

Impact of E-Commerce in Indian Fashion Industry and Its Future Trends

Balavignesh M, Princy. J

Student, Department of Commerce Shift -II Loyola College (Autonomous) Chennai -600034
Assistant professor, Department of Commerce (Shift II) Loyola College (Autonomous), Chennai 600034.

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ABSTRACT

The primary goal of this dissertation is to determine whether customers believe that e-commerce is beneficial to them. Conventional shopping in terms of performance and technology skills to analyse the value of omni-channel concepts and services from the standpoint of Indian customers the fashion industry's operations. One of the most well-known business sectors is the fashion industry in the country of India. The fashion industry is now grappling with new technologies and innovation. It's their business E-commerce was first launched in the 1990s, and it quickly became apparent that it had enormous potential. The customer base was attracted to e-commerce because of innovation and fresh concepts. Due to intense competition from online retailers, internet merchants are growing at a quicker rate than traditional stores offerings and tactics of retailers. The challenges in the fashion retail industry are identified in this study in the country of India. For fashion retail marketplaces to improve their strategy and client pleasure, new technologies are being developed. The theories are being investigated through gathering behaviourism, functionalism, and experimental concepts. Client preferences, demographic views toward technology, and omni-channel are all factors to consider. We must do something. We may use several ways to gather theoretical information from this vantage point. Multiple In the analysis and validation of hypotheses, techniques are used. For data, I utilized the SPSS program cross-tabulation function was used in the analysis During my investigation, I discovered that conventional retail and e-commerce are complementary. Despite their independence from one another, they are increasingly integrating, which is a critical component for success. fashion industry trends in the future. To deliver good customer service, they are gradually implementing an omni-channel approach.

I. INTRODUCTION TO THE CONCEPT

The first electronic online service was introduced in the mid-nineties of the previous century, but it has drastically affected the outlook of every nation in a short period of time. The current E-Revolution is converting countries into knowledge-based society as well as driving global commerce. The Internet has seen remarkable expansion in terms of commercial trade volume in recent years, paving the door for new definitions in all areas. The introduction of contemporary information and communication technology has enabled businesses to provide high-quality services, cut client pricing, and enhance profit margins. In addition, technological advancements have spawned new business, economic, and financial trends. The Internet has created a completely new business environment, unlike anything that has ever existed before, allowing any organization to conduct its entire set of business operations and practices online.

India's growing international competitiveness within the fashion industry sector is due to its full supply chain - high-quality finished products, low labour costs, experience, entrepreneurial and design skills. The Indian economy is open to the outside world: foreign investments and opportunities have increased because of changing government policies. India has opened joint ventures and collaboration with the outside world with economic liberalization that will give new opportunities for forming joint ventures to give international markets (Rudra Jeet Pal, 2008).

II. REVIEW OF LITERATURE

Ashok Panigrahi, Ranjan Upadhyaya & P.P. Raichurkar (2016) The textile sector is the country's second largest industry, accounting for 14% of GDP. India has experienced remarkable growth thanks to e-commerce and computer automation applications. Ecommerce is connecting rural India for business purposes, resulting in the

development of village economies. In India, ecommerce appears to have a bright future. In the field of ecommerce, India is exploding. India has a population of over 100 million internet users. In comparison to markets such as the United States and the United Kingdom, e-business penetration is modest, but it is developing at a considerably faster rate, with a huge number of new entrants. India is yet to have a breakout success story in E-commerce, particularly in online shopping.

Hasan (2010) pointed out that e-commerce sectors have progressively become an important part of corporate strategy and a powerful stimulus for economic development. The internet is used in the garment industry's business-to-business side.

Nisha Chanana, Sangeeta Goel (2012)

The e-commerce business in Asia is booming and poised for tremendous growth. There are a few athletes that have gotten off to a strong start. Their ability to deliver a variety of features and market understanding are critical to their success. E-commerce's future is impossible to forecast. Travel and tourism, electrical appliances, hardware products, and clothes are all areas that are expected to increase in the future. There are a few more important elements that will contribute considerably to India's

ECommerce industry's growth.

Raja Saravanan (2019) In India, the fashion industry is one of the most important business sectors. The fashion industry is currently overcoming new technologies and innovation in their field. In the 1990s, e-commerce was established, and consumers were attracted to it because of the possibility for innovation and new concepts. Because of the significant pressure from online retailers' offers and strategy, online retailers are growing quicker than traditional retailers.

Rakesh Mohan Joshi (2018) The retail industry plays an important part in the Indian economy, contributing significantly to industrial production, job creation, and export earnings. About ten percent of manufacturing output, two percent of gross domestic product, and thirteen percent of total exports are produced in India. It employs 45 million people directly and 60 million indirectly, making it the country's largest employer.

Kumar & Rajkumar, (2005) Omnichannel consumers are increasingly purchasing goods using multiple retail channels, increasing the number of average customer sales and the Omnichannel customer value the number of channels

accepted. Communicating with the retailer across multiple channels creates strong relationships, increased trust and lower risk for the consumer.

