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“Business Factors Impacting Bespoke Men’s Tailor’s Business in the Age of Ready-Made Fashion a Study of Bangalore’s Fashion Landscape”

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ABSTRACT :

Bangalore's modern fashion scene is changing significantly, with a greater preference for ready-to-wear clothing over custom tailoring techniques. Customers' need for price, convenience, and a connection to branded clothing are the main factors driving this shift. Small-scale tailoring shops with a strong foundation in craftsmanship and cultural tradition, which were formerly the mainstay of men's fashion in the city, are now facing dwindling business, rising operating expenses, and diminished visibility due to the rise of quick fashion and internet shopping. Globalization and changing consumer preferences have changed the apparel industry, according to earlier research ; nonetheless, the empirical focus has mostly stayed on large-scale fashion firms. There is still a great deal to learn about how independent men's tailors in metropolitan Bangalore deal with growing competition, technical constraints, and ecological issues while attempting to maintain their handcrafted uniqueness is still mostly lacking.

In order to close this disparity, the current study investigates the commercial and operational limitations influencing the productivity and competitiveness of Bangalore's men's custom tailors. 149 respondents, who represented bespoke tailoring units throughout key business clusters, were given a structured questionnaire as part of a quantitative descriptive research design. The fundamental components determining company sustainability were identified through the use of Principal Component Analysis (PCA) with Varimax rotation in conjunction with Exploratory Factor Analysis (EFA). Internal consistency was confirmed with a Cronbach's Alpha of 0.829. In order to show the intricate interactions between skill-based, operational, and technological aspects of the tailoring ecosystem, the analysis identified key factors.

According to the findings, skilled customization remains the most significant factor influencing sustainability, highlighting the value of individualized care and craftsmanship. However, the lack of formal education and little exposure to contemporary design advancements hinder the development of creativity. Additionally, it was shown that severe price policies and a lack of technological knowledge limited competition, although reliable supplies and effective waste management were key elements that increased profitability. According to the study's findings, the tailoring industry in Bangalore will only be resilient if traditional knowledge and digital skills are balanced, eco-friendly procedures are followed, and supplier frameworks are cooperative.. The research provides strategic insights for interventions like vocational training, cluster-based development, and financial inclusion programs that aim to revive bespoke tailoring as a viable urban microenterprise by providing an empirically grounded understanding of operational barriers.

Keywords: Adaptability, Bangalore, Bespoke tailoring, Business challenges, Competitiveness, Technology adoption

Introduction

The personalized tailoring that has long been a part of Bangalore's fashion industry has given way to the mass manufacture of ready-made garments in recent years. This trend is primarily driven by changing consumer lifestyle preferences, internet commerce growth, and rapid urbanization. Men’s tailoring businesses in the city that formerly stood for precision, personality, and distinctiveness are now dealing with dwindling clientele, growing production costs, and fierce competition from organized apparel companies that place a higher priority on accessibility and price. Prior research by Almond (2018), Daneti et al. (2018), and Kavitha and Sagar (2022) indicates that globalization and technological integration have significantly altered consumer priorities. Cost, convenience, and brand affiliation are now more important to them than the skill and personalisation that tailors have traditionally offered. Micro tailoring businesses still operate mostly in an unstructured way, despite the literature’s constant recognition of the growing advantages enjoyed by the ready-made clothing industry, such as economies of scale, expert marketing networks, and online visibility. These businesses typically lack the administrative infrastructure, supply chain management, and digital expertise required to succeed in a cutthroat market. However, rather than examining the distinct, practical reality of small urban tailoring businesses, a large portion of prior research has focused on the larger textile or MSME sector. This neglect has resulted in a clear study gap regarding the operational, managerial, and financial issues faced by Bangalore's local bespoke tailors in the face of a changing industry backdrop.

In order to close this gap, the current study looks into the main business factors that restrict the expansion, flexibility, and long-term viability of men's tailoring businesses in Bangalore. To differentiate between internal factors like skill proficiency, pricing strategy, technological readiness, and waste management and external pressures like supply-chain dependability, market competition, and customer responsiveness, the study employs a quantitative analytical framework supported by factor analysis. With this approach, the study aims to develop a framework that is empirically backed for understanding how traditional tailoring businesses can modernize their operations and become long-term competitive in the quickly changing and technologically oriented fashion market.

