

Abstract

This study investigates consumer behavior towards ready-made garments, focusing on the factors that influence purchasing decisions in the fashion and apparel industry. The research examines key determinants such as price sensitivity, brand preference, quality perception, fashion trends, and the role of advertising in shaping consumer choices. It also explores the impact of socio-cultural factors, lifestyle, and shopping habits on consumer preferences for ready-made garments. Data collected through surveys and interviews with consumers provide insights into the motivations and buying patterns of different demographic groups. The findings offer valuable recommendations for apparel brands and retailers to align their marketing strategies, improve customer satisfaction, and enhance brand loyalty in a competitive market.