Barry & Joel, (2012) State: "It is useful for technological relationships if you support a better communication flow between retailers and their customers, and between the retailers and their suppliers. More fashion retailers are embracing technology-based insights in business and customers are using online communications during their shopping trip. **(Singh, 2016)** India's global product treasury is India's growth possibilities, as the manufacturing industry is the backbone of the Indian economy. Manufacturing creates highquality products for consumers throughout the supply chain, boosting the growth and productivity of other industries. According to the Reserve Bank of India, the total value of this division in 2014-15 and 2015-16 was Rs 16,670 billion and Rs 18,219 billion, respectively. The Indian economy is expected to overtake China as the world's largest by 2030, providing a huge potential for the Indian manufacturing sector to expand. By 2025, India's manufacturing industry is predicted to be worth \$ 1 trillion, accounting for 25% of the country's GDP. Over the medium run, India's domestic production is predicted to rise by 1214 percent. 2030, providing a huge potential for the Indian manufacturing sector to expand. By 2025, India's manufacturing industry is predicted to be worth \$ 1 trillion, accounting for 25% of the country's GDP. Over the medium run, India's domestic production is predicted to rise by 1214 percent

Sandeep Kumar & Smita Bagai (2018)

In the present fashion scene, e-business is the emerging star. The traditional methods of marketing and controlling the fashion industry are no longer in use. Everything is moving to the internet. Furthermore, e-tailing of fashion products has proven to be less expensive than physical storefronts on numerous occasions.

Shrey Nougaraahiya, Gaurav Shetty and Dheeraj Mandloi E (2021) In a record amount of time, India's commerce sector has established strong roots in the urban economy. However, reaching tier 2 and tier 3 cities remains difficult. India's demographics ideally position us as a desirable industry for an E-commerce boom. The Indian economy is perfectly positioned for exponential growth of the E-Commerce industry, thanks to COVID – 19 caused changes in consumer

behaviour. Companies straining to meet online demand throughout the epidemic and after the country's economy was reopened is a clear signal that the supply side of the ECommerce sector requires assistance or intervention.

Rosen, Jaffe & Perez-Lopez (1997) The impact of internet purchasing on the clothing business has prompted several studies to examine how the clothing and apparel sector uses this distribution channel, as well as industry trends and how they might increase online sales.

Drapers (2012) Traditional retailers required huge storage facilities. However, the rise of ecommerce shopping has influenced the significance of store numbers, and this does not mean that it is already a different and distinct channel creating purchase to current retail channels, but it also includes stores (Multichannel retailing) a complete change across retail stores. There is one more new strategy called Omni channel retailing, which intends to merge the various ways of communicating with the retailer, which allows a customer to keep a high level of customer satisfaction across channels and enable a consumer to shift from one channel to another. However, the quality and size of the retail store is still very important to consumers who value personal service and human interaction by patronizing retail shops in the commercial street.

1.4 OBJECTIVES OF THE STUDY

- To Examine the consumer preferences for Indian apparel purchased through internet portals have changed.
- To investigate the elements that influence Indian customers' decisions to buy fashion items through e-tailers.
- To comprehend the significance of e-commerce in the Indian fashion market,
- To find out the future trends in e-commerce in the fashion industry in India,

III. METHODOLOGY:

Research methodology refers to the process of selecting how to perform and plan research in a systematic manner. To guarantee that you get legitimate and dependable data from market or social research, you must plan out every step, from which questions to ask to which analytic approach to utilize.

Design of the study A researcher's research design is the framework for the methodologies and approaches he or she will use. Researchers may focus on research methodologies that are appropriate for the topic matter and set up their studies for success thanks to the design. The kind of research (experimental, survey research, correlational, semi-experimental, review) and its sub-types are explained by the design of a research subject (experimental design, research problem, descriptive case-study).

Questionnaire:

<https://forms.gle/25Xy3TT24TuU4oYN8>

IV. DATA ANALYSIS AND INTERPRETATION:

Gender

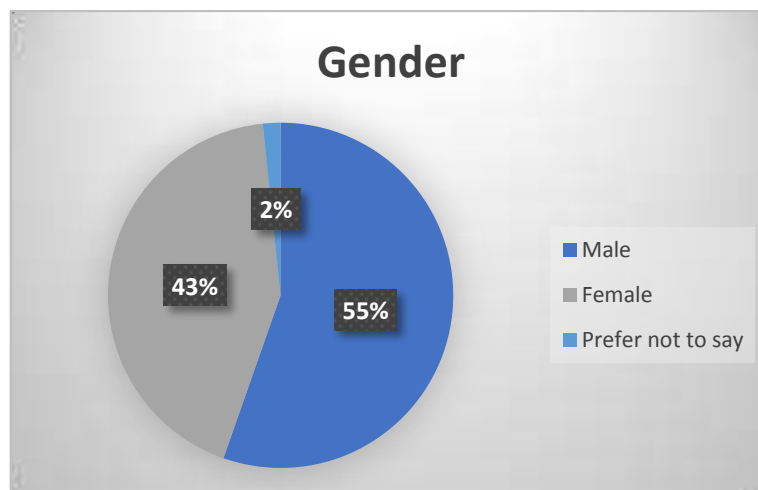


Figure no.1

Figure no.1 Shows that 55.4% of the respondents were male and 43% percent of the respondents

were female Figure no.1clearly indicates that majority of the respondents are Male. Because

most of the male our working people so they buy more for their family, friends, and gift purposes.

AGE

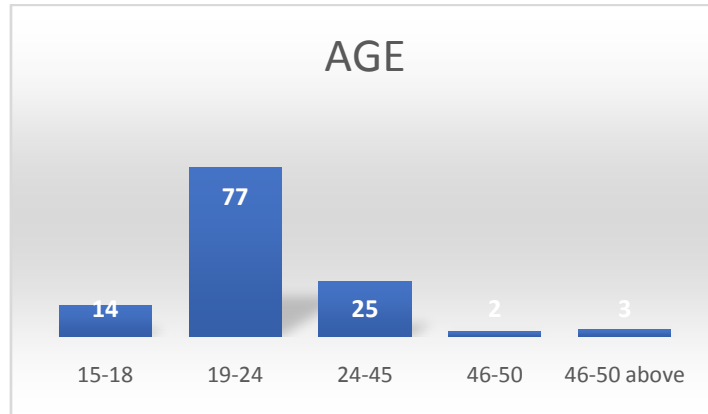


Figure no.2

Figure no.2 shows that 63.6 percent of respondents belonged to the age group of 19–24, followed by 11.6 percent of respondents who belonged to the age group of 15–18. Chart 2 clearly

indicates that most of the respondents belong to the age group of 19–24 years. The people in 19-24 where eventually try to buy for their college purposes after completing school uniform format.