Literature Review

According to the studied literature, India's bespoke tailoring industry is facing significant challenges due to the rise of ready-made clothing and shifting urban customer preferences, especially in cities like Bangalore. Younger urban consumers are increasingly selecting mass-produced clothes over customized apparel due to its affordability, speed, and convenience, according to empirical studies by Daneti et al. (2018) and Vashishtha et al. (2021). According to Singh et al. (2017), middle-class and working-class people also favor purchasing ready-made clothing for daily use and save their bespoke services for formal or traditional events.

According to Ahmed et al. (2016) and Rampyapedi et al. (2022), organized apparel companies have better marketing resources, dependable supply chains, and larger operations than small tailoring businesses. These disparities result in variable expenses, unpredictable demand patterns, and diminishing profitability for small tailors. The efficacy of small, micro and medium-sized enterprises (MSME) is further diminished by their weak operational structures, dispersed sourcing methods, and limited financial management capabilities, according to complementary research in this area, including Kapoor et al. (2020) and Maluleka et al. (2021).

The use of digital technology can greatly increase competitiveness, according to Singh et al. (2020) and Mrolt et al. (2021), highlighting the significance of digital transformation in improving business performance. However, custom tailoring companies usually remain on the outskirts of technology integration due to a lack of capital, expertise, and experience. Digital initiatives including online advertising, WhatsApp Business, and electronic payment systems have been proposed by small tailoring firms as ways to improve operations, but actual implementation is still uneven.

A growing body of research highlights the cultural and sustainable worth of tailoring in contrast to the economic and technological focus. Almond (2018) and Aturu (2020) contend that because tailoring naturally encourages waste reduction and quality longevity, handcrafted apparel represents both cultural preservation and an environmentally responsible substitute for rapid fashion. In a similar vein, Priya et al. (2021) and Gangalay (2022) noted that while the post-pandemic era increased the industry's vulnerabilities, it also prompted some tailors to try online platforms, faster delivery options, and hybrid business models that combine convenience and personalization.

Despite these efforts, the majority of earlier research focuses on either generalized MSME development or large-scale garment production, mainly ignoring the unique setting of urban micro tailoring businesses. Quantitative data linking competitive resilience among small tailors to key business characteristics including management expertise, pricing flexibility, digital preparedness, and sustainable practices is still lacking. Additionally, very few studies make an effort to combine external factors like supplier reliability, market competition, and customer responsiveness with internal factors like technology, waste management, craftsmanship, and operational control into a unified analytical framework.

Given these limitations, the current study aims to bridge this empirical gap by carefully examining the crucial operational and business factors that affect the productivity, flexibility, and survival of male bespoke tailors in Bangalore. The study offers useful insights into how this traditional but economically significant industry can continue to thrive in the face of modern difficulties in India's changing fashion environment by using a data-oriented factor analysis methodology.

Research Methodology

The current study employed a descriptive-quantitative research strategy to systematically examine the internal and external business challenges that impact the operational performance of male bespoke tailors in Bangalore. The structured questionnaire used to gather primary data encompassed five key areas: competition and price, customer adaptation and market issues, technology use and communication practices, sustainability and waste management, and demographic and corporate characteristics. To guarantee uniformity and quantitative comparability of responses, a five-point Likert scale was used to rate each survey issue, with 1 representing "strongly disagree" and 5 representing "strongly agree."

Only men who worked as custom garment tailors in Bangalore were examined in this study. The sample adequacy parameters were calculated using G*Power 3.1.9.7 software, and 149 out of the 153 distributed surveys were determined to be legitimate. Based on an effect size of 0.15, a significance level (α) of 0.05, and a statistical power of 0.80, Hair et al. (2017) and Memon et al. (2020) suggested a minimum sample size of 118. The sample size was therefore sufficient for a robust inferential analysis.

Principal Component Analysis (PCA) with Varimax rotation is used in Exploratory Factor Analysis (EFA) to identify the latent constructs that define the main business constraints of tailoring businesses.

