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FACTORS RESPONSIBLE FOR CUSTOMER DISSATISFACTION TOWARDS READYMADE GARMENTS

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ABSTRACT
The study was carried out to find the factors responsible for dissatisfaction in females regarding readymade garments. The foremost objective of this study is to assess the dissatisfaction of consumer about Quality, size, fit, comfort and length regarding readymade garment. The sample of 200 students was taken from three universities of Lahore. Purposive sampling technique was used in selection of sample. Factor analysis method was used to analyse the factor which are mainly responsible for dissatisfaction in selecting readymade garments. The study revealed that mostly female showed dissatisfaction if quality (design, stitching and finishing) did not according to their expectations. When asked about different factors then respondent gave second priority to the size of readymade garments. The females were dissatisfied due to the fit problems in different parts of the body. Mostly females showed dissatisfaction regarding to fit of upper parts of the body. The result revealed that the participants consider the comfort and length as factors to dissatisfy but less and rare.
Keywords: Quality, Size, Fit, Comfort, Length, Readymade.

INTRODUCTION
The purpose of this study is to know the foremost factors which affect the dissatisfaction regarding readymade garment. The consumers satisfied if readymade garments meet their expectations related to fit, size and comfort. Labat & DeLong (2019) defined the term "satisfaction with clothing fit" related to express consumer's satisfaction to precise parts of particular dresses in relation of their physiques such as midriff, chest and hip. Fit satisfaction level varied from consumer to consumer. They had different preferences to purchasing readymade garments.

When consumers talk about comfort of garments then they consider many other factors which are important for them. These factors may affect consumer satisfaction and dissatisfaction during purchasing and after purchasing. During purchasing consumer dissatisfaction occur by inconsistency of sizes and price of the garments. After purchasing the garments fit alteration and finishing characteristics (shrinkage, colour fastness, durability and serviceability) affected consumer satisfaction. It shows that when consumer fined un satisfaction in fit then it develop undesirable experience of that brand. This implies that consumers are likely to have a negative experience when inconsistency of size across brands causes fit dissatisfaction (Shin, 2013).

According to Shin (2013) many customers associate quality to the price. If garments are expensive then they should be high quality and well fit. Customers become highly dissatisfied if garments

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are expensive and ill fitted rather than cheap garments. Fit alteration and inconsistence of sizes are factors which dissatisfy the customers. Brand's loyalty satisfies the customers. Plutt (2011) explored if customers do not meet their sizing needs in apparel clothing they feel dissatisfaction. Sizing needs is an important factor to meet the standards of consumers' satisfaction.

Female consumers' dissatisfaction with fit is gained more popularity in literature. A study was conducted by Goldsberry, Shim and Reich (1996) on a sample size of 4,000 and 70 percent women, above the age of 55 were not satisfied with the fitting of ready to wear dresses. About more than 50 percent women population don't find appeal according to their body measurements. Consumers who buy readymade apparel more frequently are not satisfied due to fitting issues (Otieno, Harrow, and Lea-Greenwood 2005; Zwane and Magagula 2006; Mastamet-Mason, 2008).

With the advancement of technology, the body scanners are used to take body measurements accurately. Workman and Lentz (2000) discussed in a study that solutes of body can be confirmed with proper body fitting. There is an important relation among the garments and the body measurements (Ashdown & Delong, 1995). In another study it was showed that good fitting is used to hide figure errors and also provide customers a well-balanced proportion (Tate, 2004).

In a study women complain that they are not satisfied with the lower portion dress fitting as compare to upper body fitting (LaBat & DeLong, 2019; Feather et al., 2016; Feather et al., 2007). In the same way women with extra small and large size figure also not satisfied with the fitting of lower body (Chattaraman & Rudd, 2006; Kind & Hathcote, 2010; Otieno, Harrow & Lea-Greenwood, 2015; Plutt, 2011).

During purchasing of ready to wear dresses there are three main factors which affect their decision. Comfort is the third after size and fit factor. It is also an important factor which influence on consumers dissatisfaction (Eckman, Damhorst, & Kadolph, 2020; Hsu & Burns, 2002). According to Sontage (2015) there are three types of comfort which considered in apparel items. These are emotional, social and body comfort. Physical comfort is related to different properties and physical attributes of the garments. In brief the physical comfort is the mental state of physically satisfied with physical attributes of a garment such as air permeability, water absorption plus mechanical attribute like flexibility, weight and construction.

