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A STUDY FOCUS ON ENTREPRENEURIAL SCOPE AND PROSPECTS ON GARMENT IN TIRUPPUR DISTRICT WITH SPECIAL REFERENCE TO INNER GARMENT

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ABSTRACT

Entrepreneurship plays a vital role in the economic development of a country by promoting innovation, employment generation, and industrial growth. The garment industry is one of the major sectors contributing to India's manufacturing economy, and Tiruppur district in Tamil Nadu has emerged as a leading center for knitwear and garment production. This study focuses on the entrepreneurial scope and prospects in the garment industry of Tiruppur district with special reference to the inner garment segment. The innerwear sector has experienced steady growth in recent years due to increasing consumer awareness, changing lifestyle patterns, and rising demand for comfortable and branded products.

The main objective of the study is to examine the factors influencing entrepreneurship in the inner garment industry, analyze the current market structure and competition, and evaluate the future growth prospects of the sector. The study is based on both primary and secondary data. Primary data was collected through a structured questionnaire from 84 respondents, while secondary data was obtained from journals, reports, websites, and other published sources. The research adopts a descriptive research design and uses simple percentage analysis and chi-square test as statistical tools for data interpretation.

The findings of the study reveal that high market demand and family background are the main motivating factors for entering the inner garment business. Product quality and brand image are considered the most important factors for achieving success in this industry. At the same time, entrepreneurs face several challenges such as high competition, lack of finance, and fluctuations in raw material prices. The study also shows that most enterprises operate on a small-scale level and mainly serve the domestic market.

Overall, the study concludes that the inner garment industry in Tiruppur has significant entrepreneurial potential and promising future prospects. With better access to finance, increased awareness of government schemes, adoption of modern technology, and effective marketing strategies, the sector can achieve further growth and contribute significantly to employment generation and economic development in the region.

KEYWORDS: *Entrepreneurship, Garment Industry, Inner Garments, Tiruppur District, Market Demand, Small-Scale Enterprises, Export Opportunities.*

INTRODUCTION TO THE STUDY

Entrepreneurship has emerged as a key driver of economic growth, employment generation, and industrial diversification in developing economies like India. Within the textile sector, the garment industry holds a particularly prominent position due to its extensive backward and forward linkages, labor-intensive nature, and potential for export earnings. Among Indian textile clusters, Tiruppur district in Tamil Nadu stands out as a global hub for garment manufacturing, especially in the knitwear and inner garments segments. Over the past few decades, Tiruppur has evolved from a small production centre to a highly dynamic entrepreneurial ecosystem, characterized by innovation, flexible production systems, and strong market linkages.

The inner garment industry in Tiruppur has witnessed substantial growth owing to increasing domestic demand, rising consumer awareness of fashion and comfort, and emerging export opportunities. Small and medium-scale enterprises (SMEs) and micro-entrepreneurs have played a significant role in shaping this sector, contributing not only to regional economic development but also to employment creation, particularly among women and youth. However, despite its rapid expansion, the sector faces challenges such as intense competition, supply chain constraints, infrastructure limitations, and evolving market trends.

REVIEW OF LITERATURE

Development of Knitwear Cluster in Tiruppur (2012) – Ramasamy and Kumar

The study analyzed the emergence of Tiruppur as a leading knitwear cluster in India, tracing its transformation from small-scale hosiery units to a globally recognized garment hub. It highlighted the role of cluster-based development, subcontracting systems, and entrepreneurial networks in accelerating industrial growth. The research emphasized how the supportive ecosystem in Tiruppur created favorable conditions for new entrepreneurs, particularly in the inner garment segment.fibre globally, so India should try to concentrate in improving such products. Further, the export infrastructure like logistics should be developed to improve its competitiveness.

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Entrepreneurial Opportunities in MSME Garment Units (2014) – Lakshmanan
Lakshmanan's research focused on the scope of micro, small, and medium enterprises (MSMEs) in the garment sector of Tiruppur district. The study examined investment patterns, employment generation, and production capacity of small-scale innerwear units. It concluded that low initial capital requirements and strong domestic demand provide significant entrepreneurial opportunities, especially for first-generation entrepreneurs in the inner garment industry.

Export Competitiveness of Tiruppur Knitwear Industry (2016) – Devi and Subramanian
This study evaluated the export competitiveness of Tiruppur's knitwear industry by analyzing quality standards, pricing strategies, and international market access. It pointed out that inner garments and cotton knit products form a substantial share of exports. The research stressed that technological upgradation and adherence to global quality norms are essential for sustaining entrepreneurial growth in the inner garment segment.

Challenges Faced by Garment Entrepreneurs in Tiruppur (2018) – Manikandan
Manikandan examined the operational and financial challenges encountered by garment entrepreneurs in Tiruppur district. The study identified issues such as labor shortages, rising raw material costs, environmental compliance regulations, and intense competition. It emphasized that despite these challenges, the inner garment sector continues to show promising growth prospects due to steady market demand and brand expansion opportunities.