Only factors with eigenvalues greater than one were retained, ensuring a significant and understandable extraction (Aguinis et al., 2017). The sampling adequacy was further assessed using the Kaiser-Meyer-Olkin (KMO) measure. Most of the variables had values between 0.70 and 0.89, which is considered moderate to meritorious on Kaiser's (1974) scale. Two variables (Comp_Pres2 and Cust_diff2) were retained due to their theoretical significance and appropriate tolerance for exploratory research, even though their MSA scores were somewhat lower (< 0.50).

The dataset's appropriateness for factor extraction was validated by the statistically significant results of the Bartlett's Test of Sphericity ($p < 0.001$), which confirmed that the correlation matrix was not an identity matrix. Cronbach's Alpha reliability testing produced an overall result of 0.829, which is

significantly higher than the 0.70 cutoff point suggested by George and Mallery (2003) and indicates great internal consistency across items. This validated the measurement tool's psychometric validity.

These statistical tests, taken together, provided a reliable empirical basis for multivariate factor analysis by confirming that the dataset was adequate and internally consistent. Thus, in Bangalore's evolving fashion

Economy, the methodological framework established a rigorous foundation for identifying the strategic elements impacting the competitiveness, sustainability, and resilience of bespoke tailoring enterprises (Hair et al., 2017; Memon et al., 2020; Rampyapedi et al., 2022).

Analysis and Results

Descriptive Statistics

The demographic profile of the 149 male custom tailors surveyed in Bangalore provides important information about the socioeconomic background and makeup of the tailoring workforce. With 40.9% of respondents between the ages of 30 and 50, 37.6% under 30, and 21.5% over 50, the age distribution shows a wide generational mix. Despite the relatively low participation of young people, this composition indicates that the tailoring trade continues to draw middle-aged younger practitioners, indicating potential issues in maintaining generational continuity. Comparing organized work or retail labour based on e-commerce to tailoring, Priya et al. (2021) found comparable results, stating that young people's involvement in tailoring employment has decreased due to the idea of unpredictable income and limited career advancement. Accordingly, the current study suggests that the tailoring sector may have long-term sustainability issues if specific initiatives such as skill development and digital literacy programs are not put into place (Kavitha & Sagar, 2022).

Nearly half (47.7%) of respondents said they had finished secondary or higher secondary school, while 38.9% had vocational or diploma-level training in tailoring. As seen by the 13.4% of workers with a doctorate degree, the trade is still dominated by artisans with minimal exposure to formal business education and practical training. According to Rampyapedi et al. (2022), the absence of advanced formal education among MSME-based artisans restricts their ability to use managerial tools or integrate digital technology, which in turn restricts their ability to expand and compete. The high proportion of diploma holders, however, emphasizes how the craft depends more on technical know-how and real-world experience than on academic instruction.

According to a study on family engagement, 45% of tailors work alone, while 55% get direct help from family members. Examples of family involvement include spouses or children helping in cutting, stitching, finishing, and customer service. This pattern is consistent with the findings of Almond (2018) and Aturu (2020), who described custom tailoring as a household-based economic model with flexible task distribution, trust-based management, and informal labor relations. Although this structure encourages cost effectiveness and sustains microenterprises, it hinders modernization and scalability because manufacturing mostly relies on unpaid family labor rather than professional specialists.

The income distribution of the respondents further demonstrates the low earning potential in the tailoring industry. Only 24.2% of persons earn more than ₹20,000 per month, compared to 41.6% who earn less than ₹15,000 and 34.2% who earn between ₹15,000 and ₹20,000. The industry's economic vulnerability and the limited pricing options available to small-scale tailors in the face of mass-market ready-made clothes manufacturers are both demonstrated by this revenue pattern. Gangalay (2022) reported similar results, pointing out that the profitability of micro tailoring enterprises is limited by the pressure from organized fashion merchants, fluctuating material costs, and a lack of pricing control.

The majority of the tailoring sector is made up of middle-aged, vocationally trained artisans who work in family-run firms and have rather erratic incomes, according to demographic data. Despite its continued high reliance on skills, the data shows that the sectors still face considerable issues related to economic viability, intergenerational continuity, and modernization. Targeted interventions in digital technology, business literacy, and cooperative marketing networks are crucial to boosting resilience in this traditional but crucial sector of Bangalore's fashion ecosystem (Hair et al., 2017; Singh et al., 2020; Kavitha & Sagar, 2020).