QUALIFICATION OF RESPONDER

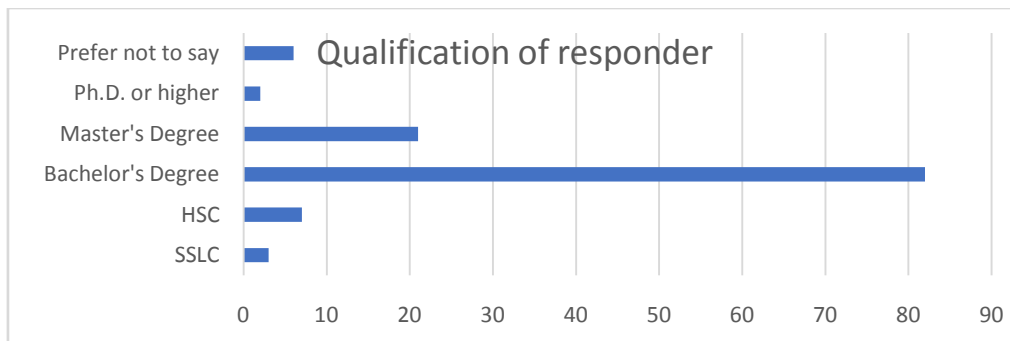


Figure no.3

Figure no.3 shows that 67.8 percent of respondents had completed or were pursuing a bachelor’s degree, followed by 17.4 percent of respondents who had completed or were pursuing a master’s degree, and 10 percent respondents did not prefer to state their educational qualification.

Figure 3 clearly indicates that most of the respondents had completed or were pursuing bachelor’s degrees. It has a clarified that most of the trends where choose only to youngsters as their base of launching new marketing products.

MARITAL STATUS

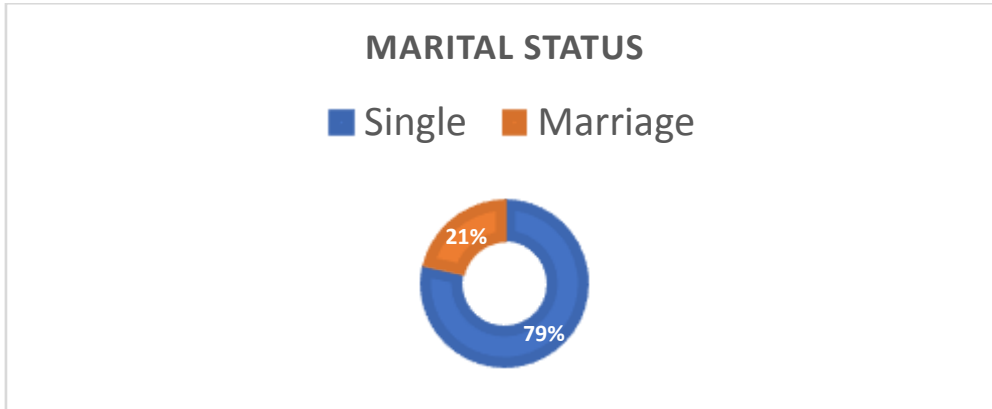


Figure no.4

Figure no.4 shows that 78.5 percent of respondents' marital status were single, followed by 21.5 percent of respondents who were married. Figure clearly indicates that most of the

respondents were single. Married peoples have family where they will spend more on shopping and new trends with their family like matching dress in traditional days.

CURRENT EMPLOYMENT STATUS/OCCUPTATION

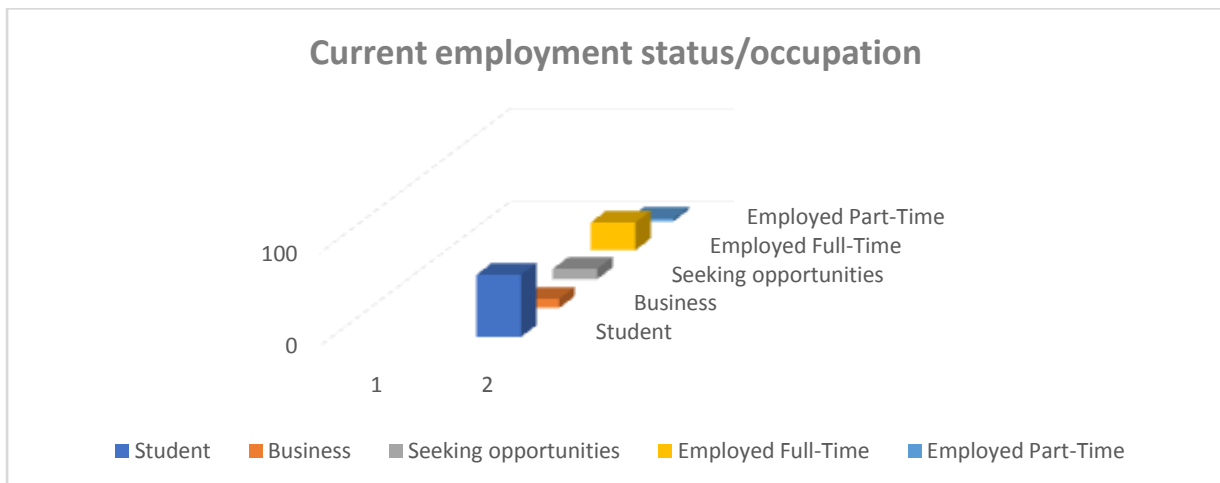


Figure no.5

55.4 percent of respondents were students, 24.8 percent were full-time employees, and five were entrepreneurs, according to figure no.5 Only one person responded that he or she is looking for

work. The vast majority of those who responded were students. Especially Students where try make different costumes in their study time to look different and enjoy the days.

