	Not Significant

4	Occupation	15.948	8	0.043	Significant
5	Monthly Family Income	18.563	6	0.005	Significant
6	Marital Status	2.614	2	0.271	Not Significant
7	Family Type	7.852	2	0.020	Significant
8	Number of Children	9.274	4	0.055	Not Significant
9	Area of Residence	11.436	4	0.022	Significant

Level of Significance: 5% (0.05)

Source: Calculated value.

The findings of the Chi-Square test investigating the connection between socioeconomic traits and consumer purchasing patterns for ready-made children's clothing in Madurai City are shown in Table 3. According to the analysis, consumer purchasing behavior is significantly correlated with age ($\chi^2 = 12.864$, $p = 0.045$), occupation ($\chi^2 = 15.948$, $p = 0.043$), monthly family income ($\chi^2 = 18.563$, $p = 0.005$), family type ($\chi^2 = 7.852$, $p = 0.020$), and area of residence ($\chi^2 = 11.436$, $p = 0.022$). However, because their p-values are more than 0.05, gender ($p = 0.072$), educational attainment ($p = 0.112$), married status ($p = 0.271$), and number of children ($p = 0.055$) do not demonstrate a significant link. The results indicate that some socioeconomic criteria have a substantial impact on customers' purchasing decisions, but demographic factors like gender, education, marital status, and number of children had relatively less of an impact on decisions to purchase ready-made children's clothing.

Table 5 : Gender and Customer Satisfaction towards Ready-Made Kids' Garments

Gender	High Satisfaction	Moderate Satisfaction	Low Satisfaction	Total
Male	18	14	6	38
Female	22	31	9	62
Total	40	45	15	100

Source: Primary Data.

The association between customer satisfaction with ready-made children's clothing and gender among 100 respondents in Madurai City is shown in Table 4.5. Of the 38 male respondents, 18 said they were highly satisfied, 14 said they were moderately satisfied, and 6 said they were not. Of the sixty-two female respondents, twenty-two stated great satisfaction, thirty-one moderate pleasure, and nine low satisfaction. Overall, 40 respondents said they were highly satisfied with ready-made children's clothing, 45 said they were moderately satisfied, and 15 said they were not. The results suggest that while male respondents exhibit a somewhat higher proportion of high satisfaction, female respondents make up the majority of customers with moderate satisfaction. The distribution as a whole shows that the majority of customers are either very or somewhat satisfied with the availability, quality, cost, and design of ready-made children's clothing. This indicates that small-scale clothing businesses have been effective in satisfying consumer expectations; nevertheless, ongoing enhancements to product quality, pricing tactics, and customer support can raise overall satisfaction levels even higher.

Table 6 : Chi-Square Test Showing the Relationship between Gender and Customer Satisfaction towards Ready-Made Kids' Garments (N = 100)

Particulars	Chi-Square Value (χ^2)	Degrees of Freedom (df)	p-value	Result
Gender and Customer Satisfaction	6.482	2	0.039	Significant

Level of Significance: 5% (0.05)

Source: Calculated value.

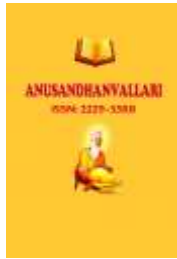
According to the Chi-Square test, the computed χ^2 value with two degrees of freedom is 6.482, and the p-value is 0.039, below the significance level of 0.05. Consequently, the null hypothesis is rejected, suggesting that consumer satisfaction with ready-made children's clothing is significantly correlated with gender. This suggests that male and female consumers have very different levels of customer satisfaction.

Findings Of The Study

- The majority of the respondents (62.0%) were female, 42.0% belonged to the 26–35 years' age group, 38.0% were postgraduates, 36.0% were private employees, and 39.0% had a monthly family income of Rs.25,001–Rs.50,000. Most respondents (88.0%) were married, 68.0% belonged to nuclear families, 49.0% had two children, 71.0% resided in urban areas, and 58.0% preferred offline shopping.
- The majority of respondents rated product quality as good (46.0%), pricing as affordable (52.0%), and discounts and offers as the most effective promotional strategy (41.0%). Most respondents preferred local brands (56.0%), retail stores (48.0%), rated customer service as good (44.0%), reported occasional digital marketing (42.0%), and indicated that customer loyalty programmes were not available (53.0%).
- A majority of respondents (46.0%) were satisfied, while 28.0% were highly satisfied. Only 8.0% were dissatisfied and 3.0% were highly dissatisfied, indicating an overall positive level of customer satisfaction.
- The Chi-Square analysis revealed that age ($p = 0.045$), occupation ($p = 0.043$), monthly family income ($p = 0.005$), family type ($p = 0.020$), and area of residence ($p = 0.022$) had a significant relationship with consumer buying behaviour. However, gender ($p = 0.072$), educational qualification ($p = 0.112$), marital status ($p = 0.271$), and number of children ($p = 0.055$) showed no significant relationship.
- Among male respondents, 18 reported high satisfaction, 14 moderate satisfactions, and 6 low satisfaction. Among female respondents, 22 reported high satisfaction, 31 moderate satisfactions, and 9 low satisfaction. Overall, 45 respondents expressed moderate satisfaction, followed by 40 with high satisfaction.
- The Chi-Square test showed a χ^2 value of 6.482 with a p-value of 0.039, which is less than 0.05. Therefore, there is a significant relationship between gender and customer satisfaction towards ready-made kids' garments.

Suggestions And Recommendations

- Small-scale garment enterprises should focus on improving the quality of kids' garments to enhance customer satisfaction.
- Businesses should adopt affordable and competitive pricing strategies to attract more customers.
- Retailers should introduce attractive discounts and seasonal promotional offers regularly.



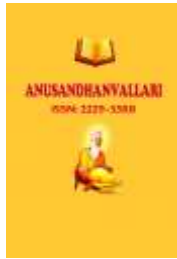
- Small-scale enterprises should strengthen their presence on social media and digital marketing platforms.
- Customer loyalty programmes should be introduced to encourage repeat purchases.
- Garment manufacturers should offer a wider variety of designs, colours, and sizes to meet customer preferences.
- Retail stores should improve customer service by providing friendly and prompt assistance.
- Businesses should ensure the availability of quality products in both offline and online sales channels.
- Enterprises should regularly collect customer feedback to improve products and marketing strategies.
- Small-scale garment businesses should build strong local brands through consistent quality and effective promotional activities.

Conclusion

The current study comes to the conclusion that in Madurai City's small-scale enterprises, marketing tactics have a significant impact on consumer purchasing behavior and customer satisfaction with regard to ready-made children's clothing. The results show that customers favor high-quality goods, reasonable costs, alluring promotions, and easy access to retail establishments. The majority of respondents were satisfied with the goods provided by small-scale clothing companies, suggesting that these companies are largely fulfilling consumer expectations. The Chi-Square research also showed that while gender was found to have a significant association with customer satisfaction, socioeconomic characteristics such as age, occupation, monthly family income, family type, and location of residence significantly influence consumer buying behavior. The report highlights the significance of implementing customer-focused marketing tactics, enhancing product quality, growing digital marketing campaigns, and fortifying customer service procedures. Small-scale ready-made children's clothing businesses can boost customer happiness, boost business performance, and achieve sustainable growth in the fiercely competitive retail sector by putting these strategies into practice.

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