Factor Extraction

The main goal of the study was to determine and assess the important business aspects that affect the long-term profitability and performance of Bangalore's custom male tailors. This was accomplished by using JMP Pro 17 software to conduct a thorough statistical analysis on the gathered data. The study used exploratory factor analysis (EFA), which is based on the Principal Component Analysis (PCA) technique with Varimax rotation, to help find latent components that underlie the operational issues experienced by tailoring businesses. To ensure analytical robustness, the data were examined for dependability and sampling adequacy prior to the extraction process.

With a score greater than 0.70, the Kaiser-Meyer-Olkin (KMO) measure demonstrated that the dataset met the criteria for factor analysis. Furthermore, the Barlett's Test of Sphericity yielded a p -value < 0.001 , demonstrating that the correlation matrix was not an identity matrix and establishing sufficient inter-item correlations for valid factor extraction (Hair et al., 2017; Memon et al., 2020). The EFA results for studies that incorporated management, microenterprise, and behavioral aspects revealed 14 distinct components. The sum of these factors explained 67.40 percent of the variation. The degree of variance can be well explained in this way.

The reliability of the measuring instrument was confirmed by Cronbach's Alpha, which produced a coefficient of 0.829, indicating an acceptable degree of internal consistency (George & Mallery, 2003). The intricacy and interdependence of the issues in Bangalore's tailoring ecosystem are illustrated by the extracted dimensions of skilled customisation, supply trust, waste management, technological competence, pricing power, customer differentiation, customer adaptation, supply chain communication, speed of service, and competition pressure.

These components demonstrate the simultaneous influence of technical expertise, market reaction, operational effectiveness, and competitive dynamics on conventional tailoring procedures. The findings establish the groundwork for future research that links these components to the resilience and sustainability of organisations overall and offer a comprehensive framework for understanding the intricate issues that custom tailoring companies encounter

Factor	Description	Variance Explained (%)
1	Skilled Customization	13.47
2	Supply Trust	7.96
3	Waste Management	6.80
4	Technological Competence	5.02
5	Pricing Power	4.96
6	Customer Adaptation	4.17
7	Customer Differentiation	4.02
8	Supply-Chain Communication	3.93
9	Speed of Service	3.83
10	Competition Pressure	3.68

Table 1 Variance Explained by Each Factor

Workmanship and design flexibility continue to be the most crucial elements of the bespoke tailoring sector, as evidenced by the fact that skilled customization explained the greatest percentage of variance(13.47) among the recovered constructs. However, in the absence of continuous innovation and modernisation, this same dimension also serves as a source of risk. The outcome confirms the findings of Almond (2018) and Aturu (2020), who contend that although high levels of client loyalty are fostered by extraordinary tailoring proficiency, long term competitiveness cannot be ensured without rigorous training, trend understanding, and exposure to changing market aesthetics

The following set of important variables represents the operational difficulties that have a direct impact on production schedules, the use of raw materials, and overall cost effectiveness: Supply trust (7.96%) and waste management (6.80). these results are comparable to those of Rampyapedi and colleagues MSME performance studies from 2022, which indicate that small businesses frequently face challenges with unreliable suppliers and insufficient waste reduction measures, which ultimately limit profitability.

In the tailoring industry, pricing power (4.96%) and technological competence (5.02%) were identified as significant strategic constraints. The majority of respondents stated that they relied heavily on manual procedures with little use of digital technologies. This limits their capacity to draw in tech-savvy clients and limits their power to set prices in marketplaces with fierce competition. This supports the findings of Marolt et al. (2021), who highlighted how microenterprises' underutilization of digital technology lowers their visibility, efficiency, and consumer reach.

Dimensions pertaining to customers Relational strengths that highlight the value of individualized service and adaptable client engagement are customer differentiation (4.02%) and customer adaptation (4.17%). In a time when standardized fashion rules, Kavitha and Sagar (2022) highlighted this skill as a critical differentiator of success for bespoke service providers. These structures describe how tailors maintain customer connections by catering to unique preferences.

Together, the remaining constructs—Speed of Service, Competition Pressure, and Supply-Chain Communication—emphasize external obstacles. Slower delivery schedules, poor supplier coordination, and the aggressive pricing tactics used by big clothing companies all continue to hurt small tailors' bottom lines and clientele. The conclusion of Gangalay (2022), who noted that competitive cost structures and dispersed supplier networks put traditional tailors at a competitive disadvantage in the modern retail context, are corroborated by this trend.