ANNUAL HOUSEHOLD INCOME

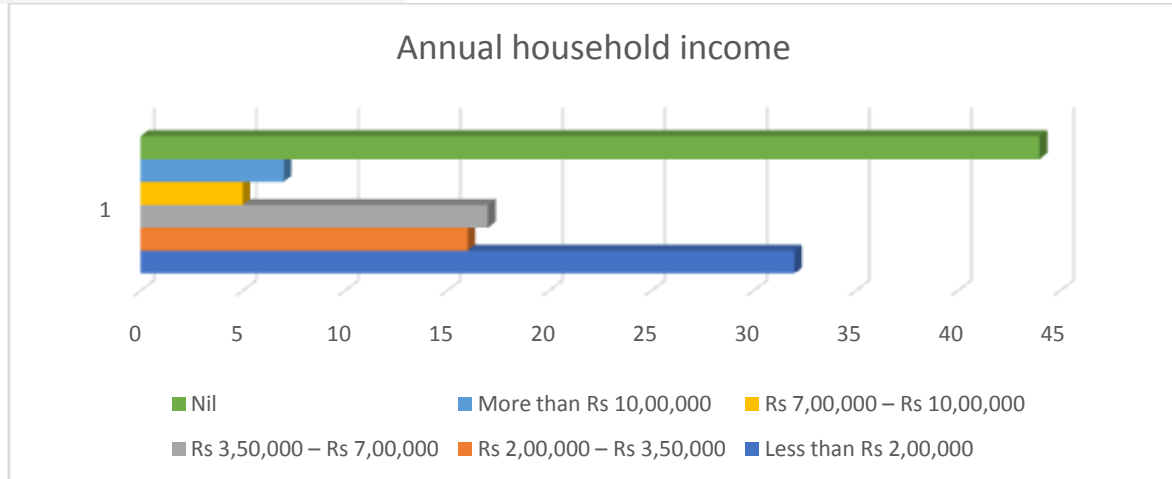


Figure no.6

According to Figure no.6, 26.4 percent of respondents earned less than Rs. 2,00,000 per year, while 4 percent earned more than Rs. 10,00,000 per year. The vast majority of those who responded had

an annual personal income of less than Rs. 2,00,000. Normal people buy new clothes more for family members attract to the ads.

RECURRENCE OF NEW CLOTHES

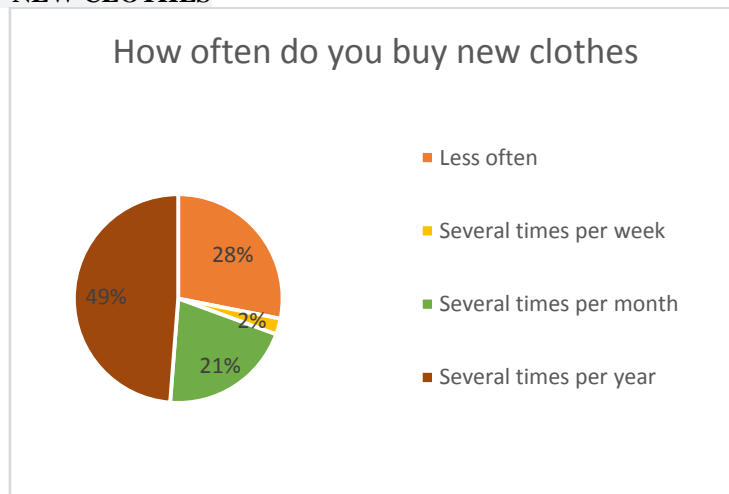


Figure no.7

According to figure no.7, about 48.8 percent of respondents buy new clothes several times per year, and about only 28.1 percent of respondents buy clothes frequently. Most respondents did not

frequently buy apparel. The respondents try only to change clothes for traditional purpose only not more than that.

REASON OF NEW CLOTHES



Figure no.8

Figure no.8 shows that 62 percent of respondents' reasons for buying new clothes is to replace the worn-out clothes, and about 9 percent of respondents mentioned some other reasons like buying for family occasions, festivals, and celebrations. There is a considerable number of

respondents 17.4 percent who are buying the apparel for gift purposes. Because of current economic level and cost of living and online working facilities people used to buy clothes only to replace the old used clothes.

FAVOURITE COLOUR

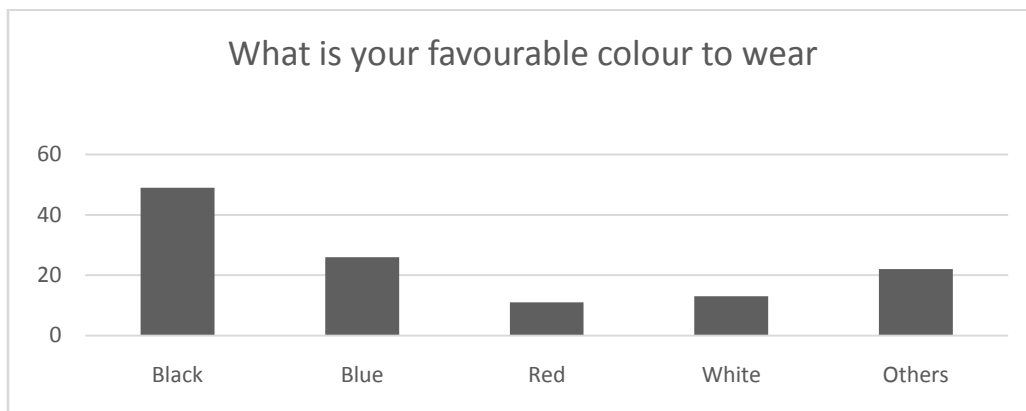


Figure no.9

About 40.5 percent of the respondent's favourite colour to wear is Black, followed by Blue, which is about 21.5 percent, which means in new trend colours were become freedom to all and in trend it becomes black as majority. The popularity of different colours can vary depending on the season, current trends, and cultural influences. For example, in the spring and summer