METHODOLOGY

The quantitative descriptive technique design was adopted in the current investigation. A paper-based survey was used for the quantitative phase, and a questionnaire was used for the qualitative phase. Understanding the degree to which participants are unsatisfied with fit, size, and comfort is made easier by the quantitative results. In order to better understand consumers' perceptions of fit, size, and comfort and their experiences with ready-made clothing, a quantitative study was conducted to explore potential dimensions of these perceptions.

Students at Lahore's universities who are female, make up the target population. Female students at Government College University, University of Central Punjab, and Lahore College for Women University are assessed. Female students from these three universities make up the sample. Because BS students typically shop frequently for ready-made clothing, university students were included in this study as a sampling group. 200 students from three selected universities was the sample size. 66 students randomly selected from each university.

Data Collection Procedure

Participants were chosen at random from the universities after receiving consent from Lahore College for Women University, University of Central Punjab, and Government College University.

The study's objective was disclosed, and its secrecy, anonymity, and voluntary participation were all confirmed. The researcher was the only one who knew the names of the participants in order to maintain secrecy. The information was directly gathered from Government College University, Lahore College University, and the University of Central Punjab.

Data Analysis

In this study descriptive statistics for overall apparel fit dissatisfaction were calculated from the survey data using SPSS. Descriptive analysis included means, standard deviations, and frequencies of item

scores. The coding technique was used in which 1 consider for Always, 2 for Some Time, 3 for Neutral, 4 for Rarely and 5 for Never. Factorial analysis was done by using SPSS.

Using SPSS, descriptive statistics were generated for total apparel fit dissatisfaction in this study. Means, standard deviations, and frequencies of item scores were all reported in descriptive statistics. A code system was adopted, with 1 standing for "always," 2 for "some time," 3 for "neutral," 4 for "rarely," and 5 for "never." Using SPSS, a factor analysis was conducted.

RESULTS

This section presents the findings of a survey in which information was gathered via a questionnaire. Three Lahore universities—Lahore College for Women University, Government College University Lahore, and University of Central Punjab Lahore—were used to gather the data. 200 students were chosen purposefully from a class of BS students.

Table 01 Descriptive Statistics

	N	Mean	Std. Deviation
q1	200	2.63	1.192
q2	200	2.46	1.190
q3	200	2.86	1.258
q4	200	3.57	1.434
q5	200	2.69	1.302
q8	200	3.00	1.205
q9	200	2.65	1.190
q10	200	2.74	1.246
q11	200	3.15	1.361
q12	200	3.26	3.261
q13	200	3.74	1.225
q14	200	3.27	1.385
q15	200	2.62	1.189
q16	200	2.83	1.121
q17	200	3.07	1.244
q18	200	3.93	1.252
q19	200	2.41	1.191
q20	200	2.39	1.235
q21	200	2.51	1.288
q22	200	2.65	1.227
q23	200	2.30	1.229
q24	200	2.52	1.252
q25	200	2.54	1.252
q26	200	2.59	1.241
q27	199	2.37	1.207
q28	200	2.34	.990
Valid N (listwise)	199		

The 200 questionnaires are filled from three universities of Lahore that are Lahore College for Women University, University of Central Punjab, and Government College University. The purpose of this study is to find the factors which are responsible for dissatisfaction in readymade garments. Dissatisfaction is calculated by using SPSS and result is given in the table 1.

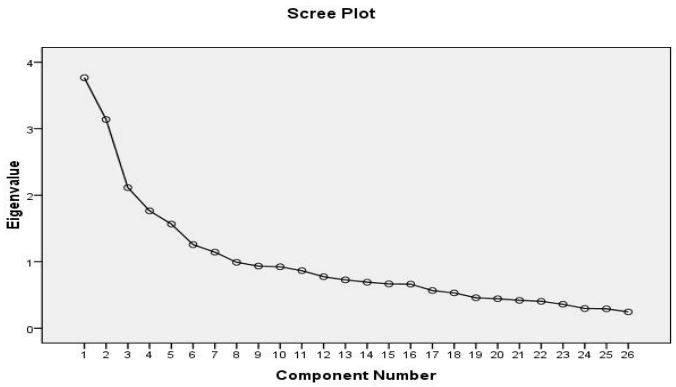

Figure 01 Scree plot graphical presentation

Scree plot is the graphical presentation of variables which shows how much factor extracted. The elbow started from 5th factor, so five factors are extracted here as shown in figure 1.