Overall, the JMP Pro 17 exploratory factor analysis shows that Bangalore's custom tailoring businesses operate in a complicated setting where artisanal talent and contemporary business limitations coexist. According to the study's findings, the sector's long-term competitiveness and resilience in an increasingly dynamic urban fashion market depend on enhancing digital capability, supply-chain efficiency, pricing flexibility, and sustainability practices (Hair et al., 2017: Singh et al.,2020;Kavitha & Sagar , 2022).

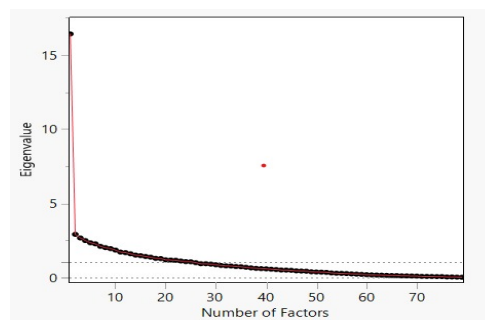


Fig 1 Scree Plot

Interpretation of Major Factors

The operational reliance of tailors on dependable suppliers of fabric and accessories is reflected in the second element, Supply Trust. Deliveries that are inconsistent or delayed have been shown to impair operations and lower customer satisfaction, underscoring the need of reliable supplier partnerships. The Results suggest that cooperative sourcing model or cluster- based procurement techniques could increase reliability and cost effectiveness by reducing material shortages and delivery uncertainty.

Another important factor affecting sustainability and cost-effectiveness is waste management. Few tailors had put organized waste-handling procedures into place, despite the fact that many reported reusing surplus fabric informally. Implementing upcycling or systematic recycling techniques could lower operating expenses and enhance environmental sustainability at the same time, confirming suggestions from MSME sustainability research.

Technological capability was one of the most important gaps in modernization. Tailors who actively used digital platforms such as social media marketing, UPI-based payments, and WhatsApp ordering systems were able to contact more consumers and complete transactions faster. However, the general uptake of digital technology remained limited because of a lack of knowledge and budgetary limitations. These findings imply that digital literacy initiatives and readily accessible funding for technological tools are essential for enhancing competitiveness and service delivery.

Pricing power is one problem that the tailoring industry continuously faces. Customers commonly compare prices to those of ready-made apparel, which lowers profit margins and weakens negotiation strength, according to the majority of respondents. Value-based pricing, which ties cost to expertise and customization, made it possible for tailors to maintain their profitability.

The paired factors Customer Adaptation and Customer Differentiation underscored the relational aspects of the tailoring business. Flexibility in service offerings, willingness to modify designs based on individual needs, and personal rapport with customers emerged as key retention enablers. Tailors who cultivated trust-based relationships and diversified their designs through hybrid styles achieved higher levels of repeat patronage and brand loyalty.

Supply-chain communication further illustrated the importance of cooperation between suppliers, tailors, and customers. In a market where timeliness and consistency are becoming increasingly crucial, it has been shown that effective information flow minimizes order delays, prevents material mismatches, and preserves reputation. Closely related to this component, speed of service had a significant role in encouraging repeat business, demonstrating that even when compared to mass-produced apparel alternatives, faster turnaround times can offer a competitive edge.

Competition Pressure, the final factor, summed up the growing influence of branded retail and e-commerce sites, which have substantially distracted customers from traditional tailoring. The respondents stated that their financial viability is jeopardized because to declining foot traffic and price undercutting by large clothes stores. Instead than focusing solely on price, tailors can aim for strategic differentiation by emphasizing bespoke value, craftsmanship, and personal engagement.

To summarize, the ten components revealed combined form a complex ecosystem in which business resilience is defined by the interaction of talent intensity, technology readiness, operational efficiency, and market adaptability. To strengthen this industry, an integrated approach of relationship-based marketing, technology adoption, skill development, and sustainability-driven operations is required.

Discussion

The results of the Exploratory Factor Analysis (EFA) show that the issues confronting Bangalore's custom male tailoring industry are multifaceted and influenced by a variety of operational, technological, skill-based, and market-oriented factors that all interact to affect company performance. Internally, the findings suggest that low levels of digital literacy and limited access to formal training opportunities severely impede tailors' ability to adapt. Financial planning, customer acquisition, and overall business growth are limited by the majority's persistent dependence on traditional handicraft, which frequently lacks managerial and marketing skills.