seasons, pastel shades like light pink, baby blue, and mint green are often popular, while in the fall and winter, darker hues like burgundy, navy, and forest green tend to be more prevalent. Ultimately, the favourite colour in the fashion industry can change over time and is subjective to personal taste and style.

RECURRENCE OF SHOES

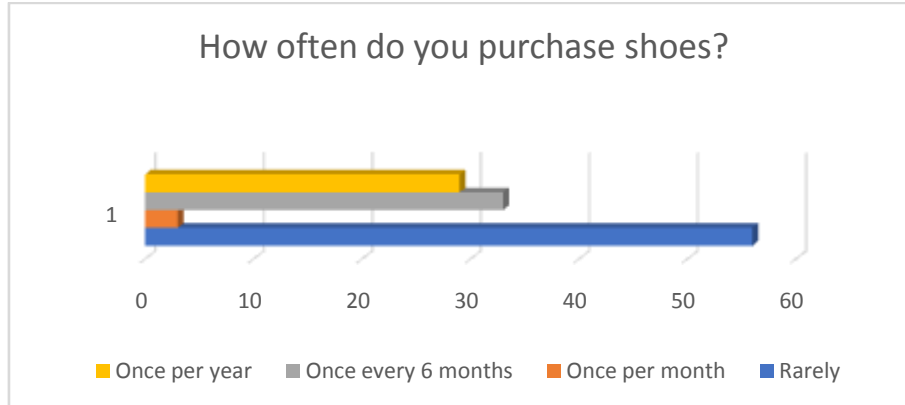


Figure no.10

From figure no.10, most respondents do not frequently buy shoes, which is about 46.3 percent of respondents. Approximately 27.3 percent of people buy shoes every six months. Most

respondents rarely buy shoes. Because the quality of shoes in India is very good so the change of shoe is very rare and quality damage is very low.

IMPORTANCE OF CLOTHING

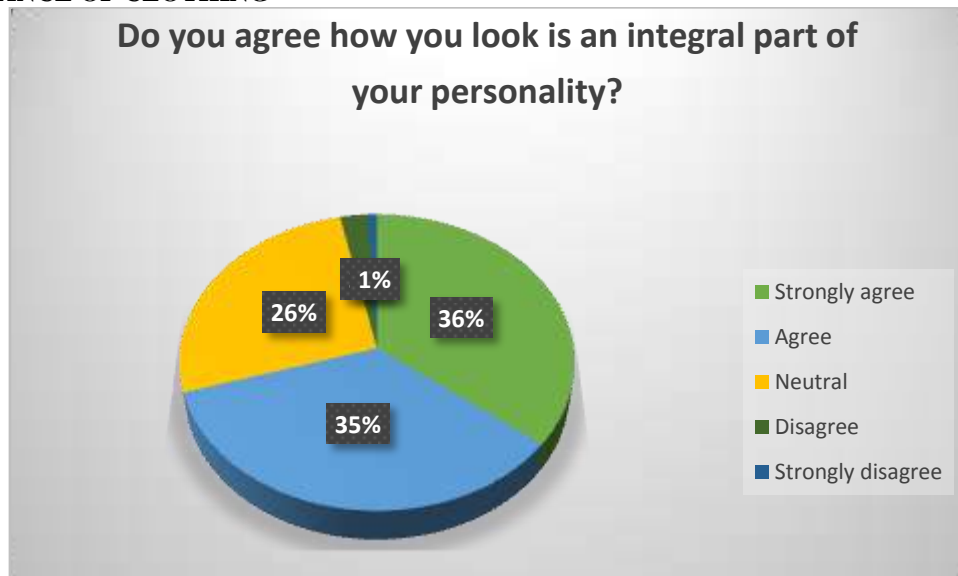


Figure no.11

About 43 out of 120 respondents agree that looks are an integral part of personality and 41 people strongly agree with that statement. A very small number of respondents didn't go with that statement. The age of the respondents; of those who are aged 19–24 years of age, 37 respondents strongly disagree with that statement and another

38 respondents agree with that statement. Since in India is a developing country most of them working in IT sector, they were structured to have a good-looking manner so most of the people strongly agree and India also has agriculture and trading sector in which the outer look doesn't matter for strongly disagree responders.

