IMPACT OF BUSINESS ENHANCEMENT PRACTICES AMONG TAILORING COMMUNITIES WITH RESPECTIVE TO PAMIDI, ANANTHAPURAMU DISTRICT

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ABSTRACT
Despite having a long history of tailoring and being known as the world's top maker of hand-stitched apparel, India's garment industry has traditionally been limited to small-scale production. This is due to India's absence of a measuring standard for clothes, which resulted in the garment industry's dependence on domestic manufacturing.the aim of this paper is to know the impact of business Enhancement Practices Among Tailoring Communities with Respective to Pamidi, Ananthapuramu District.

KEY WORDS: Ready Made Garments, India's textile sector, fashion designers

INTRODUCTION
In truth, India only had small-scale, in-home tailors up until the late 1990s.
The Ready Made Garments (RMG) Policy was subsequently developed in 1995 with the goal of fostering a thriving RMG sector that would be globally competitive by 2003. In addition to removing barriers on foreign investment in this industry, the government started to streamline its processes for customs tax exemptions and other trade initiatives. Large-scale production facilities were therefore built, many of which were run by international corporations.
In the early 1990s, there was a surge in demand for ready-made clothing among urban populations as a result of the government's initiatives to foster the growth of RMG. This increase in demand caused the ready-made market to expand at a pace that was far faster than that of conventional tailors. The first category includes traditional tailoring for the general populace, where the tailor is a knowledgeable individual or group that supplies garments to local clients. They get very little exposure to technology, fashion trends, and product-specific information. Traditional tailors who serve the ordinary public, many of whom have no exposure to fashion trends or technology, make up the majority of India's textile sector. Currently, mass tailors make up around 80% of the market.

Large-scale RTW garment producers and importers make up the second group. The tailors take great care to guarantee the proper fit and appearance of the fitted items and are qualified to handle delicate and specialised materials. These organisations have access to technology and expertise about certain products. About 15% of the market is made up of this category.
Thirdly, there is a premium tailoring sector made up of custom or luxury sectors and fashion of the affluent, fashion-conscious segments of society. They make sure the client's personality, social standing, and the event are all reflected in the fitted apparel. About 5% of the market is made up of this category.
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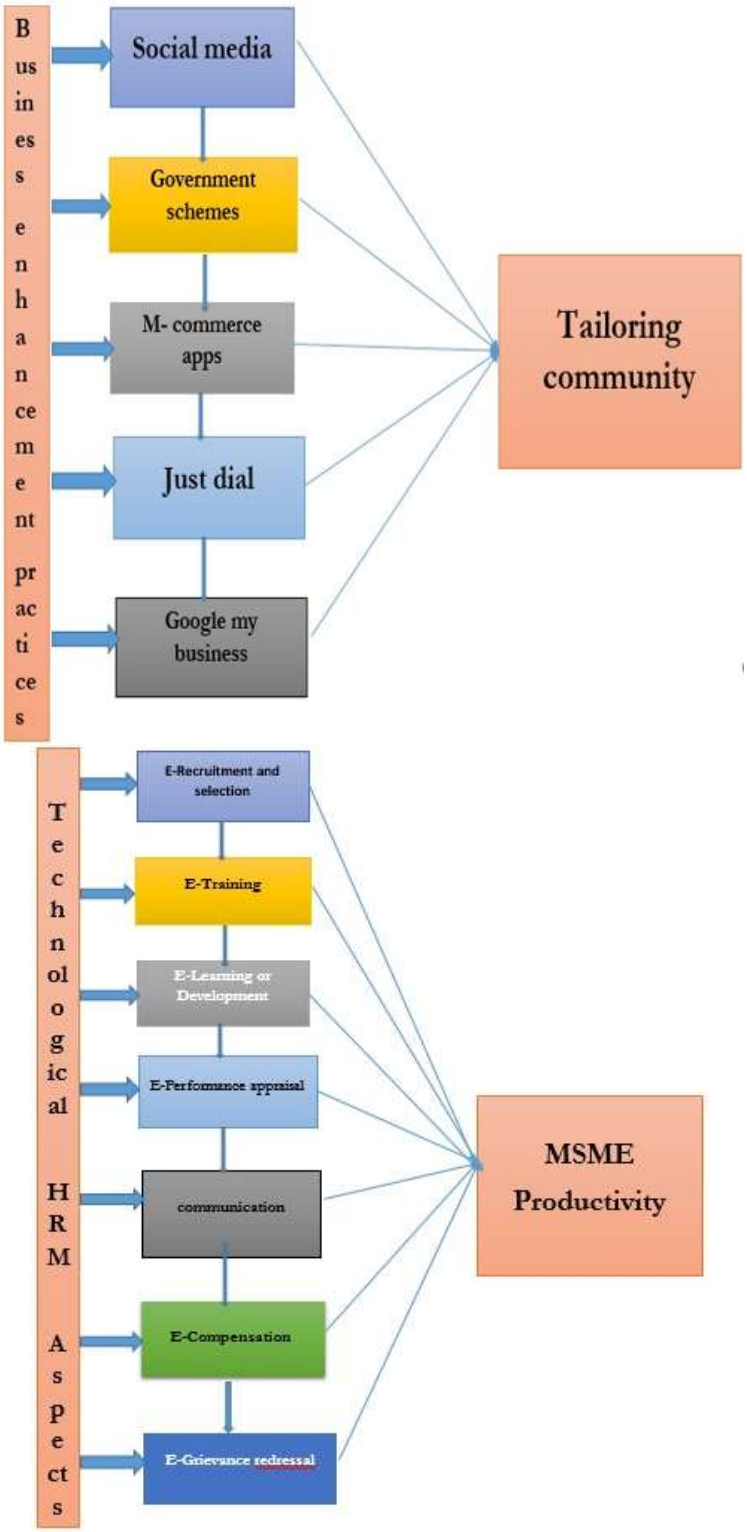
Thirdly, there is a premium tailoring sector made up of custom or luxury sectors and fashion designers. These fashion designers also perform their own tailoring services to meet the demands of the affluent, fashion-conscious segments of society. They make sure the client's personality, social standing, and the event are all reflected in the fitted apparel. About 5% of the market is made up of this category.