Recurring restrictions, such as unreliable fabric supply, insufficient waste-handling systems, and a lack of standardized workflow procedures, have become major operational bottlenecks. These inefficiencies reduce manufacturing and profit margins while also causing order fulfillment delays. Outside competition has intensified as a result of the dominance of ready-made fashion companies that benefit from economies of scale, rapid delivery, and high internet visibility. Furthermore, modern buyers place a higher value on budget, convenience, and instant availability, diminishing the practical importance of custom tailoring.

Despite these structural constraints, the study found that relationship resilience is a defining characteristic of small tailoring enterprises. Even in the face of difficult market conditions, tailors are able to maintain company continuity due to their strong reputation in the community, long-term client trust, and individualized service.

Following these findings, a number of strategic and managerial recommendations are made. First, targeted skill-building programs in areas such as sophisticated cutting techniques, digital pattern development, and modern fashion styling can boost creativity and innovation. Second, the use of low-cost technologies such as Instagram marketing, WhatsApp Business, and UPI payment systems can improve customer interaction, digital outreach, and transaction efficiency. Third, establishing cluster-based or cooperative procurement arrangements can cut raw material costs, ensure supply reliability, and improve collective negotiating strength.

Furthermore, by adopting a value-based pricing strategy, tailors can improve their image of exclusivity and creativity by shifting their focus away from price competition and toward quality differentiation. In environmentally conscious markets, incorporating sustainability initiatives like as fabric reuse, waste-tracking systems, and responsible sourcing can increase operational performance while also increasing brand desirability. Finally, building digital client databases and tailoring post-purchase correspondence can boost retention and long-term loyalty.

Overall, these findings demonstrate that Bangalore's custom tailoring firms, despite their traditional artisan roots, have the potential to grow into versatile, competitive, and self-sufficient microbusinesses. To remain competitive and resilient in India's rapidly changing fashion sector, these craftsmen must undergo a strategic fusion of skill modernization, digital empowerment, sustainable production, and relationship-based management.

Implementation

The effective revival of Bangalore's custom tailoring business requires a comprehensive, multi-level regulatory framework that includes talent development, technical inclusion, financial accessibility, and collective organization. Targeted interventions tailored to the specific realities of tailoring enterprises, as well as coordinated institutional support, are required for long-term growth in this historic but evolving industry.

Policymakers and MSME development organizations should initiate artisan-focused modernization programs that go beyond generic manufacturing plans. Such programs must expand microcredit facilities that are suitable for the cash flow requirements of small tailoring firms, encourage digital skill training, and offer financial

Incentives for technology upgrades. Collaboration among fashion design schools, non-governmental organizations, and skill development missions can ensure that training programs on topics such as digital pattern design, social media promotion, customer relationship management, and sustainable production methods remain relevant and demand-driven.

Another critical technique for boosting the business is the formation of regional tailoring clusters or cooperative networks. Cluster-based firms can cut input costs, boost supply reliability, and strengthen their negotiation position by fostering group purchasing, shared marketing channels, and direct supplier access. To further bridge the digital divide, public-private partnerships (PPPs) should be encouraged to create cost-effective digital infrastructure, such as shared workstations, online booking interfaces, and integrated e-payment systems. This will allow tiny tailoring companies to compete effectively with organized fashion outlets.

Furthermore, trade groups and municipal governments can play an important role by establishing Tailor Resource Centers (TRCs), which act as neighborhood support centers that provide continuing mentoring, business advisory services, and legal aid for registration, taxation, and compliance. In addition to increasing business legitimacy, formalizing activities through the GST and MSME registration frameworks will improve access to government incentives and institutional credit.

Encourage green tailoring techniques such as eco-labelling, waste segregation, and fabric recycling to attract eco-conscious customers and integrate the industry with broader sustainable development goals (SDGs). In addition to improving brand awareness, sustainability-driven solutions may assist the industry become more socially and environmentally responsible.

Finally, incorporating all of these interventions into a municipal-level framework for microenterprise growth would ensure alignment, coordination, and long-term accountability. Productivity, income growth, and digital adoption are just a few of the critical areas where a structured implementation strategy would enable systematic progress monitoring.