WAY OF BUYING CLOTHES

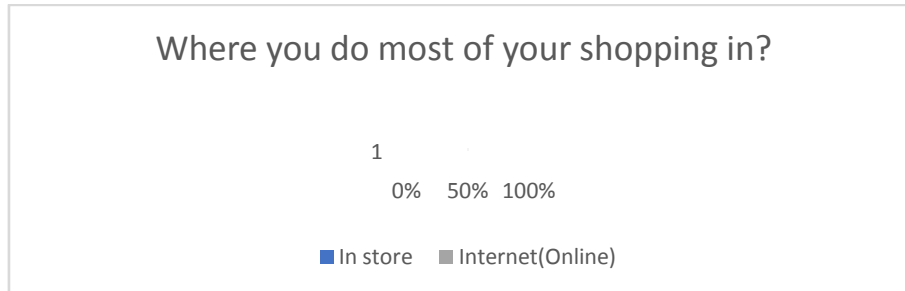


Figure no.12

According to Figure no.12, 87.5 percent of respondents do most of their shopping in stores, while only 12.5 percent of respondents do most of their shopping on online applications and websites. Because most of the people prefer traditional way of buying clothing by checking the quality of the clothes and shoes in-person. Some products, such as clothing, people may want to see and touch the product before they make a purchase to ensure that

it meets their expectations. In-store shopping may be more convenient if they live near a store or if they need the product immediately. And In-store shopping allows people to avoid shipping fees, which can be significant for larger or heavier items. It allows people to receive personalized service from the sales staff, who can answer any questions they may have about the product and provide recommendations based on their needs.

DIFFICULTIES FACED IN-STORE SHOPPING



Figure no.13

According to Figure no.13, 53 out of 120 respondents were having the difficulty of a lack of designs and varieties in in-store purchasing of fashion products. In-store shopping can be overwhelming if the store is crowded, especially during peak shopping seasons or holidays. This can make it difficult to navigate through the store and find what you're looking for. If you are shopping for clothing or shoes, finding the right size or style

can be challenging, especially if the store doesn't have a wide range of sizes or styles available. Some sales staff can be overly aggressive or pushy, which can make the shopping experience uncomfortable. In-store shopping may be difficult for people with busy schedules, as some stores may have limited hours of operation that don't coincide with their availability.

PROBLEMS SOLVED BY ONLINE SHOPPING

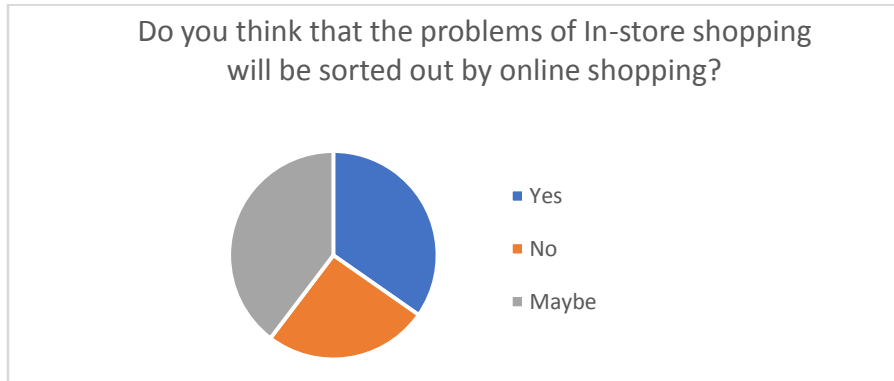


Figure no.14

Figure no.14 clearly states that there is a greater possibility that the problems of in-store shopping will be sorted out by online shopping, but 62 out of 120 respondents showed their response as it may happen. Online shopping often offers lower prices than physical stores, as online retailers have lower overhead costs and can pass those savings on to the consumer. Online shopping allows people to

read reviews from other consumers, which can help them make informed decisions about the products they are considering. Online shopping offers the convenience of home delivery, which eliminates the need to travel to a physical store to pick up the products. This is particularly beneficial for people who have mobility issues or who live in remote areas.

FASHION PRODUCTS IN ONLINE SHOPPING



Figure no.15

Even though most respondents do most of their shopping online, 65.8 percent of total respondents use an online application or website to find a fashion product. Online retailers offer a wider range of fashion products than most physical stores can offer, as they can source products from multiple suppliers. This allows customers to easily

find the specific style and colour they are looking for.

Online shopping makes it easy to compare prices and products from multiple retailers, without having to physically visit each store. This allows customers to find the best deals and save money.

APPS FOR ONLINE SHOPPING

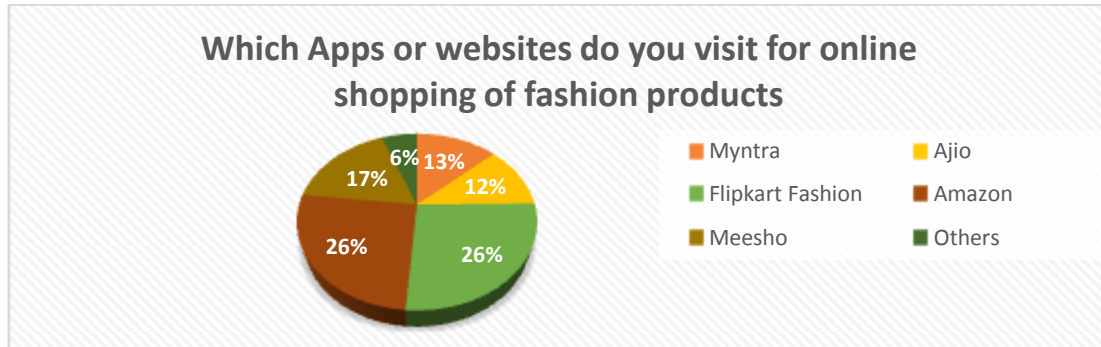


Figure no.16

From Figure 16, about 42.5 percent of respondents use the Amazon application for online shopping of fashion products, followed by Flipkart fashion with 20.8 percent of respondents' usage. The newly emerged low-cost fashion brand, Meesho, had 14.2 percent of the respondents'

usage. It was mostly used in place where shops cannot be located, or people cannot buy due to their busy schedule even though it is used to buy clothes from rare places.