Table 02 Total Variance Explained

Compo	Initial Eigenvalues			Extraction Sums of Squared Loadings		
nent	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.767	14.490	14.490	3.767	14.490	14.490
2	3.138	12.068	26.558	3.138	12.068	26.558
3	2.114	8.131	34.689	2.114	8.131	34.689
4	1.765	6.789	41.478	1.765	6.789	41.478
5	1.566	6.024	47.502	1.566	6.024	47.502
6	1.257	4.834	52.336	1.257	4.834	52.336
7	1.143	4.397	56.733	1.143	4.397	56.733
8	.991	3.811	60.544			
9	.934	3.593	64.137			
10	.923	3.551	67.688			
11	.865	3.328	71.016			
12	.774	2.978	73.994			
13	.727	2.796	76.790			
14	.691	2.660	79.450			
15	.667	2.565	82.014			
16	.663	2.548	84.563			
17	.566	2.178	86.741			
18	.530	2.040	88.781			
19	.458	1.761	90.542			
20	.443	1.705	92.247			
21	.419	1.612	93.858			
22	.404	1.554	95.412			
23	.360	1.384	96.796			
24	.296	1.140	97.936			
25	.292	1.123	99.059			
26	.245	.941	100.000			

Extraction Method: Principal Component Analysis.

By Factor analysis method, seven factors are extracted with the Principle component analysis. But five factors are used because variable repeated in last two factors.

Table 03 **Component Matrix**[a]

	Component						
	1	2	3	4	5	6	7
q1	-.141	.425	.429	.021	**.324**	-.172	-.182
q2	-.072	.047	.050	.233	**.468**	-.367	.470
q3	-.032	.324	.068	.154	**.583**	-.133	-.162
q4	-.271	.514	.195	-.097	-.128	-.106	.190
q5	-.032	.297	.100	-.013	-.167	**.648**	.203
q8	-.070	.054	**.636**	.039	.133	-.210	.040
q9	.162	-.108	**.494**	.236	.185	**.504**	-.098
q10	.224	.015	**.568**	.074	.197	.271	.219
q11	.016	**.563**	.366	.032	-.111	.062	-.216
q12	.089	.360	-.238	-.083	.126	-.048	**.610**
q13	-.161	**.619**	.122	-.135	**-.358**	.006	.186
q14	-.147	**.692**	-.056	.098	-.062	-.078	-.126
q15	-.105	.256	**-.437**	-.175	.246	.233	.069
q16	-.064	.466	**-.430**	-.157	.382	.155	-.070
q17	-.146	.497	-.366	-.132	.287	.195	**-.280**
q18	-.184	**.622**	.190	-.044	-.356	-.130	-.078
q19	.555	.184	-.081	.205	.015	**-.224**	-.348
q20	**.670**	.066	.054	-.364	.094	.016	-.027
q21	.603	.021	.209	**-.525**	.121	-.098	.076
q22	.549	-.018	.139	**-.469**	.216	.097	.021
q23	**.738**	.089	.027	-.010	-.129	-.064	-.021
q24	.593	.046	-.075	**-.413**	-.174	-.134	-.060
q25	.453	.182	-.158	.364	-.210	-.116	.074
q26	**.600**	.292	-.147	.408	-.081	.090	.109
q27	**.606**	.292	-.114	.351	-.066	.005	.109
q28	.456	-.071	-.101	**.491**	.140	.117	-.046

Extraction Method: Principal Component Analysis.

The first factor extracted containing the questions number 23, Q 20, Q 27 and Q26 named as **Quality** of Ready-Made Garments by the method of principal component analysis. According to analysis the values are (Q 23, .738), (Q 20, .670) (Q27, .606) (Q26 .600). These factors include quality, design, stitching and finishing of readymade garments.

The second factor take out from the data consists of questions number 14, Q 18, Q 13 and Q11 named as **Size** of Ready Made Garments. The method of principal component analysis was used. According to factor two results are (Q14 .692) (Q18 .622) (Q13 .619) (Q 11 .563). These factors consist of size of hip, bust and waist of readymade garments.

The third aspect extracted comprising the questions number 8, Q 10, Q 9 Q 15 and Q16 named as **Fitting** of Ready Made Garments by the process of principle component analysis. These factors consist of ease of movement, fitting of lower figure (hips, thighs), fitting of upper figure (bust, waist, neckline and

shoulder), neckline and waist of readymade garments. The results extracted are (Q8, .636) (Q10 .568) (Q9 .494) (Q15 .437) (Q16 .430).