Thanks to these inclusive and integrated strategies, Bangalore's bespoke tailoring ecosystem has the potential to evolve from a dwindling traditional craft to a resilient, technologically advanced, and culturally significant urban microenterprise model that preserves artisanal heritage while also adjusting to the demands of a contemporary, cutthroat fashion economy.

Conclusion

According to the analysis of the first study goal, the bespoke tailoring sector in Bangalore operates under a complex web of interconnected operational, technological, skill, and market constraints that limit the industry's ability to grow and remain viable. Although skillful tailoring remains the defining element of this age-old art, the results demonstrate that craftsmanship alone is no longer adequate to preserve competitiveness in a market increasingly dominated by mass-produced and digitally advertised ready-made apparel.

Poor supply-chain coordination and inadequate digital integration have been identified as major barriers to scalability and market response. Similarly, rigid price strategies and a lack of administrative uniformity reduce profitability and the ability to compete with larger clothes stores. The findings emphasize the importance of a twofold transformation strategy that repositions the tailoring sector in the external market while simultaneously improving internal skills.

Internally, this transformation should prioritize continued talent development, formalizing procedures, and introducing conveniently accessible digital tools to increase productivity and reach more consumers. To differentiate themselves in a very competitive market, tailors must shift their focus externally to sustainability-oriented branding, faster service turnaround, and customer-focused value generation.

By implementing these strategic improvements, bespoke male tailors will be able to transform from unorganized, survival-based businesses to independent, growth-oriented microenterprises capable of competing with organized fashion producers and merchants. Overall, this finding underscores the importance of increasing internal capabilities while keeping up with market change to ensure long-term resilience and economic sustainability in Bangalore's bespoke tailoring ecosystem. Furthermore, these findings provide a solid empirical foundation for the following study objectives, which will look into the effects of ready-made apparel, adaptable coping techniques, and the creation of a self-sufficiency framework aimed at fostering long-term company resilience.

Scope for Future Work

In addition to providing important insights into the business issues facing Bangalore's custom male tailors, the current study also identifies a number of areas that warrant further scholarly investigation. Comparative evaluations of tailoring ecosystems functioning in various socioeconomic and cultural

contexts would be possible if the geographic focus was extended beyond Bangalore to encompass other metropolitan and semi-urban areas throughout India. These cross-regional studies could be useful in determining structural variations and common issues in the development of urban tailoring techniques.

Since differences in workforce composition may have an impact on client interaction methods, design orientation, and innovation dynamics, future study should also take into account the viewpoints of female tailors and gender-inclusive tailoring businesses. Comparisons based on gender may also highlight different leadership styles and coping strategies used by microtailoring companies.

Deeper understanding of how tailoring businesses change over time—particularly in reaction to digital transformation, changes in consumer behavior, and regulatory interventions—would be possible through the implementation of longitudinal studies. Scholars and practitioners would better understand the rate and effects of modernization on long-term sustainability and entrepreneurial resilience if they kept track of these shifts.

The impact of government and MSME-led development programs, especially those that support financial inclusion, cluster formation, and digital capacity building, should also be evaluated empirically in future studies. Assessing the practical results of these initiatives would shed light on how well institutional support systems work to bolster small and unofficial tailoring businesses.

Furthermore, since bespoke tailoring is becoming more and more important in urban marketplaces, future research might examine its branding, customer experience, and sustainable fashion marketing facets. Practical ramifications for market differentiation would result from an understanding of how ethical purchasing patterns and environmental consciousness might reposition bespoke tailoring as an eco-conscious and value-driven service. A technological roadmap for modernization would also be provided by a more targeted investigation of digital transformation paths, such as the usage of e-commerce platforms, AI-enabled design tools, and social media-based promotion methods. By examining these dimensions using comparative or mixed-method research approaches, it may be possible to connect theoretical understanding with real-world application.

All things considered, broadening the study's analytical focus to encompass institutional, gender, regional, and technology aspects will enhance academic knowledge and promote evidence-based policymaking. In order to ensure that India's traditional tailoring industry remains relevant and competitive in the quickly changing fashion environment, stakeholders will need guidance from this kind of forward-looking study.

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