CONCEPTUAL FRAMEWORK



Objectives

The primary objective of this paper is to know the impact of business Enhancement Practices Among Tailoring Communities with Respective to Pamidi, Ananthapuramu District.

- To assess the impact of Social media on Tailoring community
- To assess the impact of Government schemes on Tailoring community

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- To assess the impact of M- commerce apps on Tailoring community
- To assess the impact of Just dial on Tailoring community
- To assess the impact of google my business on Tailoring community

HYPOTHESIS

Section 1: Social media

- **H0:**There is a positive impact of Social media on Tailoring community
- **H1:** There is no positive impact of Social media on Tailoring community

Section 2: Government schemes

- **H0:**There is a positive impact of Government schemes on Tailoring community
- **H1:** There is no positive impact of Government schemes on Tailoring community

Section 3: M- commerce apps

- **H0:**There is a positive impact of M- commerce apps on Tailoring community
- **H1:** There is no positive impact of M- commerce apps on Tailoring community

Section 4: Just dial

- **H0:**There is a positive impact of Just dial on Tailoring community
- **H1:** There is no positive impact of Just dial on Tailoring community

Section 5: Google my business

- **H0:**There is a positive impact of Google my business on Tailoring community
- **H1:** There is no positive impact of Google my business on Tailoring community

METHODOLOGY

Variables and Measures

Questions in this research were created to identify the most significant variables influencing Tailoring community in order to measure study variables. Five-point Likert scales (interval data) were employed as the scale measurement in this research, with 1 denoting strongly disagree and 5 denoting strongly agree. To gauge the respondents' level of agreement or disagreement, a likert scale was utilized. Think about using a Likert-scale inquiry when you want to find out what respondents' thoughts or sentiments are regarding something. These questions have the advantage of being simple to standardize, and the data obtained from Likert scale questions is amenable to statistical analysis.

Before being made available for the actual research, the questionnaire underwent pre-testing. The pre-test was conducted to help fix any potential technical issues with the questionnaire. To ensure that the wording of the questions is appropriate for the employees, a pre-test was conducted.

Getting a third party's perspective that was not involved in the actual survey could reduce any potential errors. Some of the questions were modified in response to their feedback. Additionally, elements like question wording, content, and form all improved.

Sample size: 500 **Sampling procedure:** convenience sampling

Data Analysis Procedure

The questionnaire is divided into two parts: Respondents were questioned about their demographics in the first part. In the second portion, respondents were questioned about their opinions on the relationship between elements of Business Enhancement and tailoring community enhancement. On a Likert scale of 1 to 5, with 1 representing strong agreement and 5 denoting strong disagreement, the claims are scored. Disagreement

DATA ANALYSIS AND INTERPRETATION

RESULTS AND DISCUSSION.

SPSS 22 was used to analyse the data. The research uses exploratory factor analysis to demonstrate concept validity and Cronbach alpha to assess internal consistency. The regression method was used to find any possible relationships between the variables.

For the purpose of conforming constructs in the EFA, PCA (Principal Component Analysis) was applied (Exploratory Factor Analysis). According to Hair et al. (1998), factor loading larger than or

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equal to 0.30 is believed to satisfy the lowest level, followed by factor loading greater than or equal to 0.40 and 0.50, which is thought to be highly important. This study's termination point was set at a factor loading of 0.50.

The results of the factor analysis are shown in Table 2. KMO When the value is between 0.5 and 1.0, a component analysis is advantageous for the data. The level of dependency between the variables is determined using Bartlett's sphere-city test. Researchers may discover the result by calculating the significance level of the test. When the values are extremely tiny, there are probably substantial correlations between the variables (less than 0.05). The data may not be appropriate for a factor analysis if the p-value is higher than.10. They demonstrate that factor analysis is suitable for this collection of data. All twenty-one items were verified for the final analysis since no item had a loading value lower than 0.5.