In readymade garment dissatisfaction, the fourth factor extracted containing the questions number 21, Q 28, Q 22 and Q24 named as **Comfort** of Ready Made Garments by the method of principle component analysis. These factors consist of colour, alteration, brand and fashion of readymade garments. The values derived from component table are (Q21 .535) (Q28 .491) (Q22 .469) (Q24 .413)

The variable in the fifth factor extracted comprising questions number 3, Q 2, Q 13 and Q1 named as **Length** in Ready Made Garments. The principle component analysis method was used. These factors consist of sleeve length, trouser/shalwar length, and shirt length of readymade garments. According to Principal Component Analysis the values are (Q3 .583) (Q2 .468) (Q13 .358) (Q1 .324)

DISCUSSION AND CONCLUSION

The aim of the present study was to explore the factors responsible for dissatisfaction regarding readymade garments. Quantitatively investigate consumers' problems when they purchase readymade garments. This study looked at reasons for dissatisfaction with quality, size, fit, comfort, and length of ready-made clothing, as opposed to previous studies that concentrated heavily on apparel fit from the perspectives of the designer and researcher. The results of current study revealed that dissatisfaction of readymade garments mostly related to the quality issues. Satisfaction with readymade garment customers is fundamentally connected to garments quality. Often customers respond that quality is most important factor to responsible in dissatisfaction of readymade garments.

The results of current study related to quality importance in readymade garments are consistent with previous research in which respondents point out that quality is more important factor than the durability for garments satisfaction. The behaviour of garments can be two types like instrumental and expressive. Expressive is defined as consumer's psychological perceptions regarding to garment but the instrumental is the quality expectations that need to be satisfied first of all others (Swan and Combs 2020). If they could gauge superior quality and durability at the time of purchase, consumers said they would be willing to pay more for it (Niinimäki 2011).

The results showed the size is the factor which also responsible in dissatisfaction of readymade garments. The results of many other studies presented that problems with fit appears to be with the sizing system manufacturer's use for their basic pattern (Brown, 1992). Sizing system that were used in many brands are not for all individuals but they are for average people so customers show problems related to size. So findings of the previous study support the current that respondents in present showed dissatisfaction regarding to size of garments. The outcomes from the quantitative analysis showed that participants are to some extent not satisfied with readymade garment fit.

Many academics have previously examined female fit satisfaction on particular body areas, and the findings indicated that the majority of women were unsatisfied with fit in their lower body (LaBat & DeLong, 2017). However, this research investigated that female consumer showed dissatisfaction more in upper body (bust, waist, neckline and shoulder)as compare to lower body (hips and thighs). Therefore, the findings of the current study are not consistent with the findings of of previous researches.

Comfort is a state of mental wellbeing brought on by a sense of good fit and is related to colour, brand, fashion, and alteration. According to findings of this research comfort is achieved when the consumer is satisfied with colour, brand, fashion and alteration. Results indicate that participants rarely consider comfort in dissatisfied in purchasing readymade garments. When one feel comfortable then she has feeling of confidence. This finding is corroborated by Alexander et al. (2015), who discovered that wearer confidence was influenced by comfort.

In terms of size, participants commonly mentioned that different brands gave a varied physical fit. This suggests that when size variation between brands results in fit dissatisfaction, consumers are likely to have a bad experience.

Length was one of the important factors in purchasing readymade garments. The results of this study indicated that customers consider less in purchasing of garments it means that they are mostly satisfied with length (shirt, trouser and sleeve).it means they less/never dissatisfy with length of readymade garments Shin (2013).

Participants stated that appropriate length is important in readymade garments. Participants stated that dissatisfaction occur when readymade garments are not right length on their body.

CONCLUSION

This study's main goal was to investigate the causes of consumers' discontent with ready-made clothing. Quantitative data was collected from female students to know about their perceptions related to readymade garment factors which dissatisfy them. The results of the study revealed that mostly female showed dissatisfaction if quality (design, stitching and finishing) did not according to their expectations. When asked them about different factors then they gave second priority to the size of readymade garments. The females were dissatisfied due to the fit problems in different parts of the body. Mostly females showed dissatisfaction regarding to fit of upper parts of the body. The study's findings revealed that the participants consider the comfort and length as factors to dissatisfy but less and rare.

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