Misu Kim (2019)5 studied on Export Competitiveness of lndia's Textiles and Clothing Sector in the United States. US being the largest importer of lndia's textile and clothing sector analysed the Indian export market after the implementation of Multi Fibre Agreement in the year 2005, The competition for Indian Textile &Clothing industries intensified from developing countries like Bangladesh, Vietnam. The countries with low labour cost have competitive advantage. But the product of China is costlier with higher labour cost but their products are of better quality so India should try to improve its export competitiveness, concentrating in the improvement of the quality of its products. There is a rising demand for manmade

RESERCH METHODOLOGY

Research methodology provides a systematic framework for solving research problems, outlining the science of study, steps adopted by researchers, and the underlying logic for method selection. It explains why specific methods are chosen over others, ensuring results can be evaluated by the researcher or peers.

RESEARCH DESIGN

A research design is the arrangement of condition and analysis of data in a common manner that aims to combine relevance purpose with economy in procedure. Research design is the concept structure within which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data.

SAMPLING

A non-probability convenience sampling design was used, targeting 100 students**.** This approach suits descriptive studies of student perceptions toward ethical digital marketing and eco-friendly personal care.

METHOD OF DATA COLLECTION

The data collection by the researcher are purely on the "primary data" and less dependent on the "secondary data".

Primary Data

The primary data collected a fresh and for the first time and happen to be original in character.

Secondary Data

The secondary data are collected by someone else and which have already been passed through statistical process.

TOOLS FOR ANALYSIS

Percentage analysis**:** This method converts raw data into percentages, reducing the values to a 0–100 scale for easier comparison and understanding.

Chi-square test: This test is commonly applied in survey research to analyse relationships between demographic factors and responses

DATA INTERPRETATION AND ANALYSIS

HYPOTHESIS

H_0: There is no significant relationship between age of the respondents and demand trend in the inner garment industry.
H_1: There is a significant relationship between age of the respondents and demand trend in the inner garment industry.

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Chi-Square Table
Age × Demand Trend
Observed Frequencies

Age Group	Stable	Increasing	Decreasing	Total
Below 20	2	4	0	6
21–30	5	2	1	8
31–40	0	0	1	1
Total	**7**	**6**	**2**	**15**

Chi-Square Test Results

- Pearson Chi-Square value (χ^2) = 9.67
- Degrees of Freedom (df) = 4
- Level of Significance (α) = 0.05
- Critical Table Value (df = 4, α = 0.05) = 9.488

INTERPRETATION

A Chi-Square test was conducted to examine the relationship between age and demand trend in the inner garment industry. The calculated Chi-Square value is 9.67 with 4 degrees of freedom. Since the calculated value (9.67) is greater than the table value (9.488) at the 5% level of significance, the result is statistically significant. Therefore, the null hypothesis is rejected.

CONCLUSION

There is a significant relationship between age and demand trend among the respondents. This indicates that the perception of demand trend (stable, increasing, or decreasing) varies across different age groups in the inner garment industry. The variation in responses is not due to chance and suggests that age plays an important role in influencing views about demand trends.

FINDINGS

- The majority of respondents (69%) belong to the 21–30 age group, showing that young individuals are actively involved in the inner garment business.
- High market demand (57%) is the main motivation for entrepreneurs to enter the inner garment industry.
- Product quality and brand image (36% each) are considered the most important factors for achieving success in the industry.
- The major challenges faced by entrepreneurs are high competition (37%) and lack of finance (36%).
- Most businesses depend on bank loans (58%) as the primary source of initial capital for starting the enterprise.
- The majority of enterprises serve the national market (59%), indicating that domestic demand plays a major role in the growth of the inner garment industry.

SUGGESTIONS

1. Entrepreneurs should focus on improving product quality and brand image to remain competitive in the inner garment market.
2. Business owners should adopt modern technology and machinery to improve production efficiency and product quality.
3. Entrepreneurs should make use of digital marketing and online platforms to increase product visibility and expand their customer base.
4. Government and industry associations should create more awareness about available government schemes and subsidies for garment entrepreneurs.
5. Financial institutions should provide easier access to loans and financial support for new and small-scale entrepreneurs.
6. Entrepreneurs should explore export opportunities and diversify markets to increase business growth and reduce dependence on domestic markets.

CONCLUSION

The present study examined the entrepreneurial scope and prospects in the garment industry of Tiruppur district with special reference to the inner garment segment. Tiruppur has emerged as one of the most important garment production hubs in India, providing significant opportunities for entrepreneurs, employment generation, and export growth. The findings of the study reveal that the inner garment industry has strong potential due to increasing market demand, expanding domestic markets, and the presence of a well-established industrial ecosystem in the region.

The analysis shows that most entrepreneurs enter this sector due to high market demand and family background, indicating that the industry continues to attract both new and second-generation entrepreneurs. Factors such as product quality and brand image play a crucial role in determining business success, while competition, financial constraints, and raw material price fluctuations remain the major challenges faced by entrepreneurs. The study also highlights that a majority of businesses operate on a small-scale level, and many entrepreneurs depend on bank loans for initial capital.

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Furthermore, the research indicates that there is limited awareness about government support schemes, suggesting the need for better dissemination of information and institutional support. Despite these challenges, the inner garment industry in Tiruppur continues to show stable to increasing demand trends, indicating positive growth prospects for the future.

Overall, the study concludes that with improved access to finance, better awareness of government schemes, adoption of modern technology, and stronger marketing strategies, the inner garment sector in Tiruppur has substantial potential for further entrepreneurial growth and economic development.

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