Table 1: Results of Exploratory Factor Analysis

Macro Variable	Micro Variable	Factor loadings	KMO Measureof Sample Adequacy (>0.5)	Bartlett's Test of Sphericity		Items confirmed	Items dropped	Cum % of loading
				Chi Square	Sig. (<.10)			
Business Enhancement practices	Social media	.928	.562	210.430	.000	6	0	66.48
	Government schemes	.898	.705	355.625	.000	6	0	78.536
	M- commerce apps	.737	.642	309.165	.000	6	0	72.860
	Just dial	.822	.628	120.772	.000	6	0	60.684
	Google my business	.979	.691	1386.834	.000	6	0	90.467

Reliability analysis:

Calculating Chronbach Alpha helped researchers assess the questionnaire's internal consistency and reliability. Nunally and Bernstein (1994) recommend adopting an alpha value as low as 0.60 for new scales, although a lower alpha value is acceptable. If not, it is common practise to impose the need of an internally consistent established scale with an alpha value of 0.70. The study's threshold value for Cronbach's alpha is 0.7.

Table 2: Results of the Reliability Examination

	Independent Variable	Cronbach Alpha
1	Social media	.732
2	Government schemes	.881
3	M- commerce apps	.808
4	Just dial	.669
5	Google my business	.946
Over all Reliability of the Questionnaire		.801

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Table 2s Cronbach's alpha values are over the cutoff value of 0.7, which is acceptable. With a Cronbach'salpha value of 0.801, the questionnaire's overall reliability is demonstrated.

Regression Analysis

Stepwise regression analysis is used to identify the predictor-criterion connection between the dependent and independent variables. A correlation between Business Enhancement factors and Tailoring community was investigated.

Results of Hypotheses Testing for Tailoring community as Dependent Variable

A number of separate regression models are developed and tested for the Tailoring community as dependent variable. 5 Business Enhancement factors i.e., Social media, Government schemes , M-commerce apps, Just dial, Google my business, taken as independent variables in regression models with Tailoring community as dependent variable as depicted in Figure 1.

According to the results of the step-wise regression analysis in above tables 5 factors (Social media, Government schemes , M- commerce apps, Just dial, Google my business) were found to be significant predictors of "Tailoring community." Using the R square of 0.934, we can see that these 5 variables are capable of explaining "Tailoring community" to the degree of 93.4 percent in the data in Table 3(a). According to Table 3(b), the "ANOVA results for the regression model are provided, demonstrating validity at the 95 percent confidence level."A brief overview of the corresponding coefficients .

Table 3(a) Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863[a]	.744	.743	.355
2	.911[b]	.830	.829	.290
3	.936[c]	.876	.874	.248
4	.955[d]	.912	.910	.210
5	.962[e]	.926	.925	.192

Table 3 (b) ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.776	1	87.776	696.150	.000[b]
	Residual	30.135	553	.126		
	Total	117.911	554			
2	Regression	97.885	2	48.943	581.674	.000[c]
	Residual	20.026	552	.084		
	Total	117.911	554			
3	Regression	103.276	3	34.425	557.490	.000[d]
	Residual	14.635	551	.062		
	Total	117.911	554			
4	Regression	107.488	4	26.872	608.429	.000[e]
	Residual	10.423	550	.044		
	Total	117.911	554			
5	Regression	109.232	5	21.846	591.557	.000[f]
	Residual	8.679	549	.037		
	Total	117.911	554			

a. Dependent Variable: Tailoring community

b. Predictors: (Constant), Social media, Government schemes , M- commerce apps, Just dial, Google my business,

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Test Results for Hypotheses

Hy. No.	Independent Variables	to	Dependent Variables	R-Square	Beta Coefficient	t-value	Sig Value	Status of Hypotheses
H1	Social media	→	Tailoring community	0.934	.139	4.583	0.075	Accepted
H2	Government schemes	→	Tailoring community		.211	7.437	0.000	Accepted
H3	M- commerce apps	→	Tailoring community		.215	11.793	0.003	Accepted
H4	Just dial	→	Tailoring community		.265	8.771	0.012	Accepted
H5	Google my business	→	Tailoring community		.195	7.379	0.017	Accepted

CONCLUSION

this study was conducted to further understand how Business Enhancement aspects were evaluated in connection to Tailoring community using seven independent variables and one dependent variable. The results indicated that all the seven dimensions of Business Enhancement are significant predictor of "Tailoring community". As a result, the findings of this study show that the Business Enhancement dimensions and Tailoring community are positively associated. but Future research could include a few more variables that could have a greater impact. The data was gathered through the technique of convenience sampling instead of using a random sampling. Therefore, Considerable care needs to be taken when generalising the findings. The number of people that participated in the study (n=500) was also limited. A more representative sample drawn from a wider population may yield more conclusive results

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