THINGS ATTRACTED IN ONLINE SHOPPING

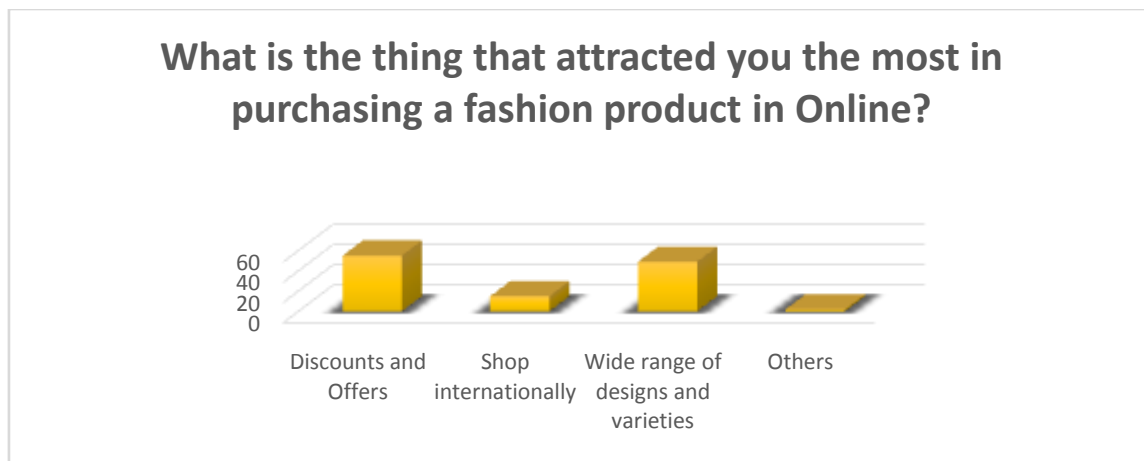


Figure no.17

According to figure no.17, about 48.3 percent of respondents were attracted by the discounts and offers of the online shopping platforms, and 44.2 percent of the respondents were attracted by the wide range of designs and varieties that online shopping platforms have. Online shopping allows customers to read reviews and ratings from other customers, which can provide valuable information about the quality and fit of the products they are considering. This can help

customers make informed purchasing decisions. Online shopping offers the convenience of home delivery, which eliminates the need to travel to a physical store to pick up the products. This is particularly beneficial for people who have mobility issues or who live in remote areas. Online shopping is available 24/7, allowing customers to shop at any time that is convenient for them. This is particularly useful for people with busy schedules or who work irregular hours.

DISADVANTAGES OF ONLINESHOPPING



Figure no.18

Clearly states that online shopping affects domestic sellers in our country. Approximately 60 percent respondents responded in terms of how it will affect domestic sellers. online shopping has also changed the way consumers shop, with many consumers preferring the convenience and ease of online shopping over traditional physical stores. This has resulted in a decline in foot traffic for domestic sellers and a shift towards online

shopping. It has also created new opportunities for domestic sellers to reach a wider audience by establishing an online presence and selling products through e-commerce platforms. Many domestic sellers have successfully adapted to the changing market by integrating online and offline sales channels, which has allowed them to remain competitive.

IN-STORE SHOPPING EXPERIENCES

Assess the following considerations based on your in-store shopping experience:

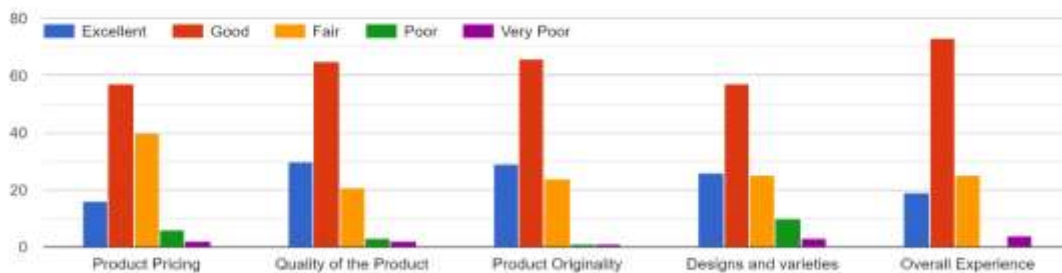


Figure no.19

Figure no.19 shows the respondents' opinions on in-store shopping. In-store purchasing yielded good product quality and originality, according to most replies. As shown in the graph, most respondents are satisfied with product uniqueness and quality, but not with product pricing, designs, or variations, which are reported to be fair only. If a customer has left a negative review, it is important to apologize for any

inconvenience or dissatisfaction they experienced and offer a resolution, such as a refund, exchange, or discount on future purchases. It is also important to take any necessary steps to address the issue and prevent similar problems from occurring in the future. If a customer has left a positive review, it is important to thank them for their feedback and express appreciation for their business.

ONLINE SHOPPING EXPERIENCES

Assess the following factors based on your e-commerce experience:

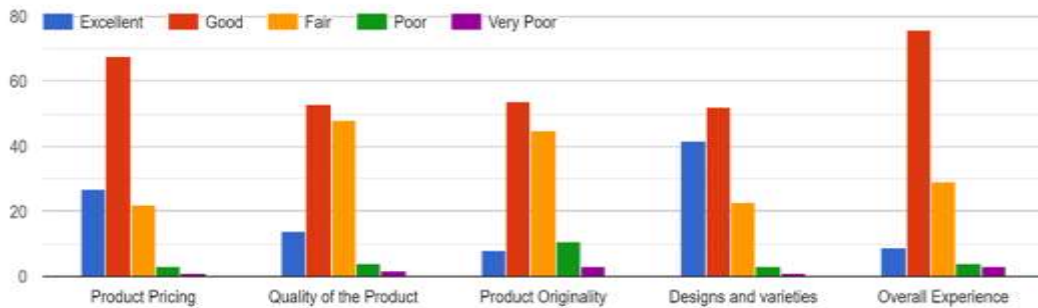


Figure no.20

Figure no.20 shows the respondents' opinions on online shopping. Online purchasing yielded very good product pricing, designs, and varieties. The overall experience of the respondents in the Online shopping have also been Good. As

shown in graph, most respondents are satisfied with product pricing, designs and varieties, but not with product Originality and quality, which are reported to be fair only.

ONLINE SHOPPING FUTURE TRENDS

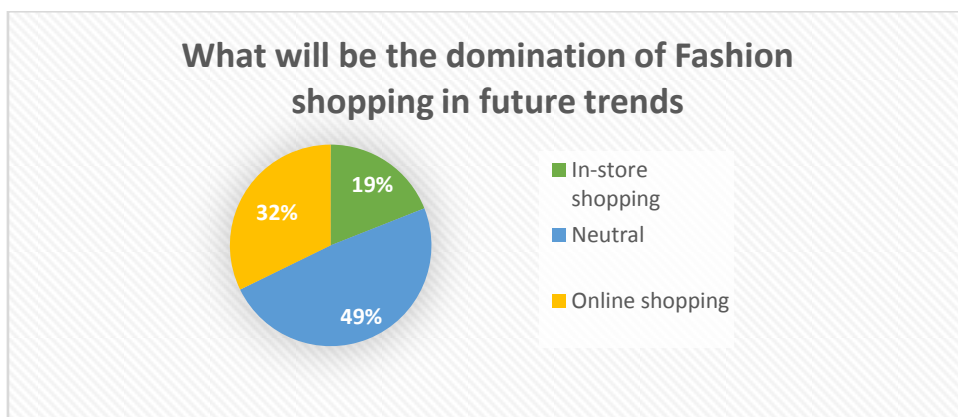


Figure no.21

According to figure no.21, 19 percent respondents were expecting that there would be a dominance of fashion shopping in the future online. This data has been cross tabulated with the data on the shopping preferences of the respondents. Most respondents who purchased in-store responded that online shopping would dominate fashion shopping in the future, and most respondents who purchased

online also responded the same. Many retailers are adopting an omnichannel approach, where they offer a seamless shopping experience across multiple channels, including online, in-store, and mobile. As consumers become more environmentally conscious, many e-commerce companies are focusing on sustainability and offering eco-friendly products and packaging.

V. FINDINGS:

- ✦ Here are the findings made after analysing the information gathered from the 121 respondents within Chennai city.
- ✦ The study revealed that majority of the respondents are Male.
- ✦ The study revealed that majority of the respondents belonged to the age group of 19–24 years.
- ✦ The study revealed that majority of the respondents had completed or were pursuing bachelor's degrees.
- ✦ The study revealed that the majority of the respondents were married.
- ✦ The study revealed that the vast majority of those who responded were students.
- ✦ It was found that the vast majority of those who responded had an annual personal income of less than Rs. 2,00,000
- ✦ The study revealed that the vast majority of respondents did not frequently buy apparel,
- ✦ The study revealed that vast majority of people who responded were buying new clothes for the purpose of replacing worn-out clothes.
- ✦ It was found that the vast majority of respondents favourable colour is Black and Blue
- ✦ It was found that favourite clothing pattern is plain
- ✦ The study revealed that the vast majority of respondents rarely buy shoes,
- ✦ The study revealed that about 43 out of 120 respondents agree that looks are an integral part of personality and 41 people strongly agree with that statement, so majority peoples agrees that.
- ✦ The study revealed that the majority of the respondents did most of their shopping in stores only.

The study revealed that Product pricing is reasonable, product quality is good, product originality is good, designs and variety are poor, and the overall shopping experience is fair, according to respondents' perception on In store shopping

VI. LIMITATIONS:

- ✦ Many consumers preferred internet for visiting social networking sites. Social networking sites such as Facebook, Instagram and snapchat influenced consumers to purchase apparels through online as information regarding those products was present in the site.

- ✦ Most of the consumers revealed that they would check on product information and reviews by others consumers while purchasing apparel products so online portals must provide valid information for consumers.
- ✦ The price of International branded apparels sold in online portals maybe reduced and at the same time the government of India must also reduce the tariff rate for international branded goods.
- ✦ E-commerce companies shouldn't affect the domestic vendors in India or else It is recommended to buy goods from the domestic vendors itself.
- ✦ At the same time retailers must ensure the quality of the apparels sold are in good conditions and its worth for the price if not there may be an increase in returns which may lead to heavy losses and the trust of the brand by consumers may be reduced
- ✦ The recommendations for the organization engaged in E-commerce needs to focus on the risk associated in return policy and to make the process convenient, easy, and safe and secured to return the purchase items.
- ✦ In addition to this the E-commerce business should implement the lenient return policies to maximize the customer retention thereby elevate or increase the profitability and increase the customer base.

VII. CONCLUSION:

In the present fashion scene, e-business is the emerging star. The traditional methods of marketing and controlling the fashion industry are no longer in use. Everything is moving to the internet. Furthermore, e-tailing of fashion items has shown to be less expensive than physical storefronts on several occasions. In India's fashion garment industry, digital enforcement is extremely crucial. At the same time, internet portals embrace innovation and technology. The garment industry is expected to represent roughly 4-6 percent of total retail in India by 2020, based on a consistent growth rate of 44 percent. At the same time, the clothing industry will account for 30% of overall market share by 2020. And now, India has broken free from its conventional canopy, with women entering the workforce, paving the road for financial independence and rising family income, resulting in increased demand for a variety of garment categories. However, it is in the power of merchants to deliver high-quality items at reasonable prices. Legislators must also guarantee that no substandard, duplicate, or harmful garment goods access the market.